



## THE AD CLUB OF ALBANY SCHOLARSHIP – 2012 UP TO \$3,000

### The Community Foundation

The Community Foundation for the Greater Capital Region is an independent, non-profit, publicly-supported, tax-exempt organization founded in 1968 to meet the existing and future needs of the Capital Region's educational, health, cultural, civic and charitable organizations. The Community Foundation's scope goes beyond social service and welfare; its purpose is to improve the overall quality of life in the Capital Region.

The Community Foundation administers a variety of charitable funds. Recognizing the importance of scholarships, especially with decreasing dollars for education at the federal level and increasing educational costs for students, the Foundation is pleased to administer the Ad Club of Albany Scholarship, which is described below.

### The Ad Club of Albany Scholarship

The Ad Club of Albany is offering up to \$3,000 to a student or students (high school senior, undergraduate student, and/or graduate student) who will be attending a Capital Region college (includes Bennington and Berkshire counties) in Fall 2012. The recipient(s) must be enrolled full-time with a registered major in communications or a similar field (marketing, advertising, graphic arts, public relations, journalism, electronic media, etc).

### Eligibility Requirements and Selection Process:

The scholarship is available to **high school seniors** who plan to enroll as full-time students in an accredited college in the designated geographic area, and **full-time college students** who are currently in an undergraduate or graduate degree program at an accredited college in the designated geographic area. The designated geographic area includes: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, and Washington counties in N.Y.; Bennington County in Vermont; and Berkshire County in Massachusetts. Members of The Ad Club and their relatives are excluded from application.

Applicants who are currently attending college must be enrolled in a communications-related field of study, such as: marketing, advertising, graphic arts, public relations, journalism, etc. High school seniors should indicate their intended field of study in their application. The scholarships will be awarded using the following criteria and percentages:

- Evidence of creativity as demonstrated in work samples (30%)
- Applicant letter (20%)
- Financial need (20%)
- Letters of recommendation (20%)
- Grade-point average (10%)

A panel of judges will be drawn from a cross-section of active communication professionals. At least one member of The Ad Club will be a member of the judging panel. Decision of the judges is final. Judges may award a maximum of two scholarships from the funds allotted for this purpose. Applications and supporting materials are due on March 5, 2012. All materials must be received by that date for consideration. The scholarship recipient(s) will be announced in April 2012 and funds will be awarded when Fall 2012 enrollment has been confirmed by the student's registrar office.

### **Scholarship Fund Disbursement:**

1. A scholarship of up to **\$3,000** will be paid directly to the college or university at which the scholarship recipient has been accepted or is attending. Award money will be deposited with the college to cover tuition and fees, books, instructional supplies, or living expenses.

### **Application Procedures:**

Applicants must include the following materials in their submission package:

- A completed application form.
- A letter written by the student in which he/she discusses personal goals and how they relate to the communications field. The letter should describe the applicant's interest in working in the field. Please include relevant part- or full-time employment or volunteer activities; internships; and awards. Applicants may cite such project experiences as school newspaper work, yearbook work, promotional work for school plays or community events, etc. The letter should be one or two pages (200-500 words), double spaced, and typewritten or computer generated.
- Three project samples. They must be developed and compiled solely through the efforts of the applicant. These can include short stories or articles, videos (DVD format), a Web site (please include URL), electronic art on a CD/DVD, photographs, school paper samples, a page layout, etc. Photographs of such projects as art objects, paintings, sketches, and similar items are acceptable in lieu of the original (if needed, please attach a short, typewritten caption or explanation of the project on a piece of paper and attach it to the back side of the photograph). Projects that include a suite of materials or multiple items must be mounted on a display board to indicate its status as a single sample.
- A current transcript with the student's GPA. If the transcript is not attached, arrangements must be made to have one sent by the deadline date.
- A financial-background information sheet. On a separate sheet of paper, please briefly discuss how you are financing, or plan to finance, your education (i.e., scholarships received, financial aid, and percentage of education you are personally funding).
- Two personal letters of reference (maximum one page in length) from people not related to the student, such as a professor, instructor or guidance counselor; a clergy member; a person who supervised the student during an internship; or a manager or person who employed the student. Letters should address the applicant's qualifications to be a recipient of The Ad Club Scholarship.

Please mail or hand deliver your application and supporting materials to the Ad Club Scholarship, c/o Jenna Cuilla, The Community Foundation for the Greater Capital Region, Six Tower Place, Albany, NY 12203. For questions email Jenna Cuilla at [jcuilla@cfqcr.org](mailto:jcuilla@cfqcr.org).

**Application Deadline: March 5, 2012**



**THE AD CLUB OF ALBANY SCHOLARSHIP - 2012**

**Personal Information:**

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

**Academic Information:**

Present High School or College: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

• Graduating Class (year): \_\_\_\_\_ GPA: \_\_\_\_\_

**Signature of Applicant:** \_\_\_\_\_ **Date:** \_\_\_\_\_