



2019 Standout Future Professional Scholarship

Purpose:

To provide scholarship assistance to three (3) eligible students preparing for a career in the field of cosmetology.

Overview:

Scholarship applicants will submit an essay described in the requirements below. From those submissions, the scholarship panel will select 10 winners to compete in a social media makeover competition. A total of three (3) winners will be selected from the social media makeover competition.

***Award:**

Three (3) recipients will receive a tuition scholarship to be applied to the June 2019 Cosmetology program.

1st place: Full Tuition Scholarship (value: \$21,000; kit not included in scholarship)

2nd place: \$5,000 Tuition Scholarship

3rd place: \$1,500 Tuition Scholarship

*scholarship awarded upon completion of program and proof of licensure.

Eligibility:

Open to any applicant who possesses a high school education or equivalent (e.g. GED), is at least 16 years of age, and if it is determined by the Admissions committee that the student is capable of successfully completing and benefiting from the training provided.

Requirements:

- Applicants must submit an essay of at least 500 words but no more than 750, describing their interest in an education at the Aveda Institute Des Moines. Entries should include long and short term goals, why you want to pursue cosmetology, and what personal attributes will allow you to be successful as an Aveda student.
- The essay must include (1) first and last name; (2) address; (3) phone number; (4) email address; (5) program; (6) start date; and (7) name of scholarship.
- The essay must be submitted between February 1st, 2019-April 1st, 2019.
- Applicants may only receive one scholarship funded by the Aveda Institute Des Moines.
- Application must satisfy Aveda Institute Des Moines admissions requirements.

Scholarship Awarding Process:

- The Scholarship Panel will review all essays for creativity, inspiration and enthusiasm. The panel will select the top 10 essays to compete in a social media makeover competition.
- The social media makeover competition will require each participant to perform a makeover on a model (friend, family, etc.), take a before and after photo and submit via email to Miranda Goeders (mirandag@avedaiowa.com) by 4:00pm on April 30, 2019.
- All photos will be posted on Aveda Institute Des Moines Facebook page on May 1, 2019 at 10:00am.

- Scholarship(s) will be awarded based on the picture with the most 'likes'. Voting will close May 15, 2019 at 4:00pm.
- Winner announced May 16, 2019.

Details:

- If you accepted the award offered to you, the Aveda Institute Des Moines reserves the right to use all images and essays for public viewing.
- No substitution, assignment or transfer of the scholarship is permitted, except as determined in the sole discretion of the Aveda Institute Des Moines. Scholarships are not redeemable for cash.
- The Aveda Institute Des Moines reserves the right to apply scholarship directly to a student loan.
- Purchased likes or shares (known or unknown by participant), as determined by the Aveda Institute Des Moines Marketing Department, will result in immediate disqualification from scholarship competition.

Contact:

For questions pertaining to the AVEDA Institute Des Moines Standout Future Professional Scholarship, contact Director of Admissions , Miranda Goeders at mirandag@avedaiowa.com.