

EDUCATIONAL FOUNDATION - INDIVIDUAL SCHOLARSHIP PROGRAM



GUIDELINES / HOW TO APPLY

The Educational Foundation Individual Scholarship Program awards grants by the Foundation, through its Board of Directors, for qualified educational programs or seminars designed to increase and expand knowledge of the hospitality industry.

What does the Educational Foundation fund?

The Educational Foundation normally provides support for educational-based courses or seminars that are directly related to the hospitality industry.

Examples of current program priorities are as follows:

- **Improving the hospitality experience**

Studies show that younger workers, as well as seasoned professionals, are not satisfied with the service model of the last century. They need to be engaged in an “experience” beyond the ordinary to be influenced to change behavior. Customers will be looking for new behaviors in the new service-based economy.

- **Industry work force**

The business model – and the hospitality service model – of the 21st Century will be more about collaboration than one-way communication along a strict hierarchy. A multi-national, ethnically and experientially diverse workforce representing a vast range of age groups will participate in delivering hospitality service.

- **Technology**

Technologies are converging to extend the voice, the ear and the mind of the business professional to anywhere at any time. What is gained and what is lost when individually oriented technology alternatives replace more traditional forms of group communication? How will this affect the hospitality industry?

- **Our changing industry**

As hotel companies merge, service cultures consolidate, and businesses modify the way they provide customer service, changes will also occur in the way employees and managers conduct business.

What Is Not Funded by the Educational Foundation?

Due to limited funds, the Foundation does not make grants for general operations or for ongoing scholarships covering general coursework in institutions of higher learning, venture capital proposals, capital improvements, business equipment or supplies, or endowments.

Who Is Eligible?

Applicants must be employed in the hospitality industry, or graduate or undergraduate students enrolled in an accredited college or university hospitality industry-related program.

Application Deadlines

Applications will be processed throughout the year.

Scholarship Timetable

Applications are evaluated by staff and then by the Educational Foundation Board of Directors. In most cases, funds will be available to recipients within 30 days following the announcement.

Scholarship Amounts and Funding

Scholarship amounts up to \$1,000 are awarded at the discretion of the Charlotte Regional Visitors Authority Educational Foundation Board.