

FREQUENTLY ASKED QUESTIONS

The Scholarship

Q. How many scholarships are available?

A. Each year, BBB Wisconsin awards students with a \$2,500 scholarship each.

Q. I don't have the best grades/I didn't score very well on my ACT/SAT, should I still apply?

A. Of course! Keep in mind that our scholarship awards students for their integrity. Top grades and test scores do not automatically mean a student has integrity. Having average grades does not mean that a student lacks integrity.

Q. My school offers few or no AP classes. Will this affect my application?

A. No, this will not have any affect on your application. We recognize that not all schools have the same resources or are able to offer all the same classes.

Q. I am planning on going to a community college/technical school. Am I still eligible?

A. Yes, and we highly encourage you to apply! BBB Wisconsin recognizes that community colleges and technical schools offer valuable career opportunities that are important to the many industries of our state. Two of the 15 scholarships are designated for students attending two-year colleges or tech schools.



“The core of integrity is selflessness, which is why it is so difficult to achieve. But, by making ethical choices, we gain people’s trust and are better able to serve others.”

-Ella
2022 Students of Integrity
Scholarship recipient

QUESTIONS?

Email us at
scholarship@wisconsin.bbb.org

APPLY TODAY

Visit bbbscholarships.org
for details and to apply online.
Deadline: March 1, 2024
at 4:00 p.m.

The Application

Q. Do I have to submit my application online?

- A. We prefer electronic entries, but if you are unable to submit your application online, get in touch with us for a printed copy:

Better Business Bureau Wisconsin
ATTN: Scholarships
10019 W. Greenfield Ave.
Milwaukee, WI 53214

Q. When is the application due?

- A. The student application and all letters of reference need to be submitted by March 1, 2024 at 4:00 p.m. We encourage you to submit your application early so that the individuals writing your letters of reference are notified with enough time to submit their letters before the deadline.

Q. Why do I have to provide my congressional district?

- A. Because we serve our entire state, BBB Wisconsin wants to make sure our outreach covers all of Wisconsin based on population density. We use the congressional districts as an easy guideline to identify which regions the students represent.

Q. How will my application be scored?

Essay (60%)
Letters of Reference (20%)
Community Involvement/Employment (5%)
Academic (10%)
First Generation (5%)

Q. What do I have to discuss in my essay, video, or audio submission?

- A. You will be asked to describe a unique situation where your moral convictions and personal ethics were challenged, and you made the difficult decision because it was the right thing to do, despite the possible consequences. In your response, be sure to address the following questions:
- How did you come to this decision and what was the outcome?
 - What did this situation teach you?
 - What or who has had an influence on the development of your integrity?

Q. How is the essay scored?

Your submission will be scored based on the following criteria:

- The student's understanding of integrity (12pts)
- The structure of the essay (12pts)
- The relevance of the essay (12pts)
- The essay correctly answers the questions (12pts)
- The originality of the essay (12pts)

Q. Does it matter which format I use to submit my personal essay?

- A. No, the personal essay submissions will be judged equally and you will not be penalized for choosing one format over the other. We wanted to give students more options on how to tell their personal story and so you should pick whatever format you feel will represent your story the best.



“Integrity has always been an important part of my life, and to be recognized for this is something that I am proud of and very much appreciate. This generous award will be very helpful for my future college endeavors.”

- Aidan, 2021 Students of Integrity Scholarship recipient