



2019 NSPRA Seminar Dawn K. McDowell Memorial Scholarship Application

July 14-17, 2019 — Washington, D.C.

The Dawn K. McDowell Memorial Scholarship is administered by the NSPRA Foundation for the Advancement of Education and was made possible by the generous donations of her family and MinnSPRA in her memory. The scholarship provides one registration to the NSPRA National Seminar.

Dawn Kay McDowell, APR, was a respected NSPRA member and past NSPRA President who passed away from cancer in January 2006 at the age of 50. Known as a consummate public relations professional who was dedicated to improving communication in public schools, Dawn served as communications coordinator in school systems in Minnesota before moving to Toronto, Canada, where she transitioned into corporate public relations, eventually serving as executive vice president and managing director of GPC International. She was a loyal colleague, friend and mentor to many MinnSPRA and NSPRA members and remained an active and supportive member of NSPRA throughout her career.

Eligibility

Eligible candidates:

- Have *never* attended an NSPRA Seminar.
- Are employed in a full-time professional school public relations position.
- Are chapter members in good standing (*NSPRA membership is not required to qualify*).
- Have not yet registered for the 2019 National Seminar (*a current registration cannot be replaced by a scholarship*).

Applications

Applicants must follow the guidelines as directed and submit the requested information no later than February 1, 2019. (See application form).

Selection

A sub-committee of the NSPRA Executive Board will review the applications and recommend a candidate to the full Board for approval at the March 2019 board meeting. The candidate will be notified at that time.

Application Deadline: February 1, 2019

Please Return Scholarship Application Forms to:

National School Public Relations Association

Attn: Seminar Scholarships

15948 Derwood Road

Rockville MD 20855

Telephone: 301-519-0496 • Fax: 301-519-0494

nspra@nspra.org

2019 Dawn K. McDowell Memorial Scholarship Application

Name: _____

Title: _____

District/Agency: _____

Address: _____

City/State/Zip: _____

District/Agency is: Urban ____ Suburban ____ Rural ____ Enrollment: _____

Telephone: _____ Fax: _____ E-Mail: _____

Chapter affiliation: _____ How long have you been a chapter member? _____

Number of years experience in public relations: _____

Number of years experience in school public relations: _____

Are you a current NSPRA member? _____

Please answer the following questions on a separate sheet and attach to your submission:

1. How would you benefit from a scholarship to the NSPRA Seminar?
2. What specific skills would you like to develop?
3. How would the advancement of these skills help you in your present job?
4. Would receipt of this scholarship be a deciding factor in your Seminar attendance?
5. Describe your level of involvement as a state chapter member.
6. Do you plan to continue a career in school public relations?

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