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FOUNDATION

Outreach and Applicant Support: What Works for Cooke Campus Reps

In a recent survey, Campus Reps shared a variety of successful ways to connect with students and support them throughout the application process. The results showed that students are most likely to apply when they hear about the scholarship **more than once** and **through multiple channels**.

Getting the Word Out

Email and in-person information sessions continue to be some of the most effective ways to share the opportunity with students. Many Campus Reps also use social media and work closely with faculty members who can recommend strong candidates.

Other creative outreach strategies include:

- Sending text message reminders to apply
- Sharing information through Teams chats with targeted student groups
- Posting announcements on Blackboard, Canvas, or other learning platforms
- Promoting the scholarship on college websites, social media, scholarship pages, and financial aid resources
- Using campus newsletters, student newspapers, and local media outlets
- Making announcements in honors classes, student meetings, and presentations
- Sharing information with faculty, department leaders, and student organization contacts
- Sharing information with the financial aid office and encouraging them to share the scholarship with students that may be eligible
- Asking the registrar office to generate a list of students who might qualify and emailing them directly

Tip: *Don't rely on just one method. Students engage with information in different ways, so using a mix of outreach channels helps ensure more students learn about the opportunity.*

Supporting Applicants

Campus Reps are often a student's first stop when they have questions about the application. Many Campus Reps make themselves available through email, office hours, or application workshops to help students navigate the process.

Additional support strategies include:

- CV or résumé workshops
- Guidance for recommenders
- One-on-one meetings to review application materials
- Referrals to writing centers and other campus resources

Tips: Students often benefit from encouragement as much as information. Regular check-ins and opportunities to ask questions can help them stay on track and feel confident throughout the application process.

Because Campus Reps play such an important role in supporting applicants, having your own Common App for Transfer account to review the Undergraduate Transfer Scholarship application can be a valuable resource. Having a deeper understanding of the application helps Campus Reps answer questions more confidently and provide students with accurate guidance from start to finish.

We hope these best practices will help you as you continue to support your students in applying for the Cooke Transfer scholarship. We are grateful for your partnership and encourage you to reach out to scholarships@jkcf.org with any questions.