Ray Greenly Scholarship 2017

Description

The NRF Foundation is the 501(c)(3) nonprofit charitable arm of the National Retail Federation, shaping retail’s future by building awareness of the industry through statistics and stories; developing talent through education, experiences and scholarships; and fostering career growth among people who work in retail. Ray Greenly was Vice President of Research and Member Services for Shop.org, a community of National Retail Federation, before losing a year-long fight with cancer in the fall of 2005. In honor of his passion for digital retail, this scholarship was created in his memory. The NRF Foundation’s Ray Greenly Scholarship (“Scholarship”) program provides financial support to students who have the potential to succeed in a retail career, especially in fields most relevant to digital retail such as marketing, ecommerce, computer science, advertising, business, journalism, and information technology.

Scholarship Eligibility and Entrance Requirements:

1. Applicant must be an undergraduate sophomore, junior or senior or a graduate student enrolled full-time at any U.S. college or university in September 2017 when the scholarship decision is scheduled to be made.

2. Applicant must be a U.S. citizen or a legal U.S. resident eligible to work in the United States and at least eighteen years of age (nineteen (19) years in Alabama, Delaware and Nebraska; twenty-one (21) years in Mississippi) at least from the time of entry. Students younger than the ages listed can only enter with written consent of their parent or legal guardian.

3. Applicant must have a cumulative grade point average (“GPA”) of 3.0 or above on a 4.0 scale at the time of entry.

4. To be considered for a scholarship, each applicant must:
   a. Submit a completed application including personal information, an innovation essay, a personal brand video and transcript to NRF Foundation via no later than 11:59 p.m. ET on April 3, 2017 that conforms to these Rules and the Application Requirements. All applications must be submitted via the Internet at www.nrfscholars.communityforce.com;
   b. If selected based upon submissions (listed above in paragraph 4.a), participate in a telephone call (no more than one hour in duration) with retail representatives to discuss the case study portion of the application during the week of April 10, 2017.
   c. Submit a completed case study, letter of recommendation, headshot, and resume to NRF Foundation no later than 11:59 p.m. ET on June 26, 2017;

5. Each applicant selected as a semi-finalist based on the information listed above in paragraph 4 must attend the 2017 NRF Shop.org Digital Summit in Los Angeles, CA and its pre-event activities on September 25-26, 2017 (“Summit”). In the event that NRF Foundation provides travel funds to a semi-finalist’s school on behalf of a semi-finalist who does not attend the Summit, the travel funds will be rescinded and the school will promptly return travel funds for the semi-finalist to NRF Foundation within five business days of the last day of the Summit.

6. Each finalist must interview with retail executives prior to the Summit on September 25, 2017 to be eligible to receive a scholarship. In the event that NRF Foundation provides travel funds to a finalist’s school on behalf of a finalist who is unable to interview with executives, the travel funds will be rescinded, and the school will promptly return the travel funds for the finalists to NRF Foundation within five business days of the last day of the Summit.

7. Employees, officers and directors of National Retail Federation and NRF Foundation and members of their household and immediate families are not eligible to apply for or to receive a scholarship. In addition, 2016 Ray Greenly Scholarship semi-finalists and finalists and NRF
Foundation’s 2016 Next Generation Scholarship finalists are not eligible to apply for or to receive a scholarship.

Selection of Scholarship Recipients

NRF Foundation and a panel of retail executive judges will evaluate each applicant based on their demonstrated understanding, creativity, entrepreneurial spirit and forethought for creating new ways to connect retail customers to brands and products which could potentially help the retail world evolve. Specifically, each applicant should demonstrate an understanding of digital retail concepts and industry principles, uniqueness, curiosity, adaptability, and the potential to impact the future of digital retail, and each applicant should communicate personal ambition, passion and specific aspirations. Applicants do not have to be in a retail program or major to apply, but should demonstrate how their chosen major or graduate program is relevant to digital retail.

A selection committee will review complete applications received by late July 2017 and will select up to twenty-five semifinalists. A panel of retail executive judges will then select five finalists from the semifinalists. Finalists will receive notice of their selection in August 2017.

The finalists will be interviewed in Los Angeles, CA on September 26. The scholarship recipients will be announced at the Summit. Decisions by the judges and NRF Foundation in all matters related to the Scholarship are final.

Scholarship Amounts

Up to twenty-five semifinalists will receive a travel allowance of up to $1,500 each to defray the costs of each student’s registration for and travel expenses to the Summit. Travel stipends will be distributed directly to the schools on behalf of the selected semifinalists. Each school is required to apply the allowance to each semifinalist’s registration for and travel expenses to the Summit, and once such expenses are paid, schools may use any remaining portion of the travel allowance to help subsidize costs of registration, travel, or housing that other students or educators may incur to attend any National Retail Federation conferences or educational programs that benefit the retail industry.

The scholarship amounts available for the five finalists are: One $25,000.00 scholarship for the winner and four $10,000 scholarships for each of the four runners-up. NRF Foundation will pay scholarship proceeds to the educational institution at which the student is enrolled on behalf of the winner and runners-up.

Contact

Forward questions related to the submission process or requests for the name of winner to scholarships@nrf.com.

Miscellaneous

By participating in the Scholarship, each applicant agrees to abide by all applicable laws and these Rules. All federal, state and local laws apply. Void where prohibited by law and outside the United States. Applications that do not comply with the Rules shall be subject to disqualification without notice, and NRF Foundation reserves the right to make substitutions for any disqualified application. NRF Foundation reserves the right, at its sole discretion, to disqualify, to prosecute, and/or to seek damages from any individual undermining or tampering with or attempting to undermine or tamper with the entry process or the legitimate operation of this Sponsorship program; violating the Rules or applicable laws; or acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. No substitutions or transfers of any scholarship amounts (including travel funds) by any applicant will be permitted. NRF Foundation reserves the right to make substitutions at its sole discretion. Only the number of scholarships and travel grants stated in these Rules is available to be won in the 2017 Sponsorship. All potential winners are subject to verification by NRF Foundation. Except where
prohibited, each finalist may be required to complete and return an affidavit of eligibility, liability/publicity release (the "Affidavit/Release") within seven (7) days of being notified.

Each applicant, not NRF Foundation or any of its affiliates, is responsible for any and all costs that may be associated with entering the Scholarship program or the receipt of scholarship or travel amounts. NRF Foundation and its affiliates and their directors and employees are not responsible for: (1) late, lost, incomplete, damaged, or misdirected applications; (2) lost, misdirected or stolen scholarships or travel allowances regardless of the cause or reason; (3) acts or omissions of schools attended by semifinalists and finalists; (4) any incorrect or inaccurate information, whether caused by applicants, printing errors or by any of the equipment or programming associated with or utilized as part of the Scholarship operation; (5) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (6) unauthorized human intervention in any part of the application process or the Scholarship; (7) technical or human error which may occur in the administration of the Scholarship or the processing of applications; or (8) any injury or damage to persons or property which may be caused, in whole or in part, from any applicant’s participation in Scholarship or from the receipt, use or misuse of any travel grant or scholarship. NRF Foundation will not replace lost, misdirected or stolen scholarships or travel allowances.

By entering the Scholarship, each applicant agrees to release and hold harmless NRF Foundation and its affiliates, subsidiaries, directors, officers, employees and agents from any and all liability except as restricted by applicable law for injuries, loss, or damage of any kind including, but not limited to, direct, indirect, incidental, consequential, or punitive damages arising from or in connection with: operation of or participation in the Scholarship program and related activities; use of the Scholarship application and the website associated with this Scholarship program; the Summit; travel to and from the Summit; acceptance, use or misuse of scholarship amounts including the travel funds; or any claims including, but not limited to, those based on publicity rights, defamation or invasion of privacy, or infringement. NRF Foundation, its affiliates, directors, officers, employees and agents are not responsible if the Scholarship program is terminated, any travel and/or scholarship amounts cannot be provided due to events beyond NRF Foundation's reasonable control including, but not limited to, acts of god, acts of war, natural disasters, weather, or terrorism.

NRF Foundation reserves the right to revise any Ray Greenly Scholarship policies and practices at any time as it deems appropriate in its sole discretion. NRF Foundation's failure to enforce any term of these Rules shall not constitute a waiver of that provision. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of the applicant and NRF Foundation in connection with the Scholarship program, shall be governed by, and construed in accordance with the laws of the District of Columbia without giving effect to any choice of law or conflict of laws rules. Any disputes related to this Scholarship will be resolved in the local and federal courts of Washington D.C. before and after the Scholarship program concludes. In the event of any conflict between the terms of these Rules and any Scholarship-related materials in any format including, but not limited to, the website, the terms of these Rules shall prevail and have precedence.
Ray Greenly Scholarship Application Requirements 2017

The 2017 Ray Greenly scholarship application process consists of two phases. In the first phase applicants are required to submit name and other basic information, an innovation essay, personal brand video and school transcripts. The application deadline for phase one is Monday, April 3 at 11:59pm. There will be short review period during which applicants will be selected to move on to the second phase of the application process.

In the second phase, applicants will be required to submit a five-page paper on a company specific case study, letter of recommendation, resume and headshot. Applicants will be notified by April 10 if they have been selected to move on to this phase and will receive their assigned case study. The application deadline for phase two is Monday, June 26 at 11:59pm.

Ray Greenly Scholarship Application - Phase One

Essay: Innovation (one-page maximum):

Tell us about an app or product that is cutting-edge and has changed the way you shop or has the potential to do so. Explain why it is innovative and how it makes the shopping experience better. Include any suggestions you have for making it even better. Be original and choose something unique that will make you stand out. Responses should be in paragraph format and adhere to the maximum page requirements indicated. Only .doc, .docx, and .pdf files will be accepted.

Personal Brand Video (maximum of two minutes):

Create a video that reveals who you are, what you are passionate about, what you intend to do in your career, and how you will get there. There is no specific format to follow, so be creative!

This is not a video resume. It is your chance to differentiate yourself from other applicants. Be authentic and memorable.

Video must be 2 minutes or less. You will need to submit the URL as part of your application.

Transcript

Upload the most recent copy of your transcript to verify your cumulative GPA. This does not have to be an official transcript.

Ray Greenly Scholarship Application - Phase Two

Case Study Project

Applicants selected to move on to phase two will be assigned a company specific case study on April 10 and are required to submit a five-page paper. Additional details regarding the case study will be provided at that time. The case study will focus on the topic of driving cross-channel behaviors and differentiated brand experiences to attract and retain customers.

Letter of Recommendation

One letter of recommendation must be included with the completed application. The recommendation must be from a faculty member at the applicant's school who can speak to the student's character. The letters must be written on a separate sheet of paper (preferably letterhead), addressed to NRF Foundation Board of Directors, reference the Ray Greenly Scholarship, and be signed by the faculty member.
The letter of recommendation should include the following **(One-page maximum)**:

1. How long have you known the applicant and in what capacity?

2. What skills or abilities does the applicant have that will make him/her successful in his/her future career? Please include examples highlighting the applicant’s potential in his/her chosen field.

3. What other information about the applicant should be taken into consideration?

4. Why are you recommending that the applicant receive the Ray Greenly Scholarship?

**Resume**

Upload a current resume as part of the application package.

**Headshot**

Submit a high-resolution color headshot, at least 300 dpi in jpg or tif format. Photographs will be used for promotional purposes to feature recipients of the Ray Greenly Scholarship.
CERTIFICATION

Ray Greenly Scholarship Application

I certify that the information provided in this application and in accompanying documents is true and accurate, and I understand that any information found to be false or inaccurate may disqualify me from consideration for receiving any scholarship or travel allowance and may require me or my school to return any amounts granted to me. I certify that the submitted case study project, video statement, and essay are my original work and include my own words and from my own opinions and my own images entirely. I authorize the dissemination of the information in my application to those individuals reviewing or judging it. I agree to allow my name, portions of my case study project, excerpts of my essay and video, parts of my letter of recommendation subject to the permission of the author, my photograph and other relevant information (excluding contact information) to be used in any publicity regarding this Scholarship program without any compensation now or in the future. I agree to adhere to all of the Rules and laws that apply to the Ray Greenly Scholarship.

Applicant’s Signature: _____________________________________________ Date: _______________

If the student applicant is younger than the requisite ages listed in the Scholarship Eligibility section, their parent or legal guardian must sign below:

Parent or Legal Guardian’s Name and Signature: _______________________________ Date: ________