

# Student Scholarship Application

Society for Marketing Professional Services San Francisco Bay Area Chapter



**Advocate Educate Connect Advance**

Explore a career through the **Society for Marketing Professional Services (SMPS) SF Bay Area Chapter!** SMPS represents a dynamic network of 5,900+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, real estate and specialty consulting firms located throughout the United States. The Society and its 55 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.



Digital Marketing, AIA, San Francisco

**Administrative Organization and Corporate Sponsor / Underwriter**  
SMPS SFBAC Chapter

## University Affiliation / Program

Enrolled in any accredited University, Community College, or Private College located within 65 miles of San Francisco, CA as of Fall 2017.

## Scholarship Amount

\$1,000 plus an honorary one-year student membership in the SMPS SFBAC Chapter, including complimentary registration to one chapter event.

## Use of Scholarship Funds

College tuition

## Key Dates

Deadline for receipt of submissions: July 31st, 2018

Notification of scholarship recipient: August 2018 (Exact date TBD)

Complete the application on the following page, attach the typewritten narrative (maximum 3 pages), official transcript, and return via email to [cassie.salgado@teecom.com](mailto:cassie.salgado@teecom.com). Transcript must be received by the deadline. You are welcome to submit your transcript in advance of your application and narrative.

## Questions?

### Contact Campus Liasons

Cassie Salgado, San Francisco State University | [cassie.salgado@teecom.com](mailto:cassie.salgado@teecom.com)  
Claire O'Connor, Saint Mary's College of California | [claire@ocmi.com](mailto:claire@ocmi.com)

## Application Criteria

1. Full-time undergraduate or post-graduate student per the University affiliation / program, pursuing a bachelor or associate degree or a graduate degree in marketing, business, graphic design, public relations, communications, or related field.
2. Must currently have a cumulative GPA of at least 3.0.
3. Interest in Professional Services Marketing.
4. Two letters of recommendation - see next page for details.

## Awardee Criteria

1. Available to receive scholarship at the SMPS SFBAC Annual Business Meeting in August 2018.
2. Attend at least one of our paid programs yearly (cost covered by SMPS).
3. Actively participate in one committee of your choice within first three months of scholarship award.



Founders' Awards, Hyatt Regency, SF

[www.smpssf.com](http://www.smpssf.com)

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SMPS' mission is to advocate for, educate, and connect leaders in the building industry. SMPS' vision is for premier professional services firms to recognize SMPS as their most trusted resource for building business and achieving success. SMPS is a great way to take your professional and educational development to the next level! With almost 300 members, our chapter is one of the largest in the country. We offer some of the most innovative programs in the Bay Area, with many of the most dynamic, influential clients and presenters in the A/E/C industry to grow your skills professionally; our networking and social opportunities will help in your personal growth.

The Chapter offers a scholarship annually to a student pursuing a career in marketing professional services.

## Please Complete the Application Below

First Name	Middle Initial	Last Name
_____	_____	_____
Street Address	City, State, Zip	
_____	_____	
Phone Number	Student ID	Date of Birth
_____	_____	_____
School	Current Year	Current GPA
_____	_____	_____
Major Field of Study	Email Address	
_____	_____	
Name & Title of Academic Advisor / Professor	Signature	
_____	_____	



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## Narrative

Attach a clear and concise narrative specifically addressing the following topics in the order listed. Narrative should be typewritten and no more than three pages.

1. How did you hear about SMPS?
2. What are your professional and educational goals for the next year and how do you think SMPS will help you accomplish these goals?
3. Why are you interested in a career in professional services marketing in the architectural, construction, or related industry?
4. What leadership roles and activities are you involved in to prepare for your career?
5. How would receiving this scholarship impact you?
6. Please include the two letters of recommendation, one from either your academic advisor or a professor in the degree program in which you are enrolled, and the other from a person who can speak to your passion about your major and/or the field of professional services marketing. This is not included in the page count.



Client Roundtable, Galvanize, San Francisco

[www.smpssf.com](http://www.smpssf.com)