

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