USC Alumni Association Scholarship Program
2015-2016 Academic Year
Welcome

Simon Flores
Director, Regional Programs
USC Alumni Association
Financial Aid Process

Jasmine Mencias
Assistant Director, Aid Coordination
USC Financial Aid
USCAA Scholarship Process

Sarah Bochicchio
Manager, Regional Programs
USC Alumni Association
Advertising Efforts

Outreach to:
- Academic Departments
- Student Affairs Departments
- Parent Groups
- Student Groups

Alumni Publications:
- Around Town
- USConnection

Daily Trojan Advertisements
Campus Video Boards
Marketing Flyers
Social Media
Scholarship Timeline

October 1:
• Application went live to students

Mid-December:
• Fall scholarship statements are distributed to awarding organizations
## Scholarship Statement

**Projects FAO Contribution**

<table>
<thead>
<tr>
<th>Student’s Name</th>
<th>Projected Contribution</th>
<th>Projected FAO Contribution</th>
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<tbody>
<tr>
<td>[Redacted]</td>
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<table>
<thead>
<tr>
<th>Deposits</th>
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<tbody>
<tr>
<td>2/8/2013: $1,333.00</td>
</tr>
<tr>
<td>3/18/2013: $685.00</td>
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<tr>
<td>3/27/2013: $500.00</td>
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<table>
<thead>
<tr>
<th>Previous Balance</th>
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<tr>
<td>(03/31/2013): $3,050.00</td>
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<table>
<thead>
<tr>
<th>Actual Total Club Contribution</th>
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<tbody>
<tr>
<td>($1,000.00)</td>
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**Current Balance**: $0.00

*As of Date 04/17/2013*
Scholarship Timeline

January 30:
• Deadline for scholarship prefunds

February 1:
• Deadline for students to submit applications

February - April
• Optional interview period

April 18:
• Scholarship Nomination Forms due

Early June
• List of approved students will be distributed
Student Requirements

- Must be an undergraduate student at USC
- Must be a full-time student (12 credit hours or more)
- Must have completed at least one semester at USC
- Must have a GPA of 3.0 or higher
Application Review

- Application review packets
- Sent out February 2-15
- Completed nomination form due April 18
Application Review

First Name: Daniel
Last Name: [redacted]
USC ID: [redacted]
Address: [redacted]
Home Phone: [redacted]
Cell Phone: [redacted]

Major: International Relations Global Business
Minor: Entrepreneurship
GPA: 3.81
First Semester Enrolled At USC: Fall 2012
Anticipated Graduation Date: Spring 2016

Alumni/Alumnae Organizations applied to: New York / New Jersey / Connecticut

List and describe your academic and community awards and honors. Explain which awards were most important and why. If none, please type "NA."

Belong Student Scholar- merit based scholarship for students studying International Relations with a focus on the Middle East Leadership Scholar- merit based scholarship for incoming freshmen who demonstrate leadership both in and out of the classroom. Dean's List- award for students who earn a high grade point average. Tommy Award- USC award for best religious organization on campus awarded to Chabad@USC during my presidency. This award was most important to me because it was a true validation of our brand's efforts to create engaging and innovative programming for religious students on campus. The main event that we put on was a speaker event featuring Eva Schloss, the step-sister of Anne Frank, which was heavily attended.

List and describe your community/volunteer and campus activities and leadership positions. Include an estimate of the time spent on each activity. If none, please type "NA."

TAMID@USC- Vice President of Operations- TAMID is an organization that educates students about the Israeli economy and allows them to invest in and consult for Israeli companies. As VP Operations, my job is to oversee marketing, fundraising, and university relations efforts. TAMID takes up a tremendous amount of time- around 15-20 hours/week. Chabad@USC- President- Chabad@USC is an organization that seeks to engage Jewish students on campus through

programming and the creation of a relaxed and enjoyable environment in which students are encouraged to practice their religion. As president, I am responsible for overseeing the creation of programming and the funding of these programs. This semester I have been working to increase kosher options on campus. I have created a relationship with the Muslim Students Union, who have restrictions on what they can eat as well, to promote kosher food trucks that come every week. Please see the following article: [http://dailytrojan.com/2013/09/30/food-trucks-encourage-interfaith-unity/](http://dailytrojan.com/2013/09/30/food-trucks-encourage-interfaith-unity/) This activity takes up about 6-7 hours per week. TIRP- TIRP, or the Teaching International Relations Program, is a program run through the USC School of International Relations that sends students to local high school to teach courses in International Relations. I served as my team contact and developed a curriculum to teach students about various ways in which to analyze international relations. I spent about 10 hours on this in total.

Describe your work experience. This may include paid and unpaid internship experience. If none, please type "NA."

Rosewood Management, LLC- As an Investment Analyst for Rosewood Management, a boutique real estate management and investing firm, I am responsible for researching and analyzing investment opportunities. America-Israel Friendship League- As the Executive Intern over the summer, I was responsible for creating a social media campaign. However, I quickly outgrew that role and decided to build the AIL, a new website using Wordpress and transitioned them to a cloud-based email server. These projects were undertaken and executed independently. Furthermore, I analyzed the emails that they were sending out and created a new template and protocols for their emails to maximize the open and click rates. Bigelow Tea Brand Ambassador- As a Bigelow Tea Brand Ambassador I am responsible for the promotion of Bigelow tea products on campus. This allows me to create and sponsor events with other groups that provide exposure to Bigelow products.
“Gifts” and “Non Gifts”

- Non Gifts: Money that is coming directly from the club/chapter accounts
  - Money collected from event registration
  - A prefund check from an operating account (ex. Credit Union Account)

- Gifts: personal checks from alumni made out to the club
  - any donation made out to the club can be used towards the scholarship prefund
Online Giving

- Encourage online donations through “Give To” website
- Weekly updates
- Individual giving buttons
  - Website
  - Harris pages
  - Emails
Interviews and Student Outreach

Paul Dieken  
Senior Associate Director, Aid Coordination  
USC Financial Aid

Jasmine Mencias  
Assistant Director, Aid Coordination  
USC Financial Aid
Interviews

- Interviews are optional
- Interview tips are available in handbook
- Phone, Skype, and Adobe Connect interviews
- Utilize Spring break
- Book conference rooms in the Epstein Family Alumni Association through Sarah
Scholarships are about relationships, not transactions.

• Regular correspondence:
  • Updates about your club or chapter from you
  • Progress and accomplishments from your student

• Participation in club or chapter events
  • Invite students to events that are appropriate during school breaks
  • Ask them to speak at events (specifically SCend Offs)

• Educate them about the USC Alumni Association programs
  • SAS
  • S Cuppers
  • Summer and Senior SCend Offs
  • Worldwide network of alumni clubs and chapters
  • http://alumni.usc.edu/students/
Summary of Expectations

- Pay close attention to deadlines
- Send in each separate “gift” that you receive
- Carefully read applications
- Contact students only when appropriate
- Please contact us at scholarships@alumnicenter.usc.edu with any further questions!