

SCHOLARSHIP DEVELOPMENT

Objective

The *FIRST* Scholarship Program has three primary objectives:

- To grow the number of scholarship opportunities by increasing the number of scholarship *providers*.
- To recognize long-term scholarship *providers*.
- To raise student awareness of the program, encouraging them to apply.

This section offers suggestions to Regional Directors and Regional Committees on ways they can help the FIRST Scholarship program make positive progress. It also contains a scholarship development timeline and specific suggestions for increasing scholarship visibility at Regional events.

Requirements

To help develop new scholarship opportunities Regional Directors and Committee members can:

- Present scholarships as an option for support of *FIRST* when talking to potential sponsors
- Discuss scholarship opportunities with colleagues and contacts at colleges, universities, professional associations and companies
- Recruit colleges and universities (companies and associations) in your region to join the *FIRST* scholarship program
- Provide *FIRST* Headquarters with phone/email/addresses information for contacts at colleges and universities
- Encourage universities that host *FIRST* events in your region to offer a scholarship (if they do not do so already)
- Pass on scholarship leads or contacts generated in the regional events to the *Scholarship Manager* at *FIRST* (scholarships@usfirst.org), to ensure that offerings are properly advertised and recognized.

To help recognize *FIRST* Scholarship providers throughout the season, Regional Directors and Committee members can:

- Invite *FIRST* Scholarship *providers* as VIP guests at your regional events
- Invite *FIRST* scholarship *providers* as speakers at your regional events
- Mention *FIRST* scholarships available in your area at regional events

To raise student awareness of the program throughout the season, Regional Directors and Committee members can:

- Reinforce the availability of millions of dollars in scholarship opportunities at team events, encouraging students to apply
- Encourage each team to have a *FIRST* Scholarship Contact who informs students, parents, teachers, and guidance counselors about scholarship opportunities, and encourages students to apply for *FIRST* scholarships.

Developing a FIRST Scholarship Opportunity

Scholarship Timeline	June-Sept	Oct	Jan - March	Apr
Scholarship opportunities for the <i>FIRST</i> Robotics Competition season are typically confirmed by the end of September. (However, <u>new</u> scholarships can be added at any time!)				
FIRST Scholarship offerings are posted on the <i>FIRST</i> website by the <i>beginning of October</i> .				
The deadlines for most <i>FIRST</i> Scholarship application submissions occur from January through March (although the total range is from November <i>to August</i>).				
Most scholarship <i>providers</i> make scholarship offers by <u>EARLY APRIL</u> and notify <i>FIRST</i> of recipients' names <i>and home states</i> .				
Scholarship recipients are recognized at the <i>FIRST</i> Championship in mid April.				

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 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 regional kickoff sites throughout the nation, Brazil, Canada, and Israel.
- **March/April** - The *FIRST* Robotics Competition program books (for Regional 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..
- **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.

Regional Scholarship Contact (University/Higher Education Contact)

Each Regional Director should identify the person who will be the Regional Scholarship Contact (this individual is identified as the University/Higher Education Coordinator in Section 1). The responsibilities of the Regional Scholarship Contact include:

- Planning and overseeing the Basic Scholarship Presence at the regional event
- Planning and overseeing a Scholarship Row at the regional event (if possible)
- Promoting the *FIRST* Scholarship Program whenever planning or attending other *FIRST* activities in the region.
- Being the primary contact between the region and *FIRST* **Scholarship Manager**.

Basic Scholarship Presence at Regional Events

Scholarship presence will vary from one regional event to another, based on available space, contract restrictions, and the number of local scholarship providers. This first section describes the basic presence that should be achievable at all regional events. The next section describes guidelines for hosting a regional “Scholarship Row”, if possible.

Basic Scholarship Presence includes

- Providing *FIRST* Scholarship Program literature** to VIPs (at display table in VIP lounge, at VIP luncheon, etc.)
- Providing *FIRST* Scholarship Program literature** to students and mentors in the Pit
- Providing *FIRST* Scholarship Program literature** to students, parents, and other visitors at a table near the main entrance door. (It is important that we get scholarship information into the hands of the parents, and a regional event is a great way to do this!)
- OPTIONAL: A rolling “*FIRST* Scholarship Program” PowerPoint slide show will be made available for display on a laptop. This could be put on the literature table near the main entrance. It will help capture the attention of parents, students, and VIPs.

** *FIRST* HQ will supply *FIRST* Scholarship Program brochures and copies of the list of *FIRST* Scholarships by State.

“Scholarship Row” at Regional Events

To further thank and recognize the great contribution of our scholarship **providers**, Regional Planning Committees are invited to offer *FIRST* scholarship **providers** a display table to present *FIRST* scholarship and school materials at their local regional event. Every Regional Planning Committee is invited to participate; however a few guidelines and restrictions are noted below.

- The Regional Scholarship Contact will be responsible for inviting local scholarship providers to participate, coordinating and monitoring scholarship tables at their event, and working closely with the event management team.
- The Scholarship Row at a regional event may be as simple as providing a single 6-foot, non-staffed table in an available area for all regional scholarship **providers** to display literature, or may include providing individual tables in another venue space for multiple institutions and their university representatives.
- What the regional event is able to accommodate will be determined by contracts in place and space considerations. If a regional event does not have the space for scholarship tables, or the contract with the venue does not allow this type of promotion, that event will not have a Scholarship Row. Please be sure to check with your Regional Director and *FIRST* Event Manager.



- FIRST HQ will send a list of scholarship contacts, organized by state, to all Regional Directors and Regional Scholarship Contacts by **December 1**.
- Regions interested in offering display tables to their local FIRST scholarship granting institutions should send a confirming email not later than **December 15th** to the **FIRST Scholarship Manager <scholarships@usfirst.org>**.
- Use announcements and posters to advertise the presence of scholarship **providers** at Scholarship Row. Let parents know that they are invited to speak to scholarship **providers**.

Championship event scholarship **booths** and recognition are privileges reserved for schools/**organizations** that offer scholarships **whose total yearly** value is over \$40,000. Invitations to display at the Championship are managed by the **FIRST Scholarship Manager**. Should you have any questions about the above guidelines, about eligible schools or about the FIRST Scholarship Program, contact scholarships@usfirst.org , 603-666-3906 x451.