

The Collective Bill Caspare Memorial Fund Diversity Scholarship

The Collective Bill Caspare Memorial Fund Scholarship was established in 2015 by Collective LLC, through the O'Toole Media Awards, to support diversity in the New Media and Data Science disciplines within advertising and media.

The Fund was created in memory of former Senior Executive of Collective, Bill Caspare. Bill was a true industry innovator with over 15 years in new media/digital advertising. He was both a founding member and provided the strategic vision behind several successful digital ventures including db Ad Strategies, The Fifth Network and Oggifinoggi. In his time at Collective, he was a trusted advisor and mentor influencing and working to shape various aspects of Collective's digital approach. Bill's contributions to the industry as a whole will be seen in the waves of new media to come.

In 2017, one talented, diverse student will be awarded \$10,000 based on outstanding talent.

ELIGIBILITY

Students are eligible to apply and be considered for The Collective Bill Caspare Memorial Fund Scholarship if they meet the following criteria:

- Are a U.S. Citizen or Permanent Resident
- Are African American, Asian American, Hispanic American, Native American, multiracial or LGBTQ
- Are a full-time student
- A rising junior, senior, or enrolling/enrolled in graduate school at the time of application
- A GPA of 3.25 or above
- Interest in pursuing a career in New Media/Digital Advertising and/or Data Science

APPLICATION CHECKLIST

Please use the following checklist to prepare your application packet:

- Online application form which can be printed out and sent to CBCscholarship@collective.com (located at www.collective.com/scholarship)
- Personal Statement 1: Why should you be granted the scholarship (limited to 1 page/500 words)
- Personal Statement 2: Why are you pursuing a career in New Media and/or Data Science field? (limited to 1 page/500 words)
- Current résumé (limited to 1 page)
- Three (3) educational and/or professional references (limited to 1 page each)
- Most recent official transcript
- Three (3) examples of work (either school and/or outside project work)
 - Examples would be: written work, portfolio work or creative work

INSTRUCTIONS FOR SUBMISSION

- Application packets can be emailed to CBCscholarship@collective.com.

- Application for and other required documents should be attached to your submission email.
- Please include your name and school in the email "subject" line of your submission email.
- Should include a naming structure for documents.
 - i.e. Last_First_Assignment_Caspere

DEADLINE

To be considered, you must submit all materials by Friday, July 14, 2017 and no later than 11:59pm EST.

QUESTIONS

If you have any questions or concerns please contact us at CBCScholarship@collective.com.

BIOGRAPHICAL INFORMATION

First Name:

.....
Last Name First Middle

Email:

.....

Current Address:

.....
Street Apt

.....
City State

Home Phone:

Mobile:

Permanent Address:

If different from above

.....
Street Apt

.....
City State

CURRENT EDUCATION

Current School:

Concentration/Major:

Current GPA:

Expected Graduation Date:

PREVIOUS EDUCATION (if applicable)

School:

Concentration/Major:

Degree Granted:

ADDITIONAL INFORMATION

Ethnic Background:

- | | |
|--|--|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian American |
| <input type="checkbox"/> Hispanic American | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Multiracial | <input type="checkbox"/> LGBTQ |

Gender:

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Are you a citizen, national or legal permanent resident of the United States?

- Yes No

How did you hear about the Collective Bill Caspare Memorial Fund Scholarship?

- School contact Friend Marketing Materials

Internet (Please Specify):

Publication (Please Specify):

Other (Please Specify):

PERSONAL STATEMENTS (Please limit to one page/500 words per question)

Question #1 Why you should be granted the scholarship?

Question #2 Why you want to pursue a career in New Media and/or Data Science field?

Please include your Personal Statement as part of your submission email

- The personal statement file itself must be saved as a pdf document
- All documents must be attached to your submission email
- Include a naming structure for documents. (i.e. LastName_FirstName_Assignment_Type_Caspare)

PROJECT WORK EXAMPLES

Three (3) examples of work (either school and/or outside project work)

- All documents must be attached to your submission email
- Please limit file size to no more than 5 MB.
- Include a naming structure for documents. i.e. LastName_FirstName_Assignment_Type_Caspare)

ACKNOWLEDGEMENT AND AFFIRMATION

Scholarships will be awarded in May of 2016. Please be aware that recipients must maintain satisfactory academic progress as determined by the school.

I, _____, understand that I am applying to The Collective Bill Caspare Memorial Fund Scholarship and affirm my wish to be considered. Permission is hereby given to officials of my institution to release transcripts of my academic record and other requested information for consideration in The Collective Bill Caspare Memorial Fund Scholarship. This application, including the essay, is my own work or formally cited from other sources. I affirm that the information contained herein is true and accurate to the best of my knowledge and belief.

In addition, I give Collective and the 4A's the right to publicity in regards to my name, likeness, excerpts from my work and related materials submitted for the scholarship fund.

Signature _____ Date _____