

Scholarship Brands

The Outstanding Leader

- Selective Leadership Role
- Self-Led Interests
- Ability to Engage Others in Specific Initiatives

The Academic Achiever

- Summer Research Experience
- Academic Enrichment
- Academic Awards/Honors/Presentations

The Talented Tenth

- Entrepreneurial Spirit
- State/National Recognition
- Competition/Awards

The Community Service Guru

- Regional/National Global Impact
- Sustainability of Effort
- Outcomes - \$ raised, people reached etc.

The Overcomer

- Evidence of Perseverance - Overcome significant obstacles
- Sustainable engagement civic/extra-curricular
- Ability to Reinvest in Others With Similar Challenges

The STEM Magician

- Local/State/National Awards
- Research in Field/Portfolio of Work
- Product Development

The Great Creator

- Founded a new organization/company
- Addresses social justice issues through work
- Regional/National Impact

Scholarship Brand Rubric: The Community Service Guru



Description: The Service Guru is someone who has learned how to treat service like a business. Their projects are sustainable, and they reach across socioeconomic barriers.

Examples of Key Attributes:

- Self-led Service Initiatives
- Global Impact
- Sustainability of Effort
- Level of Outreach

The Service Guru Quiz:

- Were you the founder, director, or primary leader of a community service project? **15 pts**
- How many people did your project impact? (Drop down menu, more than 100 – **5 pts**)
- Did you have to establish any partnerships with school administration, community organizations or your peer groups to implement this project? **5 pts**
- Did your project involve fundraising? If so, how much was raised? (Drop Down – **10 pts**)
- What was the length of your project? On average how many hours per week did it take to support your project? **10 pts**
- Was this a one-time event or are plans in place to make it sustainable? **5 pts**
- Were any components of your project international in focus or outreach? **10 pts**

Profiles of Successful Students



Student ID	Grade Level	Income	Gender	Race	GPA	# of Service Hours	# of Leadership Positions	Brand	# of Scholarships Submitted	# of Scholarships Awarded	Total \$
A	12	Under \$50k	Female	Hispanic	3.5	50	5	Community Service Guru	5	2	\$25,000
B	12	Under \$50k	Female	Hispanic	3.75	100	3	Outstanding Leader	3	2	\$100,000
C	12	Under \$75K	Male	African-American	3	25	4	Talented Tenth	8	4	\$60,000
D	12	Under \$50k	Female	African-American	3.4	More than 100	5	Outstanding Leader	20	9	\$100,000

Winning Characteristics/Narrative

Student A: 4-year extra-curricular activities track record; personal health issues; military affiliation

Student B: Self-Led Community Service; Obstacle: Undocumented Student

Student C: Member of the Robotics Team, Excelled in Math/Sciences; Strong, Multi-Year Community Engagement and Involvement in Organizations and School Leadership; Obstacle: Death of Parent

Student D: First Generation; Heavy Connections to Local Nonprofits; Summer Research; Launched School Club