

2010 CAROL SCAIFE MEMORIAL SCHOLARSHIP

Accepting Applications Now Through May 14, 2010

APPLICATION CRITERIA

Summary:

The Wisconsin Healthcare Public Relations and Marketing Society (WHPRMS) provides members with educational and professional opportunities designed to elevate their expertise and prepare them for the challenges of healthcare marketing, business development, public relations and communications. Each year, WHPRMS offers one annual conference scholarship to a student who meets all application criteria and is selected by a panel of judges. The recipient receives complimentary registration for the WHPRMS annual fall conference, two nights of lodging at the site of the event, a stipend of \$100 for additional expenses and one year of WHPRMS membership (*total estimated value \$750*). The 2010 conference will be held at the Tundra Lodge Resort, Waterpark & Conference Center in Green Bay, WI., October 6-8.

Scholarship Honoree:

The scholarship was established to honor the memory of a former WHPRMS board member, Carol Scaife, who experienced an untimely death November 23, 2005. Carol had a great passion for healthcare marketing and this scholarship will allow her to continue to touch the lives of others in positive ways.

Purpose:

- To provide a college or technical school student interested in healthcare marketing and public relations an opportunity to learn more about the profession and network with individuals working in the field.
- To attract high-quality, entry-level marketing and public relations professionals to the healthcare industry.

Qualifications of Candidate:

- Must be a college student enrolled as a junior or senior during the Fall 2009 semester or Spring 2010 semester, a technical school student in the final year of study, or a recent graduate (within the last 12 months).
- Pursuit of a major in communications, marketing, public relations, journalism, or other related field.
- Ability to attend the 2010 WHPRMS annual conference, held October 6-8 at the Tundra Lodge Resort, Waterpark & Conference Center in Green Bay, WI.

Conditions Governing Award:

- Applicants must submit a resume.
- An essay of 1,000 words or less is required and should express the candidate's interest in and commitment to healthcare marketing and public relations and address participation in school activities, receipt of honors or awards, outline professional accomplishments and reference any paid or volunteer positions held in the healthcare industry.
- Two professional or academic letters of reference should be included with application materials.

Judging Criteria:

- Academic achievement in marketing and/or public relations and in overall studies.
- Demonstration of leadership ability.
- Practical experience, including internships and other work-related experiences.
- Interest in and commitment to healthcare marketing and public relations, particularly as expressed in the candidate's essay.

Selection of Candidates:

Applications must be submitted on or before May 14, 2010. Applications will be reviewed by a panel of WHPRMS members. All requested materials must be submitted for consideration. The recipient will be named and contacted on or before August 13, 2010.

2010 CAROL SCAIFE MEMORIAL SCHOLARSHIP APPLICATION

Candidates should complete an application and submit it with a current resume, the required essay (not to exceed 1,000 words) and two letters of recommendation on or before May 14, 2010. Please TYPE or PRINT application information. Application materials may also be found by visiting www.whprms.org/professional_development/scholarship.

Date of application: ____/____/____ Name of applicant: _____

Permanent address: _____

City: _____ State: _____ Zip: _____

Telephone (day) (_____) _____ (evening) (_____) _____

E-mail address: _____

(Please submit an e-mail address that you will be checking during the summer as we will contact you by August 13)

College/university/technical school: _____

Type of program you are pursuing or have completed (*check one*):

Bachelor's Master's Associate Other (*specify*) _____

Current academic status (*check one*):

Junior Senior Final year of technical degree program Recent graduate

Actual or anticipated graduation date: ____/____/____ Cumulative grade point average (GPA): _____

Academic advisor: _____ His/her phone number: (_____) _____

Along with this application, also be sure to include:

- Your current resume
- An essay of 1,000 words or less expressing your interest in and commitment to healthcare marketing and public relations and outlining your participation in school activities, honors/awards received or other academic or professional accomplishments and reference any paid or volunteer positions held in the healthcare industry.
- Two professional or academic letters of reference.

Signature of Applicant

WHPRMS and the Carol Scaife Memorial Scholarship do not discriminate on the basis of sex, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation or physical, mental, emotional or learning disability.

Submit completed materials to: Julie Wieser
UW Health
635 Science Drive, Suite 150
Madison, WI 53711

Questions: jwieser@uwhealth.org

**COMPLETED APPLICATIONS
MUST BE RECEIVED BY
MIDNIGHT, MAY 14, 2010.**