Top Dollar Portal

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Scholarship opportunities at WKU are just a click away thanks to an on-line portal that brings together the application process and the scholarship search engine.

It’s been almost a year since Top Dollar was launched but this technology is already having an impact as Amy Bingham explains in this week’s View from the Hill.

For WKU students like Ashley Brinkley, Top Dollar simplifies the whole scholarship application process.

“I think from a student standpoint it’s a lot easier. It’s one application for all departmental and trust fund scholarships.”

The portal is also designed to help students navigate awards for which they are most qualified.

“Basically it’s a search engine, allows them to go in and type their major, what county they are from and they can see different scholarship opportunities available for them.”

In addition to academic merit scholarships, Top Dollar tracks more twelve thousand private scholarship funds established by donors.

“So many times before we would point students to different areas over campus where they would have to complete multiple applications or didn’t know what scholarship options were available to them.”

Smith says the portal even allows a more meaningful way to recognize donors, some of whom date back to 1923 when the College Heights Foundation was founded.

“The students that receive it can go on to Top Dollar and can access the donor profile and read more about the individual that’s made their scholarship possible. “

Top Dollar was launched last year around the same time the university overhauled merit scholarship requirements.

The campus is easing into what administrators say will eventually be required for all students seeking scholarships.

“Our goal long term is to have all academic departments on board with top dollar. We had a mixed bag this year with it being the first year.”

“Main thing is that for ’17 and ’18, all students will have to do the Top Dollar application for university merit and trust fund awards.”

It’s a step Brinkley says is a no-brainer for students.

“It’s really important that a student take advantage of that application. It makes life so much easier, there’s so many scholarships on campus that students can take advantage of to the fullest capacity.”

With this week’s View from the Hill, I’m Amy Bingham.

Smith says there’s no reason for any student not to at least fill out the application. He says there is a wide array of scholarships that can impact students from all academic levels.

To access the Top Dollar portal, simply log onto [www.wku.edu/topdollar](http://www.wku.edu/topdollar).

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