



# **BETTER BUSINESS BUREAU**

## **2016 STUDENT OF INTEGRITY SCHOLARSHIPS**

### **DESCRIPTION**

Better Business Bureau of Minnesota and North Dakota (BBB) promotes integrity and ethics in the marketplace through voluntary business self-regulation. Each year we present the BBB Torch Awards for Ethics to companies who demonstrate ethical business practices. BBB also recognizes that ethics and integrity are founded on principles we learn young...at home, at school, and in dealings with our peers. For that reason, we are proud to offer an annual scholarship program recognizing Students of Integrity. Recipients are selected primarily upon the basis of a written essay or video entry.

These scholarships are designed to recognize and promote ethics and integrity among young people. BBB will award scholarships to graduating high school senior students who personify all of the best aspects of high character in their personal choices and actions. Scholarship money is awarded directly toward winners' post-secondary education expenses (tuition or room/board only) at any accredited institution. This is a one-time, non-renewable scholarship. The recipient is required to be enrolled in an educational institution beginning the first fall quarter/trimester/semester immediately following high school graduation and may designate when during the school year they would like the scholarship applied.

### **AWARD GUIDELINES**

Entries for the Student of Integrity Scholarship will be reviewed by an independent panel of judges selected by BBB who will be local business and community leaders, educators and the media. Judging will be based mainly on the content of the essay or video, although academic transcripts, one reference letter and outside activities may also be used by the judges in making their final selections.

Applications will be accepted only from Minnesota and North Dakota students from accredited high schools who will be **seniors in the 2016-2017 school year**. The scholarship is not open to BBB employees, interns, or BBB Board of Directors and their family members.

### **PROCEDURE & DEADLINE**

All entries must be received no later than **Thursday, September 22, 2016 at 4:30 p.m.** Entries received after 4:30 p.m. on September 22, 2016 will not be accepted.

No faxed or e-mailed information will be accepted.

Please make sure your name is on every page submitted and all required paperwork is received at the same time. Entries will not be returned; please retain a copy for your records.

Entries may be mailed or personally delivered at anytime between now and September 22 to:

Better Business Bureau  
of Minnesota and North Dakota  
ATTN: Mackenzie Kelley/Student of Integrity  
220 South River Ridge Circle  
Burnsville, MN 55337

If you are submitting a video, please upload it to: [thefirstbbb.org/scholarship/video](http://thefirstbbb.org/scholarship/video)

Winners will be notified by phone approximately three weeks after the deadline. A list of winners will also be posted online at [bbb.org](http://bbb.org). Winning students are strongly encouraged to be available to receive their award in person at the 2016 Torch Awards for Ethics ceremony in late October 2016.

**Questions? Contact Mackenzie Kelley at 651-695-2482 or [mackenzie.kelley@thefirstbbb.org](mailto:mackenzie.kelley@thefirstbbb.org)**

Sponsored by:



# UncommonSense® F R A M E W O R K

## A T A G L A N C E

### 1. SEEKING WISDOM

I seek something greater than intelligence (knowing what is); I seek wisdom, knowing what is right or true.

### 2. TRUSTWORTHINESS

I strive to be who I say I am and to stay true to my beliefs.

### 3. INTEGRITY

I strive to do what I say I will do.

### 4. HONESTY

I strive to consistently speak the truth with compassion.

### 5. RESPECT

I strive to treat others as they would want to be treated.

### 6. COMPASSION FOR OTHERS

I strive to extend unmerited kindness to others as an act of my will.

### 7. FORGIVENESS

I strive to extend and receive from others, unmerited acceptance.

### 8. UNITY

I strive to foster oneness among those to whom I am bound.

### 9. LEARNING & MENTORING

I strive to grow in wisdom and pass it on.

### 10. SERVING-LEADERSHIP

I strive to set the sacrificial example for others to follow.

### 11. HONORING AUTHORITY

I strive to respect boundaries and yield to those given responsibility for others.

### 12. JUSTICE

I strive to uphold truth, expose error and correct wrongs.

### 13. COURAGE

I strive to consistently and persistently act on my strong convictions.

### 14. ACCOUNTABILITY

I strive to self-scrutinize and seek the critique of others.

### 15. STEWARDSHIP

I strive to add value to all that has been entrusted to me.

### 16. SEEKING COUNSEL

I strive to overcome indecision and ignorance by securing wisdom from others.

### 17. RESPONSIBILITY

I strive to fulfill my personal responsibilities as a good citizen.

### 18. EXCELLENCE

I strive to be my very best as I do my very best every day.

### 19. MATURATION

I strive to accept change and seek personal improvement over time.

### 20. TRANSFORMATION

I strive to demonstrate constantly improving positive high character.



The Center for  
**Character  
Ethics®**

# BBB Student of Integrity Scholarship

## AWARD CRITERIA AND DOCUMENTATION

Check boxes to verify completion and accuracy of all documentation of entry

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### 1. Essay or Video

Students have the option of writing an essay or creating a video. Scholarships will be awarded in both categories.

Please read and consider the 20 principles found on the document entitled UncommonSense. In our mission to promote high standards of business ethics and conduct in the marketplace, your Better Business Bureau continues to implement all of the principles and characteristics described in UncommonSense as a guide, model and first language for our BBB.

Select one or more of the UncommonSense principles and write an essay or create a video that gives a specific, personal example of how you were challenged or struggled through a difficult situation and how you overcame the situation by the application of high character and personal ethics. Include your own application of the principle(s) and demonstrate how they guided your behavior or decisions.

The essay must be 1,000 words or less, typed and double-spaced document.

The video must be between 30 seconds to 3 minutes long. Any kind of video style is allowed. Record your video on your cell phone, video camera, flip camera or any other medium you like. A brief (50 words or less) introductory paragraph may be submitted as well.

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### 2. Completed scholarship entry form

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### 3. One letter of recommendation (one page only)

From school official, community leader, employer, or community leader that addresses the applicant's character and actions

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### 4. A copy of your high school transcript

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### 5. A list of your extracurricular activities in high school

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### 6. A short paragraph describing your post-secondary plans and goals.

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### 7. Mail or deliver all documents in a 9" x 12" envelope to the address below

Do not staple or paperclip your pages together or use plastic page covers

Better Business Bureau of Minnesota and North Dakota  
ATTN: Mackenzie Kelley/Student of Integrity  
220 South River Ridge Circle, Burnsville, MN 55337

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### 8. Upload Video

If you are creating a video, upload it online to: [thefirstbbb.org/scholarship/video](http://thefirstbbb.org/scholarship/video)

**Deadline:** 4:30 p.m. on Thursday, September 22, 2016

*Entries must be received at BBB's office on Sept. 22; not postmarked by that day*





# Student of Integrity SCHOLARSHIP ENTRY FORM

Print legibly or type the following information.  
Please sign and return a copy of this document  
with your essay or video.

Name of Student: \_\_\_\_\_

Student's Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Student's School: \_\_\_\_\_

School Address: \_\_\_\_\_

School Phone: \_\_\_\_\_ Graduation Year: \_\_\_\_\_

School Counselor's Name: \_\_\_\_\_

Name of Parent(s)/Legal Guardian: \_\_\_\_\_

E-mail Address of Parent: \_\_\_\_\_

How did you hear about the BBB Student of Integrity Scholarships? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I, the undersigned, do solemnly swear that the information included in my essay or video is truthful, and represents the facts as I know them, and I agree and understand that the Better Business Bureau of Minnesota and North Dakota will make the final decision as to the awarding of any scholarships. I agree to allow the BBB to publicize my name, likeness, high school, and selected portions of my essay or video if I am a winner. I also agree to allow the BBB to utilize any picture, audio, or video recording of the awards ceremony for publicity or promotion of the scholarship program.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

The Better Business Bureau of Minnesota and North Dakota respects the confidential nature of the situations discussed in your essay or video. Entries will be shown only to those concerned with judging and selected BBB staff. We may discuss, or use for award promotion, non-specific and non-identifying references to the topics of essay or video and may use quotations from the essay that do not betray the confidential nature of the topic. We will publicize the names and high schools of winners.