



CUSTOMER SPOTLIGHT

# University of Wisconsin–Madison



“We wanted a solution that specialized in scholarship management and one that was widely and successfully used by our peers at large, decentralized institutions. Blackbaud Award Management™ met that need.”

—Keith Brown, Assistant Director of Special Awards

With the right technology, the University of Wisconsin–Madison manages a robust scholarship program to help provide students with a superior education.

## UW–Madison focuses award management with solution that works for everyone.

Prior to implementing Blackbaud Award Management, the University of Wisconsin–Madison was using a homegrown online system to manage all its different scholarship processes across campus. While this brought the application process online, the campus was very decentralized with each school and college managing its own scholarship processes. And with so many different processes taking place simultaneously, there was confusing messaging for incoming students about where to apply and submit their information.

Blackbaud’s cloud award management solution enabled UW–Madison to bring all its scholarship opportunities into one single platform and manage the scholarship process from start to finish while still meeting the needs of its individual schools and colleges. Assistant Director of Special Awards

**University of Wisconsin–Madison is powered by Blackbaud solutions for:**

- ✓ Award management

Keith Brown explained, “We wanted a solution that specialized in scholarship management and one that was widely and successfully used by our peers at large, decentralized institutions. Blackbaud Award Management met that need.”

## Streamlining Awards for Incoming Students

Awarding incoming student scholarships is a big focus at UW–Madison and crucial to its recruitment efforts, especially in the different schools and colleges across campus. Previously, the College of Letters & Science accepted paper applications, transcripts, and reference letters. As a result, staff had to manage a manual review process that took more than 360 hours to complete and had to constantly verify that all enrollment and transcript data was accurate. With Blackbaud Award Management, the college could forgo the incoming student application process completely by automatically importing student data into an open scholarship opportunity and filtering students based on specific criteria to make their awarding decisions. By importing the necessary information, the college has the latest student data and visibility into whether a student has accepted an offer and/or if they need to re-award any funds based on admissions status or updated transcript data.

“Blackbaud Award Management allows us to easily filter out ineligible students and has cut our reviewing time down to just 120 hours,” said Alison Rice, Letters & Science College scholarship administrator. “We’re able to empower our scholarship administrators across campus allowing them to customize their processes, while implementing improvements that facilitate a smooth and efficient process.”

## Simplifying Scholarship Management

Once awarding decisions have been made, Blackbaud Award Management empowers UW–Madison scholarship officers to make offers and then seamlessly disburse the funds via the financial aid office. There is no more miscommunication about where applications or transcripts need to be sent as the solution gives students instant access to all their scholarship opportunities, making the entire process simple for both the university and students to navigate and complete.

Blackbaud Award Management helped UW–Madison streamline its freshman awarding process, automate its data imports, and create one centralized scholarship platform that still meets the needs of individual schools and colleges on campus.



# 2/3 less time

College of Letters &  
Science scholarship review  
process reduced from 360 to  
120 hours.

Improve student access  
to scholarship funds  
and awards with Blackbaud  
Award Management.

[Learn more](#)

---

### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.