

SimpsonScarborough Scholars Program



SIMPSONSCARBOROUGH
Intelligent Marketing for Higher Education

The SimpsonScarborough Scholars Program supports the professional development of promising young communications and marketing practitioners in the educational advancement profession. The program has three primary purposes:

- To nurture and sustain the professional development of the scholars.
- To establish a network of scholars over time who become mentors to other promising newcomers.
- To support the communications and marketing disciplines overall.

Scholars will be appointed for a two-year term and will receive:

- CASE Premier Membership status for two years.
- A subscription to CURRENTS, CASE's award-winning magazine.
- Attendance on location at a CASE conference specifically targeted to communications and marketing professionals.
- Registration for your regional CASE district conference.
- Participation in a CASE Online Speaker Series event.
- Access to the CASE Benchmarking Toolkit.
- A copy of Christopher Simpson's book, *Weathering the Storm: Protecting Your Brand in the Worst of Times*.
- Up to four additional CASE books.

CASE will also support the efforts of each scholar to:

- Engage in peer-to-peer networking to help build his or her own career networks.
- Contribute to activities that mentor his or her peers, campus colleagues and students interested in advancement careers.

For more information, contact Heyward Smith at hsmith@case.org or call 202-478-5666.

Application packets must be postmarked by **Friday, Nov. 18, 2011**, for consideration.



The SimpsonScarborough Scholars Program is generously sponsored by SimpsonScarborough, a leading communications and marketing consulting firm specializing in higher education. The program celebrates long-time advancement professional Christopher Simpson's accomplished career as an exemplary communications and marketing professional and builds on his long-time commitment to serving as a role model, mentor and colleague to young advancement professionals.

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ELIGIBILITY

To be eligible for the scholars program you must:

- Work at a CASE member institution in North America in the area of communications and marketing.
- Have three or fewer years of advancement experience.
- Have changed areas of professional expertise to education communications and marketing from another area of advancement, another profession or another field within three years of your application.
- Be highly motivated and committed to continuing your career in the educational advancement profession.

APPLICATION PACKET

To apply for the SimpsonScarborough Scholars Program, submit the following:

- Current resume
- Completed and signed Application Form
- Program Agreement Form signed by you and your immediate supervisor
- One-page letter of recommendation from your immediate supervisor
- One-page letter of recommendation from a colleague in the advancement profession

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Application Form

Please type or print clearly.

Deadline
Nov. 18, 2011

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for consideration.

Mail completed application
packet to:

CASE
SimpsonScarborough
Scholars Program
1307 New York Avenue, NW
Suite 1000
Washington, DC 20005

For more information,
contact Heyward Smith
at hsmith@case.org
or call 202-478-5666.

1 Applicant Basics

NAME (MR., MRS., MS.) _____

TITLE _____

INSTITUTION _____

ADDRESS _____

CITY _____

STATE/PROVINCE _____

COUNTRY _____

ZIP/POSTAL CODE _____

TEL () _____

FAX () _____

EMAIL _____

2 Applicant Information

Number of years in the advancement profession _____

Number of years as a communications and marketing professional _____

If named a scholarship recipient, please indicate how you plan to share your knowledge and experience at the end of your two-year appointment: (see details on page 1)

- Write an article that focuses on relevant best practices, innovations, trends or research
- Submit a proposal for a CASE conference
- Serve as a mentor for Scholars named subsequent to your appointment
- Other: _____

Please limit responses to the following questions to 150 words or fewer per answer. Type answers on a separate sheet and attach with application packet.

1. Describe your reasons for applying to be named a SimpsonScarborough Scholar.
2. Describe a situation, event or activity that demonstrates a highlight of your communications and/or marketing career in education advancement to date.
3. Describe your professional goals and how being named a SimpsonScarborough Scholar will help you achieve them.

3 Applicant Certification

I certify that the information on this application is true to the extent of my knowledge.

APPLICANT SIGNATURE _____

DATE _____

