



NAASS Member: Western Washington University

Initiative Title: Scholarships for Summer Session

Award Category: New Marketing Initiative

Description:

Western Washington University offered Summer Session scholarships for the first time in 2020, targeting undergraduate-degree seeking student's enrolled full-time during summer quarter. 25 recipients were chosen to receive this scholarship, and each recipient received a \$1,000 tuition waiver which was applicable toward tuition for courses offered as part of Summer Session. Criteria for applicants was based on financial need and merit-based.

Seed money came from the Western Washington Summer Session budget. Summer Session enrollment results were likely the outcome of a combination of classes being offered online along with the promotion of this new scholarship opportunity. Headcount in summer was up 20% from the previous year and credit hours increased by 25%.

For more information about this initiative, contact:

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