

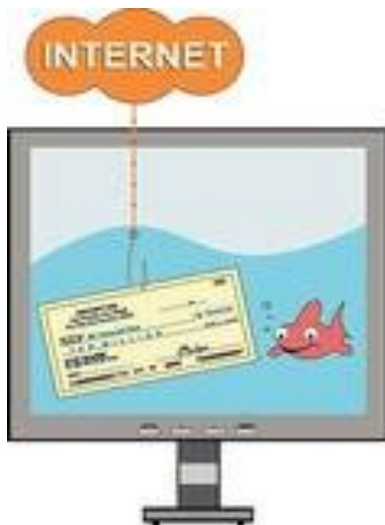


UCLA Scholarship Resource Center **STRATEGIES** WINTER 2013 VOL. 18 NO. 2

Scholarship Scams in the 21st Century

By Elizabeth Raisanen
SRC Staff

Scholarship scams are not new, but many of the ways that they target students are. A federal law that went into effect in 2000 went a long way toward cracking down on fraudulent companies looking to take advantage of students desperate for college cash, but the ubiquity of the internet and the dawn of social media in the first decades of the twenty-first century have led scholarship scammers to evolve in order to find devious new ways of seeking victims. While many of these crooks' tactics have become more sophisticated, their scams fortunately still bear many of the same hallmarks that they did when they relied upon mass (snail) mailings and telephone solicitations. Here are a few common scholarship scamming techniques, and some of the signs that should alert you to their fraudulent nature.



Scam #1: Notifications via email, phone, or letter that you have won a scholarship that you didn't apply for

This is a classic scam tactic that crooks use to obtain your personal information like your contact information, social security number, and credit card and/or banking information. The person who contacts you may tell you that s/he needs your credit card information to "hold" your scholarship funds or to credit it to your bank account. This is *always* a scam; legitimate scholarship

organizations send checks, either to you or directly to your university. Furthermore, you will never win money for college without first applying for it!

Scam #2: Online scholarship "lotteries"
Online "lotteries" or "drawings" frequently present themselves as scholarship contests.

WELCOME TO 2013!

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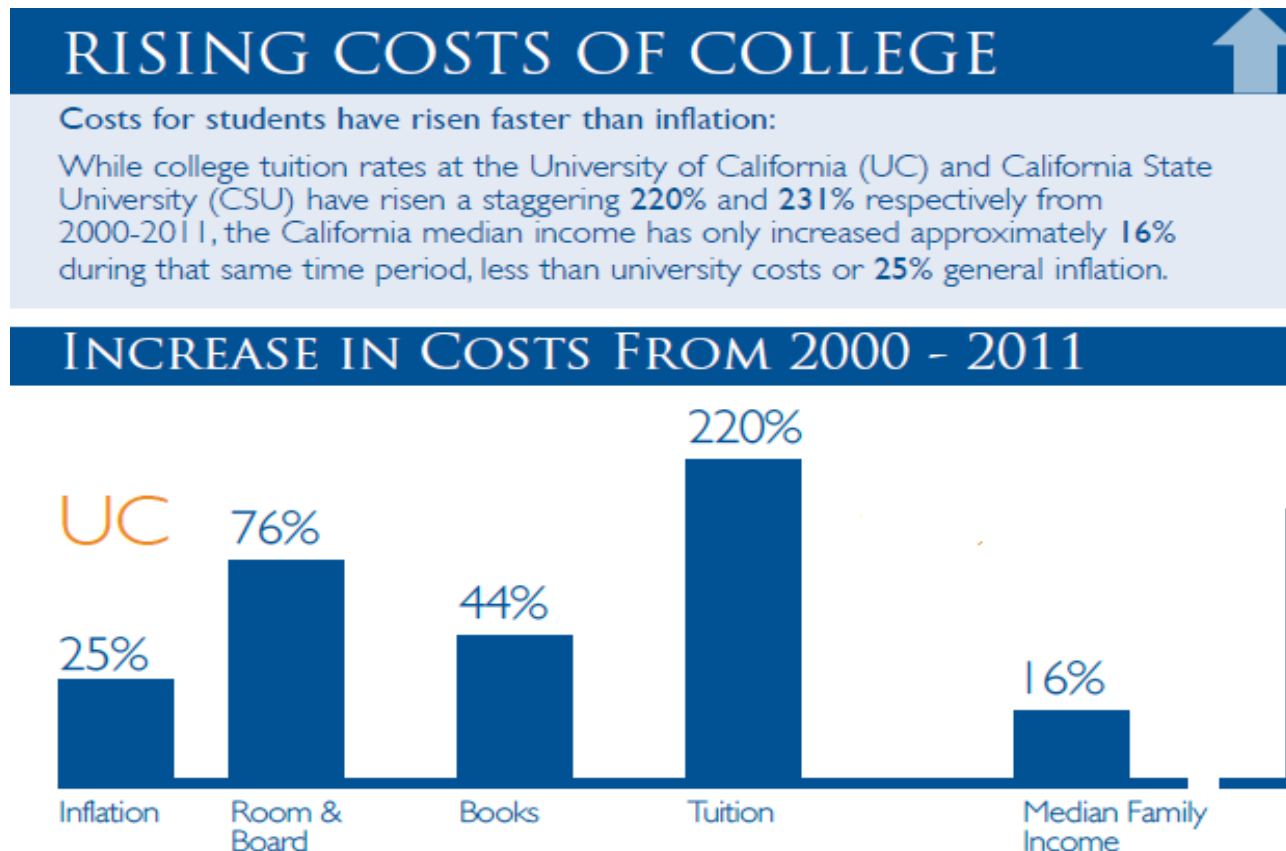
Exercise caution before clicking that button for your chance to win, however. Most of these "contests" are really thinly-veiled attempts to collect your personal information; a number of students have reported being spammed after entering such contests.

Scam #3: Fake university Facebook pages phishing for your personal information

Scammers have been setting up phony websites since the internet's inception, but these kinds of scams are now increasingly showing up in social media. Scammers will set up fake Facebook pages for universities and then contact students in an attempt to gather their email addresses and personal information. These scams can often result in identity theft, causing problems for students for years to come. Be very careful about the amount of personal information you share online. Legitimate university webpages have .edu extensions, and government organizations' webpages end with .gov. If a Facebook page

looks suspicious to you, verify that its name matches that of its purported organization's real Facebook page (if it even has one). Independently verify the legitimacy of any scholarship announcements that come to you, whether they arrive electronically or in your real mailbox. Be suspicious if an organization doesn't have a phone number; if its offices are in California or Florida (where a disproportionately large number of scams originate); if its website or Facebook page contains lots of typos and/or looks unprofessional; if you can't find listings of past winners; and if any amount of money is required (either now or later) to obtain the scholarship.

The bottom line is that, with very few exceptions, when it comes to scholarships, you should never have to spend money to make money. If you ever have any questions about the legitimacy of a scholarship listing, don't hesitate to bring it to the Scholarship Resource Center for a second opinion!



Sources: www.cpec.ca.gov

http://www.jvsla.org/sites/default/files/files/schol2011_brochure.pdf

**COME JOIN OUR SPECIAL EVENT SPONSORED BY
ORL AND THE SRC ON TUESDAY,
JANUARY 15th, 7 PM @ DE NEVE PLAZA ROOMS**

Want to Win Scholarships?

Know Your Audience

By Mac Harris
SRC Staff

With so many students applying for scholarships these days, how can you make yourself stand out and actually win some of those scholarships? Behind every scholarship application is a committee that will evaluate your application, so what can you write in your scholarship essay that will really knock the committee's socks off and put them in your corner? Is there a magic formula for writing the perfect scholarship essay that will win you oodles of college cash?

No, there really isn't. Different scholarship committees have different criteria in mind when they assess scholarship applications, and an essay that wins over the members of one committee might prove unappealing or irrelevant to the members of a different one.

So what can you do? Try to figure out what kind of committee will read your application, and tailor it to suit their interests and values. This does not mean misrepresenting yourself in the application. It means emphasizing the aspects of your profile that best match the kind of student that the committee seems to be seeking.

Sometimes the committee's interests and values are obvious. If you are applying for a community-service scholarship, of course it makes sense to focus on your record of service in the essay and why you are driven to pursue it. If you submit a resume or list of extracurricular activities for the scholarship, be sure that your community-service experience appears at the top of the list.

You should also consider how some of your other experiences, which might not primarily involve service, could have a service aspect. For instance, if you worked at a library, there may have been a program you participated in such as a reading program

for local children, even if your main responsibility was shelving books.

In other cases, the scholarship committee's interests and values may not be so obvious. However, the committee might give clues in the application instruction. It pays to read those very carefully. You may find useful information such as the criteria by which the committee will evaluate the scholarship essays, or else elements that the committee does or does not wish to see in the essay. I have even seen scholarships whose essays are trick questions, with the answer embedded deep within the application instructions. That committee wanted to see who was paying attention to the instructions!

It is also a good idea to research scholarship sponsors—whether groups or individuals—beyond reading the application carefully. Google them. If the sponsor is a business, you want to know what kind of business it runs and why it might be motivated to offer a scholarship. Check to see whether the business has a website and whether the website offers profiles of its major officers. Chances are they might like to award students whose profiles resemble their own in some way.

Some scholarships offer profiles of past scholarship winners and even examples of winning essays. This is a valuable way to learn what kinds of student profiles and writing styles appeal to a particular scholarship committee. Do you see a pattern of any particular kind of interest or experience among the past winners? Do the winning essays tend to have a humorous style?

The more you discover about what motivates the committee that will read your application, the better you position yourself to succeed in that application.

**Join our fan page on Facebook/uclasrc to get alerts
on upcoming scholarships!
Also, follow us on Twitter @UCLASRC**

Donald Strauss Scholarship Program

By Elena Shih
SRC Staff

Do you have an ongoing community service commitment, or hope for a career in public service? Consider applying for the Donald Strauss Scholarship, which gives college juniors a \$10,000 grant to undertake a service project during their senior year. Below are some helpful tips for a competitive application:

1) Show and communicate that you have a demonstrated interest in the project that you have chosen. The selection committee will look to see if you have a clear connection to the project you are proposing. They are seeking individuals who are passionate about the project they wish to undertake and have *illustrated* that passion throughout their undergraduate career. Discuss: a) what made you interested in this issue, b) how long you have been working in this area, and c) in what capacity you have served.

2) Design a project that addresses a clear need. Although there is great latitude in the type of project that you can design, the selection committee still wants your project to address a need. Most Strauss recipients have projects that sought to alleviate or eliminate specific problems in their community. Explain the problem clearly, as well as how your project provides a new and interesting way of addressing it.

3) Your application proposal should emphasize viability, sustainability, and future growth. Think of the Strauss application as if you are submitting a business proposal – you need to illustrate that your project is not only viable but sustainable and capable of growth long after you graduate. To help demonstrate viability, solicit the help of organizations willing to support your project at least 3-5 months in advance. Seek support from organizations on campus, such as the Bruin Resource Center, Academic Advancement Program, or the Office of Residential Life, to name just a few. Your proposal will also benefit from showing that your project is not only sustainable, but also capable of growing into something more once you leave. In other words, funding your project will have a multiplier effect, providing returns on the investment for years to come.

4) Finally, make sure to read the website for past projects to get a sense of what types are successful. And don't forget to visit the SRC to receive help on any aspect of your application from brainstorming to final proofreading!!

The UCLA nomination deadline for receipt of applications is Friday, February 1st, 2013 by 4 PM. For more information please contact the Honors Program at A311 Murphy Hall or visit their website at <http://www.ugeducation.ucla.edu/honors/strauss.html>



What kind of projects is the Strauss Foundation looking for?

- *Fundraising*
- *Outreach, both local and abroad*
 - *Awareness of human rights*
 - *Collaborative*
 - *Sustainable*
- *Directly impacting communities*
 - *Have a “multiplier” effect*
 - *Innovative*
 - *Timely*

MEET SOME OF UCLA'S CURRENT AND FORMER STRAUSS RECIPIENTS AND LEARN ABOUT THEIR PROJECTS!



Angela Sanchez, 2011 recipient

***"School on Wheels"** aids homeless students in the Los Angeles area by providing them with mobile tutoring services throughout the city. School on Wheels hosts volunteer orientations and organizes a large group of current students and alumni to become tutors; it is now an official UCLA Student Group.*



Montae Langston, 2010 recipient



***"Higher Education Summit"** focused on increasing the college-entrance rates of current foster youth who attend high school in the Los Angeles Unified School District. With the support of the Bruin Guardian Scholars Program, we brought 25 current foster youth to UCLA every month to focus on various aspects of the college application process. In addition, we matched participants with college mentors who aided the youth throughout the "Saturday Academies."*



Paul Chander, 2010 recipient

***"General Relief Advocacy Program"** coordinated UCLA undergrads to receive training from a public interest law firm and then advocate for homeless and low-income people throughout Los Angeles County regarding federal and state benefits such as Medicaid, food stamps, and general relief. Students learned about law and policy through the experience and also reduced homelessness in the community.*



Dishing Up Your Scholarship Essay

By Hannah Nahm
SRC Staff

What do scholarship essays and food have in common? It turns out the answer may offer us abundant food for thought. Thinking of scholarship writing as a culinary art can enhance your understanding of this critical component of the scholarship application and help you concoct a winning personal statement!

Where's the beef?

Include a generous portion of “meat and potatoes” in your dish; meaning, add enough substance to your scholarship essay. Substance here means factual details—your experiences past and present, activities, and accomplishments, whether they be hardships you have overcome, a meaningful volunteer work you have done, or recognition you have received. Do not skimp on facts like the Great Depression soup kitchen; your recipe must make a hearty meal, not watery gruel.

Spice it up!

Never assume that facts speak for themselves. You can have the choicest cut of beef (or any other edible carnage or vegetarian substitute of your choice), but it will be just another piece of meat—bland and blah (think tofu sans garnish or seasoning)—until you add your own unique blend of spices and seasoning. Marinade and massage your “beef” (factual details) with reflections, feelings, observations, insights, and illuminations, which will in turn make the *what* of your essay (the “beef”) meaningful and savory.

Name your culinary creation!

Don't leave the reader guessing the overall point of your essay. Just as in your term papers, be sure to include a clear and explicit thesis. From the reader's point of view, trying to read an essay without a clear thesis is as unpalatable as ordering a dish without knowing what you're about to bite into.

Take that pepperoni out of your curry!

Let's say you have a mouth-watering pepperoni directly imported from Sicily. It's “all that” and then some, and so it's tempting to show it off to the fine dinner guests you're trying to impress. But resist the temptation of putting it in your Japanese chicken curry! This means that if a factual detail—no matter how juicy—is irrelevant or distracting to the central point of your scholarship essay, leave it out. For instance, resist the temptation to discuss your wonderful volunteer experience at the local pet shelter in the seventh

grade in your mechanical engineering scholarship essay.

Serve with dishware and silverware!

You can have the tastiest chicken curry the town over—it's tangy, creamy, tender, and crisp in all the right places. But imagine serving your fine dinner guests this concoction without any dishware or utensils. It would make a mighty messy eat, and your dinner guests would be confounded and

overwhelmed by your entrée no matter how aromatic and inviting.

Dishes and silverware are crucial structural things that help contain your cooking and make the food manageable to eat. In a scholarship essay, this means building a solid structure—a helpful introduction, a cogent thesis, and focused body paragraphs with clear topic sentences that all work to support the larger thesis of the essay.

Use clean dishes!

What does this mean for your scholarship essay? This means taking care your application is extremely legible and presentable (no unsightly cross-outs, white-outs, coffee stains—you get the idea). If



at all possible, type your application as opposed to hand-writing them, as the typed application looks more professional and formal, not to mention that it's easier to read and kinder to the eyes than even the neatest handwriting. As one of our scholarship donors has flatly stated, all things being equal, it is the typed application that gets the winning vote over the handwritten version. If you have a scholarship application that needs to be manually typed, keep in mind that the Scholarship Resource Center has a typewriter for your use. Just call our center for a typewriter appointment

A pie is a pie is a pie—not!

You may have heard of the adage, “There is nothing new under the sun.” This might throw you into a premature despair about writing a personal statement unique enough to set you apart from other outstanding applicants. The scholarship prompt may be as generic as apple pie, but don't worry about your essay being run of the mill. There is only one you, and there is no other on the face of the earth who can duplicate your life experiences or outlook. So take heart and bake that apple pie. If you are true to yourself and your experiences, it will have a flavor all its own. And remember: At the SRC we are all about taste-testing. Bring your essay over for a sampling!

SCHOLARSHIPS FOR STUDENTS IN THE HUMANITIES

By Francesca Marx
SRC Staff

Now that you've settled into the 2012-13 academic year, it's already time to start thinking about 2013-14. For many students, thinking about the next academic year really means thinking about how to cover tuition. Scholarships are one way to chip away at school expenses. For every field there are many scholarships just for you! Here are some opportunities specifically to students in the Humanities.

The Undergraduate Research Fellows Program (URFP) for the arts, humanities, social sciences and behavioral sciences supports students doing entry-level research. The Undergraduate Research Scholars Program (URSP) supports students in these fields who are committed to completing a departmental honors thesis or comprehensive research or creative project. The URSP includes the UCLA McNair Research Scholars Program, which is a two-year research-based intensive program for Juniors that prepares undergraduate students interested in pursuing a Ph.D. in the humanities or social sciences. This program is for students who are committed to social change and who use scholarship and research as a means to achieve social justice. Another URSP program is the Mellon Mays Undergraduate Fellowship Mission, whose objective is to increase the number of minority students, and others with a demonstrated commitment to eradicating racial disparities, who will pursue Ph.D.s in core fields in the arts and sciences.

Don't forget to file your FAFSA by March 2nd! For information and the online application, go to <http://www.fafsa.ed.gov/>



There are many private scholarships that give students an opportunity to showcase their creative talents. If you are interested in visual arts, some scholarships to consider are the CAPA (The California Population Awareness) awards and the Create-a-Greeting-Card contest. The CAPA awards are given to those students who submit the best video, audio piece, or social networking site that addresses overpopulation. More information can be found at (<http://capaawards.com/index.php/>)

The Create-a-Greeting-Card scholarship is awarded for the best photo, artwork, or computer graphic for the cover of a greeting card. Details are posted at <http://www.gallerycollection.com/greeting-cards-scholarship.htm>.

For those students who like to write, there are numerous essay contests to consider. Some of these deal with social or regional issues, such as the Northwest Perspectives Essay Contest (<http://www.oregonquarterly.com/essay.php>) which is awarded for essays that reflect a Northwestern point of view. Another nonfiction essay contest is the NCBS Online Student Essay Contest (http://www.ncbsonline.org/college_student_essay_contest). For this award, students are asked to write an essay on an aspect of the Africana experience such as art, education, history, literature, politics, psychology, social and policy issues.

There are also many contests for aspiring fiction writers. The Writers of the Future award is for a story or novelettes of science fiction or fantasy (<http://www.writersofthefuture.com/contest>). The Ruth Lilly Poetry Fellowship is awarded each year to five aspiring poets (http://www.poetryfoundation.org/foundation/prizes_fellowship). Students in the English Department may be interested in the JASNA (Jane Austen Society of North America) contest, which is awarded for an essay on the life and works of Jane Austen (<http://www.jasna.org/essaycontest/index.html>).

Departments also provide many great opportunities for funding. Check with the undergraduate advisor in your program to see what scholarships, contests, and research openings might be available to you.

Be sure to come to the UCLA Scholarship Resource Center to learn about more opportunities. We have bulletin boards focused on different areas of study, including one just for students in the humanities. We have another board that just lists essay contests. In addition, we can show you how to search for scholarships on your own and find those tailored specifically for your area of interest, whether that is English, philosophy, Asian Languages & Cultures, or any other field of study. Finally, we will work with you on your application, from helping you assemble materials to giving you feedback on essays. Both at UCLA and beyond, there are many opportunities waiting to be discovered, and we can help you find them!

Take advantage of these FREE
resources and more!

Wide-Ranging Library

Workshops Every Quarter

Extensive Scholarship Website

One-on-one Counseling

Writing Assistance

Even a Typewriter!

It's all waiting for you at the

UCLASRC

Scholarship Resource Center

*guiding UCLA students through
the scholarship process*

233 Covell Commons

(310) 206-2875

Open Monday to Friday

11 am—6 pm

src@college.ucla.edu

www.scholarshipcenter.ucla.edu

Scholarship Resource Center Winter 2013 Workshop Schedule

*All workshops are held in Covell 229 and include a
personalized follow-up counseling session.
Sign up for a workshop through MY.UCLA.EDU.*

Secrets to Winning College Cash

TUES	Jan 8	5-5:30 PM
THUR	Jan 17	5-5:30 PM
MON	Jan 28	5:30-6 PM
WED	Feb 13	5-5:30 PM
THUR	Feb 21	5:30-6 PM
THUR	Feb 28	5-5:30 PM

How to Win Scholarships

WED	Jan 9	5-5:30 PM
FRI	Feb 8	5-5:30 PM

How to Find Scholarships

WED	Jan 16	5-5:30 PM
THUR	Feb 7	5:30-6 PM

How to Write Personal Statements

WED	Jan 23	5-6 PM
TUES	Feb 5	5-6 PM

How to Get Letters of Recommendation

THUR	Jan 31	5-5:30 PM
WED	Feb 20	5-5:30 PM

Join our fanpage on
Facebook to get alerts
on upcoming
scholarships!
[Facebook.com/uclsrc](https://www.facebook.com/uclsrc)

SCHOLARSHIP EVENT WITH ORL

WHEN: Tuesday, Jan 15, 7:00 pm

WHERE: De Neve Plaza Rooms

WHAT: Secrets for Winning College Cash
& How to Win Scholarships

**** bring your laptop!***