YMA FSF $5,000 SCHOLARSHIP: How To Apply

WHO is eligible?

- Full time students enrolled at a YMA FSF member with an overall G.P.A. of 3.0 or higher.
- Open to Freshmen, Sophomores, Juniors and Seniors, transfer students and international students.
- Majors closely aligned to the fashion industry, including, but not limited to: advertising, communications, consumer science, apparel design, graphic design, economics, fiber science, finance, information technology, management, marketing, merchandising, retail studies, supply chain management, etc.
- Students who have an interest to work in the fashion industry after graduation.
- Students can reapply for the scholarship each year.

WHAT type of project is required?

- Scholars must complete a case study created by the YMA FSF Scholarship Committee.
- The case study is focused on a fashion company looking for strategic growth opportunity. It requires creative thinking, research and strong written communication skills.
- The case study follows a specific format:
  - Part I: SWOT analysis and customer profile which is targeted to the main objective of the case study.
  - Part II: Answer the questions in the section which best fits your major.
    - Design & Product Development
    - Merchandising & Marketing
    - Technology & Analytics
- The case study is presented in an 8 ½” by 11” portrait format. It should be 6-10 pages and up to an additional 5 pages can be included for the appendix, bibliography and citations.

WHEN is the case study due?

- Case studies are due Tuesday, November 1st, 2016.
- The submission process is done electronically. No hard copies are permitted.
- Scholarship selection process will take place between November 8th thru December 9th.
- Case studies are evaluated anonymous to academic institution and applicant name.
- Case studies are assigned to approximately 100 judges who are fashion industry professionals.
- Each case study is evaluated independently by 2 judges.
- Each question in the case study is assigned a weighted percentage to the total.
- Both judges’ scores are averaged together to get the final overall rating.
- Winners are announced by December 12th.

WHEN are the winners announced?

- Students who have an interest to work in the fashion industry after graduation.
- Students can reapply for the scholarship each year.

WHY should you compete for the scholarship?

- $5,000 scholarship check payable to YOU distributed the first week of March.
- Scholarship money can be applied to any educational expense such as tuition, summer housing for an internship, study abroad program, senior collection, etc.
- Scholarship winners are invited to attend the annual January Awards Gala in New York City. Complimentary hotel and travel reimbursements provided.
- Winners will have access to internship opportunities through YMA FSF partner companies.
- Each scholarship recipient is strategically matched to an industry executive who will serve as their mentor during the year of the award.
- Winners are eligible to join the YMA FSF Alumni Association to grow their professional network.
- One $5,000 scholarship winner from each member school will compete the following year for the Geoffrey Beene National Merit Scholarship which awards four $30,000 and four $10,000 scholarships.