



**SWS Winter Workshop
Glendale, Arizona – Hotel Thunderbird Executive Inn
JANUARY 27, 2018**

**Increasing the 6% Through Scholarships ~
Tools for You and Your Chapter**

For the last several decades, the percentage of women pilots had hovered around 6%. Join us at the SWS Winter Workshop for an interactive adventure through the world of scholarships. What already works well? What strategies can we develop to make our scholarship processes more effective to increase the 6%? Let's support more women in the quest to fly!

8:00 a.m. Registration

Phoenix Chapter

9:00 a.m. Welcome

Alice Talnack

- Largest Winter Business Meeting!! 63 attendees!!
- Thunderbird Executive Inn is on a Campus. This Campus was the Airfield for the American and Chinese Pilot Training.
- Marie Mesa First Female Pilot in Arizona
- Introductions of Members: Name, Chapter, Position.
- Presentations to be Videotaped
- Goal: Increasing the 6% of women pilots
- Share information about AEMSFS Scholarships & Processes to support Applicants

9:15 a.m. All about AEMSFS Scholarships – Tips for Applicants, AE Chairs & Membership

AEMSFS Scholarships

Dottie Norkus

5 types of AEMSFS Awards

- Flight Training Scholarship
- Technical Training Scholarship
- Academic Scholarship
- Vicki Cruise Memorial Emergency Maneuver Training (No quota)
- Kitty Houghton Memorial Scholarship

All applicants must have a specific reason for using the award

Fly Now Student Pilot award (No quota)

Research Scholars Grants

Application Quotas

Sections and Chapters have certain amount allowed to submit

Annual Scholarship Ceiling

- Yearly budget is determined by taking 5% of the averaged year end balances of the AEMSF investment fund over the previous three years.
- The strongest applications are funded.
- *Financial need is only part of the picture*
- Applications are ranked on other factors including:
- Must be a above average student!!
 - Must be complete, What is the plan, What is the participation in the Ninety-Nines, Grammar, What is the immediate and future goals?
 - What is the statement for financial need? How strong is the Chapter letter of Recommendation? How are challenges or setbacks addressed.
 - Spell out every detail on the essay about why YOU deserve the Scholarship
- Strive to be the A student.

An AEMSF award is an investment in a Ninety-Nine!!

Outside Judges

- Cannot be a Ninety-Nine
- Gives another perspective on the applicant because they are not Members with an investment in the organization.
- They are given specific guidelines for rankings –looking closely at the Applicants goals, their plan to achieve them and 99s involvement.

AE Scholarships - From the Chapter to SWS

Ceci Stratford & Lori Parker

Observations:

- We had an amazing group
- Holidays are a challenge for all
- It is easy to miss requirements
- The care you take can make all the difference
- Important to have the Chapter Scholarship Chairs involved early.

Tips for completing the application properly:

- Start early
- Read the instructions. Read them again
- Download the application. Read the entire application. Read it again. Contact Section Chair(s) if you have any questions....
- It is great to plan ahead, but...If applying for CFI, she MUST have the Commercial by Feb 20, or its an automatic DQ
- Have access to a quality scanner
- Write neatly in your logbook!
- Typing makes it easier for the judges to read.

Part 1-Personal Information

- Make sure the hours in Part I, II and logbook align. (The newer design makes this a bit easier)
- Date/type of flight review
- Make sure you have the proof of what is noted here. (Logbook entry or flight review page)
- Know the difference between a Rating, Certificate & Endorsement

Endorsements

Scholarships received or pending—be truthful as the information will be checked.
Make it easy to read for the Trustees/Judges
Write NA where appropriate

Part II – Experience

- Make sure hours align with logbook and Part I.
(Simulated hours count as IFR time)
- If additional hours needed, note details on how you will achieve your goal
- Keep it Simple

Part III – Course and Funding

- Be correct on Math totals (No fuzzy Math re: cost and hours)
- Include Make and Model of Aircraft, Sim, etc...
- Remember the examiner fee...

Part IV – Essay

- Answer all the questions!
- Its an opportunity to introduce yourself, why should they pick you?
- State your goals – short term & long term and **plan** to reach them
- What is your financial need?
- Limit “fluff”
- How will the 99s and aviation community benefit?
- Review over and over. Have others look at it.
- Do not “recycle” your essay or recommendation letters

Part V – Personal Recommendation

- Choose wisely
- Make sure letter speaks to the applicant’s character outside of aviation
- Not written by a 99, family member or ideally not someone in the aviation field
- Customize to Trustees or Judges
- Scan carefully to produce clear, straight copies
- Address to Trustees
-

Part VI – Documentation

- Send only the last page of your logbook.
- If “currency” is a logbook entry, place a star next to the date to make it easy for the Trustees to see
- Make sure completed logbook pages are signed
- Make sure the year is noted at the top left!
- Make sure your Medical is appropriate (today) for the rating sought
 1. 3rd class – CFI
 2. 2nd class – Commercial
 3. 1st class – ATP
- If you passed the written for the goal being sought, include it. Don’t provide the results from a previous goal.

Part VII – Certification

- Sign the application

Part VIII – 99s Recommendation

- If you believe in your applicant, put your heart and soul into writing her recommendation
- Answer ALL the questions
- Confirm that financial support requested is appropriate....
-

Part IX – 99s Certification

- Signature – digital or regular. Be careful!
- Please complete Section Chair's name and e-mail address.

Disqualifications this year

- Part III dated after December 1st
- Applicant not yet a Pilot
- Refused to correct critical mistakes

General Guidelines for Applicants

- Spelling, Grammar, type it!!
- Remove the instruction pages per the instructions.
- More is not better. If they don't ask for it, don't provide it
- Make it easy on the Judges. Keep the size and direction of documentation consistent
- If you were a judge, would you choose you? Why?
- If something needs to be changed, make sure to send the original back to show what needed to be changes.

Dottie's Pet Peeves:

- Questions not answered
- Key points ignored
- Stating need for financial assistance but not building a case for need
- No mention of how the applicant was an active participant in local 99s chapter
- Do not write in the margins
- Just type the whole thing!!
- Pilot Logbook: Tally the numbers and make copies of logbook easy for Judges to read

Tips for Chapter Scholarship Mentors

- Put together a Scholarship team to make for a successful applicant
- Discuss AE Scholarships throughout the year
- Make sure the applicant gets the application on time
- Check EVERYTHING! Give yourself plenty of time to review. Then review again
- Check Spelling
- Name document w/applicant name & scholarship request before sending to Section Chair
- If possible, send to Section Chair before the deadline.
- For our auditors, there must be signatures, so chairs must keep original

From the Chapter Scholarship Chair Perspective

- How do I say No?
Needs to come from Chapter Scholarship Chair
Not a reflection on the applicant but on the “packet” (**change**)

Questions – discussion

Membership

When do scholarships come out? The Straight & Level will report

How many applicants per chapter can be submitted?

Each Chapter can only send 1 per 25 members.

10:30a.m. Chapter Scholarships – Planning, Designing and Marketing

Considerations & Helpful Hints

Lori Parker & Ceci Stratford

What is your goal for giving scholarships?

- Increasing memberships?
- Giving back to the Pilot community?
- Supporting women in Flight?
- Follow the 99 mission statement?

Who will your scholarships be for? (Be careful of 501c3 guidelines)

- Women only? Women and Men?
- Student Pilots? Advanced ratings? Get back in the Air Pilots? Sport? Glider? Balloon?
- High School Students? College students? Age requirement?
- Training Scholarships? Educational scholarships?
- Geographical radius?

Chapter Scholarships – Planning

Where will the money come from?

- Fundraising
- A Trust?
- Other?
Take care of that resource

What is the criteria to give the scholarship?

- Flight time requirement or other prerequisites
- Essay?
- Letters of Recommendation?
- Medical required?

When will you give scholarships?

- Yearly
- Twice Yearly
- Once you have the money?

Who & How will you manage the process?

- AEMSF Chair or Chapter Scholarship Chair?
- Committee

Who will be your judges?

- Lottery?
- Internal Committee?
- Outside Judges?

12:00 p.m. LUNCH

Chapter Scholarships – Designing

How will the scholarship money be awarded?

- Milestones
- Money deposited into the winner's account at a flight school? (1099)
Flight Instructor?
- Reimbursement?
- What if the winner has her own plane?
- Will extensions be allowed? If so, how long/conditions?

How will the applications be offered?

- Printed, Online, Both?

How will you market the scholarship opportunity?

- Flight Schools? Colleges? High Schools?

Charter Scholarships – FUNdraising

- How will earn the money? Or continue to earn money?
- Have fun doing fundraising.
- Ideas: Engraved Bricks at he Airport
Girl Scout Camp, Girl Scout Badges, Girl Scout
Jewelry
Airshows: Beer Booth, Pancake Breakfast, hot dogs
Air Races, Merchandise,
Flying Companion Seminar

How will the money be protected?

- Separate Account?
- Endowment?
- QuickBooks accounting Strategy?

Best practices

- Don't limit scholarship opportunities to your chapter members only
- Consider outside judges...

Questions – discussion

Membership

Milestones (Kick-Start, Written, Solo, Cross-Country,
Check-ride) as part of each scholarship given to winner

OPPORTUNITIES

There is a dire need for pilots, mechanics & flight attendants now.

Many manufacturers, organizations & small groups, etc. have scholarships to help meet the need.

1974 – 6% of pilots were women.

2016 – 6.6% of pilots were women.

We can increase that percentage to 50% of the skies.

Non-Flying – Mostly Academic scholarships

- Local Service clubs (Lions, Rotary, Woman Clubs, Zonta)
- Kohl's Department Store
- Reagan Library Foundation
- Some grants/scholarships for those pursuing a dream or are future leaders

Breakdown or search by categories

- Academic
- Flight Training
- Women
- Technical
- Specialty
- Geographic areas

RESOURCES

- www.sfv99s.org/education.php
 - Alphabetical list on SFV 99s website
 - Under Ceci's Tips
 - Updated monthly

****This website to be placed on the SWS website**
- <http://www.flightscholarship.info/>

Many sources for academic scholarship

Professional & Technical Organizations, such as for these fields:

Soaring

Experimental Aircraft

Maintenance

Air Traffic Controllers

Helicopters

Summary & Conclusions

Your Action Plans

- Set

There is a lot of money out there!!

Help raise the percentage of pilots who are women from 6% to 50%
(after all, we are "Half the sky")

Contact Ceci at
cecipilot@sbcglobal.net

Questions – discussion

Membership

2:00-3:20 **Scholarship Breakout Sessions – Handouts are available on pages 9-13.**
Dottie – Marketing scholarships in the digital world

Ceci – Tips for effective essays and recommendation letters

Lori – Structuring the Chapter Scholarship Process

Sara – A view from the applicant’s perspective; encouraging the younger member

3:20 p.m. **Wrap Up – Comments, Feedback, Next Workshop Information**

Thank you of the presenters!!

One word to sum up and Share what was learned: Motivation, Opportunities, Passion, Investment, Resourcefulness, Networking.

Next Winter Workshop: January 26, 2019 in San Diego, CA

Ideas for topics: Leadership and Engagement

Marketing and Recruitment

Communication (getting skills up to speed i.e.: technology

Livestream/U-tube video on Winter Workshop

Go to Meetings

3:45 p.m. **Adjourn – Thanks for coming! Safe travels home.**

99S MISSION STATEMENT

The Ninety-Nines is the International Organization of Women Pilots
that promotes advancement of aviation through
education, scholarships, and mutual support
while honoring our unique history and
sharing our passion for flight.

SWS Updates

Winter Workshop	January 26, 2019	San Diego, CA
Topics: (?)		
International Conference	July 9-12, 2029	Long Beach, CA
Queen Mary		
SWS Elections		
SWS Spring Bus. Meeting	April 26-29, 2018	Bakersfield, CA
Bakersfield		
International Conference	July 3-8, 2018	Philadelphia, PA

Below are **handouts** that were distributed during the workshop.

1) Considerations for Implementing Chapter Scholarships

~A Roundtable Discussion~

Lori Parker

VC99s & SWS Scholarship Chair

What is your goal for giving scholarships?

Increasing membership?

Giving back to the pilot community?

Supporting women in flight?

Who will your scholarships be for? (Be careful of 501c3 guidelines)

Women only? Women and Men?

Student Pilots? Advanced ratings? Get Back in the Air Pilots? Sport? Glider? Balloon?

High School students? College students? Age requirement?

Training scholarships? Educational scholarships?

Radius?

How much money will the scholarship(s) be worth? How do you decide?

Fewer scholarships with a higher dollar value?

More scholarships with less dollar value?

Where will the money come from?

Fundraising?

A Trust?

Other?

How will you manage the money?

Separate account?

Separate accounting?

How will the scholarship money be awarded?

Milestones?

Money deposited into the winner's account at a flight school? Flight instructor? (1099)

What if the winner has her own plane?

Will you allow extensions?

If so, for what reason(s)?

How does this affect money allocation?

When will you give scholarships?

Yearly? Twice yearly?

How will you market the scholarship opportunity?

Flight schools? Colleges? High schools? Members, Press release? Website? Facebook? Newsletters? Face-to-face?

How will you design your application?

Flight time requirement or other prerequisites? Essay? Letters of recommendation? Medical?

Who and how will you manage the process?

AEMSF Chair or Chapter Scholarship Chair? Committee?

Lottery? Outside judges?

What challenges have you had that others can learn from?

2) Things I Needed/Wanted When I Decided to Become a Pilot:

(A view from the applicant's perspective; encouraging the younger members.)

Sara Mazzarella

1. USE SOCIAL MEDIA! Create a Facebook page for communication and event reminders. Younger generations don't use email chains. We barely use websites. Start a new pilot post, where Ninety-Nines who just finished training can give Q/As. (Encourage them to join other FB groups; International Ninety-Nines, FAAST, FAPA, etc.) This will help your group in the long run! ☺ They will become future chapter leaders and recruit their friends!
2. Make dues payable via Paypal or Venmo.
3. Match them with a personal mentor to guide them on the following: student pilot certificate, medical, upcoming events, 99s dues (both intl. and chapter).
 - A. Find schools/instructors tailored to their situation: part time, full time, accelerated, linked to colleges/high schools, etc. If they prefer long term suggest taking a leave of absence at work so they have a fall back if money gets tight.
 - B. Help them find funding.
 1. Scholarships – offer a working list of scholarships and tips (see 99s lists!)
 2. HELOCs- Homeowners can get a large home equity line of credit with differed payments and low interest rates.
 3. Student loans - usually approved for accredited colleges and flight schools and have deferred payment and cost of living added into loan so they could take off from work (quit or leave of absence) through training
 4. Grants - usually available for college students or students in educ. programs.
 5. Misc: family loans, second jobs, internships, etc.
 6. Don't encourage credit card use. Maxing out cards will hurt credit (for future loans), payments aren't deferred, and interest is huge.
 - C. Communicate realistic costs, timelines, and the order of ratings.
 - D. Help her (or link her up with a past scholarship winner, even from another chapter) to win her first scholarship (ex: Fly Now). If she wins a scholarship within the first 6 months she'll be MUCH more likely to succeed. (Retention!)
 1. TIPS: Pay close attention to details on the application. It can be VERY frustrating as a first time applicant. Help her through the first application. Meet in person. Go over essay with multiple people (behind the scenes) but have her mentor be the only one giving feedback so she isn't so overwhelmed she quits. ("Too many cooks...") Review the rules with her so she understands what is expected.
 2. Hold a scholarship night with new members and review an old (anonymous) winning scholarship application. Show good/bad examples.
4. Share/donate current resources: books, online programs, test study guides, etc.
5. Have the chapter offer opportunities for leadership positions in which she can build volunteer time and feel like she makes a difference in her chapter. Her mentor could learn her strengths and apply them to an appropriate position. (co-positions can be fun too!)
6. Help connect new members with other 99s student pilots at the same airport. (Ex: A groups of us rented from the same place. So we became close. We studied, applied to scholarships, created events, and eventually flew, together.)

3) Scholarships Beyond the 99s

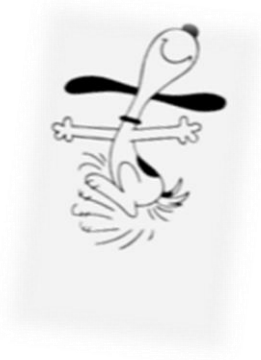
Ceci Stratford

*Dire need for pilots, so many more scholarships are available!

*Women still only about 6% of pilot population in U.S.

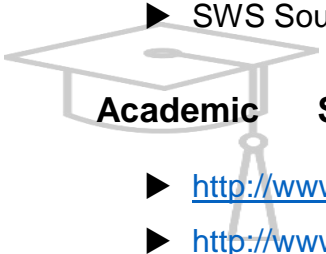
Organizations, foundations, companies that offer scholarships

- ▶
- ▶
- ▶



Resources

- ▶ www.sfv99s.org/education.php
- ▶ <http://www.flightscholarship.info/>
- ▶ SWS Southwesterly



Academic Scholarships

- ▶ <http://www.sfv99s.org/education.php>
- ▶ <http://www.flightscholarship.info/>
- ▶

Professional & Technical Organizations



- ▶ <http://www.sfv99s.org/education.php>
- ▶ <http://www.flightscholarship.info/>
- ▶

Action Plan



- ▶ <http://www.sfv99s.org/education.php>
- ▶ <http://www.flightscholarship.info/>
- ▶

4) TOP TEN TIPS FOR WRITING A SCHOLARSHIP ESSAY

By Ceci Stratford & Lori Parker – Southwest Section 99s AE Scholarship Co-Chairs 1-25-2018

- #10.** Plan ahead. Make an outline listing the items requested in your essay for the scholarships. Then fill in the blanks!
- #9.** Introduce yourself to the reviewers. How did you get interested in flying? What have you already done to pursue your interest (such as passing the written, started flying lessons, etc.). Tell your story!
- #8.** Show your passion for aviation. Be original. Use examples. What are your dreams? But don't include too much "fluff".
- #7.** What are your goals in aviation? (Short term and long term). A career? Charitable flying? The Military? Flying for business? Flying for fun? (Don't worry if your goals change in the future. Right now you're just getting introduced to flying.)
- #6.** What other things have you done in your life, including accomplishments, awards, volunteer work, clubs, organizations you belong to, mentoring? It doesn't all have to be aviation related.
- #5.** Do you have a financial need for the scholarship? How have you financed your training so far? How will you continue to finance it? What difference would winning the scholarship make? Give specific examples, such as enabling you to complete your training sooner, or to build time after getting your license. Provide your gross income if it is requested.
- #4.** Why should the scholarship reviewers choose you? Why do you need the scholarship? What sets you apart? Here's a chance to really show your unique personality and abilities.
- #3.** What will you do to help the aviation community, including others who want to learn to fly? How will the 99s and the aviation community benefit from you being awarded the scholarship?
- #2.** Use correct grammar and punctuation. Is your spelling correct? (Don't rely on Spell Check!). Does the essay flow from paragraph to paragraph, topic to topic? Are your points clear to the reader?
- #1.** Review your essay over and over. Do you answer all the questions? Have you used all the above tips? Have someone else look at your essay (and whole application) to get his or her perspective and comments.

5) TIPS ON WRITING A 99S RECOMMENDATION LETTER

Ceci Stratford, January 25, 2018

1.
Answer all questions on the 99s Recommendation (Part VII for Fly Now and VIII for AE). Suggestion: Type questions on a Word Document with lots of blank spaces in between. Fill in your answers and when you finish remove the questions if you need more space.
2.
Meet with her before the application is due to review her goals, why she wants to fly, how she will accomplish that. This will give you an idea of her passion for aviation, her dreams, obstacles she's overcome, even in other areas of her life, and her financial need. Give her feedback.
3.
Include information on what the applicant DID NOT include in her essay. Don't repeat, especially word for word!
4.
Give your observations and anecdotes on what the applicant has achieved, how she's participated in the 99s, how she's shown initiative. Emphasize her qualities. Show she's a multi-faceted person. Use powerful and descriptive words and give examples.
5.
Help her formulate a plan for soloing and achieving the other milestones. For example, selection of a flight school and CFI, costs, how often she'll fly, how she's studying for the written, target dates (month is ok),
6.
If she's had challenges or obstacles, including financial, talk about how she overcame them. This will show she's able to address obstacles in her training and reaching her goals. Again, give examples.
7.
Mention how she is eligible and qualified, that she deserves to receive the scholarship. Show that the Chapter is behind her and "voted" to submit her application, that her goals are realistic, and funding rates are typical for your region.
8.
How will she be a good investment for the 99s and aviation? Give your vision of how she will reach her goals and what she can contribute.
9.
Have someone else go over your recommendation to look for grammatical and spelling errors, as well as how much impact it has and that you've answered all the questions.
10.
Remember, your recommendation can make or break a win!