



Cosmetology Start Date Scholarship

Overview: One student in each Cosmetology start date between the dates of January 1, 2018 – December 31, 2018 will be awarded a \$1,000.00 tuition scholarship provided the institute receives a candidate that satisfies all eligibility requirements stated below.

Eligibility Requirements:

- Applicants must submit a video at least 3 minutes but no longer than 5 minutes in length, identifying their reason for choosing Aveda Institute Minneapolis for their education and how they plan on using their education to exemplify Aveda Corporation's mission within the beauty and wellness industry. The mission is stated below:

“Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.” – *Horst Rechelbacher, Founder*

- In the video, also answer the following questions:
 - Why you should be chosen to receive the scholarship?
 - What are your short and long term goals as an industry professional?
- The video must include applicants' (1) first and last name; (2) address; (3) phone number; (4) email address; (5) program; (6) start date; and (7) name of scholarship.
- All entries must be emailed to applicants' Admissions Representative before 5:00pm at least two weeks prior to the start date.
- All submissions must be formatted as a .MOV or .WMV file.
- Applicants may not submit more than one video or they will be disqualified.
- Applicants must apply for the Aveda Institute program start date for which they are applying for the scholarship.
- Applicants may only apply for one scholarship that is funded by the Aveda Institute Minneapolis.
- Applicants must satisfy Aveda Institute Minneapolis's admission requirements and must enroll in a previously unattended program at the institute.

Scholarship Awarding Process:

- All entries will be reviewed and considered for the award by the institute's Award Panel. The video submissions of qualified finalists will be evaluated for creativity, inspiration, and enthusiasm.
- The winner will be notified prior to the start date. If you are selected as a winner, you will have 15 days after you are notified to accept the scholarship and representatives from the Aveda Institute Minneapolis will coordinate with you regarding the details and confirmations of fulfilling the award. If you accept the award offered to you, you may be required to provide the institute with a written description of and photographs from your experience to be used in Aveda Institute Minneapolis and Aveda Corporate marketing and promotional efforts, including, e.g., in blog postings and social media postings. The institute may also post the video for public viewing.
- No substitution, assignment, or transfer of the scholarship is permitted, except as determined in the sole discretion of the Aveda Institute Minneapolis. Scholarships are not redeemable for cash.

Award Panel:

Teri Cipowski – Cosmetology Team Lead
Heather Walsh – Guest Services Team Lead
Christin Garske – Retail Team Lead
Shayla Floyd – Student Services Team Lead

Nicki Dixson – Student Professional Development Manager
Caroline Musolf – Spa Team lead
Sandra Wagner - Director

*For more information about our graduation rates, the median debt of students who have completed the program, and other important information, please visit <http://aveda.edu/minneapolis/student-resources/grad-and-placement-rates/>.



Esthiology and Massage Therapy Start Date Scholarship

Overview: One student in each Esthiology and Massage Therapy start date between the dates of January 1, 2018 – December 31, 2018 will be awarded a \$500.00 tuition scholarship provided the institute receives a candidate that satisfies all eligibility requirements stated below.

Eligibility Requirements:

- Applicants must complete an essay of at least 500 words but no more than 750, identifying their reason for choosing Aveda Institute Minneapolis for their education and how they plan on using their education to exemplify Aveda Corporation's mission within the beauty and wellness industry. The mission is as follows: "Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world." – *Horst Rechelbacher, Founder*
- In the essay, answer the following questions:
 - Why you should be chosen to receive the scholarship?
 - In reference to the Aveda Corporation mission, what part of the mission speaks to you as an Aveda student and potential future esthetician or massage therapist?
- The essay must include applicants' (1) first and last name; (2) address; (3) phone number; (4) email address; (5) program; (6) start date; and (7) name of scholarship.
- All entries must be emailed to applicants' Admissions Representative before 5:00pm at least two weeks prior to the start date.
- All submissions must be formatted as a Microsoft Word document.
- Applicants may not submit more than one essay or they will be disqualified.
- Applicants must apply for the Aveda Institute program start date for which they are applying for the scholarship.
- Applicants may only apply for one scholarship that is funded by the Aveda Institute Minneapolis.
- Applicants must satisfy Aveda Institute Minneapolis's admission requirements and must enroll in a previously unattended program at the institute.

Scholarship Awarding Process:

- All entries will be reviewed and considered for the award by the institute's Award Panel. The essay submissions of qualified finalists will be evaluated for creativity, inspiration, and enthusiasm.
- The winner will be notified prior to the start date. If you are selected as a winner, you will have 15 days after you are notified to accept the scholarship and representatives from the Aveda Institute Minneapolis will coordinate with you regarding the details and confirmations of fulfilling the award. If you accept the award offered to you, you may be required to provide the institute with a written description of and photographs from your experience to be used in Aveda Institute Minneapolis and Aveda Corporate marketing and promotional efforts, including, e.g., in blog postings and social media postings. The institute may also post the essay for public viewing.
- No substitution, assignment, or transfer of the scholarship is permitted, except as determined in the sole discretion of the Aveda Institute Minneapolis. Scholarships are not redeemable for cash.

Award Panel:

Teri Cipowski – Cosmetology Team Lead
Heather Walsh – Guest Services Team Lead
Christin Garske – Retail Team Lead
Shayla Floyd – Student Services Team Lead

Nicki Dixson – Student Professional Development Manager
Caroline Musolf – Spa Team lead
Sandra Wagner - Director

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