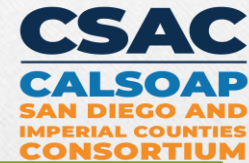


Scholarship Night



Sponsored by:

San Diego and Imperial Counties Cal-SOAP

and

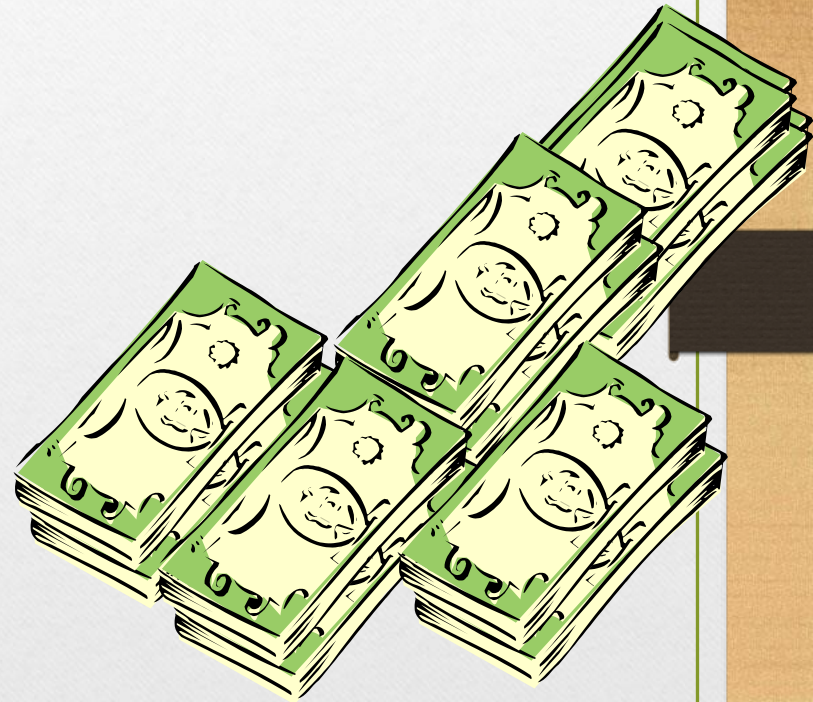
The San Diego Foundation (TSDf)

Overview of the Evening

- What Basic information do I need to know?
- Why apply for scholarships?
- What is a scholarship?
- Who gives scholarships?
- What are some of the factors that make me eligible for scholarships?
- What are the general components of a scholarship?
- How do I organize myself to get a scholarship?
- How do I apply to a scholarship with The San Diego Foundation?

PAYING FOR COLLEGE

A college education is a solid investment with lifetime benefits.



The Basics:

Why Apply for a Scholarship?

Financial Aid is available to help finance your college education!

Money Matters

Scholarship dollars help reduce the amount of student debt!!



The Basics:

SCHOLARSHIPS HELP FINANCE YOUR EDUCATION IN ALL 5 SYSTEMS OF HIGHER EDUCATION IN CALIFORNIA AND OUT-OF-STATE COLLEGES AND UNIVERSITIES

The five California Systems include:

- Community Colleges (CC)
- California State University (CSU)
- University of California (UC)
- Private and Independent Colleges
- Vocational and Technical Schools

Out of state colleges and universities

The Basics:

Complete Financial Aid Form ASAP

Colleges/Universities and Scholarship Funders generally require you complete one of the following:

Free Application for Federal Student Aid (FAFSA)

or

The California Dream Act (CADAA)

(Priority Deadline in California: October 1- March 2 of 12th grade)

WHICH APPLICATION?

US Citizen, Perm
Resident, or T Visa

FAFSA

Undocumented,
DACA, U Visa or TPS

CA Dream
Application



The Basics:

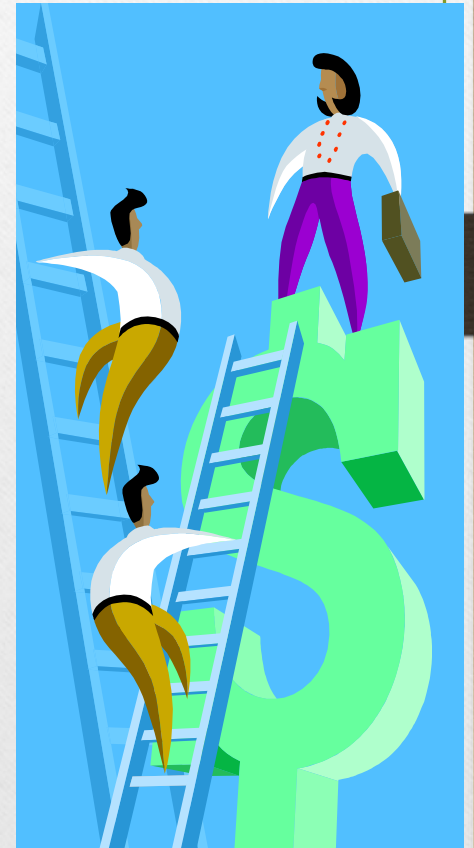
Financial aid is primarily need-based

- Students and their families have the primary responsibility to pay for the student's education
- Financial aid is based primarily on NEED (the lower the expected family contribution, the more financial aid a student can receive)

The Basics:

How can I pay for my college education?

- Personal/Family Savings
- Financial Aid (Grants, Work Study, and/or Loans)
- Scholarships



The Basics: The Sources of Scholarships



- Federal Government
- State Government (DOE)
- Colleges and Universities
- Private Donors

What is a Scholarship?

- A scholarship is an award for the purpose of furthering a person's education.
- Scholarships are awarded based on a range of criteria which usually reflect the values or purposes of the donor or founder of the award.
- Scholarships are the ideal form of student aid, as they're basically gifts that never have to be repaid.

The Scholarship Funders

- The Federal Government
- State Governments
- Private Sponsors
- Colleges, Universities, and Technical/Trade Schools

Targeted Scholarship Awards

- Geographic Region
- Organizational Membership
- Family Affiliation
- College and Career Goals
- Race, Ethnicity, and Denomination
- Gender
- Disabilities
- Employment, Activities, and Hobbies

WHAT ARE OTHER FACTORS THAT MAY MAKE STUDENTS ELIGIBLE FOR SCHOLARSHIPS?

- GENDER
- MARITAL STATUS
- HOBBIES
- CITIZENSHIP
- DISABILITIES
- HERITAGE
- ETHNICITY
- GPA
- CAREER OBJECTIVE
- RELIGION
- SPORTS
- WORK EXPERIENCE
- VETERAN
- SAT SCORES
- TYPE OF COLLEGE
- STUDENT LOAN
- COLLEGE SELECTION
- ANNUAL INCOME
- FRATERNITY/SORORITY
- HIGH SCHOOL
- SPECIAL SKILLS
- MEMBERSHIP/ASSOCIATION
- MILITARY/DESCENDANT
- PARENT

College-Specific Awards

Colleges often have scholarship money available that is used to develop the financial package offered to an applicant who has been granted admission. These types of scholarships are available under a variety of terms that may include maintaining a certain GPA or pursuing a specific major.

Example:

California Community College Districts'

The Promise Scholarship

SAN DIEGO COMMUNITY COLLEGE DISTRICT



**SAN DIEGO
PROMISE**

CITY COLLEGE • MESA COLLEGE • MIRAMAR COLLEGE
COLLEGE OF CONTINUING EDUCATION

- **Must be a first-time to college student***
- **Must be a class of 2022 high school graduate**
(H.S. Diploma or GED) OR identify with one of the
following groups:**
 - **Foster Youth Student**
 - **Veteran of U.S. Armed Forces**
 - **Formerly Incarcerated Student**
 - **Undocumented Student**

Fall 2022 at SDCCD Begins | August 22, 2022

Learn More | www.sdccd.edu/promise/getstarted

What is the
Promise Program?

**Up to Two Years of Free
tuition at our Colleges
for the class of 2022!**



How do I apply?

**San Diego Promise
Application Opens
January 2022!**

**Apply for Financial Aid
October 1!**



Add our campuses to your
financial aid application!

**San Diego City College:
001273**

**San Diego Mesa College:
001275**

**San Diego Miramar College:
014172**



Athletic Scholarships

Awards made through colleges and applied for an athletic scholarship are akin to marketing yourself for a starring movie role. If you are interested in winning an athletic scholarship, go immediately to the National Collegiate Athletic Association (NCAA) Web site:

athleticscholarships.net/ncaa/registration

and talk to your counselor/coach for more information.

Academic Awards

These merit-based scholarships are **awarded by your college** for academic achievement. Inquire about these awards at your school's financial aid office, though you may not even have to apply for an academic award; they are often wrapped into the financial aid package offered by the college, based on your college application.

Departmental Awards

Specific departments may have scholarships available to attract or retain students in the department's field of study. If you know what your major will be, contact that department to inquire about scholarships.

Private Organizations

There are thousands of private organizations that offer scholarship awards, ranging from \$50 to \$20,000 and more.

Corporations

Corporations offer scholarships to attract and retain employees, support the communities where the business is located, and encourage entrants into the business's field of work. These are often the scholarships that go unawarded for lack of applicants.

Search for corporation scholarships by checking with your parents' employers for possible programs, researching businesses in your region, and searching your newspaper's archives for award announcements. You may have a much greater chance of receiving a private corporation award because geographic, employment, and other restrictions narrow the number of candidates.

Samples of Corporations-Technology

1. Google

- Among other [Google scholarships](#), the Generation Google Scholarship awards \$10,000 to college students studying computer science
- Winners are also invited to the company's annual summertime Google Scholars' Retreat

• **Application deadline:** Passed for 2020

2. Dell

- The Dell Scholars program "targets low-income, highly motivated" high school students and features a \$20,000 scholarship
- Beyond financial support, it provides a laptop, credits to buy used textbooks as well as mentorship and support

• **Application deadline:** Dec. 1, 2020

3. Microsoft

- Full-time college students majoring in a STEM field are eligible to apply for the Microsoft Tuition Scholarship
- Also, the [Blacks at Microsoft Scholarship](#) provides three \$5,000 awards to high school seniors of African descent who are interested in technology

• **Application deadline:** Relaunching in 2021

4. Adobe

- The Adobe Research Women-in-Technology Scholarship is geared toward female students majoring in a technical field with at least one year of college under their belt
- The one-time award of \$10,000 is accompanied by an Adobe software subscription, a mentor and an internship interview

• **Application deadline:** Passed for 2020

5. Raytheon

- High school senior and full-time college students (except seniors) who participated in robotics program [FIRST](#) are eligible to apply for one of 40 scholarships worth \$1,000 each

• **Application deadline:** Passed for 2020

More Corporations-Food and Beverage

6. McDonald's

- The McDonald's® HACER® National Scholarship is meant for high school seniors with Hispanic heritage who have carried at least a 3.0 GPA
- The program awarded \$500,000 in multiyear aid to 30 winners in 2019

• **Application deadline:** Passed for 2020

7. BURGER KING

- Besides helping to fund college for its employees and their families, the BURGER KINGSM Scholars program helps high school seniors (with at least a 2.5 GPA) foot the bill for higher education
- It sent out \$4 million to 3,000 students in 2019

• **Application deadline:** Dec. 15, 2020

8. Taco Bell

- The Live Mas Scholarship calls for applicants (ages 16 to 24) to submit a 30-second to 2-minute video answering questions about college and career plans
- In 2020, the program was slated to write \$1 million in checks to 100 winners, with individual awards spanning \$5,000 to \$25,000

• **Application deadline:** Passed for 2020

9. Coca-Cola

- The Coca-Cola Scholars Program Scholarship distributed \$72 million to 6,300 high-achieving high school seniors
- Coca-Cola's other scholarship opportunities are awarded through Phi Theta Kappa

• **Application deadline:** Oct. 31, 2020

10. Dr. Pepper

- The soft drink company's Tuition Giveaway program asks its applicants (ages 18 to 24) to upload a video about how they'll change the world
- The 2020 program was set to award prizes of \$100,000 (five), \$25,000 (five) and \$2,500 (10)

• **Application deadline:** Passed for 2020

Corporations-Automotive

11. Toyota

- The TeenDrive365 Video Challenge awards scholarship money to new drivers who create multimedia PSAs about safe driving strategies
- Prize money ranges from \$300 to \$15,000

• **Application deadline:** Passed for 2020

12. BMW

- The German automaker partnered with the Society of Auto Engineers to award a renewable scholarship of \$1,500 per year
- Incoming first-year college students with a strong academic record must be pursuing an engineering degree to qualify

• **Application deadline:** Passed for 2020

13. General Motors (GM)

- Open to high school and nontraditional students (beyond dealership employees), the GM Women's Retail Network Drive to Succeed Scholarship (\$5,000) was developed for female students studying automotive management and technical fields

• **Application deadline:** May 1, 2021

14. Shell

- The Shell Associate Scholarship Program gives \$2,200 scholarships to aspiring technical or craft associate degree-holders attending approved community colleges
- The oil and gas company also has scholarship opportunities for students seeking bachelor's degrees

• **Application deadline:** Passed for 2020

15. Chevron

- Shell's competitor partnered with the American Indian Science and Engineering Society (AISES) to fund undergraduate and graduate STEM degrees for Indigenous people of North America
- The \$5,000 scholarships could help pay for the AISES National Conference and may be renewed annually

• **Application deadline:** Passed for 2020

Religious Organizations

Religious organizations often award scholarships to help their members afford the cost of college. If you and your family are affiliated with a specific religious group, check with your local group about the availability of scholarships, as these types of scholarships are sometimes easier to qualify for than other kinds.

High School, School District, County Office of Education

Your high school or school district may offer scholarships to graduating students. Your high school guidance counselor can provide information about availability.

Chamber of Commerce

Chambers of Commerce often have scholarship programs, and they can be great sources of information about which businesses in your community offer scholarships. Some examples of Chambers of Commerce are:

- San Diego Chamber of Commerce
- San Diego Black Chamber of Commerce
- Latin Chamber of Commerce

Other Private Organizations

The ubiquitous category “other” is really the mother lode of scholarship opportunities. There are thousands of scholarships available, given by organizations that wish to further their mission by supporting the education of students. This category of scholarships is the reason for using a Web search engine to identify suitable opportunities in this vast universe of money offers. The United Negro College Fund (UNCF) is an example of a private organization that offers scholarships.

The Military

The military is a well-known source of college scholarships.

The Air Force ROTC program can pay up to full college tuition, plus a stipend for books.

Military scholarships are awarded in return for a tour of duty with the branch of the military supporting your education.

calvet.ca.gov/veteran-services-benefits/education

Possible Scholarship Application Components

- Essays and Short Answer Questions
- Sample Work and Project Submissions
- Extracurricular Activity Lists
- Grade Transcripts
- Letters of Recommendation (3)
- Interviews
- Auditions
- Awards and Honors
- Test Results (PSAT, ACT, SAT)

5 Principles of Scholarship Searching

- 1) Dig deep to find hidden treasure
- 2) Know thyself
- 3) Cast wide, yet focus narrow
- 4) Search tomorrow, today
- 5) The floor is not your friend

10 Action Steps

- 1) Assemble your scholarship search tools
- 2) Tap into your school's resources
- 3) Search scholarship databases
- 4) Politely “raid” other schools' resources
- 5) Canvas your community
- 6) Seek out government sources
- 7) Pursue all personal and family affiliations
- 8) Apply effective internet search techniques
- 9) Uncover school-specific awards
- 10) Seek out related organizations

What Parents Can Do To Help

- Help with the scholarship search
- Strategize with your child
- Provide research assistance
- Keep things organized
- Be a good sounding board
- Review the application
- Give support and encouragement

Where to Look for Scholarships

- Online Searches such as:
 - fastweb.com
 - bigfuture.collegeboard.org/scholarship-search
- Scholarship Books
- Counselors/Teachers/Community Groups
- Career Center or Counseling Office at School
- Peers

The Dell Scholars Program

dellscholars.org

- Qualifications:
 - GPA: 2.4 – 4.0+: *Grit and potential*
 - Academic Rigor – AP courses, Dual Enrollment
 - Financial
 - Need – working or a lunch card, etc.

“While many students dream of obtaining a college degree, life sometimes gets in the way - particularly for those dealing with personal responsibilities at home or in their communities.”

Application opens Oct. 1; Deadline December 1, 2021

Scholarship Websites

- fastweb.com
- cashe.com
- opportunity.collegeboard.org
- scholarships.com
- maldef.org
- fafsa.gov
- [CA Dream Act](#)

Local Scholarships

- San Diego County: [The San Diego Foundation - Growing a Vibrant Region \(sdfoundation.org\)](http://sdfoundation.org)
- Imperial County: <https://findyourpath.org/scholarships>

How to Organize Scholarship Process- Gather Info in One Place

- Create a Resume
 - Education
 - Employment
 - Honors and Awards
 - Extracurricular Activities
 - Community Service
- Letter of Recommendation(s)-3
- Current Transcript(s)-3
- Essays/Short Answers-Learn to Recycle
- Scholarship Deadlines-Use

Which Scholarships Do I Apply?

- You must understand yourself well enough to create a compelling portrait of who you are.
- You must understand your audience well enough to be able to position your skills and strengths as deserving of their support.

Special-ness Factor

- Knowing yourself takes more work than writing down a list of extracurricular activities. We will help you learn how to find the “method behind the madness” of your life and present it in a winning way. Why? Because scholarship committees award funding to candidates they can understand and relate to and who distinguish themselves from other candidates by their ability to communicate their special-ness.

Paint Your Portrait – 9 Themes

- 1) The Do-Gooder
- 2) The Creative Talent
- 3) The Survivor
- 4) The Brainiac
- 5) The Activist
- 6) The Entrepreneur
- 7) The Leader
- 8) The Scientist
- 9) The Athlete

10 Universal Judging Criteria

- 1) Hard work
- 2) Overcoming obstacles
- 3) Teamwork
- 4) Perseverance
- 5) Individual Initiative
- 6) Passion and Enthusiasm
- 7) Responsibility
- 8) Civic Duty
- 9) Purpose
- 10) Character

8 Principles of Effective Scholarship Campaigns

- 1) Apply for as many scholarships as possible
- 2) Don't neglect smaller, local scholarships
- 3) Bridge multiple applications
- 4) Recycle, recycle, recycle
- 5) Keep a written personal inventory
- 6) Leverage schoolwork and class time
- 7) Learn by example
- 8) Stick with it

Keep in Mind....

- Applying for scholarships is a process.
- It takes TIME



BEWARE OF SCHOLARSHIP SCAMS!!!

- Notification by phone
- Application fees/other fees
- Everybody is eligible
- Unusual request for personal information

Final Comments

- Institutions differ in how they apply outside grant and scholarship funds
- Talk to the financial aid office about how your financial aid could be affected if you receive private or state aid
- Find out how you can use scholarships to pay for books/computers
- Scholarships defray the cost of college attendance. Talk to scholarship funders about potential over-award issues.
- Meet all deadlines including additional requirements after you have been awarded.

Contact Information

Phone: (619)295-1468

Linda Doughty

ldoughty@ucsd.edu

calsoapsandiego.org

[Scholarship Search](#)

calsoapvirtualclassroom.com



Virtual Events:

October 27, 2021 6:00pm-7:30pm

November 18, 2021 6:00pm-7:30pm

December 9th 6:00pm-7:30pm

In-Person Scholarship Event:

Location: Malcolm X Library

January 9, 2022 at 2:00pm-4:00pm

**For more information and to register go to:
<https://www.calsoapsandiego.org/workshops>**