Guidance and Overview: Completing the Herb Kohl Educational Foundation Student Excellence Scholarship Application

Congratulations on reaching your senior year of high school. Please use these instructions as a guide for submitting your application for a Herb Kohl Educational Foundation Student Excellence Scholarship. This is a prestigious honor that is recognized throughout Wisconsin, and beyond, as a mark of excellence in education. Each year, the Herb Kohl Educational Foundation confers over 100 Student Excellence Scholarships, 86 to students in public schools, 14 to students in private schools, and 2-3 to students in homeschool settings.

The first step will be for you to build a Personal Profile using the SmartSimple platform by following the public school student link at:
https://www.kohleducation.org/studentexcellence/public/student_application_form.php

Personal Profile Information

Most of the information included in this section will be obvious, but some might require some explanation. See notes below on each of the fields under Personal Profile. Required fields have a red asterisk in the platform.

- First Name
- Middle Name
- Last Name
- Phonetic Pronunciation of Full Name
    - Even if this seems obvious, please write out a phonetic pronunciation of your full name. Recipients often have their names and biographies read at award events, and getting your name right is important to us.
- Email
    - Choose an email that you will be able to monitor without access restrictions, and one that you will have after high school. Personal emails tend to be better than school-based emails.
- Prefix
- Phone
    - Just as with your email, choose a phone number that you can access without restrictions. Personal numbers are generally better than school numbers.
- Cell Phone
- Home Address
- Address 2
- City
- Country
- State
- Zip
- What type of school are you associated with?: Public School

Click on the "Validate Profile" button at the bottom to complete your profile, which will allow you to view the application once you return to your home screen in SmartSimple.

1

Once you verify your profile information, you'll be able to apply for a Student Excellence Scholarship award. You will need to select "Student Excellence" in the Funding Opportunities window, upper left side of your home screen. That will open an application for you. Once opened and saved, you'll be able to return to the same application until the deadline for submission, or until you hit "Submit".

Eligibility

Please answer the two eligibility questions in order to move forward.

If you have questions about the eligibility and residency requirement, due to situations like open enrollment, virtual school attendance, migrant students, status as an emancipated minor or homelessness, please contact Kim Marggraf at (920) 457-1727 or via email at marggraf@excel.net.

Tabs

The Student Excellence Scholarship application asks you to work your way through using a series of ten (10) tabs, which you can follow in sequential order, or click through to jump from section to section.

The ten tabs are: General Information; Arts & Humanities; Competitive Activities; Service, Civic and Citizenship; Work & Interests; Scholarship & Transcript; Essay; Recommendation; Demographic Information; and Signature. On each tab are fields to fill out. Just as in the Personal Profile, fields marked with a red asterisk are required.

Each tab, and the information required for each tab, is explained in detail, below.

General Information Tab

The information you entered into your profile will automatically populate most of the fields on this tab. However, there are some additional fields you must complete to move forward.

- What type of school are you attending?: (this should read "Public")
- Student Date of Birth
- Certificate of Indian Blood Status: Y/N
  - If yes, Tribal Nation Affiliation
  - This need not be one of the 11 federally recognized tribal nations of Wisconsin, but applicants must upload and provide supporting documentation of affiliation or eligibility for membership for any tribal nation.

School Information

- School (lookup)
- School District Name
- School main office telephone
- Enrollment: Number of students in grades 9-12
- Current Year graduating class size (approximate)
- Public or community service is required for graduation (Y/N)

- Principal's Name
- Principal's Email Address
- Principal's School Phone
- School Counselor's Name
- School Counselor's Email Address
- School Counselor's Phone
- Superintendent's Name
- Superintendent's Email address
- Superintendent's Phone
- School Social Media Presence (Check all that apply; list account names)
- District Social Media Presence (Check all that apply; list account names)

Arts & Humanities Tab

This tab has one subsection to open, and three writing prompts.

Prompt: Arts and Humanities Activities

- Click the "Enter Activities" button to open a subsection for this tab:

- You will see a pop up box open that allows you to describe any activities you have taken part in related to arts and humanities.
    - o Note: some of these activities may also appear in other sections of the application, such as in "Competitive Activities" for things like music contests or Marching Band. It is acceptable to list them in as many sections as are relevant for telling your story.
- Arts and Humanities Activities has a handy dropdown that covers most activities, but it's not all-inclusive of every activity offered through the Wisconsin high school experience, so…
- Other Related Activities can be used to address any activity that you don't see on the list (usually these are specific to a building, district, or region.)

5

Constructed Response Prompt:

Arts and Humanities achievements: List awards and recognitions you have received during high school, including leadership experiences, related to your engagement in arts and humanities activities.

- You have 250 words to describe your notable awards and recognitions.
- It may help you to tell your story to include notes on why or how these would be viewed as notable achievements or recognitions. Readers don't always have local knowledge of awards named for specific people (usually locals or alumni.)
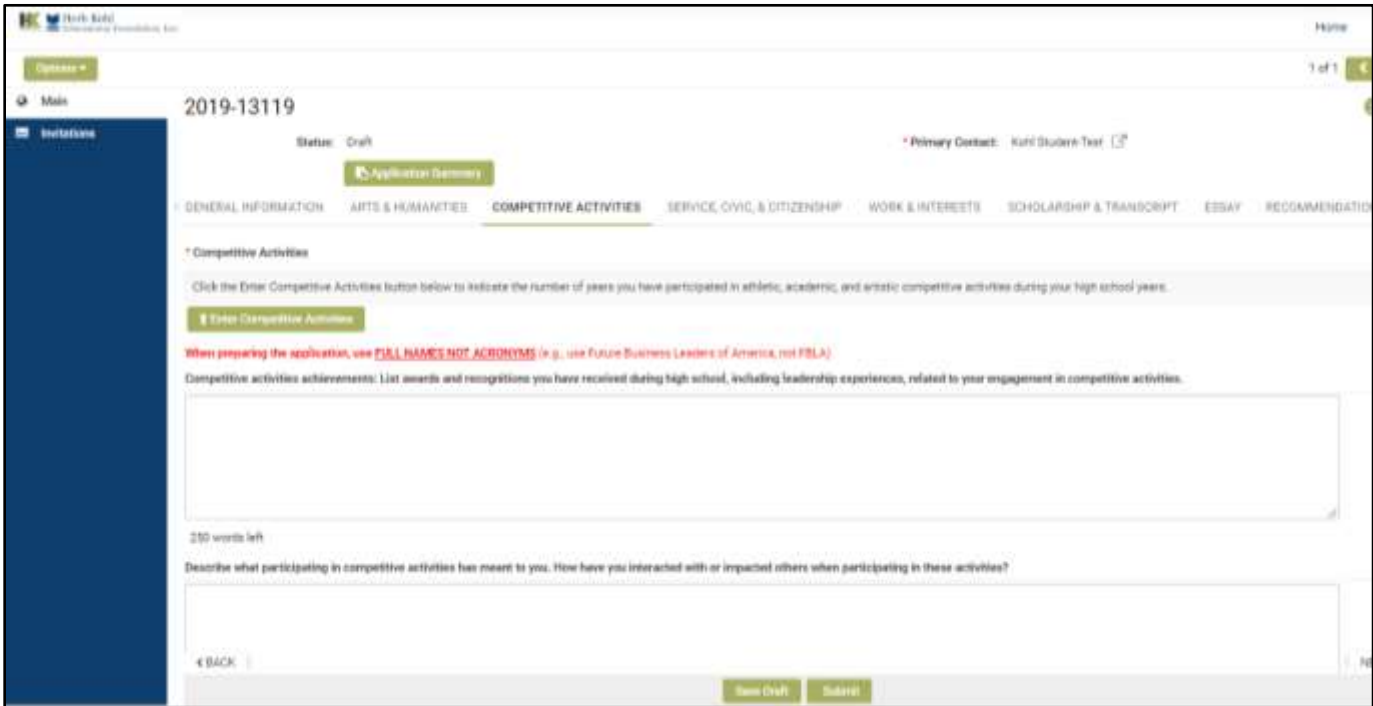
Constructed Response Prompt:

Describe what participating in Arts and Humanities activities has meant to you. How have you interacted with or impacted others when participating in these activities?

- You have 250 words to discuss your impact and interactions.
- Focus on how you have positively impacted others through your thoughts, words, and actions.

Competitive Activities Tab

This tab has one subsection to open, and three writing prompts.

Prompt: Competitive Activities

- Click the "Enter Competitive Activities" button to open a subsection for this tab:

- You will see a pop up box open that allows you to describe any competitive activities in which you have participated, related to athletics, academic, arts and humanities competitive groups.
  - o Note: some of these activities may also appear in other sections of the application, such as in "Arts and Humanities Activities" for things like music contests or Marching Band. It is acceptable to list them in as many sections as are relevant for telling your story.
- Competitive Activities has handy dropdowns that covers most activities, but it's not all-inclusive of every activity offered through the Wisconsin high school experience, so…
- Other Competitive Activities can be used to address any activity that you don't see on the list (usually these are specific to a building, district, or region.)

Competitive Activities

ℹ Use the (+) button beneath each section to select your activities and enter the number of years you have been involved with each activity within your high school years.

Athletic Activities

Team or Individual Sports	Number of Years of Participation During High School (gr. 9-12)

[+]

Academic Activities

Academic Competitive Activities	Number of Years of Participation During High School (gr. 9-12)

[+]

Artistic or Creative Activities

Artistic or Creative Activities	Number of Years of Participation During High School (gr. 9-12)

[+]

Other Competitive Activities

Other Team or Individual Activity	Number of Years of Participation During High School (gr. 9-12)

[+]

Save   Clear   Close

Constructed Response Prompt:

Competitive Activities Achievements: List awards and recognitions you have received during high school, including leadership experiences, related to your engagement in arts and humanities activities.

- You have 250 words to describe your notable awards and recognitions.
- It may help you to tell your story to include notes on why or how these would be viewed as notable achievements or recognitions. Readers don't always have local knowledge of awards named for specific people (usually locals or alumni.)

Constructed Response Prompt:

Describe what participating in Competitive activities has meant to you. How have you interacted with or impacted others when participating in these activities?

- You have 250 words to discuss your impact and interactions.
- Focus on how you have positively impacted others through your thoughts, words, and actions.

Service, Civic, and Citizenship Activities Tab

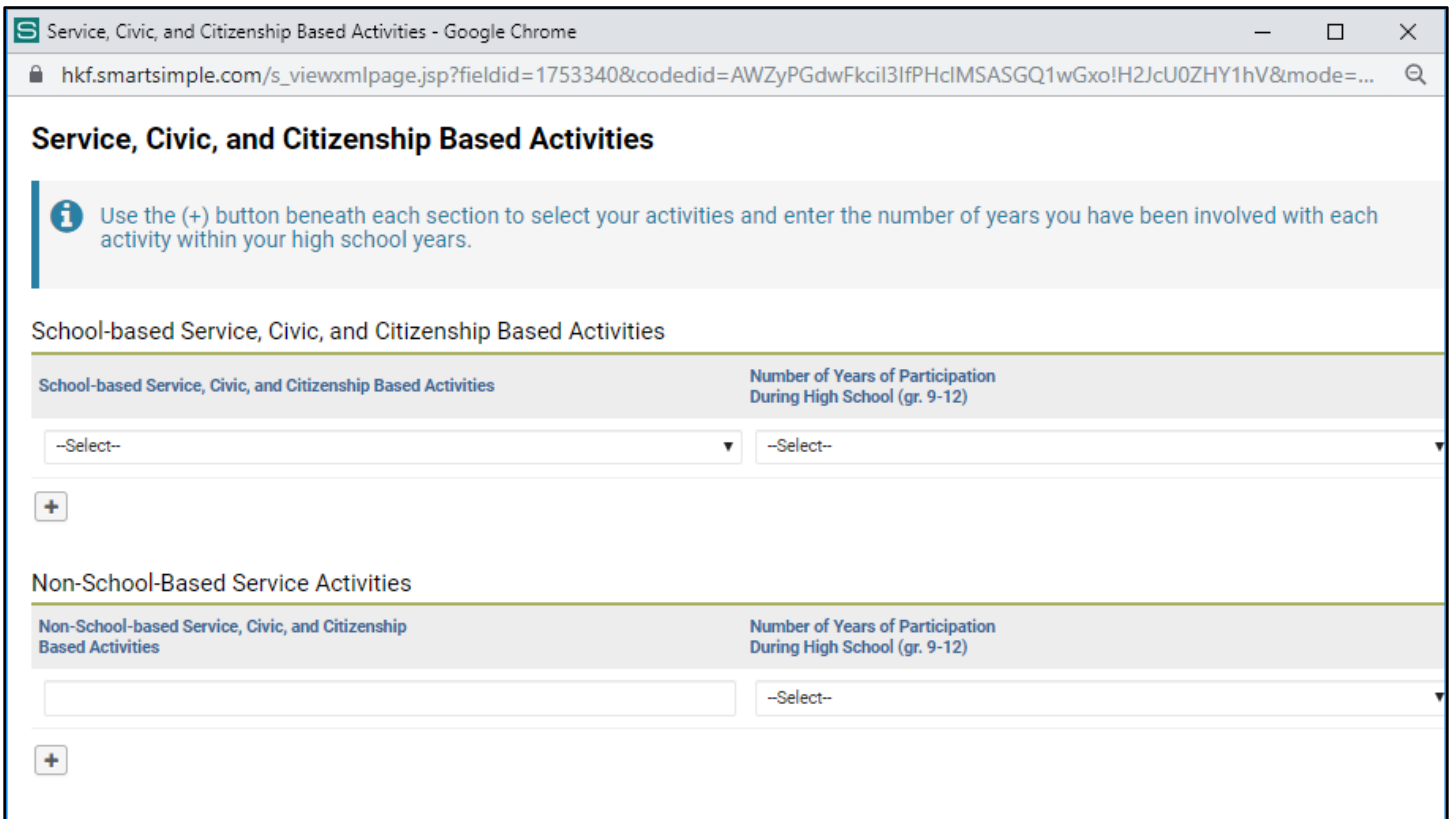This tab has one subsection to open, and three writing prompts.

Prompt: Service, Civic, and Citizenship activities

- Click the "Enter Service Activities" button to open a subsection for this tab:

- You will see a pop up box open that allows you to describe any activities you have taken part in related to service, civic engagement, and citizenship.
    - o Note: some of these activities may also appear in other sections of the application. It is acceptable to list them in as many sections as are relevant for telling your story.
- Service Activities has handy dropdowns that covers most activities, but it's not all-inclusive of every activity offered through the Wisconsin high school experience, so…
- Other Activities can be used to address any activity that you don't see on the list (usually these are specific to a building, district, or region.)

- These activities do not need to be limited to your school. Many people engage in these activities outside of the school day, by engaging with community-based organizations, religious communities, service organizations, or volunteer opportunities.

Constructed Response Prompt:

Service, Civic, and Citizenship Activities Achievements: List awards and recognitions you have received during high school, including leadership experiences, related to your engagement in arts and humanities activities.

- You have 250 words to describe your notable awards and recognitions.
- It may help you to tell your story to include notes on why or how these would be viewed as notable achievements or recognitions. Readers don't always have local knowledge of awards named for specific people (usually locals or alumni.)

Constructed Response Prompt:

Describe what participating in Service, Civic, and Citizenship activities has meant to you. How have you positively interacted with or impacted others when participating in these activities?

- You have 250 words to discuss your impact and interactions.
- Focus on how you have positively impacted others through your thoughts, words, and actions.

Work and Interests Tab

This tab has three writing prompts.

Prompt:

Work Experiences: Describe each of the work experiences you have had, including where you have worked, how long you worked there, what your duties included, and any leadership experiences you had.

- You have 250 words to discuss your work experiences.
- Focus on how you have positively impacted others through your thoughts, words, and actions.

Prompt:

Hobbies, Outside Interests, and Special Talents: Describe your hobbies, your areas of interest (if not already covered in a previous section of the application), and talents you have, including any leadership experiences you have had related to these activities.

- You have 250 words to discuss your outside interests, hobbies, and talents.
- Focus on how you have positively impacted others through your thoughts, words, and actions.

Prompt:

Describe what you have learned from your work experiences, hobbies, outside interests and special talents. Describe what values these skills and experiences have to you and others.

- You have 250 words to discuss your impact and interactions.
- Focus on how you have positively impacted others through your thoughts, words, and actions.
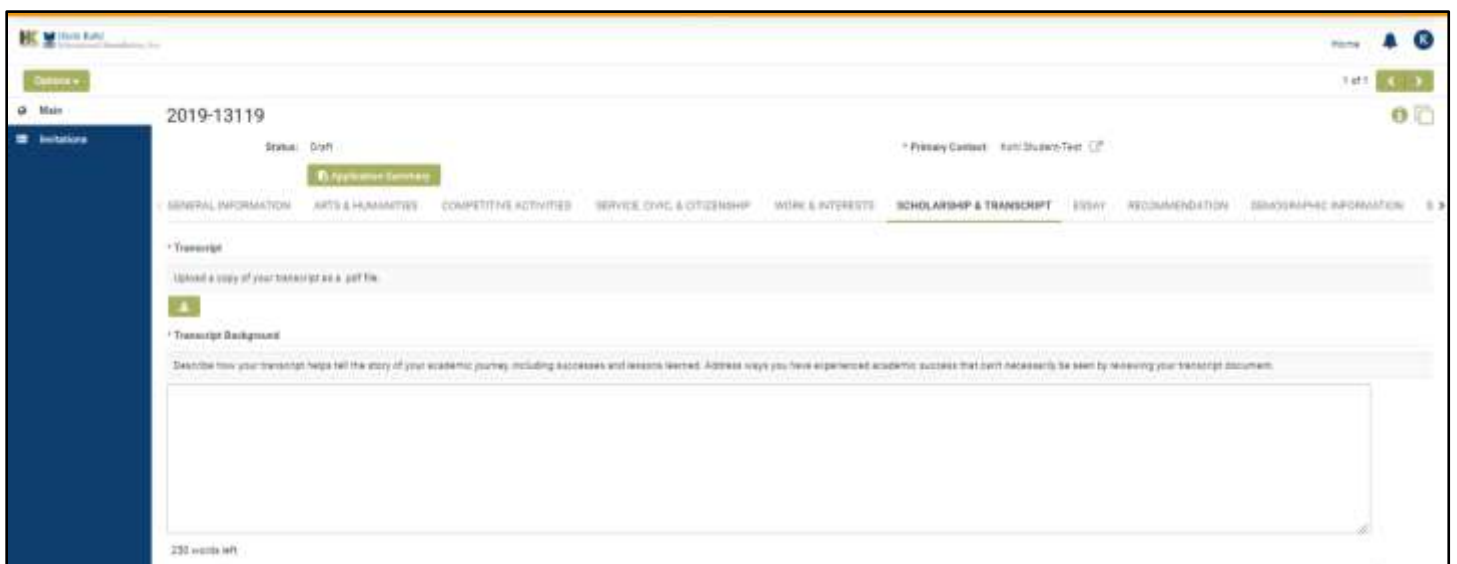
Scholarship and Transcript Tab

This section has two prompts, an upload and a constructed response.

Transcript section

Click the green upload button to upload a .pdf copy of your current high school transcript.

- The transcript must be in .PDF format, or it will not upload and save.
- The transcript can be an unofficial copy, as long as it is unaltered before upload, and has the signature of an appropriate school official on it certifying it to be accurate.
- The transcript must be legible and easy to review, even if it has protective devices (ex. watermarks)
- Any inaccurate, falsified, incomplete or altered uploads may render your application ineligible.

Transcript Background Prompt:

Describe how your transcript helps tell the story of your academic journey, including successes and lessons learned. Address ways you have experienced academic success that can't necessarily be seen by reviewing your transcript document.
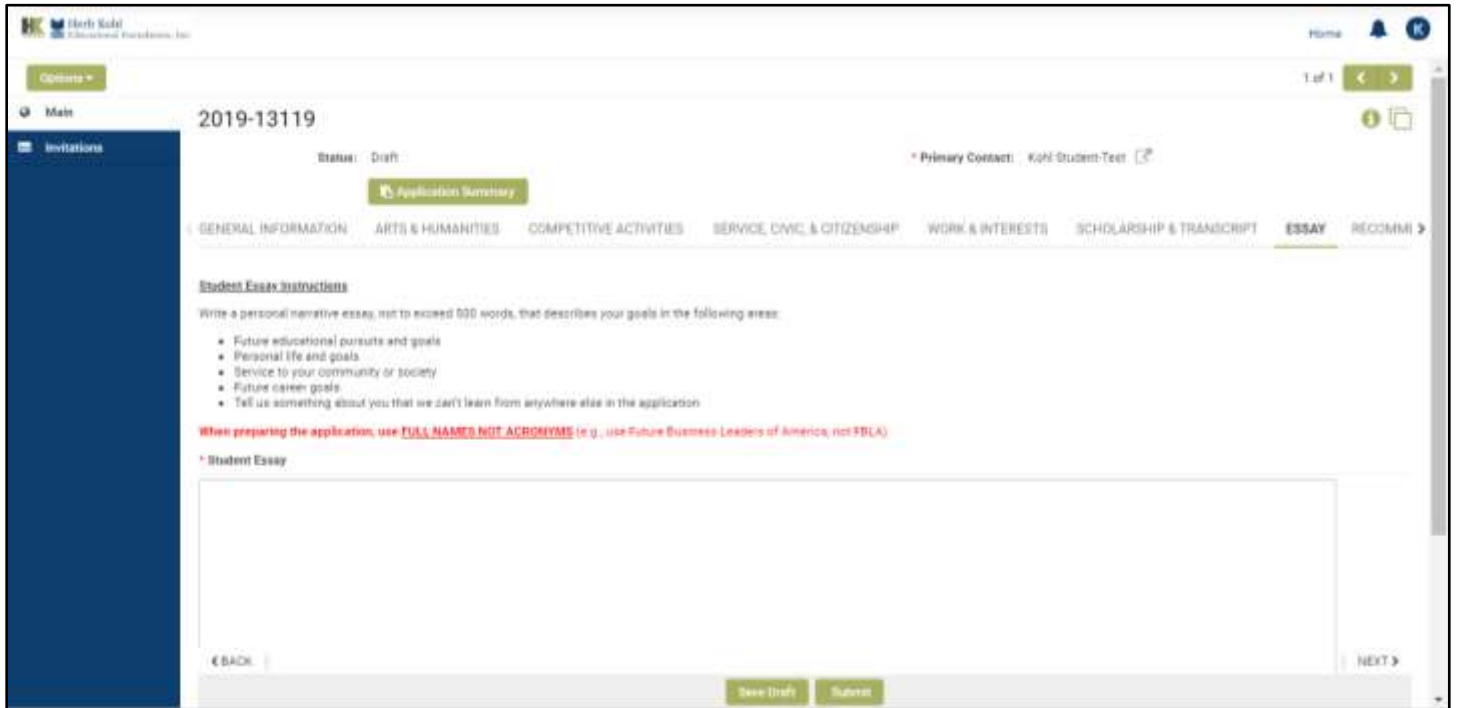
- You have 250 words to discuss your impact and interactions.
- Focus on how you have positively impacted others through your thoughts, words, and actions.
- This is a great place to really tell the story of your journey through high school, and how you have prepared to take the next steps into post-secondary education. It is not necessary to have a "perfect" transcript (ex. a 4.0 on a 4.0 scale) to be eligible. This is the best section to describe any challenges and how you overcame them or what you learned from them.

Essay Tab

This section has one writing prompt.

Write a personal narrative essay, not to exceed 500 words, that describes your goals in the following areas:

- Future educational pursuits and goals
- Personal life and goals
- Service to your community or society
- Future career goals
- Tell us something about you that we can't learn from anywhere else in the application

Advice for this section:

- Compose, revise and edit your responses in a word processing program (ex. Google Docs, Microsoft Word) and then copy/paste the final version into your application.
- Proofread your work! Reading it out loud to yourself will help you locate errors.
- Write truthfully and tell your story with humility, but take credit for your actions and the impact of your decisions as a student.
- If you are going to describe an activity that several people collaborated on, specifically address your role in that work, and how your work impacted the outcomes of the group's work together.
- Give real-life examples when you can.
- Consider protecting any specifically identifiable information about others when possible.
- Consider addressing how your context affects your decisions and impact of your words and actions (including things like geographic location in the state; relative affluence of the school and community; and proximity/availability of opportunities and resources, such as being near a college or university).
  - o Consider describing the challenges you have faced, or the barriers you've overcome, in becoming the student you are today.

- Focus on speaking to things like innovation, leadership, impact/results, and equity through your words and actions.
- Consider how the letters of recommendation you request will support and deepen the evidence for the things that you share in your essay.

Recommendation Tab

You will need to secure three (3) letters of recommendation before you can submit your application as complete. You will use the application to invite your recommenders to complete a letter of recommendation form on your behalf. You will be able to see if they have been invited, have accepted and are drafting a letter, have completed their letter, or declined the invitation from within this tab. You will NOT be able to see what they have written or shared about you.

Letters must come from different sources:

- One letter from a school-based adult you have worked with during high school.
  - Good sources include teachers, coaches, principals, counselors, pupil services staff, and support staff.
- One letter from a person who is not a part of your immediate PK-12 school community, and has not been employed as a staff member in your school district previously or currently.
  - Good sources include employers, family friends, physicians or counselors, public servants, members of religious communities, or service organization leaders.
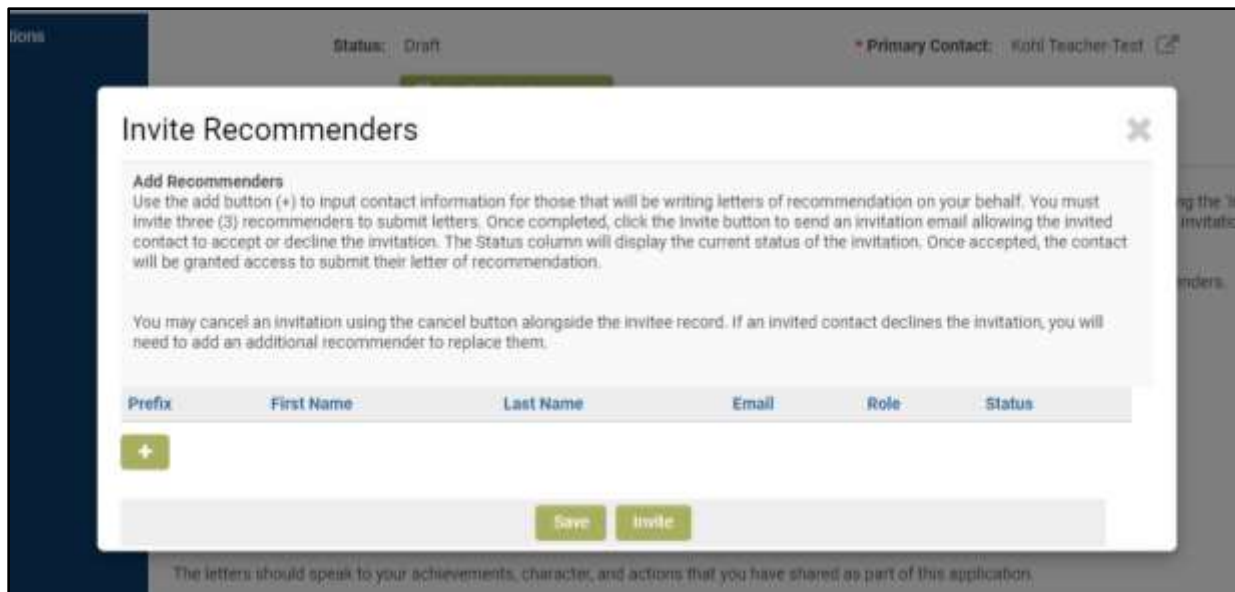- A third letter, from any source of your choosing, other than from a family member
  - It is acceptable to have a third letter come from a source similar to the ones listed above.

15

Recommender statuses:

Once you invite a person to recommend you, their status will change to "Invited". They will receive an email with an invitation to "Accept" or "Decline" the invitation to submit a letter. Once they respond, their status will update to whichever option they chose ("Accepted" or "Declined").

Once their letter has been submitted, their recommender status will change to "Submitted" in your application.

If someone declines, or is generally unresponsive, you can also "Cancel Invite" using the green button with an "X" on it in the Invite Recommender submenu, and then you can add another recommender.

Advice for this section:

- Actively manage your invitations and completion of letters of recommendation!
    - A packet will not be considered if it has fewer than the three required letters of recommendation.
    - Check in with the people you have asked to write you letters often. If they did not receive the invitation, don't wait until the end of the application period to try to solve that problem.
    - No extensions of time will be granted to applicants or recommenders. Please plan accordingly.
    - The most common error made by applicants is entering incorrect email addresses for their recommenders. Please check addresses carefully.
- Consider being strategic in your invitations, and clear in what you hope a recommender can speak to about your activities, leadership and the impact of your words and actions.
- Reach out to recommenders personally before you invite them using the SmartSimple platform, so they know to look out for the request. This also allows you to decide whether or not they might be a good reference for you.
- Encourage recommenders to give evidence and examples in their recommendations.
- Letters written in a language other than English will be shown to reviewers in the language in which they were written, to preserve as much of the authentic word selection and intent of the writing as

possible. However, English translations will also be made available to reviewers. We will use commonly available services (ex. Google Translate) unless a recommender is able to provide a translation. Please contact Kim Marggraf at (920) 457-1727 or via email at marggraf@excel.net.

Demographic Information Tab

The following information is not part of the scoring or selection process, nor will it be considered as eligibility criteria. It is confidential, and will not be revealed to anyone outside of the Herb Kohl Educational Foundation. This data helps the Herb Kohl Educational Foundation understand the impact the awards program is making on students, families, educators, and administrators throughout Wisconsin. You may choose to answer as many of the following three questions as you feel comfortable answering.

- Household Income (dropdown menu of choices)
- Race (Check all that apply)
- School Context (Check all that apply)
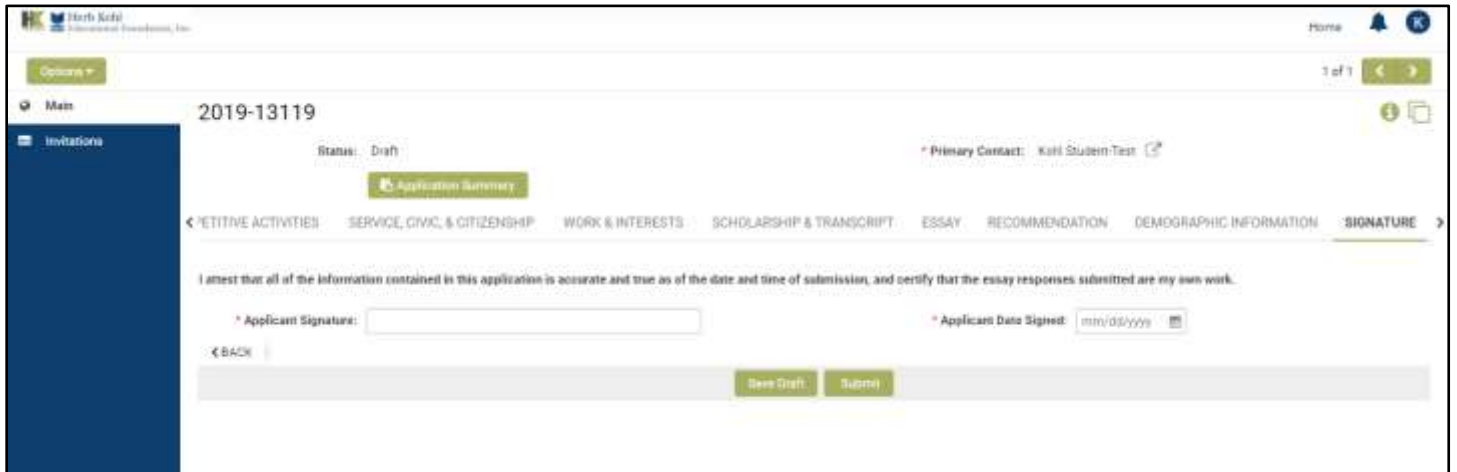
Signature Tab

Once you have completed the application, have filled in content for all required fields, and received back three letters of recommendation, you will be able to submit your application for consideration at the Regional level.

- Applicant Signature (You must type your full name in the field)
- Application Date Signed

Submitting your Application

Click "Submit" at the bottom of the Signature tab to send it in for consideration. If there are any required fields left empty or letters of recommendation missing, you will receive error messages with links to click that will take you directly to the error.

Once you submit, you cannot re-open your application for editing.

The deadline for submitting the Student Excellence Scholarship Applications to be submitted is listed on the Herb Kohl Educational Foundation website. Late applications will not be considered, even if the reason that it is late is not the applicant's fault.

Questions

If you have any questions, please contact Kim Marggraf, Herb Kohl Educational Foundation, (920) 457-1727, marggraf@excel.net.

The Herb Kohl Educational Foundation, and program co-sponsors, Association of Wisconsin School Administrators, Cooperative Educational Service Agencies, Wisconsin Department of Public Instruction, Wisconsin Newspaper Association and Wisconsin Parents Association, do not discriminate against any student, teacher or principal award applicant on the basis of age, color, disability, gender, gender identity or expression, genetic information, marital status, military status, national or ethnic origin, pregnancy or parenting status, political belief or affiliation, race, religion, sex, or sexual orientation in the administration of the foundation's educational programs and activities.