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Educational Talent Search

# Soaring to Scholarships: Gadsden

## Overview

The purpose of this project is to investigate all unused TCC scholarship funds and develop a marketing plan to **increase Gadsden County students applying for TCC scholarships**, as well as **build community awareness** of these resources.

## Rationale

### Fall 2022 (Gadsden County)

Applicant 561	Applicant Registered 225	Completed Scholarship app 23
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### Fall 2023 (Gadsden County)

Applicant 579	Applicant Registered 203	Completed Scholarship app 87
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# Capstone Results

In Person Help Sessions

**2 Gadsden County High School**

**1 Crossroad Charter Academy**

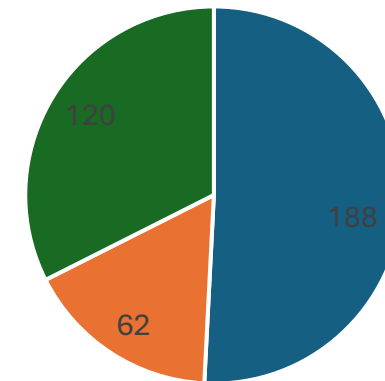
**2 TCC Gadsden Center**

**Why is getting a scholarship important to you?**

*“It’s important to me because my parents won’t have to pay out of pocket and potentially be in debt trying to pay off student loans.”*

**3 targeted social media posts**

Ad report  
Week 1



■ Spanish ■ Student ■ Sabrina

**Page Users (interactions): 273**

# Suggestions for the Future

## Recommendations

- **Increase visibility** and advertising for TCC scholarship application
- Understanding that due to FAFSA late opening and processing errors, **students might still need reminders or assistance with FAFSA** all the way through the summer.

## Next Steps

- (Fall 24) **Letters or social media posts** highlighting specific schools and scholarship amounts/number of students awarded.
- (Spring 25) Intentional tri-county TCC Scholarship **Help Sessions** for Seniors at local schools.