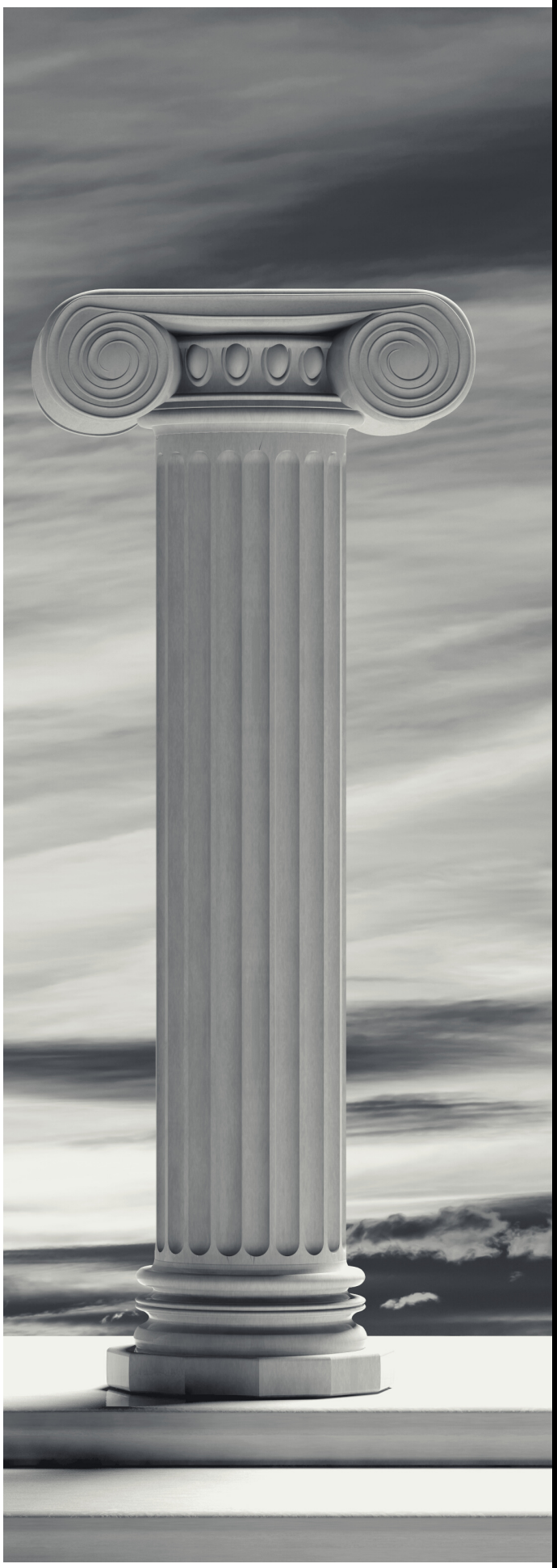

BOWIE STATE UNIVERSITY
1865

COLLEGE OF BUSINESS

PILLARS OF SUCCESS AWARDS

2020 - 2021

STUDENT SCHOLARSHIP AND AWARD GUIDELINES

College of Business
Pillars of Success
Student Scholarship and Award Guidelines
2020-2021

The College of Business Pillars of Success Student Scholarships were established to encourage and financially support full-time College of Business students who have aptly demonstrated academic excellence, character, determination, and professionalism while completing their undergraduate degree.

This year, the College of Business has also added a Pillars of Success Entrepreneurship Award to encourage students' innovation that exemplifies entrepreneurship from ideation to launching successful ventures in a way that demonstrates notable entrepreneurial characteristics and achievements while pursuing their undergraduate or graduate degree.

Nominations and materials will be accepted through Wednesday, April 7, 2021 at 5:00pm. Awardees will be notified by Tuesday, April 27, 2021 and are required to attend the Pillars of Success Awards Ceremony on May 13, 2021 to be recognized and awarded for their achievements.

The following scholarship and award categories have been established for this year's Pillars of Success ceremony:

<u>Scholarships</u>

- Discipline Scholarships (8)
- Most Improved Undergraduate (1)
- Outstanding Undergraduate (1)
- Most Improved Graduate (1)
- Outstanding Graduate (1)

<u>Awards</u>

- Outstanding Entrepreneur (1)
- Outstanding Student Organization (1)

1) Discipline Scholarships ($1,000)

Full-time undergraduate students in the following disciplines will be eligible for Discipline Scholarships: *Accounting, Economics, Entrepreneurship, Finance, General Business, Management, Management Information Systems, and Marketing*. One student per discipline will be awarded the Discipline Scholarship.

Submission Criteria:

- Video essay (3 minutes) to include why students are deserving of the Discipline Scholarship. Students should discuss their exemplary contribution to their disciplines, specifically the ways in which their contributions have led to the clear enhancement of the discipline within their Department.
- Unofficial transcripts indicating a CGPA minimum of 3.00 and at least 30 credit hours earned, of which 9 are College of Business course credits.
- Supplemental materials demonstrating each significant activity or accomplishment. Material examples include active organization and participation in discipline activities/events, working in a support capacity for the discipline, representation of the discipline at internal or external events.
- Two (2) letters of recommendation from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- Good academic standing.

2) Most Improved Undergraduate Student Scholarship ($1,000)

One full-time undergraduate student will be recognized who demonstrated substantial improvement in their academic record by raising their grade point average from the previous academic year to the current academic year. Recognition will be given to those who persevere in achieving success while overcoming adversity and facing their own personal challenges.

Submissions Criteria:

- Video essay (3 minutes) discussion of (1) substantial improvement in students' academic record by raising their grade point average from the previous academic year to the current academic year and (2) excellent progress in completing their program of study. Students are encouraged to highlight their extracurricular activities and how they have overcome challenges.
- Unofficial transcripts indicating a CGPA minimum of 3.00 and at least 30 credit hours earned, of which 9 are College of Business course credits.
- Supplemental materials demonstrating each significant activity or accomplishment. Material examples include active organization and participation in discipline activities/events, working in a support capacity for the discipline, representation of the discipline at internal or external events.
- Two (2) letters of recommendation from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- Good academic standing.

3) Outstanding Undergraduate Student Scholarship ($1,500)

One full-time undergraduate student will be recognized who demonstrated outstanding academic achievement, strong leadership skills in student organizations, commitment to their department and demonstrated strength in achieving success while overcoming their own personal challenges.

Submission Criteria:

- Video essay (3 minutes) to include discussion of academic achievement, strong leadership skills in student organizations, commitment to their department and demonstrated strength in achieving success while overcoming their own personal challenge. Videos should also include how the student is engaged in civic affairs, entrepreneurship, and/or social justice activities that positively impact the University or community.
- Unofficial transcripts indicating a CGPA minimum of 3.50 and at least 30 credit hours earned, of which 9 are College of Business course credits.
- Supplemental materials demonstrating each significant activity or accomplishment. Material examples include active organization and participation in discipline activities/events, working in a support capacity for the discipline, representation of the discipline at internal or external events.
- Two (2) letters of recommendation from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- Good academic standing.

4) **Most Improved Graduate Student Scholarship ($1,000)**

One full-time graduate student will be recognized who demonstrated substantial improvement in their academic record by raising their grade point average from the previous academic year to the current academic year. Recognition will be given to those who persevere in achieving success while overcoming adversity and facing their own personal challenges.

Submission Criteria:

- Video essay (3-5 minutes) discussion of (1) substantial improvement in students' academic record by raising their grade point average from the previous academic year to the current academic year and (2) excellent progress in completing their program of study. Students are encouraged to highlight their extracurricular activities and how they have overcome challenges.
- Unofficial transcripts indicating a CGPA minimum of 3.0 and at least 9 credit hours of Bowie State University coursework.
- Supplemental materials demonstrating extra curriculum activities, and challenges. Material examples include participation in student organizations and department activities/events, working with students in classrooms or representation at internal or external professional events.

- Two (2) letters of recommendation from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- Good academic standing.

5) **Outstanding Graduate Student Scholarship ($1,500)**

One full-time graduate student will be recognized who demonstrated outstanding academic achievement, strong leadership skills in student organizations, commitment to their department as shown through graduate or teaching assistantship and demonstrated strength in achieving success while overcoming their own personal challenges.

Submission Criteria:

- Video essay (3-5 minutes) to include discussion of demonstrated outstanding academic achievement, strong leadership skills in student organizations, commitment to the department as shown through graduate or teaching assistantship and demonstrated strength in achieving success while overcoming their own personal challenges. Videos should also include how the student is engaged in civic affairs, entrepreneurship, and/or social justice activities that positively impact the University or community.
- Unofficial transcripts indicating a CGPA minimum of 3.75 and at least 9 credit hours of Bowie State University coursework.
- Supplemental materials demonstrating extra curricula activities and overcoming challenges. Material examples include participation in student organization and graduate school activities/events, working with faculty as a graduate assistant, or representation at internal or external professional events.
- Two (2) letters of recommendation from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- Good academic standing.

6) Pillars of Success Entrepreneurship Award ($1,000)

One full-time undergraduate or graduate student will be recognized for notable entrepreneurial characteristics and achievements while pursuing their undergraduate or graduate degree.

Submission Criteria:

- Video essay (3-5 minutes) to include why the student is deserving of the Entrepreneurship Award. Students should discuss the following:
    - The problem to be solved or gap to be filled, or technological trend by embarking on the searching phase or established business with a business plan.
    - Documented process of entrepreneurial journey from ideation to Minimum Viable Product (MVP) or the product or service.
    - Unique Value Proposition of the venture.
    - Customer discovery journey to obtain the MVP, product or service using lean start up methodology.

    - The business revenue generation model and cost structure.
    - The key resources needed, and next steps identified.

- Supplemental materials supporting the above items is strongly recommended, though not required.
- Submission of business financials for 3 to 5 years of projections for businesses less than one year or at least one year of business financials such as IRS Tax transcript for businesses already in operation.
- Unofficial transcripts indicating a CGPA minimum of 3.00 for undergraduate students and a CGPA minimum of 3.50 for graduate students.
- At least 9 credit hours of Bowie State University coursework.
- Good Academic Standing

7) Pillars of Success Outstanding Student Organization Award ($750)

One College of Business student organization will be recognized for excellence in providing leadership, organizing high quality campus events and activities, and providing opportunities for student professional development.

Submission Criteria:

- Video essay (3-5 minutes) to include discussion of demonstrated outstanding achievement in leadership activities, organized high quality on-campus or off-campus activities, and professional development opportunities for College of Business students. If applicable, videos should include how the student organization is engaged in civic affairs, entrepreneurship, and/or social justice activities that positively impact the University or community. Video essays must include commentary from the leader of the student organization. Additional organizational representatives from the leadership team or general membership are also encouraged to participate in the video.
- Student organizations must be active and officially formed according to Bowie State University policy.

Eligibility and Application Process

To be eligible for these awards, full-time student applicants must be in good academic standing and satisfy the submission criteria. Qualified students must apply themselves and can apply to more than one award.

Scholarship Application link: https://www.surveymonkey.com/r/POSstudentapplication

Students should not submit video files. Instead, students should upload their videos to a cloud service of their choice, such as YouTube, Vimeo, Google Drive, iCloud, or Dropbox. Students should then share the publicly viewable video link in the scholarship application. Videos containing errors or that are not viewable will be removed from consideration by the review taskforce.

Qualified students applying for scholarships must submit supporting material that can encompass the period Fall 2019 to the present. During the application process, scholarship applicants will be asked to upload one (1) PDF file which should include:

- **Unofficial Transcripts**
- **Two (2) Letters of Recommendation** from Bowie State University faculty or staff, at least one of which should be from College of Business faculty or staff.
- **Other Supporting Material:** Each significant activity or accomplishment since Fall 2019 should be supported by evidence and/or explanations set forth in the submission criteria above.

Evaluation Process

The College of Business Dean will form a taskforce with at least one representative from each Department to make final decisions regarding the Scholarship applications. All decisions are final. **Announcements will be made by Tuesday, April 27, 2021.**

For questions, contact Maurice Gatling at mgatling@bowiestate.edu.

**In any year, if student applicants do not meet the criteria for a particular award, that award will not be given.*
***Full-time status is defined as currently enrolled in at least 12 credit hours for undergraduate students and 9 credit hours for graduate students.*