



OHIO CREDIT
UNION
FOUNDATION

September 30, 2011

Dear Chapter Presidents:

We are very excited to announce the kick off of the annual statewide credit union scholarship program for the 2011 – 2012 school year. Thanks to the Ohio Credit Union Foundation, four \$2,500 scholarships will be awarded in April 2012.

The attached package contains information you will need for your program. **Copies of the scholarship application should be sent to each credit union and school in your chapter.** Please note that the application includes an information release agreement. This agreement grants your chapter and the Foundation the ability to recognize scholarship winners in publications, such as newsletters, and on websites.

Also included are sample letters, which *must be customized* with each chapter's information and printed on chapter letterhead. The first two paragraphs of the application *must also be customized*. The sample letters and application evaluation grid are just that, samples. You are welcome to develop your own letters and evaluation tools.

Each chapter must choose one applicant to submit for the state-level competition. Any application that is sent to the statewide competition **must** include a scholarship question essay to be eligible. The timeline for this program is also in the packet. The Foundation will award the scholarships in April 2012.

Please contact me at 800-486-2917, ext. 227, with any questions. I am looking forward to this year's scholarship essays, and awarding the four scholarships to deserving students. Good luck to all of your entrants.

Sincerely,

Laura Busque, CUDE
REAL Solutions Manager

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2012 OHIO CREDIT UNION SCHOLARSHIP PROGRAM

2012 Scholarship Packet Overview

In this packet, you will find the following:

- ◆ Sample letter from the chapter to all credit union CEOs in your area, explaining the chapter's scholarship program and how credit unions can participate and promote it.
- ◆ Sample letter to send to high schools, vocational schools, and non-public schools within the chapter, explaining the availability of the scholarship. This should be distributed with the scholarship application.
- ◆ Sample marketing tools, including newsletter articles, social media verbiage, and a letter to local TV/radio stations explaining the scholarship, and three public service announcements for stations to use to make the information available to the community.
- ◆ Sample application evaluation grid.
- ◆ Sample notification letter for applicants not selected for the scholarship.
- ◆ The 2012 scholarship application and question.

2012 Scholarship Timeline

By Oct. 28, 2011 ...

Distribute posters, applications, and marketing tools to credit unions, schools, and media.

By Feb. 10, 2012 ...

Make sure all completed applications are returned to you.

By March 9, 2012 ...

Chapter Scholarship Committee reviews all applications and chooses a winner. The winner's information and application must be **mailed to the Foundation** at 10 West Broad St., Suite 1100, Columbus, OH 43215, Attn: Laura Busque, for the state competition. The chapter's entry **must be postmarked by March 9, 2012.**

By March 16, 2012 ...

Each applicant should receive notification from the chapter about their scholarship entry.

By April 6, 2012 ...

The four statewide winners will be announced.



2012 OHIO CREDIT UNION SCHOLARSHIP PROGRAM

Sample Credit Union Letter

(Print the letter onto your chapter letterhead)

Date

Dear Credit Union CEO,

The (insert chapter name) Chapter of the Ohio Credit Union League is proud to announce it will be awarding (insert number of scholarships available) (insert monetary amount of scholarship) scholarship(s) to students in our chapter area. To qualify for the scholarship, an applicant must be at least a high school senior, and in pursuit of post-secondary education of any kind, including professional, vocational, and academic studies not limited to colleges and universities.

Enclosed is the application for the 2012 Ohio Credit Union Scholarship Program. Other promotional materials are available on the League's Web site. We ask that you make these applications accessible to your members in your lobbies and on your web site.

The Chapter scholarship(s) will be awarded on (insert date chapter will award scholarship) with applications submitted to (insert chapter scholarship contact name and address) no later than (insert deadline date). Our chapter will submit the winner/applicant to the state-level scholarship program funded by the Ohio Credit Union Foundation. Details regarding the scholarship and its criteria can be found on the application.

Thank you for assisting in the marketing and promotion of the (insert chapter name) Chapter Scholarship(s). Please forward completed applications to (insert chapter scholarship coordinator) by (insert date no later than February 10, 2012).

Please feel free to call me at (insert phone number of contact person) with any questions.

Sincerely,

Scholarship Committee Chair (or person responsible for execution of program)

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School Contact Directions

To obtain a list of schools located in the counties within your chapter, visit the Ohio Department of Education's Web site at www.ode.state.oh.us. Then follow these steps:

1. Click on "Data" from the menu across the top.
2. Select "Ohio Education Directory System" from the menu at left.
3. Select "Ohio Educational Director System (OEDS-R), ODE Interactive and OEDS Reports (ODES)."
4. Select "ODE Interactive: Extract Ohio Educational Information"
5. Select the following options as indicated:

Select one of the following:

School Districts

School Buildings

District Types to be included (If Districts or Buildings) - Must be selected

Cities

Exempted Villages

Locals

Educational Service Centers

Community School Districts

Joint Vocationals

Special (MRDD, DYS, State Supp, etc.)

Nonpublic Districts

County? Pick your counties. You will need to do a separate report on each county.

School Types to be included (If Buildings) - Or select grades below

High Schools

Junior High Schools

Middle Schools

Elementary Schools

Adult Schools

Vocational Schools

Special Schools

Nonpublic Schools



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School Grades to be included (If Buildings) - Or select types above

- Preschool
 Kdg 1 2 3 4 5 6 7 8 9 10 11 12

Enter field deli meter: (Enter 'T', if you want the data tab delimited)

Check this box to enclose variables in double quotes:

Select one of the following sort sequence:

- District or Building IRN
 District or Building Name
 County, District or Building Name
 County, District or Building Type, District or Building Name
 District Superintendent's or Building Principal's Name
 District Treasurer's Name
 District or Building Zip Code

1. Hit Extract
2. Save Report as a .txt File
3. Open Excel
4. Open an Excel Sheet
5. Go to Data
6. Use Import External Data
7. Use Import Data
8. Find the .txt file you saved and Import it by hitting Enter
9. The Excel Import Wizard will appear
10. Just hit Next on Page One, Next on Page Two and Finish on Page Three
11. Then hit OK

The data will be displayed in an Excel sheet in columns to help you read it better. You can also import the data to label sheets to help in mailing.



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Sample School Letter

Date

Dear Educator:

The (insert chapter name) Chapter of the Ohio Credit Union League is proud to announce its 2012 scholarship program. The (Insert chapter name) Chapter will award (insert number of scholarships available) scholarship(s), in the amount of (insert monetary amount). All area high school instructors, principals, and guidance counselors are asked to make their seniors who are considering post-secondary endeavors aware of this opportunity. Please encourage your seniors to apply.

To qualify, an applicant must be at least a senior in high school and plan to participate in post-secondary studies, including professional, vocational, and academic studies not limited to colleges and universities.

An application and promotional poster are enclosed. Please make as many copies of the application as necessary for your students and leave them in an easily accessible location, such as the library or guidance office.

Student applications must be completed and submitted to (insert chapter's scholarship contact name and address) for consideration no later than February 10, 2012. The recipient(s) will be announced and the scholarship(s) awarded on (insert date). One application will be submitted to the statewide competition funded by the Ohio Credit Union Foundation, which will award four \$2,500 scholarships.

Thank you for your assistance with this worthwhile scholarship program. If further details are required, please feel free to contact (insert chapter's scholarship contact name) at (insert phone number). Again, thank you for your support.

Sincerely,

Scholarship contact name
(Insert chapter name) Chapter of the Ohio Credit Union League
Scholarship Committee

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2012 OHIO CREDIT UNION SCHOLARSHIP PROGRAM

Sample Letter to Public Service Coordinator

(Print this on credit union or chapter letterhead)

Date

(Insert chapter name) Chapter of the Ohio Credit Union League

Dear Public Service Director:

The (insert chapter name) of Credit Unions, an association of credit unions in our area, is proud to announce it will be awarding (insert number and amount of scholarship(s)) to a student(s) in the chapter's area. To qualify for the scholarship, an applicant must be at least a senior in high school, and in pursuit of post-secondary studies of any kind. In addition to colleges and universities, this scholarship may also be used for trade, vocational, or professional classes.

Enclosed are three public service announcements. We ask that your station make this information available to all your viewers and listeners. The deadline for applications is February 10, 2012. Please choose the PSA that most closely fits your target audience. We hope that you will consider making this announcement several times between now and then.

Thank you for your assistance in promoting the (insert chapter name) Chapter Scholarship Program. If you have any questions, please call (insert scholarship contact name) at (insert phone number).

Sincerely,

Scholarship contact name

(Insert chapter name) Chapter of the Ohio Credit Union League

Scholarship Committee

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Sample Marketing Tools

Newsletter Articles

Option 1:

The (insert chapter name) of the Ohio Credit Union League, an association of credit unions in our area, is proud to announce it will be awarding (insert number and amount of scholarship(s)) to a student(s) in the chapter's area. To qualify for the scholarship, an applicant must be at least a senior in high school, and in pursuit of post-secondary studies of any kind. In addition to colleges and universities, this scholarship may also be used for trade, vocational, or professional classes. For more information, contact (insert chapter scholarship contact name): (insert address/phone) or visit www.ohiocreditunions.org.

Option 2:

Are you looking for ways to combat the high costs of college? Your local credit unions can help you take a bite out of rising tuition costs. Apply today for a (insert monetary amount) scholarship that you can use for expenses related to any post-secondary learning. In addition to colleges and universities, this scholarship may also be used for trade, vocational, or professional classes. For more information, contact (insert chapter scholarship contact name): (insert address/phone) or visit www.ohiocreditunions.org.

Social Media Posts

Option 1:

Facing the high costs of college? Credit unions offer #scholarships for post-secondary learning. For information, contact (insert chapter scholarship contact name) at (phone/e-mail) (or visit www.ohiocreditunions.org.)

Option 2:

Take a bite out of rising tuition costs! Apply today for a (insert monetary amount) (insert chapter name) #scholarship at www.ohiocreditunions.org.

Option 3:

Did you know local credit unions offer a (insert amount) #scholarship to offset the costs of higher education? Visit (www.ohiocreditunions.org.) for an application today!

Option 4:

Are you a high school senior, a member of an Ohio-based credit union, and pursuing a degree in 2012-2013? If so, apply today for a #scholarship! (Link)

Option 5:

The (Credit Union) \$(Dollar Amount) #Scholarship is underway!



2012 OHIO CREDIT UNION SCHOLARSHIP PROGRAM

Public Service Announcements

Option 1:

Are you looking for ways to combat the high costs of college? Your local credit unions can help you take a bite out of rising tuition costs. Apply today for a (insert monetary amount) scholarship that you can use for expenses related to any post-secondary learning. For more information, contact (insert chapter scholarship contact name): (insert address/phone) or www.ohiocreditunions.org.

Option 2:

Your local credit unions are offering a (insert amount) scholarship which may be used for higher education costs. For more information and an application, please respond to (insert name/address/phone) or visit (web site).

Option 3:

Your local credit unions want to make learning easier. [insert number] scholarships worth (insert amount) will be awarded to local students looking to ease the cost of higher education. For more information and an application, contact (insert name/address/phone) or visit (web site).



2012 OHIO CREDIT UNION SCHOLARSHIP PROGRAM

Sample Evaluation Grid

Scholarship Number: _____

2012 Ohio Credit Union Scholarship Competition

How can strong money management skills help an individual establish a stable financial future?

	1 Point	2 Points	3 Points	<i>Total</i>
Criteria				
Main idea is:	Weak and lacks an arguable position in a few sections of the entry	Clear and arguable statement of position that carries throughout the entry	Exceptionally clear, arguable, and well developed throughout the entry	
Organization / Development of Ideas	Lacks clear and logical development; Limited connections made between subtopics & main idea	Clear and logical development with good transitions between ideas; Consistent connections made between subtopics & main idea	Exceptionally clear, logical, mature, and thorough development; Relevant and consistent connections made between subtopics & main idea	
Conclusion	Adequate summary of main idea and subtopics with weak concluding statements	Good summary of main idea and all subtopics with clear concluding statements	Excellent summary of main idea (with no new information), and all subtopics with strong concluding statements	
Language Conventions	Several errors in grammar, spelling and formatting	Minor errors in grammar, spelling and formatting	Concise, clear, with consistently proper grammar, spelling and formatting	
			Total	



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Sample Entrant Notification Letter

Date

**(Insert chapter name) Chapter of the Ohio Credit Union League
(Print on credit union or chapter letterhead)**

Dear Scholarship Applicant,

Thank you for applying for the scholarship sponsored by the [Chapter name] of the Ohio Credit Union League. We appreciate your interest and your views on the Credit Union Movement.

There were many excellent applications submitted, and the final decision was difficult. We regret to inform you that your application and essay was not chosen. [We are pleased to inform you that your application has been selected as the 2012 (insert chapter name) Chapter Scholarship.]

If you are a member of a credit union, we hope you will continue to look to your credit union for all of your financial needs. If you are not currently a member, we invite you to visit www.ASmarterChoice.org to find a credit union near you. An additional scholarship opportunity exists for Ohio credit union members from the Ohio Credit Union Foundation. Information about the Foundation's 2012 video scholarship can be found at www.OhioCreditUnionFoundation.org.

Thank you again for your application. We wish you much success in your educational endeavors. (Include information on how they will receive their scholarship funds, if they are the winner.)

Sincerely,

**Scholarship contact name
(Insert chapter name) Chapter of the Ohio Credit Union League
Scholarship Committee**

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