



## **\$2,500 Scholarship** *Criteria for Undergraduate Students*

**Scholarship winners will receive a trip to Chicago where they will participate in career building activities including a welcome dinner with a keynote speaker, two daylong career & professional development workshops and a scholarship & donor recognition reception.**


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 \$2,500

### **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 in the U.S., 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 in advertising, marketing, public relations
- Must have **AT LEAST ONE YEAR** to complete his/her degree from the time the scholarships are awarded in June 2015
- **Recipients MUST be available from June 7 through June 9, 2015.** If chosen, the applicant MUST attend TLF's scholarship activities as noted at top of page to receive the scholarship. The applicant must make a one-year commitment to maintain contact with TLF to receive professional guidance and academic support

**Before uploading and submitting your application online, all application documents must be combined and saved into one PDF!**

### **Application Checklist:**

- Application must be typed or it will not be accepted**
  - Application form, which includes all of the following components. **The following essay questions should be answered on separate pages:**
    - 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 (as it relates to your career goals). 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 on official letterhead and signed
  - 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 2015
-  **Applications must be submitted online only no later than 5:00 p.m. PST on Friday, February 27, 2015. Applications submitted after February 27, 2015 WILL NOT be accepted!**

**To apply for this scholarship, please visit [www.lagrantfoundation.org](http://www.lagrantfoundation.org)**