



BETTER BUSINESS BUREAU 2011 STUDENT OF INTEGRITY SCHOLARSHIP

DESCRIPTION

The Better Business Bureau of Minnesota and North Dakota (BBB) promotes integrity and ethics in the marketplace through voluntary business self-regulation. Each year we present the BBB Integrity Awards to companies who demonstrate ethical business practices. The BBB also recognizes that ethics and integrity are founded on principles we learn young...at home, at school, and in dealings with our peers. For that reason, we are proud to offer an annual scholarship program recognizing Students of Integrity. Recipients are selected primarily upon the basis of a written essay.

These scholarships are designed to recognize and promote ethics and integrity among young people. The BBB will award one \$5,000 and one \$2,500 scholarship to two graduating high school senior students who personify all of the best aspects of high character in their personal choices and actions. Scholarship money is awarded directly toward winners' post-secondary education expenses (tuition or room/board only) at any accredited institution. This is a one-time, non-renewable scholarship. The recipient is required to be enrolled in an educational institution beginning the first fall quarter/trimester/semester immediately following high school graduation and may designate when during the school year they would like the scholarship applied.

AWARD GUIDELINES

Entries for the Student of Integrity Scholarship will be reviewed by an independent panel of judges selected by the BBB who will be local business and community leaders, educators and the media. Judging will be based mainly on the content of the essay, although academic transcripts, one reference letter and outside activities may also be used by the judges in making their final selections.

Applications and essays will be accepted only from Minnesota and North Dakota high school students who will be **seniors in the 2011-2012 school year**. The scholarship is not open to BBB employees, interns, or members of the BBB Board of Directors and their family members.

PROCEDURE & DEADLINE

All written entries must be received no later than **Wednesday, September 21, 2011 at 4 p.m.** Entries received after 4 p.m. on September 21, 2011 will not be accepted. No faxed or e-mailed information will be accepted. Please make sure your name is on every page submitted and all required paperwork is received at the same time. Entries will not be returned; please retain a copy for your records.

Entries may be mailed or personally delivered anytime between now and September 21 to:

Better Business Bureau
of Minnesota and North Dakota
ATTN: Mackenzie Kelley/Student of Integrity
2706 Gannon Rd
St. Paul, MN 55116

Winners will be notified by phone approximately three weeks after the deadline. A list of winners will also be posted online at bbb.org. Due to the high number of entries we receive, we regret that we are unable to contact students whose essays are not chosen. Winning students are strongly encouraged to be available with their families to receive their award in person at the 2011 BBB Integrity Awards. This year's awards ceremony will be held October 24, 2011 at 6 pm at the Guthrie Theater.

Questions? Contact Mackenzie Kelley at 651-695-2482 or mkelley@thefirstbbb.org



Sponsored by:



BBB Student of Integrity

SCHOLARSHIP AWARD CRITERIA AND DOCUMENTATION

Check boxes to verify completion and accuracy of all documentation of entry



1. Essay

Please read and consider the 20 principles found on the document entitled UncommonSense. In our mission to promote high standards of business ethics and conduct in the marketplace, your Better Business Bureau continues to implement all of the principles and characteristics described in UncommonSense as a guide, model and first language for our BBB.

Select one or more of the UncommonSense principles and write an essay that gives a specific, personal example of how you were challenged or struggled through a difficult situation and how you overcame the situation by the application of high character and personal ethics. Include your own application of the principle(s) and demonstrate how they guided your behavior or decisions.

The essay must be 1,000 words or less, double-spaced, in a Word document.



2. Completed scholarship entry form



3. One letter of recommendation (one page only)

From school official, church leader, employer, or community leader that addresses the applicant's character and actions.



4. A copy of your high school transcript



5. A list of your extracurricular activities in high school



6. A short paragraph describing your post-secondary plans and goals.



7. Mail or deliver all documents in a 9" x 12" envelope to the address below

Do not staple or paperclip your pages together or use plastic page covers



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ATTN: Mackenzie Kelley/Student of Integrity
2706 Gannon Rd, St. Paul, MN 55116

Deadline: 4 p.m. on Wednesday, September 21, 2011



bbb.org

UncommonSense[®] FRAMEWORK

**“While I will never be perfect,
I will strive towards...”**

1. SEEKING WISDOM

I seek something greater than intelligence (knowing what is), I seek wisdom, knowing what is right or true.

2. FIDELITY

I strive with courage to be who I say I am.

3. INTEGRITY

I strive to do what I say I will do.

4. COMPASSION FOR OTHERS

I strive to extend unmerited kindness to others as an act of my will.

5. HONESTY

I strive to consistently speak the truth with compassion.

6. JUSTICE

I strive to uphold truth, expose error and correct wrongs.

7. ACCOUNTABILITY

I strive to self-scrutinize and seek the critique of others.

8. RESPECT

I strive to treat others as they would want to be treated.

9. PROMISE-KEEPING & TRUSTWORTHINESS

I strive to keep my word and my bond of relationship with others.

10. EXCELLENCE

I strive to be my very best as I do my very best every day.

11. SERVING-LEADERSHIP

I strive to set the sacrificial example for others to follow.

12. UNITY

I strive to foster oneness among those to whom I am bound.

13. FORGIVENESS

I strive to extend and receive from others, unmerited acceptance.

14. HONORING AUTHORITY

I strive to yield to those given responsibility for others.

15. LIBERTY

I strive to preserve public rights by fulfilling my personal responsibilities.

16. LEARNING & MENTORING

I strive to grow in wisdom and pass it on.

17. STEWARDSHIP

I strive to add value to all that has been entrusted to me.

18. SEEKING COUNSEL

I strive to overcome indecision and ignorance by securing wisdom from others.

19. SUBMISSION TO TRUTH

I strive to courageously change my ways.

20. VALIDATING TRANSFORMATION

My renewed “inside” will reveal an increasingly renewed, humble and hope-giving “outside.”





Student of Integrity SCHOLARSHIP ENTRY FORM

Print legibly or type the following information.
Please sign and return a copy of this document with your essay.

Name of Student: _____

Student's Address: _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____ Email: _____

Name of Student's School: _____

School Address: _____

School Phone: _____ Graduation Year: _____

School Counselor's Name: _____

Name of Parent(s)/Legal Guardian: _____

E-mail Address of Parent: _____

How did you hear about the BBB Student of Integrity Scholarships? _____

I, the undersigned, do solemnly swear that the information included in my essay is truthful, and represents the facts as I know them, and I agree and understand that the Better Business Bureau of Minnesota and North Dakota will make the final decision as to the awarding of any scholarships. I agree to allow the BBB to publicize my name, likeness, high school, and selected portions of my essay if I am a winner. I also agree to allow the BBB to utilize any picture, audio, or video recording of the awards ceremony for publicity or promotion of the scholarship program.

Student Signature _____ Date _____

The Better Business Bureau of Minnesota and North Dakota respects the confidential nature of the situations discussed in your essay. Essays will be shown only to those concerned with judging and selected BBB staff. We may discuss, or use for award promotion, non-specific and non-identifying references to the topics of essay and may use quotations from the essay that do not betray the confidential nature of the topic. We will publicize the names and high schools of winners.

Best of Luck to all entrants!