



## 2010 *FIRST*<sup>®</sup> Scholarship Provider Opportunities for Corporations and Associations

*"The scholarship opportunities offered through FIRST<sup>®</sup> gave me the ability to not only finance my education at the University of Texas, but to also learn more about societies and companies that support and are interested in mentoring future engineers. My four years of FIRST gave me the focus and skills to thrive in my future career in engineering. Being honored by being chosen as the recipient of the International Fluid Power Society and the Lone Star Regional FIRST scholarships has been a great reward."*

--William Cover, FRC Team 118, University of Texas at Austin, Class of 2013, Mech Eng

*"In past years we have found that students with FIRST experience while in high school have performed better academically and are much more likely to continue as engineering majors than students who lacked that experience. We consider our FIRST Scholarship program as a great way to identify academically superior students who are most likely to graduate with engineering degrees. Those are exactly the type of students that our donors want to support with engineering-funded scholarships. Once again, thank you for allowing us the opportunity to participate in this excellent program."*

-- Dave Donley, Scholarship/Honors Coord, Ohio State University - College of Engineering

### Benefits to Corporations and Associations that Offer a *FIRST* Scholarship

- ✓ Create awareness of your organization among the best and brightest technical leaders of tomorrow. Promote your corporation to over 50,000 talented and motivated high school students who are interested in a range of engineering disciplines, mathematics, science, computer programming, and technology.
- ✓ Help talented students achieve their educational goals and become productive members of the technical workforce. These students have learned problem-solving and time management skills, have had hands-on experience, and know the power of teamwork and gracious professionalism. The life skills learned in *FIRST* make these students more successful in college and more attractive to future employers. Staying in contact with your scholarship winners can be part of your company's workforce development plan.
- ✓ A display booth at the *FIRST* Championship in Atlanta, April 15-17, 2010 offers an opportunity for your representatives to talk directly to thousands of talented students about

scholarships, internships, and future employment opportunities. Due to space considerations, only *FIRST* Scholarship Providers whose total yearly scholarship offering is \$40K or more are invited to participate in this promotional opportunity. Total yearly scholarship offering is the sum of all potential scholarship funds committed at the time the scholarships are awarded. For example, if you offer two renewable scholarships, each for \$5,000/year, the total offering is valued at \$40,000 (2 x \$5,000/year x 4 years).

- ✓ Meet organizational goals for philanthropy/community outreach by recognizing and rewarding students who have learned the value of hard work, careful study, determination, and project completion.

### Options for Offering a *FIRST* Scholarship

- ✓ **Option 1:** You can offer a scholarship directly to *FIRST* students that can be used at the college of their choice. With this option, your corporate/association name is the primary name in the scholarship listing. This type of scholarship will attract interest from students from all over the USA and Canada, since it is not tied to a particular school. Some companies that choose this option outsource the administration of the scholarships to a scholarship management service. However, company representatives may want to attend *FIRST* Regional and Championship events in order to have direct contact with *FIRST* students.
- ✓ **Option 2:** You can partner with one or more colleges or universities and fund *FIRST* scholarships through them. You might choose this option if your goal is to create (or reinforce) a partnership with a particular school and/or to focus on students specifically at that school. With this option the college would take care of administering the scholarship and the amount of your direct contact with students would depend upon your arrangement with the college. Although your corporate name will be part of the scholarship name, it will be secondary to the school name. With this option the school will be the major recipient of the promotional opportunities associated with the *FIRST* scholarship.

### How Do These Scholarship Options Work?

#### Option 1: You offer a *FIRST* Scholarship that can be used at any college/university.

1. Your organization determines the scholarship amount, quantity of scholarships, eligibility requirements, and application date. You can tailor the scholarship to be in line with your industry, philanthropic goals, and/or geographic location. For example, you could limit eligibility to those students enrolling in bioengineering, or to minority students, or only to those students attending a college in Texas. If your organization supports multiple *FIRST* teams, you might provide one scholarship for each of these teams and let the team determine which student will receive the scholarship. However you decide to set up your scholarship, your organization must provide *FIRST* with some basic information and a description of your scholarship.

2. *FIRST* markets your scholarship offering by posting it on the *FIRST* website, including it in all *FIRST* Regional program books (42 events planned for 2010) and the *FIRST* Championship program book, sending email blasts to teams, and offering Regional Scholarship tables, where allowed. If your yearly total scholarship offering is valued at \$40,000 or more, your organization has the opportunity to join other scholarship providers with a promotional booth (staffed by your representatives) at the *FIRST* Championship.
3. Your company (or the scholarship management service that you hire) receives the student applications, reviews them, selects winners, administers the funds, notifies the winners, and manages all scholarship needs with admitted students.
4. *FIRST* recognizes both your company and your scholarship winners (if selected in time) at the *FIRST* Championship. We also post a list of scholarship winners on our website.

**Option 2: You fund a *FIRST* scholarship that is offered by a particular college/university.**

1. Your organization deals directly with the college or university to determine the funding and scholarship arrangements. The school will provide *FIRST* with information about the scholarship amount, quantity of scholarships, eligibility requirements, application date and a written description of the scholarship.
2. *FIRST* markets the scholarship offering by posting it on the *FIRST* website, including it in all *FIRST* Regional program books (42 events planned for 2010) and the *FIRST* Championship program book, sending email blasts to teams, and offering Regional Scholarship tables, where allowed. If the yearly total scholarship offering is valued at \$40,000 or more, the school has the opportunity to join other scholarship providers with a promotional booth (staffed by school representatives) at the Championship, which takes place April 15-17, 2010 in Atlanta at the Georgia Dome.
3. The school receives the student applications, reviews them, selects winners, administers the funds, notifies the winners, and manages all scholarship needs with admitted students. (Any arrangement for sharing information about scholarship applicants/winners is between your organization and the school.)
4. *FIRST* recognizes the school, your organization, and the scholarship winners (if selected in time) at the *FIRST* Championship. We also post a list of scholarship winners on our website.

**See Examples of Both Option Types**

- ✓ To see an alphabetic listing of the current *FIRST* Scholarship opportunities, go to [www.usfirst.org/scholarships](http://www.usfirst.org/scholarships) and select "2009 *FIRST* Scholarship Opportunities." Details about each scholarship can be seen by following the *More Details...* and *View Application...* links.

- ✓ Examples of different kinds of *FIRST* scholarships offered by corporations and associations include:

**Raytheon Company** (option 1 - administration is outsourced)

**BAE Systems** (option 1 – scholarship winner selected by team)

**Society of Petroleum Engineers Delta Section** (option 1 – geographic region)

**California State University Los Angeles/Boeing** (option 2)

### Scholarship Marketing by *FIRST* and Exposure for *FIRST* Scholarship Providers include:

- ✓ **Throughout the year** - *FIRST* Scholarships are promoted to students, parents, teachers, and mentors throughout the year via the *FIRST* website, email blasts to teams, eNewsletter articles, and handouts at events.
- ✓ **September** - Scholarship offerings (complete details) are posted on the *FIRST* website. This is where the students research available scholarships and find out how and when to apply. Listings are added throughout the season as new scholarship providers join the program.
- ✓ **January** - The logos of all scholarship providers are displayed at the *FIRST* Kickoff Event in early January. All teams watch this event via NASA TV Broadcast and web cast at 46 regional kickoff sites throughout the nation, Brazil, Canada, and Israel.
- ✓ **March/April** - The *FIRST* Robotics Competition program books (for 42 Regional events and the Championship) list the name of each scholarship provider and a brief description of the scholarship opportunity. Scholarship display tables at Regional events, where allowed, are offered to local scholarship providers.
- ✓ **April** - *FIRST* Scholarship providers whose yearly offerings are valued at a total of \$40,000 or more receive a display booth to promote their institution to approximately 10,000 high school students at the *FIRST* Championship in Atlanta, April 15-17, 2010.
- ✓ **April through July** - As each scholarship provider reports their scholarship winners to *FIRST*, the names and home states of students who have been offered *FIRST* Scholarships are posted on the *FIRST* website.

### Questions?

For more information about offering either type of scholarship, contact Nancy Rosenberg at (603) 666-3906 x 451 or (800) 871-8326 x451 or send email to [scholarships@usfirst.org](mailto:scholarships@usfirst.org).