



Niagara Region
1812 Sir Isaac Brock Way.
St. Catharines, ON
L2S 3A1 Canada
T 905-688-5550

brocku.ca/goodman

Goodman School of Business Ambassador Scholarship Application 2023-2024

Description and Selection

Every year, up to 20 Undergraduate students and 10 Graduate Goodman School of Business students receive the Goodman School of Business Ambassador Scholarship. Those selected as scholarship recipients are required to represent Goodman as a Goodman School of Business Ambassador. Goodman School of Business Ambassador Scholarship recipients will receive a \$750 award per semester. (Fall and Winter)

Receiving the Goodman School of Business Ambassador Scholarship does not exclude students from consideration for any other award program at Brock.

Goodman School of Business Ambassador Scholarship awards selection is based on two of the following criteria:

- Exceptionally high academic standing
- Demonstrated leadership in school life and community life or provided evidence of entrepreneurial talent
- Financial need

Overview

Ambassadors will act as an information resource to promote services, activities and events throughout the 2023-2024 academic year. Ambassadors may also act as a focus group to assist in assessing the needs of the Goodman student body, and implementation of new events and initiatives as related to the Goodman School of Business.

Description

- Promote the Goodman School of Business events, programs and initiatives to students/peers in the Goodman School of Business; endorsing services, offering information about upcoming events and encouraging students to visit online resources
- Assist with registration at Goodman School of Business in-person events, programs, and workshops
- Provide information on events, services, and initiatives in the Goodman welcome desk (known as the Goodman Gate). Minimum 1 shift per week required
- Provide Goodman Student Engagement staff with feedback on services/programming through focus groups, surveys and by connecting with the Student Programming Coordinator
- Be available to talk/connect with first year, transfer students and potential students
- Assist with Get Ready for Goodman Program
- Assist with Orientation Day and Welcome Week programming for new students
- Assist with recruitment initiatives including Fall Preview Day and Spring Open House
- Assist with other Goodman events where an Ambassador is needed to represent the school



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- Attend monthly meetings
- Overall, as an Ambassador, you will be expected to complete a minimum of two activities/events, in addition to your weekly Goodman welcome desk shifts, to qualify for your scholarship. **If you do not complete the weekly shifts and minimum of two additional activities or events, your scholarship will be forfeited.**

Commitment

Medium time commitment required through: ongoing promotion of the Goodman School of Business through word of mouth, Goodman School of Business welcome desk, and personal student networks; attending monthly meetings, participating in events, and connecting with new students, dependent on schedules; weekly shifts at the welcome desk (minimum 1 shift per week); and representing Goodman at relevant Goodman School of Business events and programs.

Why Apply?

- Receive priority access to Goodman Services and Events
- Establish/build a professional network
- Personal and professional development workshops
- Leadership opportunities
- Ambassadors will be the official greeters of occasional VIP guests of the Goodman School of Business allowing them brief personal one-on-one time with business leaders

Application Requirements and Renewal Criteria

All Goodman School of Business Ambassador Scholarship applications require:

1. One copy of a full and complete application
2. One transcript with the most current grades
3. A short 1-minute video explaining why you would like to get involved as a Goodman School of Business Ambassador for the 2023-24 academic year

Conditions of Scholarship

- Must be an Undergraduate student of the Goodman School of Business entering their 2nd, 3rd, 4th or 5th year of study **or** Graduate student in their second term of study or higher
- Students must be registered full time for the 2023-24 school year.
 - Please note preference will be given to students who will be on campus from September to April
- Students are welcome to re-apply the following year if they maintain a 70% average
- **If you do not fulfill the requirements of the Ambassador role, your scholarship will be forfeited**



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Application Process

1. Download the application form
2. Complete the questions
3. Email the application to gsbengagement@brocku.ca along with your transcript with most current grades, and a short one-minute video explaining why you want to get involved as a Goodman School of Business Ambassador

Selection Process

A special selection committee will review and select recipients. Committee decisions are final. All applications must be complete, or they will be disqualified. All applications must be received in the email box of gsbengagement@brocku.ca by **4:30 p.m. on December 8**. No late applications are accepted.

Successful applicants will be notified by email.

Terms

Students will be granted the scholarship based on the following, as recommended by a committee from the Goodman School of Business:

- Students must meet 2 of the following criteria:
 - Exceptionally high academic standing
 - Demonstrated leadership in school life and community life or provided evidence of entrepreneurial talent
 - Financial Need
- Renewal is not automatic. Students must apply to the Goodman Ambassador Program each year
- Students must be in good academic standing
- Award recipients are expected to complete activities as outlined in the Goodman Ambassador Application
- **If duties are not completed, recipients will forfeit a portion or all of the scholarship**



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Section A: Contact Information

Complete the table below.

First name:		Last name:	
Phone number:			
Email:			
Date of Birth:			
Campus ID Number:			
Program:			
Year:			
Co-op	No		Yes
			When is your co-op placement?
Exchange	No		Yes
			When do you leave on exchange?

Section B: Leadership Experience

In the section below please highlight your leadership experience and explain how you would use this to contribute to the growing community at the Goodman School of Business (Maximum 350 words).