

Judith A. Lowe Scholarship Questions and Rubric

Scholarship Q & A

Who is eligible for a scholarship?

Scholarship applicants must be members* of the credit union who are graduating high school in 2017.

What do I need to submit to apply for a scholarship?

All applicants need to complete the application packet, submit two letters of recommendation, and upload a 3-6 minute video on the importance of credit unions in their community to YouTube.

What is the scholarship amount?

The scholarship will be presented in a one-time cashier's check for \$1,000 made payable to the student and his/her chosen college.

How can I submit my completed application?

- 1) Upload your video to YouTube.
 - a. You may be asked to upload your video to Dropbox in one of the following formats
 - i. AVI
 - ii. FLV
 - iii. SMV
 - iv. MOV
 - v. MP4
- 2) Email your completed application packet and link to your video to Marketing@gmcu.org with the subject line "first name last name scholarship application"
- 3) Letters of recommendations must be mailed to the following address:

Attn: Katy Carron
Judith A. Lowe Scholarship Applications
1001 Pine St.
St. Louis, MO, 63101

You may also mail or drop off your application packet at any Gateway Metro location and email your video link separately to Marketing@gmcu.org with the subject line "First name Last Name Scholarship Video Only"

When is the application period?

The last day to submit applications is Saturday, March 11, 2017. Any missing applications and references that are not postmarked by March 11, 2017 will be considered an incomplete application and disqualified.

How will I know if I am selected for a scholarship?

You will receive a phone call and an official letter from the credit union letting you know you have been selected for a scholarship and more details on the scholarship ceremony you and your family will be invited to attend. If you're not selected for a scholarship we will notify you by letter.

Where will my video be shown at?

Winning videos may appear on our Facebook page, Twitter, Instagram, website, and on the branch televisions. Your name and distinction as a scholarship recipient will also be with the video.

*membership as of November 2016

Video Q & A**Can I have actors/extras or interview people in my video?**

Yes, please have all people sign a photo release form. You will be required to submit this form back to the credit union with your video.

Can a peer, teacher, or adult help create my video?

While you may seek advice from these people the applicant must be the person creating the video. No peer, teacher, or adult may write the script or provide filming/editing services. You may not seek out or pay for professional production assistance.

Can I include any copyright material in my video?

No. Material that is copyright and does not belong to you is not allowed.

Where can I learn more about the history of credit unions?

The following websites are great resources for credit union knowledge and history.

- National Credit Union Administration: www.ncua.gov
- My Credit Union: www.mycreditunion.gov
- Credit Union National Association: www.cuna.org
- National Association of Federal Credit Unions: www.nafcu.org
- Gateway Metro Federal Credit Union: www.gmfcu.org
 - History
 - Resources

Can I include any outside resources in my video?

Yes, we encourage you to collect your information from a variety of different areas. If you include outside material you must complete a works cited page and return it with your application packet.

Scholarship Grading Rubric

All videos will be screened by a Gateway Metro employee to be sure that the videos adhere to the allotted time limit, address the topic, and do not contain any offensive or copyright content. Videos that fail to follow these basic standards are subject to elimination.

Applications will be judged by the following criteria.

Video – “The Importance of Credit Unions in Their Community” -30 points total

1. **Ideas and Content (0-15)** – The message the video is providing is clear, focused and addresses the assigned topic. It holds the viewer’s attention. All information in the video is correct.
2. **Organization (0-5)** – The organization enhances and showcases the central idea. The order, structure or presentation of information is compelling and makes the video easy to watch and understand.
3. **Creativity (0-10)** – The applicant thought of a creative, original idea that made the video fun and educational.

BONUS POINT: Gateway Metro (0-1) Video references Gateway Metro in their video. – **1 point possible**

BONUS POINT: Facebook (0-1) – Applicant shared their video on their Facebook page and tagged the credit union. – **1 point possible**

Letters of Recommendation – Reference and/or comments on applicant 9 points total (per letter)

1. **Character and greatest attributes (0-3)**
2. **Accomplishments and examples of leadership (0-3)**
3. **Future achievement potential and why deserving of the scholarship(0-3)**

Activities/Contributions – 12 points total

- Honors and Awards **(0-3)**
- Extra-Curricular activity **(0-3)**
- Community / Volunteer involvement **(0-3)**
- Employment **(0-3)**

Total possible score of 62 points

Please direct any questions about the Judith A. Lowe Scholarship to the Marketing Coordinator at 314-621-4575 x158 or by email at marketing@gmcu.org.