



SMPS Columbus Scholarship Application

SMPS University

The Society for Marketing Professional Services (SMPS) was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses. Today, SMPS is the only national association that brings together business development and marketing professionals from the architectural, engineering, planning, interior design and construction industries. SMPS represents a dynamic network of 6,800+ marketing and business development professionals and 3,700+ firms throughout the U.S. and Canada. Its mission is to advocate for, educate, and connect leaders in the building industry.

Founded in 1981, SMPS Columbus is one of 59 Chapters committed to being the premier resource for those working in the built environment. With a local membership of 135, SMPS Columbus is one of the largest and most respected chapters in the country. The chapter membership consists of firm principals, directors, managers and coordinators who are focused on developing relationships, generating revenues and transforming business through market leadership.

The SMPS Columbus Scholarship Fund was established in 2017 to support current high school and higher education students and SMPS Columbus members who are pursuing and/or advancing their careers in the Architecture, Engineering, Construction and/or Marketing fields. Scholarships will be awarded in January, beginning in 2018.

CRITERIA & GUIDELINES

SMPS Columbus is offering one (1) \$3500 scholarship to a current SMPS Columbus member to be used toward their tuition and travel expenses for SMPS University (SMPS U). SMPS University is a career advancement program designed for A/E/C marketers and business developers who want to achieve the next level in their careers. In a graduate-level curriculum, SMPS U examines the marketing, business development, and client service principles integral to the strategic operation of the professional services firm.

As a participant, you will come away with a clearer understanding of how marketing can impact a company's performance and profitability, as well as best practices and fresh approaches to introduce in your firm.

Scholarship recipients will be selected by a Scholarship selection committee and will be honored at the January 17, 2018 SMPS Columbus monthly program. The scholarship applicant must meet the following criteria:

- Current SMPS Columbus member
- Mid-level marketer, business developer or technical professional with more than five years of experience in the A/E/C industry

SUBMISSION INFORMATION

1. Complete applications must be postmarked by or before Friday, December 1, 2017. Incomplete and/or hand delivered applications will not be considered
 - Application (signed)
 - Narrative
2. Mail completed applications to:
 - Katie Burgess, CPSM
SMPS Scholarship Chair
1309 Neil Avenue
Columbus, OH 43201
3. Scholarship recipients will be notified of award by Friday, January 5, 2018
 - Applicants will be ONLY be notified if they are awarded the scholarship
4. Scholarship recipients will be honored at the January 17, 2018 monthly SMPS Columbus program
5. Scholarship funds shall be used for tuition for SMPS U
6. Questions? Contact Katie Burgess, CPSM, katiechiki@gmail.com

SMPS COLUMBUS SCHOLARSHIP APPLICATION
SMPS UNIVERSITY



Society for Marketing
Professional Services
Columbus

First Name _____ Middle Initial _____ Last Name _____

Firm Name _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone # _____ Email Address _____

List Your Awards / Honors / Personal Achievements

Attach a clear and concise narrative specifically addressing the following topics in the order listed. Narrative should be typewritten and no more than two pages.

1. Describe your involvement with SMPS. How has SMPS benefitted you both professionally and personally?
2. What skills do you want to gain from attending SMPS University? How will these skills impact your career goals?
3. What impact would this scholarship have on you and your career?

I certify the information contained in this application and narrative is true. If awarded this scholarship, I certify the funds will be used for my SMPS U tuition and travel expenses.

Applicant Signature _____ Date _____