VIRGINIA DECA CMG

SECTION F: SCHOLARSHIPS

# VA DECA SCHOLARSHIP PROGRAM

The Virginia DECA Foundation makes the Virginia DECA Scholarship Program possible through donations and dues. DECA isan organization of students enrolled in marketing programs and is designed to prepare emerging leaders and entrepreneurs in Marketing, Management, Hospitality, and Finance.

PURPOSE OF THE SCHOLARSHIP PROGRAM

The DECA Scholarship Program is designed to assist DECA members who wish to further their education in pursuit of their career goals. AllVA DECA members are encouraged to apply.

APPLYING

Step 1: Submit application online: [**https://vadeca.wufoo.com/forms/va-deca-scholarship-application/**](https://vadeca.wufoo.com/forms/va-deca-scholarship-application/)

Step 2: Mail required documentation to:

Virginia DECA

PO Box 310

Quinton, VA 23141

**Application AND Required Documentation MUST BE RECEIVED by VA DECA DECEMBER 13, 2021\***

**\*THIS IS NOT A POSTMARK DATE!**

WHO IS ELIGIBLE?

Any high school senior who:

* is an active DECA member,
* is currently enrolled or will be enrolled in a marketing course for the current school year,
* has a minimum GPA of 2.5,
* has a minimum Marketing GPA of 3.0,
* and intends to pursuea postsecondary education/technical training program.

Each chapter is limited to no more than **five (5)** applicants per school year. Chapter advisor(s) should determine which applications are submitted to the Virginia DECA Scholarship Committee, ensuring that each chapter does not exceed its allocation of applicants.

WHAT IS THE SELECTION PROCESS?

Applications are reviewed and ranked in order of merit with other applicants. The scholarship committee will select finalists based on the score earned on each submitted application packet. The top students will be invited to SLC for a panel interview. The pre-screening score will be added to the interview score to determine the recipients of the scholarships. Students are applying for a pool of scholarships, not a specifically-named scholarship. No renewal of scholarships will be awarded.

**Scholarship finalists must attend SLC** competitors or SLDA participants.

Interviews will be conducted on Monday 2/28 and Tuesday 2/29 evenings prior to SLC on Zoom.

Scholarship recognition will be presented at SLC. Funds will be disbursed directly to the postsecondary education/technical training program after proof of program enrollment and a copy of a thank you letter to the donor has been received by Sharon Acuff, Marketing Specialist.

# ON WHAT BASIS ARE SCHOLARSHIPS GIVEN?

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| --- | --- | --- |
| **Value %** | **Criteria** | **Suggested Evidence** |
| **20** | **Career interest** | * Signed Applicant letter (goals included) * Career goal * Area of study indicated * Marketing Classes taken * Paid/unpaid related occupational or work-based learning experience (examples include internships, job shadow days, part-time jobs, volunteer work/community service, etc.) * Application checklist with required signatures |
| **40** | **DECA participation and accomplishments** | Activities in DECA to include chapter, district, state, and international activities |
| **10** | **Demonstrated scholastic ability** | * Complete current transcript   (with explanation of terms and scale)  Transcript must include current enrollment verification in marketing course   * Minimum of 2.5 GPA * Minimum of 3.0 Marketing GPA |
| **20** | **Financial need** | * Colleges/programsapplied to AND estimated costs * Financial resources * Other scholarships * Statement of need |
| **10** | **Reference letters (2)**   1. DECA 2. Business/school/other | 1. Letter from DECA Advisor 2. Personal reference letter from an employer, school counselor or official, coach or other professional individual able to speak to the applicant’s ability to conduct themselves in a professional manner, work with others, and drive to succeed |

# SCHOLARSHIP APPLICATION VIRGINIA DECA DETAILED INSTRUCTIONS

WHAT MUST BE INCLUDED:

**NOTE:** ALLrequired documentation not submitted with the online application (cover letter, reference letters, transcript, signature page) must be received inone (1) package and should be mailed to:

Virginia DECA

PO Box 310

Quinton, VA 23141

**Application packages should be received by the Virginia DECA office by December 13, 2021. This is not a postmark date. APPLICANTS MUST MAIL ALL REQUIRED DOCUMENTATION TO VA DECA IN ONE (1) PACKAGE.**

## APPLICATION

Please complete and submit the application online. The application will not submit if a required field has not been completed.

## COVER LETTER/LETTER OF INTRODUCTION

Please include a cover letter to introduce yourself, explain your specific career objective, and actions taken or planned to accomplish this goal (include education and/or employment). **Please limit to one (1) page in length.** *This is a letter; it should be addressed to the scholarship committee and signed by the applicant.*

## REFERENCE LETTERS

Include **two (2)** reference letters. **ALL letters must be signed.**

**DECA Reference:** Letter from DECA Advisor.

**Business/School/Other Professional Reference:** Personal reference letter from an employer, school counselor or official, coach or other professional individual able to speak to the applicant’s ability to conduct themselves in a professional manner, work with others, and drive to succeed.

## TRANSCRIPTS

Include a current transcript with explanation of terms and scale. Transcript must include final grades from the end of the student’s Junior/11th Grade year. **Transcript must include current year’s enrollment and applicant must be enrolled in a marketing class during the current year**.

## CRITERIA CHECKLIST USED BY SCHOLARSHIP COMMITTEE

Please use the criteria checklist below when completing your application. The criteria listed is what the committee will be looking for in your application. Please keep in mind under *Points* is the maximum number of points you can earn for each section. Under *Criteria* you will find the maximum number of points awarded in each section for specific criteria.

|  |  |  |
| --- | --- | --- |
| **Points** | **Section** | **Criteria/Suggested Evidence** |
| 20 | Career interest | Required letter signed by applicant (4pts)  Clearly stated career goal (4pts)  Clearly stated area of study (4pts)  Marketing courses taken (4pts)  Paid/unpaid occupational/work-based learning/volunteer or community service experience (3pts)  Application checklist with required signatures (1pt) |
| 40 | DECA participation and accomplishments | Held a position as a Chapter, District, or State Officer (4pts)  Attended chapter meetings (3pts)  Participated in chapter recreational or social events (2pts)  Attended DLC (4pts)  Attended SLC (3pts)  Attended ICDC (3pts)  Attended a leadership or competitive training conference (3pts)  Participated in a competitive event (4pts)  Participated in DECA Month activities (3pts)  Participated in Virginia DECA Day activities (4pts)  Assisted with the membership campaign or other recruitment activities (4pts)  Participated in an installation or induction ceremony (3pts) |
| 10 | Demonstrated scholastic ability | Transcripts including junior year/current enrollment verification (4pts)  GPA of 2.5 or higher (3pts)  Marketing GPA of 3.0 or higher (3pts) |
| 20 | Financial Need | Statement of need (5pts)  Application includes personal/family contributions (5pts)  Application includes estimated program costs (5pts)  Application includes other scholarships or sources of financial assistance (5pts) |
| 10 | Reference Letters | Letter from DECA Advisor (6pts)  Personal reference letter from an employer, school counselor or official, coach or other professional individual (4pts) |

# **SCHOLARSHIP APPLICATION CHECKLIST AND SIGNATURES** **2021-2022**

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| APPLICATION CHECKLIST **(INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED)** |

* Submitted Online Application

Mail the following in one (1) package to Virginia DECA:

* Cover Letter/Letter of Introduction
* 2 Recommendation Letters
* Current Transcript with current marketing course verified
* This checklist with all signatures

|  |
| --- |
| CERTIFICATION **(APPLICATION MUST BE SIGNED BY ALL PARTIES LISTED)** |

## **Applicant**

## I certify that the information submitted is accurate.

## If chosen as a finalist, I will attend the State Leadership Conference of the current year for an interview.

## I understandthat in order for scholarship funds to be released I must send a copy of a thank you letter for the donor and the program enrollment documentation to Sharon Acuff, Marketing Specialist. I understand that scholarship funds will be sent directly to my program of study after receipt of the above.

## I agree to request funds no later than **December 31, 2022** unless the VA DECA Board of Trustees approves an exception for special circumstances.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(student)

## **Parent/Guardian**

* I have reviewed this form and the statements are true, complete, and correct to the best of my knowledge.
* I agree for my student’s name and photo to be used on the Virginia DECA Foundation and Virginia DECA websites, social media, and other printed publications for scholarship recognition.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(parent/guardian)

## **DECA Advisor**

* I certify that the applicant is in good standing in the marketing program and find the statements to be true, complete, and correct to the best of my knowledge.
* I certify that, if selected as a finalist, the applicant will be registered as a competitor or SLDA participant at SLC.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(advisor)

Advisor Professional memberships: VAME \_\_\_\_\_\_\_ DECA \_\_\_\_\_\_\_ (check all that apply)