



2012 *FIRST*[®] Scholarship Provider Opportunities for Colleges and Universities

"I must stress how impressed we were with the overall capabilities and talents of all of the FIRST[®] Scholarship applicants. The applicants presented excellent academic qualifications and tremendous abilities or creative thinking, teamwork and team support. All of which are qualities which will carry them well throughout their college years and into life."

-- Mary K. Catalfamo, Assistant Director of Undergraduate Admissions, Drexel University

"WPI is all about hands-on, collaborative project work—education with real world relevance. We have found that traditional high school measures of merit don't consistently identify students well-prepared for this challenge. Twelve years ago, we realized that successful participation in the FIRST team experience could be a good indicator. Over the years, we have been thrilled with the quality and success of our FIRST-alumni students. Our FIRST scholarship recipients in particular have proven to be excellent investments into our student body. From our point of view, the scholarship program is win-win—good for the students, great for WPI!"

-- Ken Stafford, Director Robotics Resource Center, Worcester Polytechnic Institute

"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 Coordinator, Ohio State University - College of Engineering

Benefits to Colleges and Universities that Offer a *FIRST* Scholarship

- ✓ Attract the best and brightest minds to your campus. Promote your school 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.

- ✓ Attract students who are more likely to succeed in college. *FIRST* 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.
- ✓ Recognize and reward students who have learned the value of hard work, careful study, determination, and project completion.
- ✓ Funding a scholarship is often just a matter of re-designating existing scholarship funds.

How Does It Work?

1. Your school determines the scholarship amount, quantity of scholarships, eligibility requirements, and application date. You provide *FIRST* with information and a description of your scholarship.
2. *FIRST* markets your scholarship by a variety of methods (see below). If your yearly total scholarship offering is valued at \$40,000 or more, your school has the opportunity to join other scholarship providers with a promotional booth (staffed by your representatives) at the *FIRST* Championship, which takes place April 25-28, 2012 in St. Louis at the Edward Jones Dome at The America's Center.
3. Your school receives the student applications, reviews them, selects winners, administers the funds, notifies the winners, and manages all scholarship needs with admitted students.
4. Your school reports information about your scholarship winners to *FIRST*.
5. *FIRST* recognizes both your school and your scholarship winners at the *FIRST* Championship. We also post a list of scholarship winners on our website.

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 on the *FIRST* website, via email blasts to teams, eNewsletter articles, and handouts at events.
- ✓ **September** - Scholarship offerings (complete details) for the coming year 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 over 46 regional kickoff sites throughout the nation, Brazil, Canada, and Israel.

- ✓ **March/April** - The *FIRST* Robotics Competition program books (for over 60 Regional/District events and the Championship) list the name of each scholarship provider. 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 St. Louis, April 25-28, 2012.
- ✓ **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.

Frequently Asked Questions

What is the typical scholarship amount offered?

Scholarship amounts vary from \$1,000 to full tuition for four years (valued at over \$150,000). Most are renewable annually if the student maintains an acceptable academic average. Typically, the higher the amount, the more interest there will be in your scholarship, yielding more applicants. The average scholarship amount is approximately \$5,000/year.

Does our school have to offer an engineering scholarship?

No. Many of our scholarships are for special majors such as engineering, math, science, computer science or technology, but others are for any course of study. It is your decision what restrictions you will put on the use of your scholarship. The broader your criteria, the more applicants you are likely to receive.

Should this scholarship be merit based or for students with financial need?

Again, this is your choice. The majority of *FIRST* scholarships are merit based, but some also consider financial need.

See Examples of Scholarship Listings

To see a listing of the current *FIRST* Scholarships being offered, go to www.usfirst.org/scholarships and select "*FIRST* Scholarship Opportunities." This displays an alphabetic list of all *FIRST* Scholarships. Details about each scholarship can be seen by following the *More Details...* and *View Application...* links.

Questions?

Contact Nancy Rosenberg at (603) 206-2451 or (800) 871-8326 x 451 or send email to scholarships@usfirst.org.