

NEWH Scholarship Sharing Meeting Minutes 2.20.2019

AM call attendance:

Brittany Johnson, Amy Behrendsen (North Central), Katarina Nilsson (Rocky Mountain), Shannon Jones (Arizona), Dena Yamaguchi (Northwest), Brian Hew (Atlanta), Alfredo Orea (San Francisco), Sheryl Pellegrino (Las Vegas), Shana McCullough-Downing (President/Sunshine), Kristen Hagen (NY), Erica Albertson (Northwest), Janine Peluffo (VP/Admin' San Fran), Francesca Sosa (Houston), Nicole Crawford

PM call attendance:

Brittany Johnson, Jennifer Wellman, Nicole Crawford, Natalie Sheedy (Chicago), Teri Schell (South Carolina), Melissa Knock (LA), Lauren Potek (Dallas), Christian Triana (South Florida), Sonya Miles (Orange County)

Agenda:

- Leadership Conference Wrap Up
- Inc. Level goals
 - Brittany
 - Jennifer
- Scholarship Amounts per year per scholarship guidelines
- Educator Engagement
- Scholarship Schedule
- Open discussion

Leadership Conference-Miami: <https://newh.org/2019-leadership-conference/>

- Thank-you to South Florida Chapter for a wonderful Leadership Conference
- A special thanks to all the chapters who were able to obtain congratulatory videos for scholarship recipients attending NEWH Leadership Conference; it was a beautiful surprise
- The congratulatory videos were a huge hit during the Scholars Luncheon
- [To access the congrats video or individual videos to share with your recipients go to: https://www.dropbox.com/sh/jr5f4a3nieth3qy/AAQKGoZzidSKDgrCRcXDfVPa?dl=0](https://www.dropbox.com/sh/jr5f4a3nieth3qy/AAQKGoZzidSKDgrCRcXDfVPa?dl=0)
- Great to see students/recipients at the conference; huge learning and growing experience for them. There were about 19 chapter sponsored scholarship recipients in attendance-let's grow that number in 2021.
- The Scholars Luncheon onsite fundraiser raised over \$22,000 in about a 90-minute luncheon
- The fundraiser was a new addition to the luncheon this year; creating little things with a large impact
- We're so impressed by everyone's generosity and humbled to share that moment with our Leadership Conference attendees

Chapter comments:

- Chicago Chapter reported they sent two students to Leadership, one of them commented how the conference was a life changing experience.
- For scholarship application, the required references should include contact information (make it easier to contact educators for future videos)

2019 NEWH Scholarship Stories Video:

- 2017 NEWH Scholarship Stories video (full version and trailer) are available for chapter use
- Find videos and instructions for use here:
https://www.dropbox.com/sh/16j1z9671m6yrjk/AAC4zMI-gSjY_G2lRc68jUZsa?dl=0
<https://newh.org/scholarship-stories/>
- 2019 Scholarship video (showcased at the 2019 NEWH Leadership Conference) will be available later in 2019-stay tuned

- NEWH Scholarship Stories are created and produced by Nirvan Mullick/Interconnected: <https://www.interconnected.is/about/>

Chapter level vendor scholarships: <https://newh.org/scholarship/about-scholarships/>

- If you have a vendor interested in sponsoring a scholarship at your local chapter level contact Inc. office
- Chapters must still offer their regular scholarship (open to all areas of hospitality); a vendor scholarship is an added scholarship
- Vendors can name the scholarship and award at your awards event and specify what area(s) of hospitality the student must be pursuing. Vendors cannot be part of the judging or selection process.
- A vendor agreement is required request from: nicole.crawford@newh.org

NEWH, Inc./Chapter Scholarship goals:

- Focus on smart goals with stated timeline and reasonable milestones
- Goal: update financial page of scholarship application by fall 2019
- Goal: educator awareness; reach out to colleges from Inc. level; grow NEWH name/brand within colleges to increase awareness of Inc. and chapters
- ICHRIE conference, Brittany attended last year; growing contacts for chapters (hospitality management) www.chrie.org
- Setting goals at local chapter level is highly encouraged; make goals that are achievable to grow scholarship, membership, etc.
- Pass on your goal to the next Scholarship Director; share your journey and be prepared for succession planning

Chapter comments:

- Letters of reference/recommendation: the requirement is up to 3 total letters
- Atlanta chapter went from 12 to 50+ applications by building a committee and overtime reaching out to students/educators by building awareness, school visits, etc.
- Capturing scholarship award/announcement reactions on film creates and builds the excitement of scholarship and NEWH as a whole; great marketing tool to incorporate at the chapter level

Scholarship Guidelines:

- \$2,500 (suggested) recommended minimum amount per scholarship
- Students have commented that the minimum amount to hold their interest to apply for a scholarship is \$2,500
- \$10,000 (suggested) maximum; goal is to touch more than just one student
- As a rule, fundraising dollars raised this year will be applied to the following year's scholarships. Scholarship giving on any given year, should not exceed 50% of the scholarship account.
- Chapters should always retain a good reserve in their account to plan ahead for years that may not be so generous.
- Be cautious of available funds, discuss with your board
- Look at historical numbers with your Treasurer/Fundraising Director; keep and maintain a good balance
- Remember to award scholarships based on the need of the student to avoid returned checks
- Don't feel obligated to award if applicants do not meet criteria

Educator engagement:

- As you can try to get out in front of students and educators at colleges through a small event, school visits, college fairs, award a scholarship in the classroom, etc.
- Invite students/educators to events, board meetings, etc.
- Grow your connections; continue the conversation

- Develop a committee to assist with outreach (use students or past recipients)
- Recruit student representatives for each of your main colleges; give them a goal for the year (obtain #10 new student memberships and 5 educator memberships)
- Students do not need to be a member to apply for a scholarship however students and full—time educators can join NEWH for FREE!
- Consider semester beginning/end dates, breaks, holidays, exams

Chapter comments:

- South Florida chapter is creating a committee for in-person visits at colleges
- Event templates, forms and general resources are on the NEWH website. Log in, go to bottom of page RESOURCES, NEWH board resources, Scholarship

Scholarship Timeline:

- Scholarship timelines are decided by each chapter (when to open/close the annual scholarship)
- Contact Inc. office if you'd like to send a survey out to your college list/students
- Check academic calendars online to make sure your deadline/application timeline doesn't interfere with exams, holidays, breaks, etc.

Chapter comments:

- Rocky Mt. scholarships are open November-February (38 applicants this year). Awards ceremony held late April. Timeline works well for the chapter.
- Late fall, international students typically travel overseas; if the applications are closed in December it's hard for students to attend (try to close scholarship in November)

NEWH, Inc. level scholarships/judging: <https://newh.org/available-scholarships/>

- Thank-you to everyone who has assisted with judging the NEWH, Inc. scholarships (ICON, Women Leaders, Green Voice Design Competition, etc.)
- If you have interest in assisting with judging reach out to Jennifer Wellman: jennifer.wellman@lexmarkcarpet.com
- Typically files and a template score sheet is placed in DropBox. Each judge reviews approximately 6-10 applications in a 2-3-week timeframe. Brittany Johnson and Jennifer Wellman review top scores and select the final recipient.

NEWH promo items:

With board approval chapters can order the following items from the NEWH, Inc. office:

- I love NEWH black fabric bag **\$4 ea. + shipping**
- NEWH pop-sockets **\$1 ea. + shipping**
- Scholarship rack cards **.23 ea. + shipping**
- Small NEWH post-it-notes (*price to be determined based on qty. ordered*)
- If your chapter is ordering t-shirts or something locally please send your template onto Inc. office for approval prior to production (anything with the NEWH name, logo, etc. must be pre-approved).

Open Discussion:

- Chapters can select to extend their scholarship deadline
- Provide new deadline date to Nicole prior to existing deadline date so documents, website, etc. can be updated
- Most students wait until the last minute to submit their application; a deadline extension is useful in some areas and always worth a try
- Email notice will be sent to students/educators making them aware of the new deadline date
- If any chapter has organized a pizza party event at a college, please supply an event template to Inc. office to share with chapters: nicole.crawford@newh.org

- Events/school visits: bring scholarship flyer/application, student + educator membership applications (remember students and full-time educators can join NEWH for free), NEWH scholarship rack cards, NEWH FACTS brochures or elevator cards, a sign-in book for students to write their name, major and email address in, flyer or calendar of chapter events, show NEWH Scholarship Stories video, utilize NEWH scholarship/membership PowerPoint (touches on scholarship and membership)-highlight the what's in it for me key points.
- There's a lot of heavy lifting with the scholarship process, recruit a chair person that you can mentor into your position as well as committee members

Chapter comments:

- Atlanta portfolio review with designers, chefs, etc. reach out to Brian Hew bhew@empowerdesignstudio.com for more details. Atlanta commented that April seems to be a good time to hold the event.
- North Central (fall) speed mentoring event with professionals/students hosted in conjunction with the opening of the scholarship with the previous year recipient talking at event. In spring they hold their student portfolio roundtable and competition event; eligible students get to present their portfolio and receive feedback from professionals.
<https://newh.org/events/north-central-newh-student-portfolio-review-2019/>

Questions?

Brittany Johnson, NEWH, Inc. VP Scholarship: bjohnson@cunningham.com

Jennifer Wellman, NEWH, Inc. Scholarship Director: jennifer.wellman@lexmarkcarpet.com

Nicole Crawford, NEWH, Inc. Scholarship & Education Director: nicole.crawford@newh.org

1.800.593.6394

Next call:

Tuesday, June 18th

11am EST & 7pm EST

Call into: **1.866.740.1260**

Enter code: **5265267**