



Rhonda LP Hoffmann Scholarship Fund 2021 Scholarship Application

Timeline:

The Board of Directors for the Rhonda LP Hoffmann Scholarship Fund, Inc. has authorized a scholarship in the amount of the \$2,500 in this 2021 Scholarship Cycle with all funds distributed to scholarship winners in Spring Semester 2022.

Applications Due: December 1, 2021 11:59 PM

Scholarship Winners Announced: January 2, 2022

Funds Disbursed: We will work with the scholarship winners to disburse funds directly to their educational institution by the start of their academic semester.

Scholarship Overview:

Rhonda Lee Peil Hoffmann (November 10, 1957 – June 15, 2020) had a passion for art and for helping those in need. This scholarship was established to honor Rhonda's legacy by supporting students with demonstrated artistic ability who are pursuing postsecondary education in creative fields.

Rhonda's career as an artist was not traditional. While studying fine arts at the University of Wisconsin – Whitewater, she honed her skills in drawing, painting, pottery, and other media. For much of the 1990s, she was Art Director at Interior Systems Incorporated (ISI), a Wisconsin-based commercial interior design and manufacturing company. In that position, she was instrumental in establishing ISI's art department and making ISI the destination for clients seeking unique custom interiors, particularly those developing themed restaurants and entertainment complexes. One of her most notable projects was the "Solid Gold" McDonald's, a rock and roll themed McDonald's that opened in Greenfield, Wisconsin in 1991.

Rhonda's post-ISI ventures fused her creative instincts with her interests in business and education. She was a conceptual designer at an architectural firm, a marketing leader at a commercial playground manufacturer, and, for many years, the principal of her own creative marketing and design firm, EnVision. With EnVision, Rhonda made the technological leap from traditional media to computer-based graphic design, spending many years working with clients to develop brand identities and marketing strategies. Rhonda was fearless, a connector, the kind of person who would not hesitate to call a complete stranger to ask for help or collaboration. Because she gave more than she asked in return, this worked more often than not. It was fitting that her final professional role was Director for Strategic Development at Wisconsin Lutheran College in Milwaukee, Wisconsin, where she worked to ensure the college was positioned to grow and educate future generations.

Rhonda's life and career evidence the simple truth that defining an "artist" is itself more art than science. For Rhonda, "artist" was not about the job title, but about the creativity brought to the job. This scholarship celebrates Rhonda's life by supporting students in creative disciplines, broadly defined. To see more of Rhonda's work, please visit our website.

Rhonda LP Hoffmann Scholarship Fund, Inc. is a recognized tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code.

Eligibility:

- Must be enrolled in an eligible institution for the academic year in which the Scholarship is awarded ("Eligible institution" means a college or university which normally maintains a regular faculty and curriculum and normally has a regularly enrolled body of pupils or students in attendance at the place where its educational activities are regularly carried on)
- Full-time sophomore, junior, or senior undergraduate student
- Pursuing an art degree ("art degree" means bachelor's degree in any of the following fields: art, fine art, visual art, studio art, multimedia art, art history, art education, design (including interior design or architecture), graphic design, art therapy, business or business administration (with a concentration in marketing), or similar bachelor's degree with a creative focus

Judging Criteria:

The Selection Committee will review applications using an objective rubric that assigns points based on the following criteria:

- Creative portfolio as it relates to the originality, creativity, composition and quality of work submitted
- Academic performance as it relates to relevant art/creative courses from transcripts
- Personal Statement based on content and quality of statement provided by applicant
- Financial Need based on the expected family contribution as reported in the applicant's federal Student Aid Report
- Letter of Recommendation

Contact:

- More information about our efforts is available on our website www.rlphscholarship.com
- You can reach out to us via email for any questions about the scholarship application or if you are experiencing any technical difficulties with the form: rlphscholarship@gmail.com

Application

Application Instructions:

- Please complete all fields and attach all required documents to this form. Email your completed form to rlphscholarship@gmail.com by December 1, 2021 at 11:59 PM. You will receive a confirmation of receipt within 24 hours of submission.
- All attachments should be labeled in the following manner and attached to the email submission:
Your Last Name_Document Category
For example, personal statement would be labeled: Lastname_Personal Statement.
You can attach all documents to the email. If the email size is too large to send, you can send to us in multiple emails.
- Your email subject for submission should be your full name (as stated below as the Scholarship Applicant Name)

Scholarship Applicant Name:

Phone Number:

Email Address:

Name of Educational Institution:

Major:

(note if you are not pursuing a specific art degree, but are pursuing a similar degree with a creative focus that you feel embodies the spirit of this scholarship, please describe here)

Required Application Attachments:

1) Personal Statement

Please tell us about who you are as an artist and why you feel you are a good fit for this scholarship. There is no minimum length, but please limit to no more than 1000 words. This is your opportunity to share who you are with the selection panel.

2) Creative Portfolio

Please attach representation of your portfolio in digital form. You can include up to 5 examples based on the type of degree you are pursuing. For example, this could include pictures of your artwork if you are pursuing a degree in fine art, a paper you have written if you are pursuing art history, or a presentation you have given if pursuing business with a marketing emphasis. These are intended to be examples only and this is not an exclusive list. You can submit what you believe best represents your creative and/or artistic abilities. In addition, please include a brief statement describing why you chose to include what you did.

3) Recommendation Letter

Please attach a recommendation letter here from a professor, instructor, or other individual who is familiar with your creative portfolio and/or your creative abilities.

4) Financial Need:

Please attach a copy of your Student Aid Report from the U.S. Department of Education Office of Federal Student Aid for the 2021-2022 academic year, which will be used to determine financial need. This should be labeled.

5) Transcripts

Please attach a copy of your official college transcript through the date of your most recently completed semester.

Signature

By signing this application, I attest that all information provided is true and complete, and that all materials provided in my creative portfolio are my own, original work.

Name

Date