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## Innovating the Scholarship Award Process

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## Introduction

- HSON is ten years old
- 70% of students are Hispanic
- Average age of student is 26
- Pell eligibility



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## Purpose

- Create criteria for awarding nursing specific scholarships
- Raise money from diverse donors and organizations
- Tell the community about your student's stories

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## Methods

- Aggressively raised money
- Helene Fuld endowment, grants
- Ranked students on GPA and unmet financial need
- Scholarships increase over time with largest awards going to seniors
- Partnered with NFP for high risk students

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## Results

- Tripled average yearly amount given in nursing scholarships
- Average award doubled
- Free car leases
- Greater awareness in community continues to bring in scholarship monies
- Currently preparing proposal for a \$10,000,000 gift



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