

Air Force Club Membership Could Earn You A Scholarship

Essay/Video Submission Dates
March 1 – May 20, 2016



2016 AIR FORCE CLUB SCHOLARSHIP IMPLEMENTATION GUIDE

10 February – 15 August 2016



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2016 THEME: *The Air Force has made a tremendous impact on our way of life during the nearly seven decades of its existence. Some Air Force stories are broad and monumental...think telecommunications, aeronautical, space, and cultural barriers. Other stories are personal, smaller, but none the less impactful.*

2016 QUESTION: *Tell us an Air Force story...tell us “your” Air Force story. We want to hear how you’ve been impacted by the best Air Force on the planet.*

OVERVIEW

Over the past seventeen years, the Air Force Club Scholarship Program has provided college tuition assistance to over four hundred forty Air Force Club Members and/or their eligible family members. This year the Air Force Club Scholarship Program will again offer this program to all Air Force club members.

Historically, entrants were asked to submit a written essay and although this option is still available (essay must be at least 1000 words), this year we would like to highly encourage entrants to submit a video (at least 5 minutes). The entrant application located at www.myairforcelife.com is where entrants can complete their on-line entry form, paste their essay or video link and upload the two letters of recommendation. The web is filled with video examples--for ideas check out BuzzFeed, Watchout, or CrashCourse.

This year the 2016 AF Club Scholarship Program will award six (6) scholarships: three (3) in each of the following categories:

	<u>Written Essay Format</u>	<u>Video Essay Format</u>
First Place	\$5,000	\$5,000
Second Place	\$4,000	\$4,000
Third Place	\$2,500	\$2,500

The program will also reward the top two AF installation clubs with the most eligible entries (in either format) an “incentive” of \$1K for their marketing efforts.

The AF Club Scholarship Program is sponsored in part by Chase Bank.

CONCEPT DEVELOPMENT

Air Force Services Activity (AFSVA) is overseeing the design, development, and selection of the 2016 scholarship process and awards. Visit www.myairforcelife.com/clubs from 1 Mar thru 20 May 16. Entrants successfully providing all requested information and documents will receive a confirmation email with a registration number. Only one entry per eligible person will be accepted.

Who can apply: Air Force Club members in good standing and their eligible dependent ID card holders (spouse, children or other eligible dependent) who also meet one or two of the following criteria.

- Class of 2016 high school seniors registered at an accredited college or university
- Those currently enrolled at an accredited college or university
- Those working towards their FIRST Associate/Bachelor's degree

Entrant/Essay Requirements:

- Complete Application (all form fields must be answered)
- Two Letters of Recommendation (PDF, WORD, WORD PERFECT, RTF, ODT format); can be uploaded at the same site
 - One from their high school principal or university/college dean, civic leader, or military leadership stating why they deserve this scholarship
 - One from their community service leader detailing any work they have performed/for whom (i.e., worked on a home for a veteran through Habitat for Humanity)
- Written essay format (at least 1000 words) in PDF, WORD, WORD PERFECT, RTF, ODT format
 - **OR**
- Video essay format (at least 5 minutes and must provide the “you tube” video link)
- College or University Letter of Acceptance/Admission (this can be emailed directly to the program manager Ms. Sally Truhitte, sally.truhitte@us.af.mil)

Entrants receiving a scholarship must email their Letter of Acceptance/Admission from their college or university of choice to the program manager no later than 15 Jul 16. If no letter is received by 15 Jul 16 winner will forfeit his/her award. If any of the required documents are missing, winner will also forfeit his/her award. Scholarship checks will be mailed to each winner, but the checks will be made payable to the college/university of choice stated on the entrant’s application. The two installations receiving an “incentive” \$1K award will get their cash transfers for their clubs NLT then the end of Jun 2016.

Force Support Squadrons (FSS’s) and AF Clubs will promote the 2016 AF Club Scholarship Program across all activities to draw attention to the benefits of AF Club Membership. As such, the club should use this opportunity to promote local club activities and/or hold local membership drives during this period. Eligibility and entry requirements are noted in this implementation guide, but will also be available at www.myairforcelife.com/Clubs. The implementation guide, any program updates, and media material (i.e., flyers, posters, and check template) will be available at download central <https://www.usafservices.com/Managers/Marketing/DownloadCentral.aspx>.

Installations will formally notify winners and present them with a “mock” check (template of check will be available via downloaded central) and email photo(s) to the program POC: sally.truhitte@us.af.mil. Please review this guide carefully and highlight all eligibility and entrant requirements. There are no accounting instructions for this program.

Email questions to the program manager: sally.truhitte@us.af.mil. or call (Monday thru Friday, CST 0700-1630) comm: 210-395-7750 or DSN 969-7750.

OBJECTIVES AND GOALS

- Showcase one of the top benefits of AF club membership
- Increase visibility of AF Club programs
- Acquire new memberships
- Retain and reward current members
- Increase the value of AF Club Memberships
- Increase retention of new and existing AF Club Members
- Educate eligible non-members about AF clubs programs
- Provide \$25K in scholarships towards higher education/tuition assistance to AF Club Members and/or their eligible family dependents
- Increase quality or quantity? of essay entries
- Achieve one-hundred percent contact of eligible AF Club Members
- Increase sponsorship exposure to ensure future program participation

PROGRAM TIMELINE

1 Mar 16	Scholarship entry site opens Essay site closes
20 May 16	Essay site closes
23 May – 17 Jun 16	Essays judged
20 – 24 Jun 16	Announcement of scholarship & installation incentive award winners
NLT 30 Jun 16	Complete top two installation cash transfers
NLT 15 Jul 16	Acceptance and/or letter’s from the Registrar’s office are due-- email to (sally.truhitte@us.af.mil)
25-29 Jul 16	Disburse checks

AWARDS/AF CLUB INCENTIVE PREMIUMS

- Scholarship Awards
 - Six (6); Two formats (written and video)

	<u>Written Essay Format</u>	<u>Video Essay Format</u>
First Place	\$5,000	\$5,000
Second Place	\$4,000	\$4,000

Third Place

\$2,500

\$2,500

- Two \$1K “incentive” awards for the top two installation AF Clubs with the highest number of eligible essays submitted (written or video format)

SCORING/JUDGING

A request for four (4) judges will be sent to AFSVA leadership NLT the end of Apr 16. Judges will score essays and/or videos on material content, presentation, and adherence to required number of words (at least 1000 for the written format) and required length of video (at least 5 minutes). Each judge will award 1- 10 points, with 10 being the higher score. The top three (3) highest scoring entries in each category will be the winners. The judges’ decision is final.

ELIGIBILITY

Open to all Air Force club members in good standing (account is not inactive, delinquent, or charged off) and their eligible dependent ID card holders (spouse, children or other eligible dependents). To win a scholarship, you must meet **ALL** entry/eligibility requirements, plus provide all requested documents and/or uploads. Failure to meet eligibility requirements and/or provide all documents requested will result in automatic disqualification and/or forfeiture of scholarship. All winners’ eligibility will be validated prior to award of scholarships and if at any time the member’s “status” changes, i.e., the account has become inactive, delinquent, or charged off, the club members’ status will no longer be deemed “in good standing” and the scholarship will be forfeited. Lost or misplaced checks will not be re-issued. The Program Manager is not responsible for incorrect information.

IMPORTANT NOTICE: The following categories of personnel are NOT ELIGIBLE to participate in this program:

HQ USAF: Secretary of the Air Force, AF Chief of Staff; Vice Chief of Staff; Chief Master Sergeant of AF; Deputy Chief and Assistant Deputy Chief of Staff for Manpower, Personnel and Services; Director and Deputy Director of Air Force Services; AF Services Career Field Manager; AF Services Operations Chief; AF Services Operation Club Program Manager; their spouses and immediate family members.

Air Force Material Command (AFMC): Commander, Executive Director, Command Chief, their spouses and immediate family members.

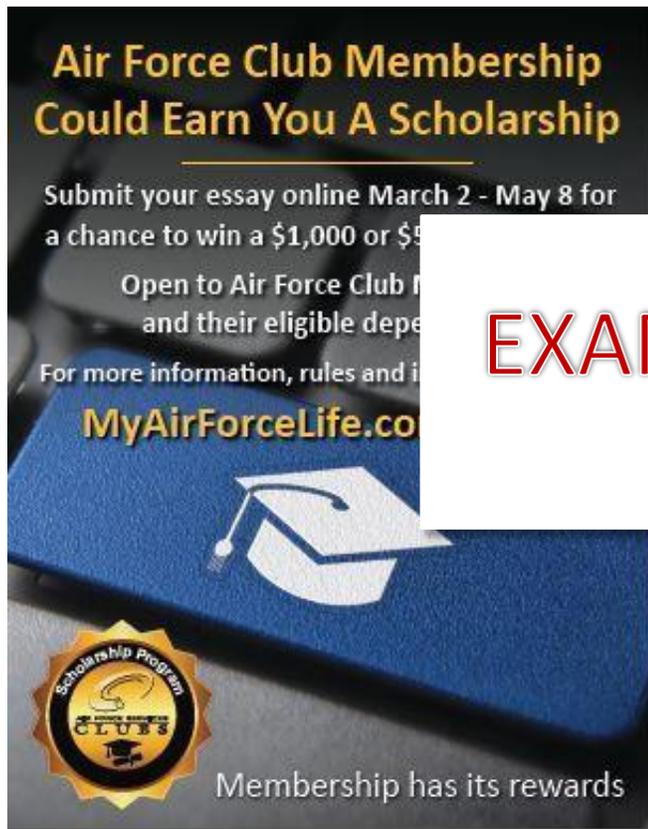
Air Force Installation Mission Support Center (AFIMSC): Commander, Vice Commander, Chief Enlisted Manager, their spouses and immediate family members.

Air Force Services Activity (AFSVA): Commander, Executive Director, Chief Enlisted Manager, Director of Operations, Air Force Food and Beverage Division Chief, Air Force Food and Beverage Branch Chiefs, and the Program Manager.

PROMOTION DESIGN/OTHER INFORMATION

All materials (poster, flyers, sample check for presentation) will be available via the USAF Services download central site:

<https://www.usafservices.com/Managers/Marketing/DownloadCentral.aspx>



**Air Force Club Membership
Could Earn You A Scholarship**

Submit your essay online March 2 - May 8 for
a chance to win a \$1,000 or \$500 scholarship.

Open to Air Force Club members and their eligible dependents.

For more information, rules and instructions visit
MyAirForceLife.com

Scholarship Program
CLUBS

Membership has its rewards

EXAMPLES

SCHOLARSHIP ON LINE ENTRY FORM

All essays and your two letters of recommendation must be submitted in one of the following formats (PDF, WORD, WORD PERFECT, RTF or ODT) along with your photo link and this form. NO LATER THAN midnight Central Standard Time (CST) Friday, May 20, 2016. Scholarship entry requirements are strictly enforced and not meeting all requirements will result in disqualification. Check out <http://www.myairforcelife.com/Clubs> for complete rules and regulations.

ENTRANTS INFORMATION

First Name _____ Last Name _____ MN/MI _____
Home Address _____ City _____ State _____
Phone Number _____

_____ for University for the fall semester full-time/part-time or currently a freshman at _____
(Full-time/part-time)
(son, daughter, spouse, step child, grandchild-must be an ID card holder)

_____ Last Name _____ MN/MI _____
_____ digits of member's AF Club Card _____
(i.e., Officer, Enlisted, Consolidated Collocated)

PRIVACY ACT STATEMENT
Authority 10 U.S.C 8013 Purpose: Information collected to select and notify scholarship winners. Routine uses: None. Disclosure: A failure to provide required information makes you ineligible for a scholarship.

Note: Any changes and/or updates to this program will be posted on Download Central followed by email notification to participating installations. No Federal Endorsement of JP Morgan Chase Intended.