



Better Business Bureau 'Student of Ethics' Award For High School Students Graduating in Spring 2012

The Better Business Bureau Serving E. Missouri & S. Illinois Student of Ethics Award Program recognizes juniors in high school who personify high ethics demonstrated through leadership, community service, overall personal integrity, and academic history. Three students will be selected by an independent panel of judges to receive scholarships of \$2,500 each, sent on their behalf to any accredited college of their choice. Scholarships must be used within three years of receiving the award, and will be distributed to the student's college upon verification of enrollment. The scholarship must be applied toward school-related expenses, including: tuition, books, room and board, or other related items. Award trophies will be presented to recipient students at the BBB's TORCH Awards event in October, and award money will be sent to the colleges after the students enroll. The BBB will pay for the student to attend this luncheon banquet and will provide two additional tickets for the student's parents or guest.

AWARD GUIDELINES: Winners will be selected by independent judges chosen by the BBB. Typically, judges come from the business, academic or nonprofit communities. Judges will select the scholarship recipients based on their leadership, contributions to their communities and schools, personal integrity, academic accomplishments, letter of reference, and written essay. Decisions of the judges are final.

The applicant must be a U.S. citizen and a legal resident of Illinois or Missouri. The scholarship program is open to qualified, high-school juniors in the 92 counties in Southern Illinois and Eastern Missouri served by the St. Louis BBB. Entries should include the **completed entry form** (following this letter), **a one-page, 300-word essay** written by the student, and the student's **high school transcript. One letter of reference** for the student (e.g. from a teacher, school official, church official, employer, etc. – no family members, please) should be included in the packet. **The letter of reference should be no longer than 100 words.**

All submitted entries become the property of the BBB and cannot be returned. Winning students will be notified via telephone call in early-July. All non-winning students will be notified via e-mail after winning students are contacted.

CRITERIA: Leadership-10%, Community Service-10%, Academic-10%, Letter of Reference-10%, Essay-60%.

Students should demonstrate their commitment to high ethical behavior and provide documentation in the following areas:

Leadership 10%

- Describe any extra-curricular, school-related activities. Include awards/honors or offices held.
- List past and present employers and describe positions held (if applicable, not required).

Community Service 10%

- Describe activities outside of school and within your community, such as church, charitable or community activities.

Academic 10%

- Enclose a copy of most recent transcript
- Describe post-secondary education plans

Letter of Reference 10%

- Personal recommendation with reasons

Essay 60%

- Write a 300-word essay on the importance of ethics in school, business and our community and describe how the student handled an ethical dilemma. Discuss viewpoints and give examples, as applicable. The student may want to discuss how marketplace ethics involves integrity, honesty and civility in our community. Ethics can be described as a decision-making process that enables us to determine the "right" thing to do in a given, sometimes difficult, situation.
- Essay must be typed, 12-point, single-spaced and black ink. All essays become property of the BBB. Winners' names may be released to the public and news media for promotional purposes.

PROCEDURE: Mail the completed application form, essay, transcript, and letter of reference to: **Chris Thetford, Student of Ethics Awards, Better Business Bureau, 211 N. Broadway, Ste. 2060, St. Louis, MO 63102.** Incomplete entries will not be accepted or acknowledged. Please make sure that the folder of information is complete (essay, transcript and letter of reference). Sealed copies of transcripts can be opened and copied.

DEADLINE: Must be postmarked or hand delivered by May 11, 2011.

AWARD: Recipients of BBB Student of Ethics Awards will be asked to attend the BBB's TORCH Awards event in October. Details on this event will be forthcoming. The awards will be made payable to the winning students' selected college.

QUESTIONS: Please contact Chris Thetford at 314-645-0606 or communications@stlouisbbb.org.

(OVER)





**BBB Student of Ethics Award
2011 Entry Form
For Students Graduating in May 2012**

Student's Full Name

Student's Home Address

City

State

County of residence

Home Phone number ()

Cell Phone ()

Student's e-mail address

Student's High School

Leadership

Describe any school-related activities (student government, clubs, athletics, extracurricular activities, etc.) or outside employment in which you are involved. Include any relevant awards/honors received, and any positions or offices held. If needed, additional space or sheets can be used, but please label accordingly.

Community Service

Describe any service-related activities, such as church, community-service activities, or volunteering in which you are involved. Include any relevant awards/honors received, and any positions or offices held. Attach and label additional sheets, as necessary.

Academic

Briefly describe your post high school education plans and list any awards received related to academic achievement. Again, attach and label any additional sheets, as necessary.

Essay

Please write a 300-word essay describing a decision-making process that you have utilized in making an ethical decision(s) in your life. Please give a specific example of a difficult ethical decision you made utilizing this process. Also include why ethics are important in school, business and our community. Attach and label sheets as necessary.

**Mail To: Chris Thetford
Student of Ethics Award
Better Business Bureau
211 N. Broadway, Ste. 2060
St. Louis, MO 63102**

**Entries must be postmarked or received by
May 11, 2011**