

# scholarship

WEST MICHIGAN SUSTAINABLE BUSINESS FORUM



The West Michigan Sustainable Business Forum is offering one \$5,000 scholarship to a senior year college student that has thoroughly integrated sustainability into his or her course of study.

The scholarship is open to students attending colleges and universities in Kent, Ottawa and Muskegon counties.

The West Michigan Sustainable Business Forum's purpose is to actively promote business practices that demonstrate environmental stewardship, economic vitality, and social responsibility.

Our goal is to encourage the adoption and implementation of sustainable development business practices aimed at improving corporate profitability while simultaneously enhancing the long-term health of the environment and welfare of the community.

The WMSBF recognizes the critical role that higher education plays in preparing future leaders of the sustainable business movement. We believe that long term and lasting success depends on both expanding the pool of sustainability savvy professionals and a transformation of the higher education system.

We believe that it is critical that sustainability and 'triple bottom line thinking' be integrated into every course of study and every curriculum.

For business, sustainability is not a program, task force or department. Sustainability should permeate an organization; it is the lens through which increasingly sustainable organizations view the world.

### **Application Criteria**

Applicants will submit a two part essay consisting of 1,000 to 1,500 total words:

*Part A:* Applicant will share their personal interest in and understanding of sustainability and sustainable business practices. The essay should demonstrate the applicant's knowledge of the linkages between sustainable business theory and practical application to their chosen course of study.

*Part B:* Applicant will suggest at least five opportunities to enhance the integration of sustainability and triple bottom line thinking into the curriculum at their school. Suggestions need not be limited to the applicant's primary field of study.

### **Additional Requirements**

The WMSBF scholarship committee will summarize curriculum enhancement suggestions from all applicants. Drawing from this summary and their own experience and perspective, the successful applicant will prepare a detailed report on improving sustainability related curriculum in higher education for the tri-county region. This report will be shared with the deans of all four year institutions in the area.

### **Selection Criteria**

The WMSBF scholarship committee will review all applications and conduct interviews of the top four candidates. The committee will submit a recommendation for award recipients to the full WMSBF board for approval. The scholarship will be awarded to the one student who shows an in-depth understanding of sustainability, embodies the ideals and goals of the WMSBF, and has submitted the most comprehensive and plausible suggestions for curriculum improvement. Note: This scholarship is open to students in any field of study at any of the accredited universities, colleges or extensions in Kent, Ottawa or Muskegon County.

### **Timeline**

March 1, 2011 Applications available

April 15, 2011 Applications due

April 18-29, 2011 Finalist interviews

May 6, 2011 Winners notified

May 9, 2011 Winner recognized at monthly WMSBF meeting

August 8, 2011 Scholarship Awarded at Annual Golf Outing

### **Application Submission**

The accompanying application and essay template (in Microsoft Word) should be completed by April 15, 2011 and emailed to: [info@wmsbf.org](mailto:info@wmsbf.org)