

Scholarship Sharing Conference Call | June 18th, 2019

AM call: Brittany Johnson VP|Scholarship, Elle Pechiney (DC), Denise Ganson (Sunshine), Emma Bernal (DC), Cindy Andrews (Sunshine), Melissa, Natalie Sheedy (Chicago), Kortney Edge (LA), Lauren Potak (Dallas), Kelly Almus (Rocky Mt.), Tracy Smith (Memphis)

PM call: Brittany Johnson VP|Scholarship, Katarina Nilsson (Rocky Mt.), Alfredo Orea (San Fran), Kristen Hagen (NY)

2019 Leadership Conference (Miami): <https://newh.org/2021-leadership-conference/>

- Thanks to everyone for submitting videos for the Scholars Luncheon video at Leadership Conference
- The videos shared greatly promoted the mission of NEWH scholarship/education
- Great job sending students, promoting scholarship and donating via the onsite fundraiser
- Inc. will increase to award (2) scholarships at the 2021 Leadership Conference in Seattle
- Forward your Leadership Conference thoughts, suggestions onto Brittany: bjohnson@cuningham.com

NEWH, Inc. goals:

- Create/set goals with an action plan
- Chapters can utilize Trudy Craven; Strategic Facilitator. Trudy provides a great experience for everyone on the board giving them tools to help them not only at the chapter level but within their daily life and business setting.
- May IBOD meeting scholarship breakout went through a goal creation exercise
- Goal development helps at the chapter level; the planning stage is huge
- Updating financial page of scholarship application
- Partnership with ICHRIE to build educator relationships (specific to hospitality management) <http://www.ichrie.com/>
- Encourage educators/students to attend chapter IBOD meetings (Jennifer Wellman)
- Goal progress details will be discussed during the November IBOD meeting in New York
- Goal to increase overall outreach of scholarship and provide better communication and noticeability of scholarships to chapters/members, students and educators
- There have been a lot of culinary and interior design programs/colleges that have closed. As Inc. office receives details chapter school lists are updated.

Educators:

- Invite a local educator to attend your chapter board meeting; ask them to share about their school/students (create a connection)
- Educators can serve on the chapter board or assist with a committee

Scholarship Awards: <https://newh.org/scholarship/about-scholarships/>

- Build your range of students; award multiple scholarships vs. one large scholarship
- Chapters can award up to 50% of their scholarship account; funds raised this year go towards next year's scholarships
- It's always good to leave additional funds in reserve for years that might not be as healthy
- Regions award (1) \$2,500 scholarship annually unless they have additional available funds
- Try to award scholarships in minimum amounts of \$2,500 or more
- Dallas Chapter interviews applicants and further reviews scores with committee members; top (4) students typically receive a larger award
- It's great to spread the wealth and show your members where raised scholarship funds go
- Rocky Mountain Chapter has committee review applications, determine greatest need and arrange personal interviews; process definitely helps to comb through and determine winners
- Sunshine Chapter is very spread out but has a committee that assists with process, this year there's 4 applicants who really stood out from the rest all four will receive the same amount across the board
- Dallas Chapter had several out-of-state applicants this year, all applicants decided to do Skype interviews. The scholarship committee sets aside (2) nights for scholarship judging at an A&D firm. Committee members are in attendance for the scholarship interviews so that everyone is a part of the interview process and knows the applicant a bit better after the process (about a 20-minute call per person). Questions are typically the same for each applicant to keep it a level playing field, additional questions come into play when reviewing the finance sheet.

- Chapters reported they're seeing more culinary and hospitality management applications. This creates a need to have (1) culinary focused event each year to gain more visibility within the culinary industry and provide an opportunity for culinary educators/students.
- San Francisco Chapter working directly with college to create a better relationship to retain students after receiving a scholarship or not receiving a scholarship. Trying to enroll additional student members and keep them engaged.
- Find ways to engage with students, ask board members to engage and outreach, pair a student with a local designer, have students serve as a NEWH student representative.

Scholarship Schedule:

- Chapters determine their annual deadlines for their chapter scholarship (open and closing date)
- Be aware of calendars/timelines of colleges and student needs
- Sometimes a scholarship can wash away other funding the student might have received
- When funds are rejected/returned, Inc. office will work with the student/college to reimburse funds to an outside loan
- Look for scholarship liaisons at colleges to promote your local scholarship
- Jennifer Wellman is looking for volunteers to review NEWH, Inc. scholarships if you're interested contact Jennifer: Jennifer.Wellman@Tarkett.com

NEWH Scholarship Videos:

- Students can submit a selfie NEWH story: https://www.newh.org/wp-content/uploads/Scholarship/ScholarshipStories/Student_PhotoReleaseForm.pdf
- Professionals can also submit a selfie story: https://www.newh.org/wp-content/uploads/Scholarship/ScholarshipStories/Professional_PhotoReleaseForm.pdf
- Chapters submit candid footage from scholarship events, student events, film a student being awarded at school, interview an educator, family/friend of scholarship recipient
- Capture videos in landscape mode
- Submitted videos are also archived for the ongoing NEWH, Inc. scholarship stories project created by Nirvan Mullick, Interconnected: <https://www.interconnected.is/about>
- Questions or to submit photos/video contact Nicole: nicole.crawford@newh.org
- NEWH, Inc. scholarship stories video collection: <https://newh.org/scholarship-stories/>

Questions?

- Brittany Johnson, NEWH, Inc. VP Scholarship: bjohnson@cunningham.com
- Jennifer Wellman, NEWH, Inc. Scholarship Director: Jennifer.Wellman@Tarkett.com
- Nicole Crawford, NEWH, Inc. Scholarship & Education Director: nicole.crawford@newh.org 1.800.593.6394

Next call:

Tuesday, **August 13th**

11am Eastern or 7pm Eastern

Call into: **1.866.740.1260**

Enter code: **5265267**