



SCHOLARSHIP PROGRAM GUIDELINES

Dear Educator:

Please help us make the enclosed Coca-Cola Scholars Program information available to eligible seniors in your school and please direct your students to our electronic application at www.coca-colascholars.org. Applications must be received by October 31.

The Coca-Cola Scholars Foundation is dedicated to selecting well-rounded students from every type of community across the nation. This document is designed to give you, as a school official, practical tips about the kinds of students that are selected each year in this highly competitive program and as a hand-out for students.

The following will answer some frequently asked questions:

What is the Coca-Cola Scholars Program?

The Coca-Cola Scholars Foundation was established in 1986 by your local Coca-Cola Bottler to recognize outstanding seniors. Each year the Foundation awards 250 achievement-based scholarships. Fifty (50) awards are for \$20,000, payable in equal installments over a four-year period. The remaining 200 awards are for \$10,000, also payable over a four-year period. The scholarship can be used for any line of study at any accredited U.S. college or university.

What kinds of students become Coca-Cola Scholars?

Recipients are well-rounded individuals with highly developed interests in their community. Applicants are evaluated on the following:

- Demonstrated leadership in school
- Commitment to community
- Academic achievement
- Part-time employment

They are the leaders of tomorrow! Each year we select up to 2,000 Semifinalists in what has become a very competitive program, as evidenced by nearly 50,000 applicants this past year. These students are selected from ten districts and only compete with others from their geographic region. This is important to understand because students actually have a much better chance of advancement than they may think.

What kinds of school systems do Coca-Cola Scholars come from?

Last year 88% of our Applicants and Finalists came from public schools. Twenty-one percent of recipients came from small schools, with less than 100 seniors, while twenty-six percent were from very large schools, with more than 350 seniors.

Can a student be deemed ineligible?

YES! Applicants must be expecting to graduate in the school year in which they apply. Therefore they must answer the question on graduating during the current school year in the affirmative. They may also be ineligible if they do not meet one of the eight citizenship categories. A citizenship selection must be made in order to be eligible. The only other item that will make a student ineligible is not adhering to the application deadline of October 31. If you have questions regarding eligibility, please visit our web site at <http://www.coca-colascholars.org> or call us at 800-306-2653.

What if my school does not use rank in class?

We ask that you estimate where your students might comparatively place if your school did calculate rank using the percentile (top 1%, top 5%, etc.) option on the application. We use rank in class to place students from different sized schools on a similar scale for evaluation. (If your school system precludes the use of rank, we will use the other academic information provided to assess the student).

Be sure your students give themselves credit for all their activities during their high school career!

On the initial application we are looking for the cumulative four-year experience of the applicant. Each club or activity should be counted as one per year. For instance, Key Club membership in freshman, sophomore, junior and senior years should total 4 activities. It is important that all reasonable school and community based activities are reflected only once per year at some place on the application.

How do you count State/National and Local/School Awards and Honors? (Question #17)

Once again we are looking for a student's cumulative experience over a four-year high school career. For instance, Boy's State is only available in the junior year and can be counted as one State award for that year. Your applicant's Kiwanis Club award for community service in grades 10 and 11 is equal to one per year, for a total of two.

How important is part-time employment?

Employment is one of many activities for which applicants receive consideration. We are interested in the many ways in which applicants spend their time, so no one factor will exclude a student from advancing in this program. We understand that some students work while others do not depending upon their particular situation.

Does need play a factor in selection?

Even though we ask for an income range on the application, this does not have a bearing on selection. We are only interested in family income for statistical purposes. If the applicant or family is uncomfortable disclosing this information, the question is optional and not required.

How do students apply on-line or via the internet?

The application can be found on our website at <http://www.coca-colascholars.org>. We need your help to guide your students through this process. Below are some simple steps to follow when applying on-line!

Step 1.) From the <http://www.coca-colascholars.org> website, click the apply online hyperlink, then Four Year Award for Seniors.

Step 2.) Click on Coca-Cola Scholars Application

Step 3.) Complete the registration and log-in screens, then check the eligibility requirements. Review the detailed instructions and begin your chance to become a Coca-Cola Scholar.

You will most likely wish to consult with your guidance counselor for certain required information such as CEEB school codes, GPA and class rank information.

Step 4.) Be sure to give yourself plenty of time to apply online before the October 31 deadline. Please note that applications must be received BEFORE the midnight October 31 DEADLINE.

Thanks for your help!

We appreciate the help you provide to programs like ours each year. We hope that this information has been helpful and informative. Please remember that you may call on us at any time if you have comments, questions or concerns at 800-306-2653 or by fax at 404-733-5439 or via email at scholars@na.ko.com. If the line is busy, it is because of the high volume of calls we receive during this time period, but please keep trying!

***WE HOPE SOMEONE YOU KNOW BECOMES A
COCA-COLA SCHOLAR!***