



Marian L Heard Scholars Program Handbook

This handbook contains the benefits and responsibilities assumed by scholars through participation in the scholarship program as well as policies and procedures of the scholarship program.

The Marian L. Heard Scholars Program is a program of the United Way of Massachusetts Bay and Merrimack Valley.



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HISTORY AND BACKGROUND



Marian L. Heard

Marian L. Heard Scholars Program

Marian L. Heard served over three decades in various leadership positions within the United Way system, including President and Chief Executive Officer of United Way of Massachusetts Bay and Chief Executive Officer of United Ways of New England. During her 12+ year tenure at United Way of Massachusetts Bay, the organization was recognized for its children’s initiatives, community leadership and innovative intervention programs.

Marian Heard is renowned on the local, statewide and national levels. She served as CEO of the steering committee of the Presidents’ Summit for America’s Future, which was co-chaired by Presidents Clinton and Bush. Marian is the founding President and CEO of the Points of Light Foundation, which was organized to perpetuate President George Bush’s support for voluntary service and she continues to serve as a board member after two terms as the National Board Chair. The author of two books, “The Complete Leader” and “Take Time,” Mrs. Heard is also known for her work as a mentor, having served as a board member and National Spokesperson for MENTOR/National Mentoring Partnership.

Upon her retirement, Mrs. Heard’s legacy continues through the United Way of Massachusetts Bay and Merrimack Valley Marian L. Heard (MLH) Scholarship Program was established to advance the next generation of leaders by promoting youth leadership development through education, positive adult relationships, and community involvement.

PROGRAM OVERVIEW

The Marian L. Heard Scholars program's mission is *to advance the next generation of leaders by promoting youth leadership development through positive adult relationships, education, and community involvement*. The scholarship was created as a legacy in honor of Marian L. Heard's service as President and Chief Executive Officer of United Way of Massachusetts Bay, recognizing her contributions to the organization and commitment to fostering leadership in youth.

This scholarship is for youth who have a history of participating in United Way partner agencies' programs and/or the Youth Venture program. Applicants must plan to attend a two- or four-year college, other post-secondary education program or certification program. Youth must meet selection criteria eligibility requirements in order to qualify.

OBJECTIVES

- To provide scholarships to assist scholars with academic and career advancement
- To encourage continued civic engagement and leadership
- To help scholars develop positive relationships with adults
- To create a network among scholars

APPROACH

I. Tuition Support: Each scholar can be awarded up to \$2,500 for each year of a two- or four-year postsecondary education or certification program. Maximum scholarship amount is \$10,000 over four years of postsecondary study.

II. Mentoring: Each scholar is paired with an e-Coach. An e-Coach is a professional who volunteers his or her time to provide support, encouragement, and guidance through online and and/or in-person communication throughout the scholar's post-secondary pursuits.

III. Staff Support: Each scholar has access to United Way Marian L. Heard program staff. Program staff will be available to students to help ensure college/certification success and completion.

SCHOLAR RESPONSIBILITY

To continue receiving scholarship, each scholar must:

- Maintain a **minimum 2.5 GPA**
- Continued civic engagement (documented 20 hours annually)
- Maintain communication with Marian L. Heard Program Manager and e-Coach
- Inform Marian L. Heard Program Manager of any changes related to eligibility
- Timely submission of all forms as requested including program materials:
 - Civic Engagement Log
 - Academic Transcripts
 - Completed Renewal Application

SELECTION CRITERIA

Students are selected for the Marian L. Heard Scholars Program based on the following criteria:

I. Demographic Eligibility:

- Must be a senior in high school or graduating from an alternative education program
- Must maintain a GPA of **at least 2.5** or hold a GED or HiSET certificate
- Must attend a two-or four-year postsecondary institution or certification program **full time** beginning Fall 2021
- Ability to meet the Marian L. Heard Scholars Program continued responsibilities and expectations
- **Must demonstrate low-income status**; defined at or below 60% of gross annual Massachusetts median income level. See chart below.

Household Size	Gross annual income 60% est. state median income
1	\$35,510
2	\$46,437
3	\$57,363
4	\$68,289
5	\$79,215
6	\$90,141

II. Civic Engagement Eligibility:

- Active member of a United Way partner agency for at least one year or a Youth Venture participant
- Ability to provide recommendation from a United Way or Youth Venture affiliate
- Students with at least 100 hours of community service over the past four years will be highly competitive in the selection process

III. Timely Submission of All Required Documents:

Due March 19, 2021

- Student application form
- High school, GED or HiSET transcript
- Letter of recommendation from teacher, guidance counselor, mentor, or employer
- Nomination form and recommendation letter from United Way agency or Youth Venture staff

Due May 12, 2021 (For those chosen as semi-finalists)

- Financial aid award from school
- FAFSA award letter
- Other documents as requested

APPLICATION TIMELINE

March 19, 2021	Completed scholarship applications due to United Way of Massachusetts Bay & Merrimack Valley via uwmbmlh.smapply.io
April 2021	Volunteer panel selects semi-finalists, semi-finalists are notified
May 12, 2021	Semi-finalists submit: <ul style="list-style-type: none">▪ Financial aid reports, including FAFSA Expected Family Contribution & Financial Aid Award letter from the school Complete other forms re: college-cost
End of May 2021	MLH Scholars are notified and invited to the annual Marian L Heard Scholars event
June 2021	Marian L. Heard Scholars event will be held
Summer 2021	Scholars are matched with e-Coaches

PROGRAM CONTACT INFORMATION

United Way Staff:

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To access the application:

https://uwmbmlh.smapply.io/prog/marian_l_heard_scholars_program_2021/