



## 1. Scholarship Announcement

- **Responsibility: Scholarship provider or university**
- **Administrative Tasks:**
  - **Create and publish announcement (website, email, posters)**
  - **Outline eligibility, criteria, deadlines, required documents, and benefits**

## 2. Application Submission

- **Responsibility: Applicant**
- **Administrative Tasks:**
  - **Fill out online or paper application form**
  - **Upload or submit required documents to Melvin.bs@lspr.edu cc: facultyofcommunication@lspr.edu with subjects : Scholarship LSPR x Vero - Your Name (Concentration). Example: Scholarship LSPR x Vero - Melvin Bonardo (Marketing Communication)**
  - **Confirmation email or receipt issued upon successful submission**

**DETAIL THE PROCESS**



### 3. Document Verification / Screening

- **Responsibility:** Scholarship committee / admin staff
- **Administrative Tasks:**
  - Check application for completeness
  - Verify authenticity of documents (e.g., grades, identity)
  - Eliminate ineligible or incomplete applications
  - Update tracking system or internal database

### 4. Shortlisting of Candidates

- **Responsibility:** Evaluation panel
- **Administrative Tasks:**
  - (join curriculum) *Crisis Communication Tactics : Handling Issues & Trends in PR for PRDC and Brand Communication & Activation* for MKTC are courses that will be offered to collaborate with Vero on teaching and case studies in it. this opportunity is open for PRDC & MKTC Excellent Class. Vero will also directly observe the seeds of 2 candidates who will be selected during the process.
  - time : Full 1 semester (September 2025 - January 2026)

**DETAIL THE PROCESS**



## **5. Interview / Assessment (if applicable)**

- **Responsibility: Selection board or panel**
- **Administrative Tasks:**
  - **Arrange time slots and venues or video conferencing tools**
  - **Prepare evaluation rubrics**
  - **Record interview outcomes and scores**
  - **time : after midtest/final exam**

## **6. Final Selection**

- **Responsibility: Scholarship selection committee**
- **Administrative Tasks:**
  - **Compare scores and rankings**
  - **Approve list of recipients**
  - **Document final decision**

**DETAIL THE PROCESS**



## **7. Announcement of Results**

- **Responsibility: Scholarship office / provider**
- **Administrative Tasks:**
  - **Send official notification (email or letter)**
  - **Publish list of awardees (if public)**
  - **Update database of recipients**
  - **time: on February 2026**

## **8. Award Letter & Agreement Signing**

- **Responsibility: Scholarship provider and recipient**
- **Administrative Tasks:**
  - **Issue formal award letters**
  - **Prepare scholarship agreement or contract**
  - **Collect signed agreements from recipients**
  - **Letter of agreement from students to LSPR & Deposit approval letter**

**DETAIL THE PROCESS**



## **9. Fund Disbursement / Onboarding**

- **Responsibility: Finance and admin office**
- **Administrative Tasks:**
  - **financing system can be divided into 2:**

**1. vero pays upfront.**

**2. reimburse system, where students who have paid for the odd semester first, will be deposited into their 7th semester, so that vero will pay each scholarship recipient 2 semesters / 1 year ( which is in semester 5 and 6)**

## **10. Monitoring and Reporting**

- **Responsibility: Scholarship provider**
- **Administrative Tasks:**
  - **Track academic progress and compliance**
  - **Collect periodic reports or grades**
  - **Maintain records for auditing and evaluation**

**DETAIL THE PROCESS**

# REQUIREMENTS

## **1. TRANSCRIPT**

1. From Semester 1-4 (minimum from semester 3) made by Student Service

## **2. RECOMMENDATION LETTER FROM STUDY PROGRAMME**

1. Head of Study Programme & Programme secretary from each concentration (for 1<sup>st</sup> scheme)
2. Lecturer from the related subject (for 2<sup>ND</sup> Scheme)

## **3. MINIMUM GPA OR ACADEMIC PERFORMANCE**

1. (e.g., GPA  $\geq$  3.50)

# REQUIREMENTS

## **4. RECOMMENDATION LETTER FROM BEM/HIMA**

1. Active in Student's Organization

## **5. EBC I & II & RELATED COURSES (CRISIS COMMUNICATION TACTICS : HANDLING ISSUES & TRENDS IN PR (PRDC) AND BRAND COMMUNICATION & ACTIVATION (MKTC))**

1. With Score A/A-

## **6. CURRICULUM VITAE (CV) OR RÉSUMÉ (FROM VERO)**

## **7. SHORT ESSAY (FROM VERO)**

# **REQUIREMENTS (RELATED TO NUMBER 6 & 7)**

## **APPLICATION REQUIREMENTS**

### **1. PERSONAL STATEMENT (UP TO 500 WORDS)**

- **WHY ARE YOU INTERESTED IN A CAREER IN PR/COMMUNICATIONS?**
- **IN YOUR OPINION, HOW CAN YOU/YOUNG PROFESSIONALS IN COMMUNICATIONS, CONTRIBUTE TO THE WAY TECHNOLOGY AND AI SHAPE THE INDUSTRY'S FUTURE?**

### **AI & ETHICS ESSAY (UP TO 800 WORDS) APPLICANTS MUST ANSWER A SET OF QUESTIONS THAT EXPLORE:**

- **RESPONSIBLE AND ETHICAL AI USAGE IN COMMUNICATIONS**
- **INNOVATIVE APPLICATIONS OF AI IN STORYTELLING, BRANDING, OR PUBLIC RELATIONS**
- **THE ROLE OF AI IN PROMOTING TRUTH, INCLUSION, AND TRUST IN MEDIA**