

# Recommendations on Improving Yield & Reducing Melt

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Montgomery College can reach more students, increase yield, and drive retention by simplifying the financial aid and scholarship processes and related student services functions.

## Financial Aid and Scholarship Process Recommendations:

- Move up the **timing of communications** about financial aid to November-February to give students a more complete picture of their likely package as early as possible, especially vis-à-vis competitors.
- **Streamline and consolidate the application process for scholarships** to make it more user-friendly and to allow for more students to apply for a broader range of scholarships.
- Implement **consistent deadlines** (or create “priority deadlines”) for scholarships across the institution to simplify the process for applicants and increase applications for competitive awards.
- Transition to a **data-based matching process for scholarships** that best leverages MC financial resources, makes full use of federal and state grants, and maximizes likely yield, while minimizing unmet need.

## Student Services Recommendations:

- **Expand the availability of advising** throughout the enrollment process to decrease the number of admitted students who “melt away” – those who wanted to attend but dropped out during the registration process.