



Scholarships & Awards Committee 2017-2018 Platform Document

Overview:

The New York Women in Communications Scholarships & Awards Committee has two main functions: creating Member Empowerment Grant (MEG) awareness among NYWICI members and provide funds to long-standing members (minimum of three consecutive years of membership) who seek professional development; and managing the process of awarding annual scholarships.

Member Empowerment Grant (MEG)

There are two application periods per fiscal year: Fall and Spring. The amount of each grant depends on the costs/needs presented in each application. The grants are designed to pay for or offset the cost of attending professional conferences, continuing education courses, certificate programs, career coaching/media training or other career-advancing opportunities for a standard period of time, e.g., ten coaching sessions or a semester. The concept for the grant was the result of NYWICI's 2011 Strategic Planning Meeting in response to rapid shifts in the industry and economy and the desire to help long-standing members address these shifts and their need to enhance their skills. A total of 20 grants have been awarded since the program's inception in 2012.

Scholarships

Tasks include setting up and managing the application form, overseeing the database of applicants, managing the scholarship reading, telephone interviews and in-person interviews. In addition, the Scholarship Committee helps promote the scholarships to colleges and high schools and helps manage relationships with scholarship sponsors.

Goals for 2018-2019:

To increase awareness of the MEG with a **new branding and promotion strategy, that includes year-round awareness** as well as increase grant funding. **Have MEG "ambassador" at NYWICI events to talk about grant.** A secondary goal is to position the grant as an honor that is open to all eligible NYWICI members.

Expanding the database of college and high school contacts to increase outreach; assign an ambassador to check in with all scholarship sponsors; **work with the sponsorship committee to secure additional scholarship sponsors for named scholarships. Formulate a college outreach strategy.**

The Role of Committee Members:

- What we're looking for (MEG): Enthusiastic members who are expected to serve as grant ambassadors, encouraging fellow NYWICI members to apply for a MEG, and who will work to increase the impact of the grant program through strategies and tactics designed to increase funding and awareness.
- What we're looking for (Scholarships): We would want new committee members to help with the creation of a database of college contacts. This would involve finding the teachers, deans and/or counselors



- Benefits of serving on this committee: Benefits include supporting peers, gaining visibility in the organization, and potentially gaining experience in fundraising, strategizing, and implementing marketing and promotion initiatives; ability to establish relationships with communications leaders at area colleges, as well as with our current and former scholarship students

Meeting Schedule and Committee Logistics:

Meetings are scheduled on an as-needed basis, primarily conducted via telephone or other electronic means. Most business is handled via email. There are specific timelines for the MEG and scholarships process, which require few in-person meetings, other than the in-person interviews (1 day for MEG, 3 days for scholarships).

Leadership:

Chair of the Scholarships & Awards Committee: Sandra Thomas

Contacts:

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