

# Scholarships Available

## Out To Change The World: Student Scholars Eye The Future

(NAPSA)—This may be one of the toughest times for Historically Black Colleges and Universities (HBCUs) and their students. Reduced federal and private funding has resulted in two schools, Atlanta's Morris Brown College and Mary Holmes College in Mississippi losing their accreditation. In addition, 15 percent of the 103 other HBCUs—primarily those in the South and Southwest—have been placed on probation and warned of losing theirs. This seriously affects the 90 percent of students thinking of enrolling or currently enrolled in an HBCU who rely on scholarships and financial aid.

Now more than ever, HBCUs need corporate America's support. The L'Oréal~Soft Sheen/Carson (LSSC) Scholarship program, inspired by L'Oréal's understanding of the valued role HBCUs play is just one example of how corporations can help. The program provides renewable scholarships of up to \$10,500 to deserving students attending specific, partner HBCUs. Students must meet specially designed criteria that among other things includes community leadership and outstanding academic performance.

This year's recipients, Christina Davis, Corey Caldwell and Terry Whitaker, are representative of the type of students the company is passionate about rewarding. They are politically and socially aware, ambitious and savvy. Caldwell, who will attend North Carolina A&T University, says he's motivated by goals that he continually sets for himself. It is what he calls, "a little mental game that drives me to the finish line every time." More disciplined than many young people his age, Caldwell advises his peers to "find a balance between play time and work time."

Whitaker, an entering freshman at Morehouse College in Atlanta, says he sets and reviews his goals on a regular basis but also has the added incentive from parents "who motivate me to do my best in all my ventures." His mother has been



**Christina Davis, 2003 LSSC Scholarship recipient.**

an especially galvanizing influence. "My Mom's persistence in pursuing her Bachelor's degree inspired me to further my education," and "my Dad's work ethics encourage me to work on my leadership and business skills."

Davis says the scholarship has done wonders for her self-esteem and provided "an excellent financial start." At a time when college financial aid dollars are tighter than ever, the award, because it is renewable over four years, takes a great burden off these students (and their parents). In addition to the financial assistance, scholarship recipients receive an Internet-ready laptop computer and a standing invitation to participate in L'Oréal USA's summer internship program.

Fashioned after the Carson Scholars program which was created by Dr. Roy Keith, former president of Morehouse College and Carson Products, the scholarship program supports the building of meaningful relationships with HBCUs whose aim is to provide a superior education for African-American men and women. "According to Candace Matthews, president of Soft Sheen/Carson, "The students chosen to receive the scholarships reflect what we as a company look for in our employees."