

OVERVIEW

Funded by the Canadian Public Relations Society Vancouver (CPRS Vancouver), the CPRS Vancouver Student Scholarship is awarded each year to a student who submits excellent project work for a real-world client. Past scholarship recipients have found themselves in demand professionally and many have been offered jobs soon after they have graduated as a result of the award.

The winner will receive a one-time scholarship of \$2,000 CAD.

DEADLINE FOR APPLICATIONS

The deadline for the 2018 CPRS Vancouver Student Scholarship is **8 p.m. (PST), Friday, April 27, 2018**. Late applications will not be considered.

WHO IS ELIGIBLE?

Students who apply for the scholarship must:

- Be a current student member of the Canadian Public Relations Society; and
- Be enrolled in a public relations or communications program in the Lower Mainland or Fraser Valley.¹

SCHOLARSHIP CRITERIA

A completed 2018 CPRS Vancouver Student Scholarship submission package must include the following four items:

1. Completed Student Information Form (downloadable on the CPRS Vancouver website at <https://www.cprsvancouver.com/students/student-awards/>)
2. Your most recent transcript
3. A document describing the details of your project. The outline must not exceed 10 pages. Please include any video or audio files, copies of publicity or other supporting materials in an appendix. The description must include the following subsection headers:
 - Background
 - Strategy
 - Execution
 - Measurement
 - Lessons Learned
4. A reference letter (may be in the form of an email) from the client or supervisor for the project.

Only real-world projects are accepted for submission. As CPRS Vancouver is putting its stamp of approval on the successful application, we expect submissions to show the student has experience with real-world projects. Students who show initiative and find volunteer or paid projects to add to their portfolio already exhibit some of the attributes of a potential scholarship recipient. Classwork that involves a real-world, external client will be considered on a case-by-case basis.

¹ Current CPRS Vancouver student members who have already graduated during the 2017-2018 school year may still apply for the scholarship, as long as they were a registered student when the project work was completed.

2018 CPRS Vancouver Student Scholarship

SUBMIT YOUR APPLICATION ONLINE

Submissions for the 2018 CPRS Vancouver Student Scholarship must be submitted online through the CPRS Vancouver website at <https://www.cprsvancouver.com/students/student-awards/>

Students will be required to log into their CPRS Vancouver account in order to upload their documentation. Please follow the online instructions for submission.

CLIENT OR SUPERVISOR REFERENCE REQUIRED

You must include a reference from your client or from the supervisor from the project being submitted. We will not accept references from professors. The CPRS Vancouver Board feels the only reference that should have any bearing on your scholarship application is the one that comes from your client for whom the work was done or the supervisor who managed the project.

The CPRS Vancouver Board may ask one person to phone your reference. We will not assign a point value to these references because different clients have a different understanding or expectation of PR work. However, the reference will be used to flag anything exceptional and support our decision.

HOW WILL MY SCHOLARSHIP APPLICATION BE EVALUATED?

Your application will be given a score out of 100 points. It will be judged by a panel of judges composed of a CPRS Vancouver Board member, and three other senior public relations practitioners or members of the media. (Please note that the director of the CPRS Vancouver Student Portfolio does not judge the awards). For additional information, please refer to the sample judges' scorecard at the end of this document.

Each judge will score each application independently. In spring 2018, the judges will meet to tally scores, compare notes and come to a consensus on a winner. The judges' decision is final. Judges have the right not to award a winner if no suitable application is submitted.

Our intent is to make applying for the CPRS Vancouver Student Scholarship a valuable experience. As such, all applicants will receive valuable feedback on their application.

WHEN WILL THE WINNER BE ANNOUNCED?

The winner of the CPRS Vancouver Student Scholarship will be announced at the CPRS Vancouver AGM in late May/early June 2018. All applicants will receive feedback prior to this date.

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SAMPLE SCORECARD

Below is a sample scorecard the judges will use to evaluate your submission

Criteria	Score out of 10	Weighted score	Comments
PR Project (100 points)			
Background (20%) Applicant demonstrates a clear understanding of the situation or project requiring PR expertise.		0	
Strategy (20%) Applicant clearly outlines the situation or project.		0	
Execution (20%) Tactics are appropriate to the situation or project and were well executed.		0	
Measurement (20%) Applicant measured their PR effort appropriately.		0	
Lessons Learned (20%) Applicant can clearly identify positive and/or negative lessons learned.		0	
Letter of Recommendation No points, just comments.		0	
TOTAL			

Score	Rating
9-10	Excellent; response superior and exceeds all requirements
7-8	Above average; meets or exceeds all or most requirements
5-6	Acceptable/satisfactory; meets all requirements
3-4	Below average minimally or partially meets requirements
1-2	Inadequate; fails to meet requirements