

The LAGRANT
FOUNDATION
Funding Dreams Into Reality

\$5,000 Scholarship
Criteria for Graduate Students

Scholarship winners will receive a trip to Minneapolis where they will participate in career building activities including a welcome dinner with a keynote speaker, a daylong career development workshop and a scholarship & donor recognition reception.


Graduate student applicants meeting the following criteria and completing the online application will be considered for The LAGRANT Foundation (TLF) scholarship in the amount of \$5,000.

Eligibility Criteria:

- Must be a U.S. citizen or permanent resident
- Must be a member of one of the following ethnic groups: African American/Black, Asian American/Pacific Islander, Hispanic/Latino or Native American/American Indian
- Must be a full-time student at a four-year, accredited institution, carrying a total of 12 units or more per semester/quarter
- *Must have a minimum of 3.2 GPA (if you do not meet this requirement, please see the application checklist below)
- **MUST** major in a field of study that has an emphasis in advertising, marketing, public relations or in anthropology, art, communications, English, graphic design, sociology while maintaining a career focus in advertising, marketing or public relations
- Must have a **MINIMUM OF TWO ACADEMIC SEMESTERS** or **ONE-YEAR** left to complete his/her Master's degree from the time the scholarship is awarded in May, 2014
- **Recipients MUST be available from May 18, 2014 through May 20, 2014.** If chosen, the applicant **MUST** attend TLF scholarship activities as noted at top of page to receive the scholarship. The applicant must make a one-year commitment to maintain contact with TLF to receive professional guidance and academic support

Before uploading and submitting your application online, all application documents must be combined and saved into one PDF!

Application Checklist:

- Application must be typed or it will not be accepted**
 - Application form, which includes all of the following components. **The following essay questions should be answered on separate pages:**
 - A one to two-page essay outlining your career goals and what steps you will take to increase the lack of ethnic representation in the fields of advertising, marketing and public relations. In addition, you must define the role of an advertising, marketing or public relations practitioner (as it relates to your career goals). You can include accomplishments relevant to increasing awareness about diversity in your community
 - A brief paragraph explaining college and/or community activities in which you are involved in
 - A brief paragraph describing any honors and awards that you have received
 - *Optional: If you do not think your GPA accurately reflects your scholastic capability and achievement, draft an essay no longer than one-page explaining the discrepancy.
 - A reference letter from a college professor or an internship advisor on official letterhead and signed
 - Your current resume
 - Unofficial transcripts from your college/university; if you are selected as a finalist, you must provide official transcripts. An acceptance letter from your college/university may be used as a substitute for unofficial transcripts if you are beginning your program in fall 2014
-  **Applications must be submitted online only no later than 11:59 p.m. PST on Friday, February 28, 2014. Please do not mail a hard copy nor submit an application in person. Applications submitted after February 28, 2014 WILL NOT be accepted!**

To apply for this scholarship, please visit www.lagrantfoundation.org.