



## The Scholar Snapp™ solution helps providers get more from their investment in their online scholarship application

The Scholar Snapp solution was developed by an idea sparked and funded by the Michael & Susan Dell Foundation. Working with the National Scholarship Providers Association ([www.scholarshipproviders.org](http://www.scholarshipproviders.org)) and other scholarship providers, the foundation hopes to provide more students with access to more financial aid - ultimately getting more kids to and through college.

The Scholar Snapp solution makes it easier for students to find and to apply for your scholarship and allows you to get more value from your online application presence.

The Scholar Snapp solution increases your applicant pool with quality applicants without having to increase your advertising and marketing budgets. The solution saves time and money by NOT requiring you to re-code online application programs, and by not having to process applications manually to find qualified candidates

### The problem to solve

Students spend many hours filling out scholarship applications in an effort to get money for college. Not only does one application require significant time, but also each application requires manual data entry regardless of how many questions it shares with a previous application. For example, the student must redundantly enter their name, address, and contact information, and repeat the process for nearly every application. Some students will employ awkward cut and paste mechanisms to try to re-use their information in multiple places. While the requirements

of one application are not too much to bear, consider the time needed when a student attempts to apply for forty scholarships. Students individually decide when “enough is enough” and they stop applying, mainly based on their threshold for the time investment they are willing to make.

Rightfully so, scholarship providers are selective about which students to whom they award scholarships, but collectively we have created a significant burden upon those they wish to help.

When asking for the best candidates for scholarships, the best processes and technology should be used where possible. The goal should be to maximize the ratio of seized student opportunities to student labor expenditure.

### The solution

The Scholar Snapp web-based solution lets students apply for a scholarship online and then automatically re-use that information for other scholarship applications without retyping their data again and again. Any scholarship site that has this capability may apply to use the Scholar Snapp marks.

The Scholar Snapp solution uses a flexible data structure, or XML (eXtensible Markup Language), which allows information systems to share structured data. Since the format of the Scholar Snapp application allows computers to process scholarship application data regardless of the source, it also allows scholarship providers to share scholarship applications seamlessly.

Additionally, the Scholar Snapp™ solution can provide a bridge between scholarship software tools that were not originally designed to work together.

The Scholar Snapp initiative and service provide:

- A way to package student information for sharing automatically
- A way to let students take charge of their information and share it at their discretion
- A way for scholarship providers to get more from their investment in their online scholarship application

You can benefit from the Scholar Snapp solution whether or not you have an online scholarship application.

If you have an online application hosted by a service provider, ask them to implement the solution as part of your program. If you do not have an online application or service provider, refer to the Scholar Snapp Web site [www.scholarsnapp.org](http://www.scholarsnapp.org) for a list of implementation partners who can help you.

## How the Scholar Snapp™ Works.

