

SALUTE TO EDUCATION – 2015-2016 OVERVIEW

The San Diego County Salute to Education program is a corporate sponsored scholarship program funded by the San Diego County Ford dealers and Ford Motor Company. Contributions from Retail First, Zubi Advertising and RMD Group also help fund the program. Salute to Education's main purpose is **encouraging students to continue their educations**, whether it be at a vocational/technical school, junior college or university.

Over the past 18 years the San Diego County Salute to Education program has awarded over \$3.4 million to San Diego County high school seniors. Over 3,400 students have each received a \$1,000 scholarship for further education. In addition, 17 of the scholarship recipients also received new Ford vehicles.

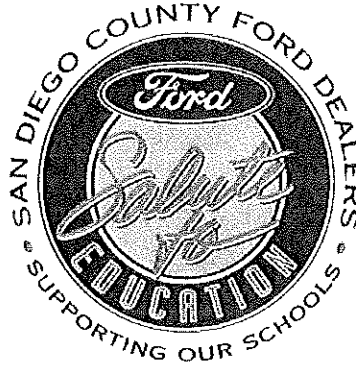
Salute to Education began in 1993 as a pilot program in San Antonio, Texas. Because the Ford dealers have a sincere interest in enhancing educational opportunities in communities, the program expanded to parts of Texas, Florida and San Diego County. San Diego County is the first and only area in California to participate in the program.

San Diego County Salute to Education is available to high school seniors who reside in San Diego County and attend an accredited public or private school in participating areas. Recipients of the scholarships are selected in March by San Diego County Salute to Education Advisory Council participants, educators and community leaders. Scholarship recipients are selected for their personal achievements and their contributions to their communities and schools. Academic achievement is considered, but is not the determining factor for receiving a San Diego County Salute to Education scholarship.

San Diego County Salute to Education awards scholarships on an objective and nondiscriminatory basis.

San Diego County Salute to Education does not discriminate on the basis of race, color, national or ethnic origin, religion or sexual orientation in the administration of its scholarship program.

The scholarship recipients will be selected from the general public and employees and directors of San Diego County Salute to Education or family members of employees and directors of San Diego County Salute to Education will not receive preferential treatment in the selection process.



2015-2016 SAN DIEGO COUNTY SALUTE TO EDUCATION

SCHOLARSHIP GUIDE

***Please note:** The requirements to apply for San Diego County Salute to Education scholarships remain broad to encourage all high school seniors interested in continuing their educations upon graduation to complete a scholarship application form.*

The Salute to Education scholarship program was piloted in San Antonio, Texas in 1993. The Ford and Lincoln-Mercury dealers contributed a portion of every new vehicle sold or leased to the Salute to Education program. Their interest in supporting educational initiatives in the community encouraged other dealers in parts of Texas, South Florida and San Diego County in California to launch the program in their respective communities.

The San Diego County Ford dealers formed the San Diego County Salute to Education scholarship program in 1997 to encourage local high school students to continue their educations after graduation.

This year under the leadership of San Diego County Salute to Education Chairman John McCallan, Dealer Principal of Kearny Pearson Ford, the San Diego County Ford dealers will combine their resources to provide funding for scholarships to students who attend accredited public and private schools in the area and have a desire to continue their educations. Additional funds are generously contributed by Ford Motor Company, Retail First, Zubi Advertising, and RMD Group.

PURPOSE

The purpose of the San Diego County Salute to Education scholarship program is to encourage students to seek a higher education after graduating from high school. The program aims at recruiting students who deserve recognition for their personal accomplishments, and contributions to their schools and communities. *Academic achievement is considered, but is not the determining factor in receiving a Salute to Education scholarship.*

ELIGIBILITY REQUIREMENTS

Eligibility requirements to apply for and receive a Salute to Education scholarship are as follows:

- the applicant must be a resident of San Diego County
- the applicant must be a senior high school student attending an accredited public or private school in San Diego County
- the applicant must be scheduled to graduate in the spring semester and have a desire to continue his or her education at a vocational/technical school, college or university
- all high school seniors may apply regardless of their grade point average
- students who receive a full four year scholarship are not eligible to apply or receive a San Diego County Salute to Education scholarship

APPLICATION PROCESS

The help of superintendents, principals and counselors is needed to encourage high school seniors meeting the eligibility requirements to complete and submit a Salute to Education scholarship application form. The application form asks students to answer basic personal and academic questions and write four short essays based on their personal accomplishments, community contributions, personal goals and an autobiography.

SELECTION PROCESS/JUDGES

The scholarship recipients will be selected by local community leaders, educators and the San Diego County Salute to Education Advisory Council. Judges will select the scholarship recipients based on their personal achievements, financial need, personal challenges, academic accomplishments, contributions to their communities and schools, and overall character.

THE APPLICATION

All information and responses must be typed. Handwritten forms will not be accepted.

Each field or space on the application must be completed. Should a field not pertain to the student, a **very** brief explanation and/or notation such as "Not Applicable" must be provided. Incomplete forms will not be accepted.

The three signatures required on the application must be original signatures, not stamped or copied. If the faculty recommendation is attached as a separate letter, an original signature on the letter can substitute for the faculty recommendation signature on the application. If the faculty recommendation letter is a copy, then the faculty member will need to sign the application.

A student transcript must accompany the application form. The transcript does not have to be an official transcript. Computer printouts listing grades from programs such as Grade Link, Infinite Campus and Naviance will not be accepted as transcripts.

CATEGORIES AND CATEGORY DEFINITION

The students can apply for a scholarship in any **one** of the following categories:

- Arts
- Athletics
- Automotive
- Building Design / Construction
- Business Management / Administration
- Computer Science / Technology
- Education
- Foreign Language
- General
- Language Arts

- Mathematics
- Medical
- Performing Arts
- Science
- Social Science
- Vocational / Technical

The following category definitions are provided to help counselors in assigning students to a specific category and to help judges during the scholarship selection process. Students should select a category that best applies to them.

ARTS

Students applying in the arts category have one or more of the following characteristics:

- Knowledge of different techniques and style periods of art
- Ability to express individual ideas, feelings and observations upon evaluating contrasting pieces of art
- Understand and appreciate art history by identifying artists and their works
- Participation in school and/or community activities relating to the arts

ATHLETICS

Students applying in the athletics category have one or more of the following characteristics:

- Two-year varsity athlete
- All-district team, regional or individual qualifier
- Recognition or awards received related to athletics
- Strong leadership qualities among other athletes
- Good sportsmanship and positive attitude
- Participation in school and/or community activities relating to athletics

AUTOMOTIVE

Students applying in the automotive category have one or more of the following characteristics:

- Desire to pursue a career in automotive related fields
- Knowledge of electrical and/or mechanical operation of automotive vehicles
- Experience in aesthetic or mechanical design through various media
- Acceptance into vocational school, junior college, college or university automotive program
- Participation in school and/or community activities relating to automotive design and/or operation

BUILDING DESIGN / CONSTRUCTION

Students applying in the building design/construction category have one or more of the following characteristics:

- Desire to pursue a career in building design and/or construction fields
- Knowledge of building design or construction
- Experience in the design or construction of structures
- Participation in school and/or community activities relating to building design and/or construction

BUSINESS MANAGEMENT / ADMINISTRATION

Students applying in the business management/administration category have one or more of the following characteristics:

- Desire to pursue a career in business management and/or administration
- Enrollment in business classes
- Experience in business administration, operations or management
- Acceptance into business school, junior college, college or university business program
- Participation in school and/or community activities relating to business management/administration

COMPUTER SCIENCE / TECHNOLOGY

Students applying in the computer science/technology category have one or more of the following characteristics:

- Proficiency in computer science/computer technology
- Enrollment in classes where computer science and computer technology is applied such as drafting (CAD), graphics or animation
- Participation in school and/or community activities relating to computer science/computer technology

EDUCATION

Students applying in the education category have one or more of the following characteristics:

- Desire to pursue a career in education
- Demonstrated leadership abilities
- Strong peer tutoring skills
- Participation in school and/or community activities relating to education

FOREIGN LANGUAGE

Students applying in the foreign language category have one or more of the following characteristics:

- Proficiency in his/her second language using listening, conversational, reading, and writing skills
- Knowledge of his/her second language in terms of culture, the arts, geography, history and literature
- Participation in school and/or community activities relating to foreign languages

GENERAL

Please note: Students should apply in other categories listed. The general category is the most competitive and should be used for students that do not fit any other category.

Students applying in the general category have one or more of the following characteristics:

- 90 percent attendance or better
- Strong leadership roles and documented participation in school and/or community organizations

LANGUAGE ARTS

Students applying in the language arts category have one or more of the following characteristics:

- Outstanding achievement or potential in the communication areas through the exhibition of published written work, literary awards, oral/audio/video presentations and/or debates
- Maintain portfolios containing personal samples of writing and/or video materials incorporating the use of current technological and/or communications tools and techniques
- Knowledge of major literary works and the ability to analyze and interpret text
- Participation in school and/or community activities relating to language arts

MATHEMATICS

Students applying in the mathematics category have one or more of the following characteristics:

- Outstanding achievement in mathematics through traditional or innovative problem solving, utilization of technological tools, and application of creative, logical, and evaluative thinking
- Enrollment in classes where advanced mathematics is applied such as trigonometry, pre-calculus, calculus, computerized business courses, drafting (CAD) or marketing
- Participation in school and/or community activities relating to mathematics

MEDICAL

Students applying in the medical category have one or more of the following characteristics:

- Desire to pursue a career in the medical field
- Experience in the medical field
- Volunteer at a hospital, medical office or clinic
- Acceptance into medical or dental vocational school, junior college, college or university program
- Participation in school and/or community activities relating to the medical field

PERFORMING ARTS

Students applying in the performing arts category have one or more of the following characteristics in the area of theater, instrumental/vocal or dance:

Theater

- Demonstrate acting skills and techniques through improvisation and characterization
- Understand and demonstrate the different roles used in the theater such as production, lighting and sound techniques, etc.
- Knowledge of the history of theater and major style periods
- Participation in school and/or community activities relating to the theater

Instrumental/vocal

- Ability to perform with excellent intonation and technique
- Ability to analyze, conduct and compose intermediate to advanced musical compositions
- Knowledge of the different style periods in music history, music literature and key musicians throughout the history of music
- Participation in school and/or the community by performing music as a soloist, accompanist or in an ensemble setting

Dance

- Ability to perform different dance styles
- Ability to create original dance pieces for instruction and performance
- Knowledge of dance history and of different dance styles
- Knowledge and application of intermediate to advanced dance techniques from different styles
- Participation in school and/or community activities relating to dance

SCIENCE

Students applying in the science category have one or more of the following characteristics:

- Knowledge and interest for the natural sciences through competent problem solving, peer tutoring and/or through science projects
- Participation in school and/or community activities relating to science

SOCIAL SCIENCE

Students applying in the social science category have one or more of the following characteristics:

- Knowledge of and above average participation in history, economics, sociology, psychology, political science, social studies and/or related subjects
- Strong leadership skills and peer tutoring
- Participation in school and/or community activities relating to the social sciences

VOCATIONAL / TECHNICAL

Students applying in the vocational/technical category have one or more of the following characteristics:

- Interest and knowledge in vocational/technical classes and programs
- Maintain portfolios and/or an accurate record on projects related to the vocational/technical field
- Employment with a vocational/technical organization through the school work-study program
- Participation in school and/or community activities relating to vocational/technical programs

WHERE TO SUBMIT APPLICATIONS

Students may mail application forms to the San Diego County Salute to Education office at the address below.

High school counselors may collect completed San Diego County Salute to Education application forms and mail them to:

San Diego County Salute to Education
P. O. Box 19366
San Diego, CA 92119

Please do not send certified mail.

Applications may be delivered to the San Diego County Salute to Education office. Please contact the office for information.

ADDITIONAL INFORMATION

Please contact LeAnn Eldridge with any questions or comments:

Phone: (619) 521-2404
Fax: (619) 283-1327
Website: www.salutetoeducation.com
E-mail: info@salutetoeducation.com

Scholarship distribution is conducted at the sole discretion of the San Diego County Ford dealers, Ford Motor Company, its subsidiaries and the Salute to Education Advisory Council. Parties retain the right to make program rule changes at any time. All judging decisions are final.



2015-2016 SAN DIEGO COUNTY SALUTE TO EDUCATION PROGRAM QUESTIONS & ANSWERS

- 1. What is the San Diego County Salute to Education program?**
San Diego County Salute to Education is a corporate-sponsored program that enhances educational opportunities within the community by awarding scholarships to senior high school students.
- 2. What is the purpose of the San Diego County Salute to Education program?**
The purpose of the San Diego County Salute to Education program is to encourage students to continue their educations by awarding them with scholarships upon graduation from high school. The program recognizes students for their personal achievement and service to the community and school.
- 3. How much money will the San Diego County Salute to Education program award senior high school students in San Diego County this year?**
This year the San Diego County Salute to Education program will award a minimum of \$150,000 in scholarships to San Diego County senior high school students. In addition, one scholarship recipient will receive a new Ford Focus, Fusion, Mustang or Escape.
- 4. Who may apply for the San Diego County Salute to Education scholarships?**
Any high school senior who is a candidate for graduation in the spring semester, attends an accredited public or private school in San Diego County and is a resident of San Diego County who has not received a full four year scholarship may apply for a San Diego County Salute to Education scholarship. Students who receive a full four year scholarship are not eligible to receive a San Diego County Salute to Education scholarship.
- 5. How many students will receive scholarships through the San Diego County Salute to Education program this year?**
A minimum of 150 San Diego County senior high school students will receive scholarships in the amount of \$1,000 this school year.

- 6. How many students per school may apply for the San Diego County Salute to Education scholarship?**

Schools are not limited in the number of students applying for or receiving San Diego County Salute to Education scholarships.
- 7. When will scholarship applications be available?**

Salute to Education applications are available now from senior high school counselors, at San Diego County Ford dealerships and on the website at www.salutetoeducation.com.
- 8. When is the deadline for submitting completed San Diego County Salute to Education application forms?**

The deadline for submitting completed application forms is **Friday, February 19, 2016**. All applications must be postmarked or delivered by February 19th. *A copy of the applicant's transcript must accompany all Salute to Education application forms.*
- 9. Should the application be typed or can it be handwritten?**

The complete San Diego County Salute to Education scholarship application must be typed. Handwritten information and responses will not be accepted. The application is available on the website at www.salutetoeducation.com and is formatted to allow typing directly onto the application.
- 10. Can responses to the essay questions be typed on separate pages and attached to the application?**

Responses to the essay questions and the faculty recommendation can be typed on separate pages and attached to the application. Space allowed for responses on the application should be respected when typing on separate pages.
- 11. Must the transcript be an official transcript?**

The transcript attached to the scholarship application does not have to be an official transcript. Computer printouts listing grades from programs such as Grade Link, Infinite Campus and Naviance will not be accepted as transcripts.
- 12. Who will select scholarship recipients?**

The San Diego County Salute to Education Advisory Council participants, educators and community leaders will review applications and select scholarship recipients.

13. How will students be notified once they have been selected to receive a scholarship?

In April, a letter will be distributed to all San Diego County high school counselors listing the names of Salute to Education scholarship recipients. Letters will also be sent to each scholarship recipient.

14. When will students receive their scholarships?

Students will receive their scholarships at the Scholarship Announcement Ceremony in April/May 2016.

15. How is the San Diego County Salute to Education program funded?

Funds for the San Diego County Salute to Education program are contributed by San Diego County Ford dealers. For every new vehicle sold or leased, the San Diego County Ford dealers make a contribution to the San Diego County Salute to Education scholarship program. Additional funds are contributed by Ford Motor Company, Retail First, Zubi Advertising and RMD Group.



2015-2016

San Diego County Salute to Education Advisory Council

Cliff Albert
News Director
Newsradio 600 KOGO

Rich Hopkins
Retired Sales Manager
U-T Automotive

Dr. Doris Alvarez
Retired Principal

Michael Jordan
Retired Automotive Teacher
Ramona Unified School District

Sue Braun
Retired Board Member
San Diego Board of Education

Mark Larson
AM 1170 Radio Talkshow Host and
KUSI Contributor/Analyst

Michael Brunker
Executive Director
Jackie Robinson Family YMCA

Mike McKinnon, Jr.
President and General Manager
KUSI-TV

Hal Clement
Retired News Anchor

Mike Stafford
President, Even Days
CerasoliStafford Media Management

Rory Devine
Reporter
NBC 7/39

Dave Stall
Automotive Journalist

John Hinek
Director of Business Operations
San Diego Chargers

Anna M. Vallez
Director
Changing Our World



**Funding for San Diego County Salute to Education
is made possible by the following Ford dealers:**

El Cajon Ford • El Cajon

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Fuller Ford • Chula Vista

Kearny Pearson Ford • San Diego

Ken Grody Ford • Carlsbad

Mossy Ford • San Diego

North County Ford • Vista

Penske Ford • La Mesa

Perry Ford • National City

Perry Ford • Poway

Miramar Truck Center • San Diego



2015-2016 SAN DIEGO COUNTY SALUTE TO EDUCATION

TIMELINE

Friday, February 19, 2016 - Application Deadline

Deadline for high school seniors to submit a completed San Diego County Salute to Education scholarship application form. Application may be delivered or postmarked on or before February 19. A copy of the applicant's transcript must accompany application forms.

March, 2016 - Selection Committee Meeting

Judges review and evaluate San Diego County Salute to Education scholarship application forms.

April, 2016

Counselors and scholarship recipients receive notification.

April/May 2016 - Salute to Education Scholarship Announcement Ceremony

San Diego County Salute to Education scholarship recipients will receive scholarship awards.

Timeline is subject to change.