

Scholarship Sharing Call Minutes | 2.7.18

In attendance-AM Call: Brittany Johnson (NEWH, VP Scholarship), Becca Kundysek (Scholarship Director), Nicole Crawford (NEWH, Inc.), Joni Nelis-Beals (Arizona), Amanda Blackmon (LA), Laura Carter (NY), Sandra Brumbaugh (Northwest), Teen Nicolaysen (RockyMt.), Francesca Sosa (Houston), Melanie London (Pittsburgh), Nicole Fizzard (Toronto-President), Shana Mc-Cullough-Downing (Sunshine-VP Admin), Brian Hew (Atlanta Scholarship/Chair), Bruce Heins (AC|Philly-President), Marcie DeLaRosa (Chicago-assisting Natalie Sheedy)

PM Call: Brittany Johnson (NEWH, VP Scholarship), Becca Kundysek (Scholarship Director), Nicole Crawford (NEWH, Inc.), Santiago Arcila (Vancouver Regional), Veronica Sandoval (Dallas), Lauren Potak (Dallas Scholarship/Chair) Amy Behrends (North Central/scholarship committee), Natasha Gomez (Los Angeles/VP Admin)

**Welcome Brittany Johnson new VP Scholarship
Becca Kundysek serving as Scholarship Director**

NEWH Leadership Conference:

- February 2019 in Miami, FL (location + dates will be announced soon)
- Plan and budget now for 2018 + 2019 (LC pass and lodging would most likely be coming out of '18 budget)
- Chapters can utilize admin or scholarship funds to cover student/recipient travel, double occupancy lodging and Leadership Conference pass (no other items can be covered, most chapters send 1-2 students/recipients)
- Stay tuned for details; Scholars Luncheon will be held during the conference
- Encourage attendance/promote event: <http://newh.org/2019-leadership-conference/>
- Reach out to Brittany if you're interested in assisting the Leadership Conference committee with planning details for the Scholars Luncheon: bjohnson@cunningham.com

NEWH Scholarship Stories, opening doors (video):

- Inc. in need of chapter student/scholarship event images (high resolution) good quality images
- Reach out to Nicole with questions: nicole.crawford@newh.org 800.593.6394
- Encourage students/professionals to tell their NEWH story through selfie-video, interview with a friend or educator, make it edgy and fun-be creative. Students can submit to Inc. Videos can be 1-5 minutes and do not need to be professional.
- NEWH is looking for a few Hospitality Management scholarship recipients who are professionals working in the industry, send us your suggestions we want to highlight them in our next professional video production. Send to: nicole.crawford@newh.org
- NEWH Scholarship Stories video (1 and 6-minute option): use at your chapter fundraiser/events. See guidelines for use on website: <http://newh.org/scholarship-stories/> (chapters have been sent a DropBox link to access the videos)

Students/Scholarship:

- Students do not need to be a NEWH member to apply for a scholarship
- Full-time educators and students receive free membership
- Wrapping in educators is a huge success; partner with educators in your area
- Educators are key in directing students to be involved with NEWH through events, membership and scholarship; build your future membership base by getting them involved now
- Students can apply for chapter level and Inc. level scholarships; no limit as long as they qualify
- Chapter scholarships are the same as Inc. scholarships with the exception that the student receives additional promotion at a major industry event (student receives free travel and lodging)
- Promote chapter and Inc. scholarships

Let your winners shine!

- Promote and use social media, your chapter webpage, Instagram, LinkedIn, chapter newsletter, NEWH magazine
- Scholarship is our mission
- Use every avenue to highlight the future of our industry

- Check with your Marketing Director or Chapter President with questions regarding posts/page admin' access
- Work with your chapter Marketing Director to establish a yearly calendar for scholarship (release/scholarship deadline date, student events, etc.)-advertise your scholarship to your full potential
- Have a consistent footer on materials that go out highlighting scholarship
- Recruit students to assist with: promoting events, serving as a student representative (meaning a liaison between the chapter/school/students-no limit to how many the chapter can have), and educate students/educators on NEWH events, membership, scholarship
- Use your NEWH magazine ½ page availability every year-promote your winners

Succession Planning

- New Directors: Keep questions coming, work with your VP, reach out to Nicole/Brittany/Becca with questions
- 2nd year Director: Look for someone to mentor and shadow through your position, a Co-Chair, committee member, host student events/school visits

Building a Committee:

- It's valuable to have a team that can assist with: college visits/student programs; being onsite at college is key (stay visible)
- Build the understanding of NEWH through college promotion (grassroots)
- Committee can assist updating school list, judge applications, recruit student representatives

Inc. Scholarships:

- Looking for committee members to assist judging NEWH national scholarships, express your interest to Becca Kundysek: rkundysek@cunningham.com

Chapter Reports:

- **Chicago:** How do we add new schools to our list?
Chapters receive their school list annually from Inc. to make updates (follow procedure for updates). Utilize search sites to find new colleges in your area:
<http://accredit-id.org/accredited-programs/>
<http://www.allculinaryschools.com/culinary-careers/article/culinary-school-accreditation/>
<http://www.educationpetap.org/categories/VSD/hospitality-management-schools-colleges.cfm>
<http://www.besthospitalitydegrees.com/in/>
*Search on the college webpage "accreditation" the college or certificate program must be accredited (we don't stipulate who it has to be accredited to).
Send Inc. office contact details so the database can be updated*
- **Rocky Mountain:** We advertised to award up to \$15,000 in scholarships in 2018 but have additional funds from Product Showcase in 2017; since chapters can't award more than 50% of their total scholarship account, could the chapter award some additional funds this year? Could scholarship funds be used for other areas?
Yes. Funds raised in 2017 go towards 2018 scholarships. Chapters cannot award more than 50% of their scholarship account and should always be mindful to retain a good base for years that are not as successful. The chapter would need to vote and approve the decision and stipulate in their 2018 budget. The chapter might want to consider using some of the funds to send recipients to Leadership Conference. Students cannot receive any other kind of scholarship or assistance. Scholarship funds can only be made payable to the students' college and be used for past/current/upcoming tuition or program approved books/supplies.
- **Northwest:** Are past recipients reflected on NEWH website? How do we update our chapter scholarship page?
*Yes, go to your chapter page, click on "Scholarship News", see our past recipient
Send webpage updates to Diane at Inc.: diane.federwitz@newh.org add more to your chapter page, highlight your winners, student events, etc.
If chapters would like a list of all past winners, Inc. can provide you a list with winner name, year, amount awarded, etc. (reach out to Nicole). Some chapters research students on LinkedIn, etc. to update their information, invite them to events, highlight them on social media, etc. (Where are they now?)*

- Los Angeles:** When is the best time to target schools and provide outreach?
Look at school calendars, consider school year calendar, hit them at the beginning of semesters, check other student groups/IIDA/ASID calendars-do a joint event.
Chapters determine all of their dates annually: Scholarship opening/closing date, marketing dates, judging deadline, event date. Discuss with your board, students, educators what works best with your chapter.
Most chapters open their scholarship later summer with a fall deadline or in early January with an early spring deadline (be mindful of graduating seniors-the check must be received at the college prior to the student graduates to avoid returned checks.) Promote your scholarship throughout the year even if it's not open yet.
*Northwest chapter started a Save the Date flyer this year, to pre-market what students need to apply for a scholarship and increase overall scholarship awareness. **Idea to share student events, scholarship promotion, award event templates on next call.** Remember it's not solely the Scholarship Directors responsibility to plan the entire awards event, talk to your board the key is for students to be showcased, let members know fundraising dollars' award and support students/scholarships.*
- Dallas:** How do you engage/reach students at colleges you're not getting applications from or are outside of your general area (Dallas covers 4 states). Hard to get professors to respond or relay scholarship details to students (emails/mailings get lost or forgotten about). Chapter received more culinary and hospitality management applications in 2017 vs. design; this was a red flag with a lack in applications (interior design); scholarship details are not getting in the hands of students. The chapter is holding Skype conversations with educators to discuss/promote scholarship. This option has been very welcomed and is perfect for Educators and their very tight schedule.
Build your student representative base with colleges. Students can spearhead distributing scholarship information to outside and inside student groups, educators and friends. Educational professionals are key to promote scholarship or serve on the chapter board. Even if a student didn't win a scholarship you can make contact with the college and let them know students should still apply. Ask if they have a student group you can promote your scholarship with or schedule a visit/talk with students to educate them about scholarship (describe what we're looking for in applicants).
- Los Angeles-PM call:** Making stops at college and utilizing their scholarship or job/career board at college and via social media can be very helpful to promote scholarship.

Next Call:

-Tuesday, June 19th 11am EST OR 7pm EST
 -August 21st 11am EST OR 7pm EST
 Call into: 1.866.740.1260
 Enter code: 5265267

Resources:

Find forms/templates/event ideas – everything you need
 Log in to www.newh.org (top left side of screen **LOGIN**)
 Go to bottom of page: **Resources/NEWH Board Resources**
 Click on **Scholarship & Education**
 Need your password reset? Contact Diane: diane.federwitz@newh.org



Still have questions?

Nicole Crawford: nicole.crawford@newh.org
 Brittany Johnson: bjohnson@cunningham.com
 Becca Kundysek: rkundysek@cunningham.com