

April 1, 2009

Dear Art & Design Educators and Professors,

Moore College of Art & Design is pleased to announce a new merit scholarship created to support incoming transfer students who demonstrate exceptional artistic and academic potential. The Business Scholars in the Arts Scholarship celebrates Moore's mission to encourage women artists to achieve their academic and career goals and to make an impact in the field of art.

This award is a merit-based scholarship granted to qualified transfer students who are identified by their current art teachers or by the admissions committee at Moore. Selection is based on portfolio excellence, exceptional academic history, and evidence of future potential for business leadership in the arts.

The scholarship will be awarded to selected students in the amount of \$2,000.00 per year of full-time study. This award is given in addition to any other merit scholarship or financial aid a transfer applicant may receive. This award will begin in the fall of 2009, and is renewable throughout the student's years of full-time enrollment at Moore, provided she maintains a cumulative GPA of at least 3.0, and actively completes 30-50 hours per year in business leadership activities.

In addition to the monetary scholarship, recipients will receive valuable art and design business training throughout their enrollment at Moore. The training includes conflict resolution, time management, and positive risk-taking; students will also have opportunities for networking in the arts and will develop a business vision/plan—thereby building the bridge to the world of work. Selected students are encouraged to take the Business Minor at Moore.

I would like to ask you to nominate one of your students whose artistic ability and passion indicate strong potential for success at Moore. The selected student should also be a strong achiever academically and have serious interest in the business of art and design. The deadline for nominations has been extended to June 8, 2009. Notifications of awards will be sent in mid-June. A small pool of applicants may be placed on a wait-list. Selected students will be required to submit their confirmation of acceptance to Moore by June 19th, 2009.

Thank you for your assistance in identifying a strong candidate for the Business Scholars in the Arts scholarship. Please feel free to contact me if you have any questions about the nomination process or our BFA program.

Sincerely,

Heeseung Lee
Director of Admissions and Enrollment Management

20th Street and The Parkway
Philadelphia, PA 19103-1179

tel 215 965 4014 - Fax 215 568 3547
www.moore.edu

Moore College of Art & Design is pleased to announce the new Business Scholars in the Arts Scholarship for transfer students

The scholarship will be awarded to selected students in the amount of \$2,000.00 per year of full-time study. This award is given in addition to any other merit scholarship or financial aid.

In addition to the monetary scholarship, recipients will receive valuable art and design business training throughout their enrollment at Moore. Selected students are encouraged to take the new Business Minor at Moore. This program builds on the College's strength in preparing women for careers in art and design through workshops on self-assessment and self-presentation, structured networking experiences, and pre-professional experiences prior to the internship.

The additional support in and out of the classroom will enhance students' skills in any work environment and, with some job experience, will provide the necessary tools for exploring many career paths, including small business ownership.

Highlights of the program include:

- Researching and learning best practices for utilizing the city's arts and cultural organizations and resources.
- Attending structured meetings to explore issues related to owning a business
- Shadowing professionals who own their own businesses
- Learning self-presentation skills
- Developing business plans and concrete actions steps
- Attending art and design related networking events
- Participating in a pre-professional experience and intensive internship preparation

Recommended sample coursework includes:

- HU 371: Speaking for Success
- Business 365: Principles and Practice
- BUS 338: Strategies for Success: Marketing
- English 210: Critical Approaches
- Business 389: Entrepreneurship

For more information, please contact the Office of Admissions at Moore College of Art & Design at 215.965.4015 or enroll@moore.edu

Business Scholars in the Arts Scholarship Nomination

Student's Name _____

Address: _____

City _____ State _____ Zip _____

Telephone () _____

E-Mail _____

Student's Intended Major at Moore: _____

Professor's Name _____

School _____

School Address _____

City _____ State _____ Zip _____

Daytime Phone () _____

E-Mail _____

Letter of recommendation from the nominating faculty:

Please include a letter of recommendation for the candidate as part of the nomination process. The letter should address the student's artistic achievements, areas of interest within art and design, overall drive to succeed, and demonstrated success in the classroom.

Letter of intent from the nominated student:

Please include your student's letter of intent and their resume that reflects past experiences that show evidence of future business leadership potential and drive to succeed. The letter of intent should focus on the student's goals as a professional artist, designer, or business owner. Activities such as professional involvement, work history, community service, or other extra-curricular activities that demonstrate personal initiative and motivation are relevant for inclusion in the resume. This letter and resume may be sent under separate cover, as long as it is received by June 8, 2009.

Do not write in this box. For scholarship committee use only.

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