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UD Participates in Innovative Scholarship-In-Escrow Program

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DAYTON, Ohio, July 20, 1988--The University of Dayton hopes to step up already strong recruitment efforts in Cleveland as students in the public school system there cash in on good grades.

It's all part of Cleveland's new "Scholarship-in-Escrow" program, which began in February. Students in grades seven through 12 can earn scholarship money for top marks in English, mathematics, science, social studies or a foreign language. Each "A" is worth $40; each "B," $20; and each "C," $10.

UD has offered to match all funds earned, according to James W. Hoover, assistant vice president for enrollment management. Twenty other colleges and universities around the state have also offered to supplement Scholarship-in-Escrow funds for those students attending their schools. The innovative program is geared primarily to attract disadvantaged students to attend college.

"This is a concept that's really catching on among cities and universities," Hoover said. "A student earning all "A" marks can receive about $4,000, which will be matched totally by UD."

Funds earned by students can be kept in the account for a maximum of eight years after the student graduates from a Cleveland public school. Upon graduation, a student may use the money for further education in a college, university or accredited technical-vocational school.

UD, the state's largest independent university and the nation's ninth largest Catholic institution of higher learning, annually attracts more than 200 students from the greater Cleveland area. This year, UD received 600 applications from that area. Approximately 6,500 undergraduate students currently attend UD.