

SCHOLARSHIP REQUIREMENTS

Each year Pioneer West Virginia Federal Credit Union (PWVFCU) extends an invitation for high school seniors and college students to enter for a chance to win a \$1,000.00 scholarship toward school tuition. PWVFCU offers \$5,000.00 worth of scholarship monies; therefore, only five (5) applicants will successfully complete the process and win the available monies.

Eligibility Requirements:

- 1.) The student and/or their parent or legal guardian must be a member in good standing at PWVFCU
- 2.) Applicant must be a graduating high school senior, or a college student (rising freshman, sophomore, junior or senior) at a college or university for the 2017-2018 school years.
- 3.) Applicant must have a minimum of 2.75 cumulative grade point average on a 4.00 scale.
- 4.) PWVFCU employees, directors, and their immediate families are not eligible.

Information Submission:

A panel consisting of 3-4 Board Members will be selected to serve as judges to review/score the following information submitted by the applicants: application, essay, transcript of grades.

1. Application. The application must be legible (either hand written or typed), and all areas of the application must be fully completed (no blank sections). Important parts of the application which will be given weight are *work experience, community involvement, awards/honors received, and extra training received*. Up to three Letters of Recommendation may be submitted on behalf of the student.
2. Essay. Students selected as the five finalists are chosen for a variety of reasons. Typically, their essay submissions excel in the following writing components:
 - a. Original voice
 - b. Unique style
 - c. Understanding of PWVFCU
 - d. Fresh point of view
 - e. Creativity
 - f. Descriptive language
 - g. Good diction
 - h. Interesting ideas
 - i. Valuable content and/or research incorporated into the essay
 - j. Clear presentation of the topic
 - k. Peer impact
 - l. Spelling/Grammar/Mechanics/Word Count
 - m. Strong writing and analysis skills
3. Transcript of Grades. An official high school or college transcript for the most recently completed semester showing the total cumulative GPA. The transcript will be carefully reviewed in order to determine the Grade Point Average (GPA) of the applicant, and the types of courses taken.

Deadline:

All required information must be received by PWVFCU by the close of business **May 1, 2017**. Scholarship applications will not be considered unless all required information is received by the deadline above. PWVFCU will not be responsible for lost, delayed, or misdirected mail. Faxes will not be accepted.

Mail to: 1316 KANAWHA BLVD. E., CHARLESTON, WV 25301

Scholarship Award Process:

Scholarship recipients will be contacted by phone on **Monday, May 22, 2017**. This will give you time to make arrangements to be at our **Annual Meeting at the Charleston Civic Center** to receive your award on **Tuesday, June 6, 2017**.

Please Note: Due to the increasing amount of applications we receive; only scholarship recipients will receive a phone call.

The scholarships are awarded as a one-time disbursement (non-transferrable) to each recipient. Funds are paid by Pioneer WV Federal Credit Union's Scholarship Fund directly to the school of the recipient's choice upon evidence of full time enrollment.

Questions:

If you have any questions, please contact Shannon Bradley at (304) 340-7030 or by email:

sbradley@pioneerwv.org



APPLICANT DATA

Name (First/Middle/Last) _____ Member Number _____

Address _____ City _____

State _____ Zip _____

Home Phone: (_____) _____ Cell Phone: (_____) _____

EDUCATIONAL DATA

Name of High School _____ Graduation Date: _____

Address _____ City _____

State _____ Zip _____

Name of High School Principal _____ Phone: (_____) _____

Name of School you plan to attend _____

Address _____ City _____

State _____ Zip _____

Intended field of study _____

ACADEMIC ACHIEVEMENTS

Achievement/Honor	Year

WORK EXPERIENCE

Name of Organization/Company	Position Held	Dates Held	Avg. Hours per Week

COMMUNITY SERVICE, VOLUNTEER WORK, or EXTRA-CURRICULAR

List all school and community activities in which you have participated during the past four years (i.e. student government, clubs, music, sports, church work, volunteer work). Please attach an additional page if needed.

Activity	# of Yrs	Honors	Offices Held

Please provide any personal or family circumstances affecting your school and community activities, work experience or achievement in school.

ESSAY

With Millennials overtaking Baby Boomers as the largest living generation in the United States, it's imperative that marketers figure out how to attract this influential group of consumers. These digital natives think and behave much differently than their parents and grandparents – especially when it comes to using technology.

While adapting to new trends should be nothing new for marketing professionals, appealing to Millennials is particularly challenging due to their technological prowess and lack of brand loyalty. A wired, connected world is all that Millennials have ever known, and they rely on technology to a far greater extent than any of the older generations. Because Millennials live their lives on the forefront of new technologies, brands that don't keep pace will quickly fall off their radars. Credit Unions, normally do not have the budgets of the national banks to reach out to this generation and promote their brand, products, and services through multiple means.

Please advise how you would promote the credit union and recruit the millennial generation to Pioneer. What means would be most effective? What message should be made to break through? What offerings are needed to result in an increase in membership from this generation?