



## June 2013, vol. 1: Scholarship & Bursary Awareness

This year's Lincoln Alexander Scholarship & Bursary program has once again produced a wash of applicants for both awards. Our Scholarship & Bursary Committee now has the unenviable task of selecting just two winners from a strong field of contenders. Results will come out later this summer. Best of luck to all applicants!

With the close of submissions for this year, it's interesting to note that the bulk of applications came in *after* our original due date of June 3<sup>rd</sup>, when the application submission date was changed to June 10<sup>th</sup>. While there's a certain amount we can chalk up to the average university student's natural tendency to procrastinate (and I speak from vast stores of personal experience), the fact remains that all of the usual avenues of spreading the word about the S&B program are being utilized – the website, member statements, and word of mouth, just to name a few – and inquiries about the S&B program have come in as early as January or February, but do these points of contact result in enough interest to ensure follow-through? (And from the point of view of a student, it's free money! What's not to want?)

As with any product, how do you generate interest in the S&B program? Are we aiming at the correct target audience (current and potential members), or does our usual target audience just not have high school- and university-aged children anymore? Is it necessary to revamp the program, are there more ways we can utilize our current points of contact, or are there other potential avenues that remain untouched?

*If you'd like to contribute an article, want to see a topic covered in a Need2Know issue, or saw something on TV or in a news article and want to pass it our way, feel free to drop [me](#) or [Charlene](#) a line – we are always accepting submissions!*