



\$5,000 Scholarship *Criteria for Undergraduate Students*

Scholarship winners will receive a trip to New York or Seattle where they will participate in career building activities. This includes a welcome dinner with a keynote speaker, a daylong career development workshop and a scholarship recognition reception and awards program.

Undergraduate (current freshmen, sophomores, juniors and non-graduating seniors ONLY!) applicants meeting the following criteria and completing the online application will be considered for The LAGRANT Foundation (TLF) scholarship in the amount of \$5,000

Eligibility Criteria:

- Must be a U.S. citizen or permanent resident
- Must be a member of one of the following ethnic groups: African American/Black, Asian American/Pacific Islander, Hispanic/Latino or Native American/American Indian
- Must be a full-time student at a four-year, accredited institution, carrying a total of 12 units or more per semester/quarter
- *Must have a minimum of 2.75 GPA (if you do not meet this requirement, please see the application checklist below)
- **MUST** major in a field of study that has an emphasis on public relations, marketing or advertising or must minor in communications with desire to pursue a career in public relations, marketing or advertising
- Must have at least one year to complete his/her degree from the time the scholarships are awarded
- **Recipients who attend a college/university east of Chicago MUST be available Saturday, May 18 through Tuesday, May 21. Recipients who attend a college/university west of Chicago MUST be available Tuesday, May 28 through Friday, May 31.** If chosen, the applicant **MUST** attend TLF's career development workshop **AND** awards reception to receive the scholarship. The applicant must make a one-year commitment to maintain contact with TLF to receive professional guidance and academic support

Application Checklist:

- Application form, which includes all of the following components:
 - A one to two-page essay outlining your career goals and what steps you will take to increase the lack of ethnic representation in the fields of advertising, marketing and public relations. In addition, you must define the role of an advertising, marketing or public relations practitioner (depending on your emphasis). You can include accomplishments relevant to increasing awareness about diversity in your community
 - A brief paragraph explaining college and/or community activities in which you are involved in
 - A brief paragraph describing any honors and awards that you have received
 - *Optional: If you do not think your GPA accurately reflects your scholastic capability and achievement, then draft an essay no longer than one-page explaining the discrepancy
 - A reference letter from a college professor or internship advisor
 - Your current resume
 - Unofficial transcripts from your college/university; if you are selected as a finalist, you must provide official transcripts. An acceptance letter from your college/university may be used as a substitute for unofficial transcripts if you are an incoming freshman for fall 2013
- 📌 Applications must be submitted online only no later than 11:59 p.m. PST on Thursday, February 28, 2013. Applications submitted by 11:59 p.m. PST on December 31, 2012 will receive an additional 10 bonus points to their application. Applications submitted by 11:59 p.m. PST on January 31, 2013 will receive an additional 5 bonus points to their application. Applications are scored out of 100 possible points. Applications submitted after February 28, 2013 WILL NOT be accepted!**

To apply for this scholarship, please visit www.lagrantfoundation.org