



## Virginia Motorcoach Association Estes-Counselman Scholarship Program

### 1. Purpose

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The VMA Estes-Counselman Scholarship Program awards scholarships to college-bound high school seniors or students currently in a higher education school, trade, or professional program. Scholarship is based on demonstrated academic achievement, extracurricular and community activity provided, and future career interest. Two annual scholarships will be awarded, one for VMA Operator Members of either type (Tour or Motorcoach) and one for VMA Associate Members (Tourism-focus or Equipment-Focus). The award will go to applicants which best meet the requirements set forth by the Scholarship Committee.

### 2. Criteria

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Eligible for these awards are full-time employees, or the dependent children of full-time employees, of VMA Operator (both Tour and Motorcoach) Member companies and of VMA Associate (both Tourism-focused and Equipment-focused) Member companies. Award eligibility for VMA Associate Members is limited to only the actual individual contact member(s), and their dependent family members, actively listed with and having a direct interest in the VMA, as opposed to all employees within the Associate organization. Candidates are eligible to apply for and be awarded this scholarship for no more than two consecutive years. After the second consecutive year, whether or not the candidate is awarded this scholarship, they are not eligible to apply again for a period of one year.

### 3. Guidelines

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Scholarships will be awarded on an annual basis. Scholarship Committee will be authorized to review the applications blindly, i.e., without identifying data, and make the selections. The Scholarship Committee is appointed by the Board of Directors and will serve at the discretion of the Board. The Committee Chair or the assigned Reviewer will be the point-of-contact for all **pre-submission** inquiries. The scholarship award will be announced July 1<sup>st</sup>.

### 4. Amount

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Each scholarship will be awarded annually to one VMA Operator Member of either type (Tour or Motorcoach) and one VMA Associate Member, as indicated in section 2. The amount of each scholarship will be determined annually by the Scholarship Committee with the approval of the VMA Board of Directors. The dollar amount will be based on VMA financial status and should be included in the following year's budget.

### 5. Application Submission and Deadline

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Applications will be accepted starting on January 1st and will close on April 15<sup>th</sup>.

Mail or email completed applications to:

Scholarship Committee - Confidential  
c/o VB Group Marketing & Event Resources  
Virginia Motorcoach Association  
PO Box 344, Palatine, IL 60056  
Phone: 908-750-4538  
**Email: [alice@vbgmarketing.com](mailto:alice@vbgmarketing.com)**

Application forms will be located at [www.vamotorcoach.com](http://www.vamotorcoach.com), Scholarship Program as of November 1 of the preceding year.



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### 6. Collection and Distribution of Applications

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Applications are to be mailed directly to the VMA, to be forwarded, SEALED, to an assigned reviewer. Alternatively, applications may be **emailed directly to the assigned reviewer**. The reviewer will process each application as indicated below. This process should be completed within five working days of April 15<sup>th</sup>.

Reviewer will:

1. Collect all applications and review for completion.
2. Separate Operator and Associate applications.
3. Save applications to an unshared file.
4. Mark each application with a random identifier.
5. Create a log associating random identifiers with applicant names and personal information (accessible to reviewer only)
6. Redact all traces of applicant's name and personal information.
7. Set up a meeting with the committee to review scorecard prior to sending out applications for scoring. This gives the judges an opportunity to review the scoring process on a sample basis and identify any clarifications that might be needed during the scoring process.
8. Update reviewing scorecard, if needed.
9. Provide the committee with redacted applications and scorecard within five working days after closing date of April 15<sup>th</sup>.

### 7. Application Judging Process

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Scholarship Committee will review the applications blindly, i.e., without identifying data, and make the selections.

1. Once the application and scorecards have been sent, judges will have until June 1<sup>st</sup> to complete the judging process.
2. Completed scorecards will be provided to the assigned reviewer to audit and tally scores.
3. Reviewer will call a meeting of the Committee to review final tally and determine the winner within five business days. "Question" section on scoring card should be discussed if judges scores do not match. "Essay" scores to be discussed if we have "tie" for winner.
4. Reviewer will complete transcript and employment verification on the proposed winner(s).

### 8. Announcement Process

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Scholarship award winners will be notified on July 1<sup>st</sup> or within five business days thereafter.

1. The winner will receive a phone call from the Committee Chair.
2. The winner will provide a picture and biographical paragraph which will be included in VMA media.
3. The winner will be mailed the check within five business days of the actual award.
4. The winner will be mailed VMA certificate and Letter from the VMA President along with the award check.

### 9. Promoting Scholarship

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The following year's Scholarship program will be promoted at:

1. VMA Annual Convention in August
2. VMA Operator Retreat in November

Announcements/Reminders for scholarship program and associated deadlines will be promoted on:

1. VMA website
2. Email Campaign to members and potential members
3. All VMA social media channels



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### 10. Scholarship Timeline

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The following dates, or nearest Friday or Monday before or after, are the various deadlines for each phase of Scholarship application, review, and award.

- November 1: Application for coming year posted to VMA website.
- January 1-April 15: Completed applications may be submitted.
- April 15, at 11:59 p.m. Application Submission Deadline to [alice@vbgmarketing.com](mailto:alice@vbgmarketing.com). NOTE: Extensions will not be permitted.
- By April 30: All redacted applications submitted to judges.
- June 1: All applications must be scored and returned to reviewer.
- By June 7: Redacted potential winning applications reviewed together by committee.
- By June 15: Employment verification process completed for highest scoring qualified applicants to determine continued eligibility. This process repeats with the next candidate and subsequent if previous candidates prove to be ineligible.
- By July 1: Winning applicants are notified by the committee chair.
- By July 7: Winning applicants are to submit a head shot and bio for website by this date. Picture and bio will be posted on website and VMA social media immediately upon receipt of collateral materials from BOTH winners.
- By July 30: Award check, along with certificate and letter from VMA President, will be mailed to winning applicants, at the address provided on the original application unless applicant provides an update.