We Search. Wildcats Apply.

Ken Downs – SU Manager
Chris Elsner – Program Coordinator
Don-E Merson – System Architect, Applications Systems Analyst/Developer, Principal
## Timeline

### History of the Universe

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1, 2010</td>
<td>Site Launch Phase I</td>
</tr>
<tr>
<td>July 2012</td>
<td>Campus Technology Award</td>
</tr>
<tr>
<td>February 2013</td>
<td>Launched Departmental App (SUDA) Phase II</td>
</tr>
<tr>
<td>September 2014</td>
<td>Launched SUDA 5.0</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>Begin Site Redesign for Public-facing pages and Student Site</td>
</tr>
</tbody>
</table>
## Phase I

Non-UA Scholarships

### 2013-2014

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dollars Won</strong></td>
<td>Over 2.2 million!</td>
</tr>
<tr>
<td><strong>Site Visits</strong></td>
<td>80,984 = 48.47% increase</td>
</tr>
<tr>
<td><strong>Users</strong></td>
<td>36,004 = 47.27% increase</td>
</tr>
</tbody>
</table>
## PHASE II

### Departmental Scholarships

<table>
<thead>
<tr>
<th>College/Division</th>
<th>Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships &amp; Financial Aid</td>
<td>5</td>
</tr>
<tr>
<td>Engineering</td>
<td>5</td>
</tr>
<tr>
<td>Medicine (Tucson)</td>
<td>5</td>
</tr>
<tr>
<td>Medicine (Phoenix)</td>
<td>5</td>
</tr>
<tr>
<td>Honors</td>
<td>5</td>
</tr>
<tr>
<td>UA South</td>
<td>5</td>
</tr>
<tr>
<td>Education</td>
<td>5</td>
</tr>
<tr>
<td>Agriculture Life Sciences</td>
<td>5</td>
</tr>
<tr>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Social &amp; Behavioral Science</td>
<td>3</td>
</tr>
<tr>
<td>Science</td>
<td>2</td>
</tr>
<tr>
<td>Architecture &amp; Landscape Architecture</td>
<td>2</td>
</tr>
<tr>
<td>UA Foundation</td>
<td>2</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>2</td>
</tr>
<tr>
<td>Law</td>
<td>2</td>
</tr>
<tr>
<td>Public Health</td>
<td>2</td>
</tr>
</tbody>
</table>
Data

UAccess

Term Data:
GPA – Academic Level – Primary Degree Type – Primary Degree I – Primary Degree II – Enrollment Status – Residency – Citizenship Country – Citizenship Status

Aid Year Data:

Calculations:
Total Gift Aid – Room in Budget

*Static & Student Group Data:
Admit Term – Admit Type – Honors Student – UA South Student

**Working Towards:
Secondary Degrees
Thank-Yous

Over 400 Collected!

Average Deadline: 21 Days

Average Submit Rate: 12 Days
Phase III Redesign

Agile
Welcome to The Scholarship Universe!

뜨 Update:
You'll probably notice things look a bit different and that's because we're in the process of redesigning the site to make it easier and more efficient to use. We'll slowly be rolling out changes in the coming year, so please bear with us through this process. Check this area of the site for future updates on the redesign process and thank you for your patience as we change things up.

Smart Profile
The Smart Profile is Scholarship Universe's unique questioning system. It uses your answers to match you with the maximum number of active scholarships in the shortest amount of time. To learn more visit our About Profile page
You have new questions! »

Resources
We have put together a list of resources to help you on your college journey. You can rate them too!
Check out our resources »

Help us Improve
One of the things that will greatly help to improve Scholarship Universe is your feedback. So, please use the below link to let us know how you like the changes we're making – what works, what doesn't, and what you'd like to see us improve next.
Tell us what you think »
AES

Automatic Email System
Welcome to Scholarship Universe. We search, you apply! We've brought searching for scholarships into the 21st century so that University of Arizona students are matched to scholarships that they are eligible for. Not a University of Arizona student yet? Apply here.

What's Inside...

Sneak Peek Inside the Universe: Search Scholarships

- Arizona Memorial Society Freshman Undergraduate Scholarship: $8,000, due date 01/25/2015
- P.E.O. California State Chapter, Ruth G. White Scholarship: Varies, due date 02/15/2015
- 1st Marine Division Association Scholarship: Up to $1,750, due date 12/31/2014
- A Place for Mom Senior Care Innovation Scholarship: $1,000, due date 04/15/2015
- AACR Westmead Science & Engineering Honors Program: Varies, due date 01/15/2015
- AHS Foundation Scholarships: $500-$5,000, due date 08/31/2015

Recent Activity:
- Uploading Documents now available!
- New TOOLS feature launched!
- Send your scholarship checks here.
- Scholarship Universe was recognized as a national Campus Technology Innovator for 2012!
- Watch Commercial Winner Runner-up.

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Campus Technology Innovators Awards 2012

[Image of various icons and buttons]
New Home Page
PROGRESS REPORT

What is being done with your money?
BIG PICTURE

- Fixed some major issues
- Modernized the infrastructure
- Why you were smart to spend your money on me
MAJOR ISSUES
PROBLEM

• Not mobile friendly
• Student bounce back rate increasing
• Solution?
RESPONSIVE DESIGN

- SUSA using new responsive design
- Students spending more time on sight looking at scholarships
- More students using their mobile devices
- Cut the bounce back rate in half!
PROBLEM

- Old infrastructure
- Sharing resources with other applications
- Solution?
UPDATED TO NEWER SOFTWARE

- Went from SQL 2005 to SQL 2012
- Went from IIS 6 to IIS 8
- Now on own servers
PROBLEM

• Smart profile not being so smart
• Students asked too many questions
• Inconsistency around scholarship coding
• Solution
NEW SMARTER PROFILE

- Totally reworked Smart Profile
- Now refactoring into English making changes simpler
- Easier for student coding of scholarships
- Can now control the order of the questions
- Example
  - Scholarship has Engineering College and Chemical Engineering
  - Forced to ask which Engineering major
  - New smarter profile eliminates that question
COMING THIS MONTH…

• More than one question to a page
• Answer one question and it updates another
  • Answer major and it updates college!
REFACTORING

• The code for the Student application has been refactored
• Written in English
• Now shares common structure between applications
• Change code in single place for multiple applications
WEEKLY TRAINING SESSIONS

• Added training sessions
• Single point of contact for style concerns
• Working on more code reviews
LONG TERM GOALS

• New question types making easier student entries
• New system for tracking students
• Email communication with students
• Gamification system
• More features for more departments
• Empowering departments to code scholarships
WHY DO YOU NEED ME?
OVERALL REASONS

- Many issues that were created in the year without full time staff
- Some of these actually caused problems in apps outside of SU
  - I helped find the issue as a consultant
  - But didn’t have to time to get to root
COULDN’T STUDENTS DO THIS?

- Our one year experiment shows that they could not
- The lack of consistency due to different people
- Still digging out of this with each new deployment
- Will probably take another 6 months before the effects are fully removed
COULDN’T CONSULTANTS DO THIS?

• Who do they consult with?
• Consultants lack the connections to the people who provide infrastructure
• Consultants don’t know the system
• They lack the vision to make it better
• They don’t care about it as much as I do
SO YOU HAVE INVESTED WISELY

- The application wouldn’t be at its current state
  - Updated architecture
  - Easier to expand
  - More features
- The students would be worse off
IN CLOSING

• And I am extremely grateful for this opportunity
• And I hope that we can expand our reach in the next year