



Better Business Bureau | Mainland
Suite 404, 788 Beatty Street
Vancouver, B.C. V6B 2M1
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Student Ethics Award 2012

The BBB Student Ethics Award program recognizes high school students who personify high ethics demonstrated through leadership, community service, and overall personal integrity and academic history. One student will be selected by a panel of judges to receive an award of **\$2,250** to an accredited college or university of his or her choice. The award must be applied within three years of receipt. The funds will be distributed directly to the school upon verification of the student's enrollment. The award must be applied toward school related expenses including; tuition, books, room and/or board, or other related items. The award will be presented to the recipient students in **May 2012** at the BBB's Annual General Meeting.

Award Guidelines

Entries for the BBB Student Ethics Award will be reviewed by the Selection Committee. Judges will select the award recipients based on their leadership, contributions to their communities and schools, personal integrity, academic accomplishments, and an essay **or** a video.

The applicant must be a resident and attend school in British Columbia within the region served by the BBB of Mainland B.C. The applicant must plan to attend an accredited college or university in the United States or Canada. The applicant must be in grade 11 or 12 in high school, and have a desire to continue his/her education. Decisions of the judges are final. Entries should include the completed entry form, and three letters of recommendation: e.g. church, school official, employer, community leader. Each letter should be 300 words or less. The response to the essay question should be on one 8.5" x 11 page, single spaced. To submit a video (1-3min in length), upload the video to YouTube (remember not to provide any personal information on the website) and send an email with the video link to **Joanna Li, BBB, Director, Business Development and Strategic Partnerships** (Joanna@mbc.bbb.org).

Supporting documentation should be typed and submitted on 8.5" x 11" paper. A copy of the transcript will be accepted. Please retain a copy of your completed entry. All submitted entries become the property of the Better Business Bureau of Mainland B.C. and cannot be returned.

Procedure

Mail completed application packet to: President, Better Business Bureau of Mainland B.C., #404 – 788 Beatty Street, Vancouver, B.C. V6B 2M1.

Deadline

Entries must be postmarked by **Monday, March 5, 2012**.



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Judging Criteria

The criteria for the award includes: Leadership 20%, Community service 20%, Academic 30%, Essay/Video 30%.

Student should demonstrate their commitment to high ethical behavior and provide documentation in the following areas:

1. **Leadership:** Describe any extracurricular activities, work, or school related activities. Include awards/honors or offices held.
2. **Community Service:** Describe activities outside of school and within your community, such as church or special community activities. Include awards/honors or offices held.
3. **Academic:** Enclose a copy of your most recent transcript, describe awards received relating to your academic achievement, and describe your post secondary plans.
4. **Essay/Video:**

Subject matter/topic: "Everyday ethics"

- Reflection on the day-to-day decisions that confront young people
- The importance of ethics and young people
- The conscious choice made in leading an ethical life and being an ethical leader

Submit an essay (500 words) or a video (between 1 – 3min). Include in your response the following:

- What 'everyday ethics' mean to you
- Name some commonplace moral questions you and your peers confront in your day-to-day living, at school or at work (maximum 3 examples)
- How you exemplify everyday ethics
- Provide concrete examples of how you made your school/work/community a better place by using your ethics
- Explain why it is important to instill and develop the concept of everyday ethics in young people

**Essays and videos submitted will be judged largely on their content. Nonetheless, organization, grammar, overall presentation, video sound quality, as applicable, will be considered.*



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Entry Form

Entries must be postmarked by **Monday, March 5, 2012**

Name of Student _____

Student's Home Address _____

City _____ Postal Code _____ Home Phone () _____

Name of Student's School _____

School Address _____ Graduation year _____

Name of School Counselor or Principal _____ School Phone () _____

Post Secondary Education Plans to attend a 2 year school _____ 4 year school _____

Student will be submitting an essay (enclosed) a video (YouTube link to be emailed)

As a representative of _____ Secondary School I recommend this student.

 Signature of School Counselor

 Date

By submitting this form, I hereby certify that the statements contained in this application are true, accurate and complete.

 Signature of Student

 Date

- All entries become the property of the Better Business Bureau serving Mainland B.C.
- BBB retains the right to make program rule changes at any time
- All judging decisions are final
- Recipients' names, essays or videos may be released to the public and news media for promotional purposes. *Please review and return the completed Release Form enclosed.*

Privacy statement: In compliance with the BBB Privacy Policy, the Better Business Bureau of Mainland B.C. will use any personal information you provide only for the purpose for which it is submitted.