

SMPS Charlotte

2014

Scholarship

Program



**Society for Marketing
Professional Services**

Charlotte



SMPS Charlotte is pleased to launch our Scholarship Program. The following pages contain descriptions of the four scholarship opportunities and application requirements for each. The four categories are:

- CPSM Exam
- SMPS National Conference
- SMPS Regional Conference
- SMPS University

We are excited to begin this program and look forward to it growing over the coming years. This year we have allocated \$500 to the Program, and we hope to see this increase next year. After review of the applications, the Scholarship Selection Committee will disperse one \$500 scholarship or two \$250 scholarships.

Applications are due November 30, 2013, and should be emailed to scholarship@smpscharlotte.org. Each scholarship has its own requirements for the application. Please be sure you read thoroughly the criteria and the application requirements. If you have any questions, please use the email referenced above and a member of the committee will contact you.

Winner(s) will be announced at the SMPS Charlotte Holiday Party on Monday, December 9, 2013.



Certified Professional Services Marketer (CPSM) Application

Use of Scholarship Funds

Funds given for this Scholarship will range up to \$500; with a minimum of \$250. These funds may be used toward application and examination fees for the SMPS Certified Professional Services Marketer (CPSM) exam. The candidate awarded will be reimbursed after the exam has been completed. We suggest participation in a CPSM study group (SMPS Charlotte hosts study groups from January - March). Funds must be used in the 2014 calendar year.

Selection Criteria

- SMPS member in good standing.
- Meets eligibility requirements to apply for the CPSM exam:
 - Possesses a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services, or
 - Possesses an associate's degree plus six years' experience in marketing or business development for firms providing professional services, or
 - Without a degree, eight years of experience in marketing or business development for firms providing professional services, plus
- Pledges to abide by the CPSM Code of Ethics.
- Has long-term goals for a career in marketing.
- Exhibits strong character and leadership skills.
- Offers potential as a future leader in marketing.
- Current Board members not eligible.

Selection Process

Candidate must be a member of the SMPS Charlotte Chapter. SMPS Charlotte will make the final selection via the Scholarship Committee, after review of the applications.

APPLICATION (DUE 11/30/13, emailed to scholarship@smpscharlotte.org)

SMPS CPSM Exam

Up to \$500; with a minimum of \$250 Scholarship (depending on funds and criteria evaluation)

Requirements/Supporting Documents:

Responses to the following questions (limit to one page total):

- What are your career goals in marketing professional services?
- How have you exhibited strong character and leadership skills?
- How would earning the CPSM designation impact your career and enhance your professional standing with your employer, your peers and the public?
- Describe a marketing project that you participated in and your assessment of its effectiveness.



SMPS National Conference Scholarship Application

Use of Scholarship Funds

Funds given for this Scholarship will range up to \$500; with a minimum of \$250. These funds may be used for registration or expenses associated with attendance at the 2014 SMPS National Build Business Conference in San Antonio, Texas from July 30 – August 1, 2014. The candidate awarded will be reimbursed after attendance at the conference.

Selection Criteria

- SMPS Charlotte member in good standing.
- Minimum of two years continuous membership in SMPS.
- Has long-term goals for a career in marketing.
- Exhibits strong character and leadership skills.
- Offers potential as a future leader in marketing.
- Current Board members not eligible.

Selection Process

Candidate must be a member of the SMPS Charlotte Chapter. SMPS Charlotte will make the final selection via the Scholarship Committee, after review of the applications.

APPLICATION (DUE 11/30/13, emailed to scholarship@smpscharlotte.org)

SMPS National Conference

Up to \$500; with a minimum of \$250 Scholarship (depending on funds and criteria evaluation)

Requirements/Supporting Documents:

1. Letter from your supervisor supporting your attendance and participation in Build Business 2014 in San Antonio, Texas from July 30 – August 1, 2014, should you receive the Scholarship.
2. Letter of reference from a current or former Chapter Board member.
3. Summary of your SMPS Chapter activities and involvement to date.
4. Responses to the following questions (limit to one page total):
 - a. How has SMPS benefitted you professionally and personally?
 - b. What do you hope to gain by attending Build Business?
 - c. What are your career goals in marketing professional services?
 - d. Where does SMSP bring you the most value?
5. Statement acknowledging that you understand the Chapter will ask you to speak briefly at the Fall Kickoff and at two member orientations to share your impressions and experience at Build Business with others and your agreement to do so.
6. Description of your commitment to “Pay it Forward” to the Chapter upon your return from Build Business (limit to one page). This is where the Chapter is asking you to identify an idea, activity, or project that you commit to completing within six months of the date of conference, for the purpose of sharing what you have learned from the conference with others in the Chapter.



SMPS Southeastern Regional Conference (SERC) Scholarship Application

Use of Scholarship Funds

Funds given for this Scholarship will range up to \$500; with a minimum of \$250. These funds may be used toward registrations fees or expenses associated with attendance at the 2014 SMPS Southeastern Regional Conference in Raleigh, NC from March 5-7, 2014. The candidate awarded will be reimbursed after attendance at the conference.

Selection Criteria

- SMPS Charlotte member in good standing.
- Minimum of one year continuous membership in SMPS.
- Has long-term goals for a career in marketing.
- Exhibits strong character and leadership skills.
- Offers potential as a future leader in marketing.
- Current Board members not eligible.

Selection Process

Candidate must be a member of the SMPS Charlotte Chapter. SMPS Charlotte will make the final selection via the Scholarship Committee, after review of the applications.

APPLICATION (DUE 11/30/13, emailed to scholarship@smpscharlotte.org)

SMPS Southeastern Regional Conference (SERC)

Up to \$500; with a minimum of \$250 Scholarship (depending on funds and criteria evaluation)

Requirements/Supporting Documents:

1. Letter from your supervisor supporting your attendance and participation in SMPS 2014 SERC in Raleigh, NC from March 5 – 7, 2014, should you receive the Scholarship.
2. Letter of reference from a current or former Chapter Board member.
3. Summary of your SMPS Chapter activities and involvement to date.
4. Responses to the following questions (limit to one page total):
 - a. How has SMPS benefitted you professionally and personally?
 - b. What do you hope to gain by attending SERC?
 - c. What are your career goals in marketing professional services?
 - d. Where does SMSP bring you the most value?
5. Statement acknowledging that you understand the Chapter will ask you to speak briefly at the Fall Kickoff and at two member orientations to share your impressions and experience at SERC with others and your agreement to do so.
6. Description of your commitment to “Pay it Forward” to the Chapter upon your return from SERC (limit to one page). This is where the Chapter is asking you to identify an idea, activity, or project that you commit to completing within six months of the date of conference, for the purpose of sharing what you have learned from the conference with others in the Chapter.



SMPS-University Scholarship

Use of Scholarship Funds

Funds given for this scholarship will range up to \$500; with a minimum of \$250. These funds may be used toward tuition fees for 2014 SMPS-University (2014 dates to be determined). The candidate awarded will be reimbursed after attendance at both sessions.

Selection Criteria

- SMPS Charlotte member in good standing.
- Minimum of five years continuous membership in SMPS.
- Must be a CPSM, or have a minimum of 10 years as a marketing professional in the A/E/C industry.
- Has long-term goals for a career in marketing.
- Exhibits strong character and leadership skills.
- Offers potential as a future leader in marketing.
- Current Board members not eligible.

Selection Process

Candidates must be members of the SMPS Charlotte Chapter. SMPS Charlotte will make the final selection via the Scholarship Committee, after review of the applications.

APPLICATION (DUE 11/30/13, emailed to scholarship@smpscharlotte.org)

SMPS-University

Up to \$500; with a minimum of \$250 Scholarship (depending on funds and criteria evaluation)

Requirements/Supporting Documents:

1. Letter from your supervisor supporting your attendance and participation in SMPS University 2014 at University of Maryland College Park and Ronald Regan Center (Dates to be determined), should you receive the Scholarship.
2. Letter of reference from a current or former Chapter Board member.
3. If you are not a CPSM, please provide your resume documenting your 10 years' experience within the industry.
4. Summary of your SMPS Charlotte Chapter activities and involvement to date.
5. Responses to the following questions (limit response to one page)
 - a. How has SMPS benefitted you personally and professionally?
 - b. What do you hope to gain from attending the program?
 - c. Where does SMPS bring you the most value?
 - d. What value have you seen from obtaining your CPSM?
 - e. Other? If you feel you have anything else of value to share with the selection committee, please include here.
6. Statement acknowledging that you may be asked to speak briefly at the Membership Orientations and perhaps other select events to share your impressions and experience at SMPS University with others, and your agreement to do so.