



**ROTARY CLUB OF SCOTTSDALE**  
**Scottsdale Unified School District Scholarships**  
**Class of 2015**

**2015 Scholarship Application Criteria**

**Each applicant must:**

1. Be a graduating senior attending one of the six Scottsdale Unified School District high schools.
2. Complete and return to counselor the completed pdf scholarship application.
3. Enroll in and attend an accredited university, college, community college, vocational or technical school by autumn, 2015.
4. Be nominated by your school in one of the six scholarship categories described below.
5. Provide recommendations from two teachers or other adults who are familiar with your activities with respect to the sole category in which you are applying for a scholarship.
6. Attend the interview described below at scheduled date and time.
7. Applicants must be U.S. citizens and disclose scholarship dollars awarded them on or before April 28<sup>th</sup>.

**Scholarship Information for Six Awards in Six Categories**

**One \$10,000 Scholarship [one time only] for the Bob and Louise McCall Visual Arts Scholarship prize:**

Please provide the following:

1. Rotary Club of Scottsdale standard application form
2. Free Application for Federal Student Aid (FAFSA)
3. Two letters of reference from visual arts teachers, one of which should be current
4. One letter of character reference (total of three letters)
5. CD/DVD of photographs of your portfolio with an index of title, medium and size
6. A one-page essay addressing the question "What is your passion in the visual arts and what would this scholarship mean to you to advance in the visual arts?"

**Five \$5,000 Scholarships [\$2,500 per year for two years], one in each of the following categories:**

Vocational/Trade Programs - technical and applied educational 2 year non-B.A. programs - students seeking careers in such fields as culinary service, police work, firefighting, health services, bookkeeping, secretarial services, agriculture, automotive repair, etc.

Performing Arts - drama, song, dance, orchestra, band, choir, chorus, etc.

Athletics - accomplishments in school-sponsored team sports.

Science/Technology - students seeking careers in all scientific and computer fields such as the sciences (chemistry, physics, biology, etc.), mathematics, computer hardware & software, and technology, etc.

Business - Provide a 2-page Business Plan summary that discusses the following:

1. Name and Category of the Business: Consumer goods? Technology? Service?
2. Description of Business Idea: Why would it be successful? What need does it fulfill or create?
3. Marketing: the product/service to your customers?

4. Competition: by other companies & their products/services?
5. Operations: how proceed with research & development, manufacturing, selling?
6. Management Team: what professionals do you need on your team and why?
7. Financial Projections: 5-year forecast of gross revenue (selling price x # units sold), costs and net profits.

- weblink for sample business plans & discussion:

<http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>

Additionally, the \$1,000 Norval O. Tyler Scholarship, will be awarded for the best all-around runner-up.

### **Instructions for Nominations, Deadline & Mailing:**

Each school may nominate *no more than two* persons in each category.

**Deadline: All nominations must be emailed or sent to the Rotary Club of Scottsdale, postmarked no later than Friday, April 10, 2015.**

Mailing Address: PO Box 5633 Scottsdale, AZ 85261. Please bind applications with clips or rubber bands—no staples.

**Interviews- Nominees will meet at 6:00 PM on Tuesday, April 28, 2015** on the second floor of the English Building (bldg. B) at Chaparral High School, located on the southwest corner of Gold Dust Avenue and 70<sup>th</sup> Street, Scottsdale. Nominees should bring samples of their work [trophies, medals, videos, instrument, etc.] to the interview or actually perform. Students should wear appropriate attire and expect a 10-minute interview with 4-6 interviewers to complement their earlier scholarship award application. Applicants will be interviewed in the order they check in that evening.

### **Awarding of Scholarships:**

Scholarship recipients will be announced at high school Senior Awards Programs. Scholarship recipients also agree to attend a Rotary Club of Scottsdale meeting this Spring/Summer. Scholarships will be paid to the educational institutions on the winners' behalf.

### **Note of Gratitude:**

The Rotary Club of Scottsdale wishes to thank the generosity of Bob and Louise McCall and the Virginia G. Piper Foundation for establishing the Bob and Louise McCall Visual Arts Scholarship Prize and to Helen Tyler for her participation and sponsorship of the Norval O. Tyler Memorial Scholarship Award.

### **Questions:**

Please direct questions to your school counselor.