- ✓ **Client Type**—Public Education Foundation
- ✓ **Primary Values**—Saved Time, Improved Application Process
- ✓ **Use Case**—Applications and Selection

Highland Park Education Foundation **drastically improves their application process** with SmarterSelect.

Situation

Highland Park Educational Foundation (HPEF) is a fundraising entity that supports the Highland Park School District's critical needs, which includes managing a robust scholarship program.

The foundation had a fully manual, paper-based application process that proved work-intensive and time-consuming. Lauren Holloway, Executive Director at HPEF, estimates that it took roughly 1,000 total hours of time to fully execute the scholarship process.

HPEF wanted to switch to an online solution that provided a streamlined process for both applicants and administrators.

Solution

HPEF partnered with SmarterSelect to handle their web-based application process. Now, instead of a small team manually reviewing each application, SmarterSelect's application management system automatically filters through the applications to determine the eligibility of every applicant. As a result, HPEF drastically reduced the hours spent on the application review process.

"I've been very pleased with SmarterSelect," said Lauren. "It is very user-friendly and intuitive, and the support staff is very responsive, quick, and accessible. They are a great fit for our small team."

More importantly, Lauren posits that SmarterSelect has enabled Highland Park to make the scholarship program much more fair and equitable.

"We are able to keep identifying student information hidden," said Lauren, "so that it is a very fair process across the board. Every evaluator sees the same information."

"SmarterSelect enables us to appear professional and consistent and to be a transparent, equitable scholarship program, which is what we strive for."

Lauren Holloway
Executive Director, Highland Park Educational Foundation

Smarter☑Select

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Results

Boosted External Transparency and Integrity

SmarterSelect's online portal makes the scholarship program much more fair and equitable by keeping identifying student information hidden.

Enhanced Communications with Applicants

Thanks to a native messaging platform, "students receive emails from the same source and they all look the same," said Lauren. "They're all uniform versus different members of our staff messaging them directly."

Improved Efficiency

SmarterSelect "saves all of our documents, which makes tracking everything much easier," Lauren said.

Saved Time

With paper applications, each evaluator spent roughly 100 hours on applications. With SmarterSelect, Lauren estimates they now spend a maximum of 15 hours.

"SmarterSelect is very user-friendly and intuitive, and the support staff is very responsive, quick, and accessible."