1 2017 Pacesetter Award
   Student Sponsorships and Scholarships

2 Challenge
   • Increase student participation in STC communities
   • Increase student membership
   • Award a scholarship to students

3 Preliminary Work
   • Team of volunteers obtain contacts at area universities
   • Create mailing list in MailChimp for school contacts
   • Try and create relationships with the schools who respond, such as Drexel

4 Sponsorship
   • Budget for 10 student sponsorships per year
   • Students apply for sponsorship via web form
     • We evaluate GPA and a short essay on their interest in tech comm
     • Team evaluates applications and awards sponsorships
   • Student dues is $75, but STC pays chapters $15/member
     • Net cost to chapter is $60
     • If you wait to pay the student dues, the price decreases in spring

5 Student Scholarships
   • STC-PMC sponsors student memberships. The winners can compete for a cash scholarship applied to their tuition.
   • Points awarded to student for activities
     • Blog post
     • Volunteering at meetings or conference
     • Connecting to members via LinkedIn
     • Participating in chapter mentor program
   • Student with most points awarded $500

6 Conclusion
   • In 2016 we awarded 3 sponsorships and 1 scholarship
   • Some increased student participation, with mixed results
   • Program continued in 2017 with 6 sponsorships

7 Contact Information
   • STC – Philadelphia Metro Chapter
     • http://www.stcpmc.org/education/scholarship/
     • president@stcpmc.org
     • @stcpmc