

Guidelines for Promoting Scholarships in the Undergraduate Scholarship Search Tool

Your Promotional Scholarship's title and brief description are the most important parts for the Undergraduate Scholarship Search. For students to find the right scholarships with this tool, and for you to receive qualified applicants, this text needs to be as effective as possible.

(Undergraduate Scholarship Search is live on the One Stop Scholarships page at http://onestop.umn.edu/finances/financial_aid/scholarships/index.html and a link is also available at the bottom of the main One Stop Student Services page: <http://onestop.umn.edu/>

What students see in the scholarship search may also promote your college and what it has to offer students.

1. Scholarship Titles:

Use the title to convey essential meaning to the student

100 character max

Good Examples:

- "Learning Abroad Undergraduate Diversity Scholarship"
- "CEHD Undergraduate Service Fellowship"
- "Ethel Curry American Indian Scholarship"
- "Charles Lathrop Pack Awards in Forestry"

2. Scholarship Brief Descriptions

Use the description to attract your target applicant

This must be brief, 255 character maximum

- **Tell who the target is**
 - "For undergraduate CSE students majoring in Chemistry"
 - "For undergraduate students pursuing a professional degree in Architecture"
 - "For Marching Band members who demonstrate leadership"
- **Tell how much is awarded and how many are awarded**
 - "7 awards of \$1000 given annually"
 - "3 \$4000 scholarships"
 - "Available every term, amounts based on your Learning Abroad plans"
- **Tell what is required**
 - "Requires an essay"
 - "Application includes portfolio review"
 - "Must submit recommendation from departmental faculty member."

Here is an example of how an entry will look in the search results:

★ **University Wide Study Abroad Scholarship** [Apply or learn more](#)

Open to students on the Twin Cities campus enrolled as degree-seeking undergraduates going on approved study abroad programs - a minimum of 3 weeks/3 credits. Students will be considered for all awards. [Email this information](#)

Tags:  Learning Abroad

The primary target of this brief description is the student. Ask yourself:

- “Can the intended applicant see themselves in this description?”
- “Does it provide the relevant content for a student to decide to look into this scholarship more?”

Remember, because this search matches only on PeopleSoft “Opportunity Criteria,” you need to mention anything not included in the “Opportunity Criteria” that is relevant to awarding the scholarship.

As you get used to seeing how the system works you will probably coordinate your brief search results description with the selected tags to provide a complete picture of a scholarship.

- **A “good” example:** “Offers \$3000 per year over the final two years of the major to support excellent students in Bio-chemistry. Awardees exhibit John Smith’s values of leadership with their peers and commitment to their studies. Preference to students from the Iron Range” (*Total Characters used – 251*)
- **A “mediocre” example:** “The John Smith Scholarship honors the legacy of Mr. John Smith whose experience at the University of Minnesota led to a life-long passion for Bio-chemistry.”

F. Long Public Description: This unlimited text field to expand upon the Brief Description if you wish to provide additional information to the student.

G. Application information URL: This is the link to further information about this particular scholarship (generally on your college/department website). For most scholarships, this will be a link to an application or detailed instructions on how to apply. For other scholarships it may not be a direct link to an application or instructions, but rather a link that provides a student with a “next step” for a specific scholarship. This is particularly the case for scholarships that may not be awarded on the basis of an application.

H. Donor information URL: For units that wish to do more to recognize donors, this link will be provided as part of the “Scholarship Details” view of a search result. There may not be a good link for this, and some donors may not wish to have a link. Check with the stewardship officer in your unit for details.

I. Internal description: This is really the “comments” field. It is unlimited in length, and can include comments from all who have access to the scholarship. This field will not display in the search results.