

JACK KENT COOKE

FOUNDATION

NEWS RELEASE

Jack Kent Cooke Foundation, 44325 Woodridge Parkway, Lansdowne, VA 20176

FOR IMMEDIATE RELEASE
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Jack Kent Cooke Foundation Opens National Graduate Scholarship Competition

*Nominees may include _____ students and recent alumni with financial need
Insert Name of Faculty Rep's Institution*

LANSDOWNE, VA - The Jack Kent Cooke Foundation is now accepting nominations for its Graduate Scholarship Program, one of the largest and most competitive scholarship programs in the country. College seniors at more than 2,000 accredited institutions in America, and alumni who have graduated from those institutions since spring 2003, may compete for the scholarships, which can total as much as \$300,000 (up to \$50,000 per year for up to six years).

The Foundation will award the graduate scholarships in early summer 2008 for use during the 2008-2009 academic year, and will renew each award in subsequent years based on performance. Last year, the Foundation awarded 34 of these scholarships. A panel of national experts will assist the Foundation in selecting scholars. Candidates for the scholarship must be nominated by the faculty representative at their undergraduate institution. The list of faculty representatives and application materials are available on the Foundation's website, www.jackkentcookefoundation.org, or by calling 1-800-498-6478.

The Foundation began awarding graduate scholarships in 2001. The Foundation receives approximately 1,000 applications for these scholarships each year, and has awarded 320 recipients scholarships and given out \$27 million to-date.

About the Foundation

The Foundation is a private, independent foundation established in 2000 by the estate of Jack Kent Cooke to help young people of exceptional promise reach their full potential through education. Mr. Cooke was a businessman and philanthropist who owned such professional sports teams as the Los Angeles Lakers and the Washington Redskins as well as the Chrysler Building in New York City. When he died in 1997, he left most of his fortune to establish the Foundation. In addition to the Graduate Scholarship Program, the Foundation offers full scholarships to outstanding students with financial need who are transferring from two-year institutions to four-year institutions to pursue a bachelor's degree, scholarships to help high-achieving youth develop their talents and abilities throughout high school, and grants programs in areas directly related to its mission.

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Request to Media Office

Your institutional faculty representative of the Jack Kent Cooke Foundation scholarship programs has forwarded this draft news release to you for your use.

So that your students and recent alumni can be aware of this scholarship opportunity, please share this release by December 1 with (i) your campus and local media and (ii) your alumni office so that they can use their literature and website to apprise recent alumni of this scholarship opportunity.

Additionally, the Foundation has created electronic and print ads that you may use in your outreach to students and alumni.

Please direct any media questions or requests for the electronic ad to Vance Lancaster, Director of Marketing and Communications, Jack Kent Cooke Foundation, at vlancaster@jackkentcookefoundation.org.

Thank you

The Jack Kent Cooke Foundation

JACK KENT COOKE

FOUNDATION

November 2007

LANSDOWNE, VIRGINIA

Dear Faculty Representative:

In June 2008, the Foundation will award approximately 40 scholarships of up to \$50,000 a year to outstanding students beginning their first graduate or professional degree program in fall 2008. As the faculty representative for the Jack Kent Cooke Foundation Graduate Scholarship Program on your campus, you play a crucial role in coordinating the nomination process and we greatly appreciate your willingness to be a part of the program. The enclosed forms will provide details on the scholarship nomination process, applicant requirements, and your role and responsibilities.

Foundation Website (www.jackkentcookefoundation.org)

- Students will find contact information for faculty representatives, the online application materials and nominee guidelines on the Foundation's website.
- Faculty representatives can access an exclusive nominator resource area of the Foundation's website.

To access the section, click on "login" on the bottom of the right column on the homepage, then input the word **faculty** as the Login ID and the word **scholarship** as the Password. Here you will find information on the nomination and selection processes, a financial need estimator, and promotional materials. Do not share these access codes with your students or others. These documents are meant for faculty representative use only.

Communication: Please be sure your email address is listed correctly on the Foundation's website. All further communication during this selection cycle will take place via email.

Nomination: Each accredited college or university in the US, regardless of the size or number of campuses, may nominate up to two (2) students or recent graduates for this scholarship. Beginning with the 2008 award cycle, institution faculty representatives now perform most of their nominating tasks online. Prior to receiving this letter, you should have received a system-generated email with additional instructions. If you did not receive an email, please contact us as noted below.

Deadline: All applicable materials (including online application, online nomination, and hard-copy supporting documentation) must be received by **March 14, 2008**.

If you or your students have questions, please call 1-800-498-6478 or email jkc-g@act.org.

Thanks to your work in promoting this opportunity to your students and identifying excellent nominees, the Foundation will be able to recognize another group of outstanding students in 2008 with some of the largest and most competitive scholarships in the country.

Sincerely,



Matthew J. Quinn
Executive Director

Enclosures

Faculty Representative Guidelines

The Jack Kent Cooke Foundation's mission is to help young people of exceptional promise reach their full potential through education. Through the Graduate Scholarship Program, the Foundation identifies and supports high-achieving students who will begin their first graduate or professional degrees in fall 2008. These nomination guidelines are designed to assist institutions in recruiting applicants and selecting nominees who excel academically and in other activities and have significant unmet financial need. Only accredited colleges and universities in the United States may nominate students.

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NEW THIS YEAR!

- 1) Online application and nomination.
- 2) Deadline is March 14, 2008.

Please note, the faculty representative guidelines include several items not included in the applicant materials.

► FACULTY REPRESENTATIVE MATERIALS

Faculty representatives have their own secure section on the Foundation's website (www.jackkentcookefoundation.org) that is not accessible to students. To access the section, click on the red "login" link on the right of the homepage. The word **faculty** is the Login ID and the word **scholarship** is the Password. Do not share these access codes with your students or others. These documents are for faculty representative use only.

Upon logging in, you will find these faculty representative materials:

- Information on the nomination and selection processes
- *2008 Faculty Representative Guidelines - Graduate Scholarship Program*
- Outreach materials, including a press release and informational posters

FACULTY LOGIN

Login ID: faculty
Password: scholarship

► SELECTING YOUR NOMINEE(S)

Internal Campus Deadline: The faculty representative should set and publicize a **campus deadline**. Allow enough time to manage your nomination process and ensure that the scholarship committee is able to consider all the applications, select the nominee(s), submit the nomination(s), and mail the corresponding supporting documents so that they **arrive on or before the March 14 deadline**.

Scholarship Committee: We encourage faculty representatives to work with a scholarship committee to review the applications. If your institution does not already have an experienced scholarship committee, please consider organizing a committee to review applicants for the scholarship and consult with you to help choose the most competitive nominee(s).

Use of Confidential Materials: Students must submit official transcripts to faculty representatives in official sealed envelopes. You should open and use the transcripts in the campus nomination decision-making process. Submit the opened documents and three copies for your nominee(s) along with the other supporting documents. The Foundation firmly expects that the faculty representative will preserve the confidentiality and will not submit transcripts that were not originally provided in sealed official envelopes.

Selection Criteria: The strongest candidates will excel academically and have considerable unmet financial need. To be competitive, they should also exhibit strength in the other selection criteria.

Two Nominees: Each institution may nominate up to two (2) students or recent graduates.

Set an internal campus deadline.

Work with a scholarship committee.

Preserve the confidentiality of all transcripts.

Your institution may nominate two (2) candidates.

▶ **JACK KENT COOKE FOUNDATION SCHOLARS**

Recipients of the Jack Kent Cooke Foundation Continuing Scholar Graduate Award are allowed to apply directly to the Foundation without a faculty representative nomination. Applications from Continuing Scholar Graduate Award recipients are not counted as nominations from an institution. If a Continuing Scholar Graduate Award recipient from your school applies, your school may still nominate two other students or alumni.

One exception to the nomination rule.

▶ **SELECTION CRITERIA**

- **Academic achievement and intelligence:** Strong grades (both cumulative and improved over time), academic awards and honors, difficult curriculum and courses, and substantive assessments by those providing confidential letters of recommendation.
- **Unmet financial need:** Nominees must show unmet financial need, which has two components, (i) education costs that exceed to an appreciable degree other grant awards and (ii) insufficient student and family income to meet educational costs. Students receiving full funding for their graduate degree will not be competitive for this scholarship. One possible indicator of financial need is that the applicant received need-based aid while in college.
- **Will to succeed:** Determination and perseverance, commitment to obtaining an education, success in other pursuits, or assumption of significant responsibilities during school, such as employment.
- **Leadership or public service:** Initiative on behalf of others, such as participation in volunteer and community activities.
- **Critical-thinking ability:** Answers to application questions that demonstrate logical reasoning and the ability to construct a strong and well-crafted argument. Nominees should demonstrate an ability to evaluate information and opinions in a systematic, purposeful, and efficient manner.
- **Participation in or strong appreciation of the arts and humanities:** Nominee's appreciation of, involvement in, or study of music, art, literature, or other similar fields.

In the selection process, these criteria are weighted in the order shown here.

The strongest candidates will excel academically and have considerable unmet need.

▶ **MINIMUM ELIGIBILITY**

Nominees must, at a minimum, meet all of the following eligibility requirements:

- Nominees may be drawn from seniors or recent graduates. Current students must have senior status by December 31, 2007. Recent alumni must have graduated within the last five years (since spring 2003).
- Nominees must plan to start their first graduate or professional degree full-time in fall 2008.
- Nominees must have cumulative college GPAs of 3.50 or better on a 4.0 scale (or the equivalent). This cumulative GPA must include all college-level courses.
- Nominees must have unmet financial need.

Please keep in mind as you select your nominees that, while there is a five-year window of eligibility, an individual may only be nominated once for the scholarship.

▶ **FACULTY REPRESENTATIVE TIMELINE**

November 1, 2007	Scholarship online application and application materials available on the Foundation's website.
November 2007	Informational web-seminars for faculty representatives.
Nov. 07 – Feb. 08	Publicize scholarship widely to students and alumni and conduct broad outreach.
(to be set by you)	Internal campus deadline for application materials (set a deadline that works with your institutional schedule and allows sufficient time for your committee to review applications).
February 2008	Faculty representative and campus scholarship committee meet to select nominees.

March 14, 2008	Nomination Deadline. Faculty representative will be responsible for the complete and timely submissions of all materials by this deadline. Nominees are requested to submit an online application plus the correct number of photocopies of supporting documents. (Supporting documents must be <u>received</u> at the Iowa City processing center no later than March 14. Late applications will not be considered.)
April - June 2008	Submit acceptance and financial award letters from graduate institutions as they become available.
Mid-June 2008	The Foundation notifies all applicants of award status.

► **BROAD OUTREACH**

To find the strongest candidates, **inform departments, faculty, and honors programs** about the scholarship and ask them to help identify potential nominees.

Send the Foundation press release (sent to you in November and available in the faculty representative section of the Foundation's website) to your campus media office with the provided instructions. Place the eight color posters we sent you in November in prominent places on campus. You may download more posters from the Foundation's website.

Broad outreach will improve the likelihood of selecting competitive nominees.

► **APPLICATION MATERIALS**

Download Forms: Although students will complete their applications online, the Parent Financial Information Forms are not part of the online application and must be downloaded for completion. Please urge students and alumni to have their parents download the Parent Financial Information Forms. Students and parents may access these forms on the Foundation's website, www.jackkentcookefoundation.org, in the Scholarships section.

Instructions: Students and alumni should strictly follow the application instructions in the *2008 Nominee Guidelines – Graduate Scholarship Program* available on the Foundation's website.

Institution Nomination: Verifies the nominee's eligibility and academic status. You must complete your nomination online including:

- **Nomination Rationale:** This is a description by the faculty representative of the nomination committee's reasons for choosing this student to be your nominee from among your pool of qualified candidates.

Recommendations: Recommendations should be carefully selected. The best evaluations are from faculty members or others who have supervised the student's work, particularly those in the nominee's field of study. Letters lacking a personal knowledge of the nominee do not reflect positively on the nominee or the institution. Recommendations must be submitted online.

Inadmissible Applications: In prior years some qualified candidates were not considered because their applications were incomplete, improperly completed, or otherwise inadmissible. Please assist your nominees in following the application instructions and compiling complete and admissible applications. In the faculty representative section of the Foundation's website, you will see a list of typical problems that make applications inadmissible.

Parent Financial Information Forms and Nominee Guidelines are available for download from the Foundation's website.

Students and alumni should strictly follow the application instructions in the *2008 Nominee Guidelines – Graduate Scholarship Program*.

► **DEADLINE AND SUBMITTING YOUR NOMINATION(S)**

The nominee(s) and faculty representative should coordinate their efforts to ensure that the complete online nomination is submitted and supporting documents package is received no later than March 14, 2008. Faculty representatives must submit supporting documents directly to the Foundation's processing center at the following address:

Mailing Address
 Jack Kent Cooke Foundation
 Graduate Scholarship Program
 PO Box 4030
 Iowa City, IA 52243

Shipping Address (overnight couriers, such as FedEx)
 Jack Kent Cooke Foundation
 Graduate Scholarship Program
 301 ACT Drive
 Iowa City, IA 52245
 If a telephone number is required, use 800-498-6478.

Send supporting documents in one packet.

Supporting documents must reach the Iowa City address on or before March 14, 2008.

► APPLICATION COMPONENTS CHECKLIST

Each complete nomination will include the following:

Electronic Application

1. **Online Application Form**
 - ✓ Completed by applicant including:
 - Applicant Financial Information
 - Identification of Recommenders
2. **Two letters of Recommendation**
 - ✓ Completed online by recommenders
3. **Institution Nomination**
 - ✓ Completed online by faculty representative including:
 - Institution Nomination Rationale

Supporting Documentation

Candidates must submit to the faculty representative the following supporting documentation. As students submit only original transcripts, please make the required copies. Carefully review *Use of Confidential Materials* on Page 1. Foreign language supporting documents must be in English or officially translated into English.

1. **Official College Transcript(s) for ALL undergraduate coursework**
 - ✓ one original for each institution attended AND
 - ✓ three legible copies
 2. **Applicant Tax Forms**
 - ✓ two legible copies (no originals of tax forms required)
 3. **Parent Financial Information Forms – Parent Financial Information Forms are required regardless of age or independence status of the applicant.**
 - ✓ one original signed by the applicant and both of his or her parents AND
 - ✓ one legible copy
 4. **Parent Tax Forms**
 - ✓ two legible copies (no originals of tax forms required)
- * Applicants and/or parents living abroad and not filing US taxes in 2006, must complete the forms as best as possible and attach a statement (in English or a certified translation into English) from the employer(s) listing all income and benefits for the prior year.
5. **Portfolio for Applicants in the Arts – Required item for all applicants in the arts.**
 - ✓ one original (no additional copies necessary)

Applicants must send in copies of the following two items as they become available by May 5 via fax: 319-337-1204.

6. **Acceptance Letter from Graduate School(s)**
 - ✓ one legible copy
7. **Financial Award information from Graduate School(s)**
 - ✓ one legible copy

► CONTACT INFORMATION

For further information about the scholarship, please contact any of the following:
toll-free phone: 1-800-498-6478 email: jkc-g@act.org website: www.jackkentcookefoundation.org

► FEEDBACK

Please take the time to complete the faculty representative survey that will be sent via email after the nominations process concludes. Faculty representative feedback helps the Foundation shape the scholarship programs and is greatly appreciated.

Outreach and Publicity Ideas

- ▶ Send the press release this week to your college or university media office with the enclosed instruction sheet.

- ▶ Place the posters in prominent places on campus. If necessary, download additional posters from the Foundation website, as explained in the Faculty Representative Guidelines, or email jkc-g@act.org to request additional posters.

- ▶ Send an email announcement of the scholarship's availability as appropriate to academic deans and department heads.

- ▶ Ensure that the announcement of the scholarship has been placed on your college's or university's website with up-to-date deadline information and a link to the Foundation's website, www.jackkentcookefoundation.org.

- ▶ Initiate any other outreach efforts to departments, alumni, and students that you deem appropriate.

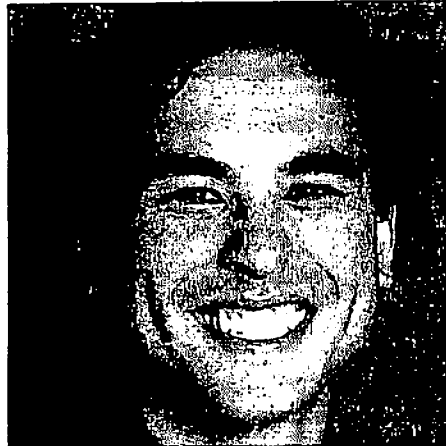
JACK KENT COOKE

FOUNDATION

Graduate Scholarship Program

EXCEPTIONAL

THE SCHOOLS



Helping you
fulfill your dreams.

The Jack Kent Cooke Foundation will award graduate scholarships to help students with exceptional promise and demonstrated financial need reach their full potential through education. Each award will fund a portion of educational costs including tuition, fees, and living expenses for the length of a Jack Kent Cooke Scholar's graduate degree, up to six years.

At a minimum, each candidate must

- Be a college senior OR recent graduate (since spring 2003) from an accredited college or university in the US,
- Have a cumulative GPA of 3.50 or better on a 4.0 scale (or the equivalent),
- Plan to begin first graduate degree in fall 2008, and
- Be nominated by his or her undergraduate institution.

To learn more about the nomination process, contact your college's Jack Kent Cooke Foundation Faculty Representative. For faculty representative contact information and program guidelines, please visit the Foundation's website or call 1-800-498-6478. *The Foundation does not accept applications directly from students.*

YOUR FACULTY REPRESENTATIVE:

CAMPUS DEADLINE: