



**CANADIAN WOMEN
IN COMMUNICATIONS**



**Rotman School of Management
UNIVERSITY OF TORONTO**

CWC/Rotman Athena Program Scholarship

This dynamic and interactive program will give women professional tools they need to better understand themselves, be heard, and build networks that are critical to success. It covers effective communications techniques in common workplace situations, including conflict management. Participants will learn how to get ahead while developing an authentic personal brand.

CWC is offering one member a scholarship to attend the Rotman Athena Program from November 9 to November 10, 2010, in Toronto. In order to be considered, you must complete the Application Form in its entirety, provide the preparatory materials and submit them as a complete package to the CWC National Office by **5:00 p.m. (EST), Friday, October 1, 2010**. While open to all CWC members, the Rotman Athena Program is offered in Toronto only. ***The scholarship does not include travel or accommodation.***

ABOUT THE PROGRAM:

This program is designed and delivered by the renowned Rotman School of Management at the University of Toronto. Sessions are led by members of Rotman's outstanding faculty, who offer a highly regarded academic perspective that is complemented by their experience as consultants, managers and expert advisors to some of the world's most successful corporations. Collectively, they offer insights into a diverse range of fundamental business areas that are the core considerations for business leaders.

SESSION DATES:

This two day session will run from November 9 -10, 2010. Each day starts at 8:30 a.m. with breakfast, and classes run from 9:00 a.m.-5:00 p.m. Lunch and breaks are scheduled and provided both days.

<p>Day 1 – November 9 -Understanding Yourself - Interpersonal Dynamics</p> <p>Welcome Reception 5-7 pm</p>	<p>Day 2 – November 10 - Personal Branding - Managing your Career - Action Planning</p>
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TIPS ON APPLYING

It is important in your application to let us know specifically how the CWC/Athena Program Scholarship will assist you in moving your career forward. There are specific eligibility requirements for this program, such as, you must be an active member of Canadian Women in Communications and have at three to five years of experience in the communications industry – radio, television, cable, new/digital media, telecommunications, print media, IT and allied fields. Additional eligibility requirements are detailed below.



SELECTION PROCESS:

Selection will be made by a panel consisting of representatives of CWC, the Rotman School of Management and the communications industry. The decision of the selection panel is final. Selection will be based on the following criteria:

Experience 15%

The ideal candidate will have had three to five years work experience and should aspire to career growth and positions of greater influence in the workplace.

Education 10%

University degree, college diploma or equivalent. Has the candidate participated in any other career development programs, either within CWC or independently?

Aspirations 30%

Does the candidate have specific career goals? What is the candidate's vision of success in their current workplace environment?

Program relevance 30%

Has the candidate articulated how taking the program will forward her career? Does this seem to fit with her career path?

CWC involvement 15%

The following types of involvement will be taken into account: The candidate (a) has been a CWC member for a year or more; (b) has served on a CWC Regional Board; (c) has been a CWC Regional volunteer.

Terms and Conditions

1. Applicant must be a registered CWC member in good standing.
2. Applicant must have 3 to 5 years of full-time experience in the communications industry (radio, television, IT, specialty broadcasting, cable, TV, telecommunications, publishing, new media, film/TV production and allied fields).
3. Scholarship recipient must make individual arrangements and seek approval from their employer for salary, benefits, leave of absence, travel, accommodation and any other associated costs, if required.
4. Travel and accommodation costs are not provided.
5. This scholarship is applicable to the Athena Program running November 9 - 10, 2010, and is not transferable to another date.
6. In the event that you are unable to attend for any reason, immediate notice must be given and the scholarship will be forfeited.
7. The scholarship has no monetary value.
8. Completed application and accompanying documents must be received by the CWC National Office no later than **5:00 p.m. (EST), Friday, October 1, 2010**. Late applications will not be accepted. All elements of the application (résumé, responses to the questions, etc.) must be received as a complete package by email, mail or courier and must be postmarked by the deadline. Applications sent by fax will not be accepted.
9. On successful completion of the course, scholarship recipient may include in their curriculum vitae the designation "Rotman School of Business Athena Program."
10. There will be a maximum of **one** recipient of this scholarship.
11. The judges' decision is final.



PART A – PERSONAL INFORMATION

Name		
Title		
Organization		
Address		
City	Province	Postal Code
Telephone	Email	

PART B – EMPLOYMENT INFORMATION

Title/Position		
Company		
Address		
City	Province	Postal Code
Telephone	Email	
Number of Working Years in the Communications Industry		
Industry Sector (check one):		
radio/TV/specialty broadcasting <input type="checkbox"/> cable TV <input type="checkbox"/> telecommunications <input type="checkbox"/> publishing <input type="checkbox"/> IT <input type="checkbox"/>		
film/TV production <input type="checkbox"/> new/digital media <input type="checkbox"/> Other (please specify) <input type="checkbox"/>		
Immediate supervisor:		
Title/Position		
Telephone	Email	



PART C – EDUCATIONAL BACKGROUND	
University	
Level Attained	Year Completed
College or Technical Institute	
Level Attained	Year Completed
Other Postsecondary/Professional Development (explain)	

PART D – IN SUPPORT OF THIS APPLICATION, PLEASE SUPPLY THE FOLLOWING:
<p>1. Answers to the questions below, with each reply being a <u>maximum</u> of one page in length:</p> <p>A. What are your professional goals and the elements you require to reach them? What is your personal definition of success?</p> <p>B. How will this program help your career move forward in your current work environment? How do the topics covered in this program help to support the attainment of your future career goals?</p> <p>2. A complete and updated résumé (maximum 2 pages) including career and community activities.</p>

I submit the above information as accurate and authorize CWC to verify information on this form. I acknowledge that I have read the CWC/Athena Program Scholarship terms and conditions.

Applicant's Signature

Date

Please send completed application form and required materials

No later than 5:00 p.m. (EST), Friday, October 1, 2010, to:

CWC-AFC

Mail

67 Yonge Street, Suite 804
Toronto, Ontario
M5E 1J8

OR

EMAIL

cwcafc@cwcafc.com

Please ensure your application is loose leaf, do not staple, bind, place in folders/binder, etc. Thank you.