



Scholarship Awarding & Outreach Strategies

Lori Tatsch, Scholarship System Coordinator



Vision & Mission

We envision a future in Dallas County where anyone, from any zip code, can gain the knowledge and skills they need to advance economically and achieve their dreams.

We advance economic mobility for students in our community by channeling the power of philanthropy to lift Dallas College to new heights of innovation, excellence, and equity.





Application Process

BlackBaud Award Management (BBAM)

- Auto Match
 - General application responses
 - Data from college database
- Apply To
 - Require additional information
 - Recommended
 - General application responses
 - Data from college database



Deadlines to Submit

- Fall – June 1
 - Late Fall – August 15
- Spring – December 1
 - Late Spring – January 15
- Summer – April 30



Selection Process



- Dallas College employees volunteer to review applications (donors limited)
- Apply to scholarships reviewed on the application level
- Automatch scholarships reviewed on the general application level
- All applications receive minimum of 3 reviews



Promotion

- Student Outreach & Recruitment Office
- College Marketing
 - Student Newsletter
 - Social Media
 - Printed promotional items
- Impromptu visit with students





Outreach

- Workshops (virtual & in person)
- Student Outreach & Recruitment Office
- College Clubs & Organizations
- Degree Programs (Welding, Nursing, etc.)
- Campus Events
- High School College Day Fairs
- High School Parent Groups





Future Plans

- Reduce number of award periods
 - Priority deadline
 - Final or rolling deadline
- Create Users Upon Import
- Community workshop for high school parents
 - Empower parents to support their children
- Workshops focused on specific programs of study
- Increase social media promotion





Thank you!

Lori Tatsch, M.B.A.

Scholarship System Coordinator

214-378-1555





Questions

