



## **Marketing Research Association NorthWest Chapter Endowment Fund**

### **NorthWest MRA Professional Development Program**

The success other Chapters have had with Professional Development Programs in recent years has encouraged the NorthWest Chapter Board of Directors to fund a program of our own.

Applications are processed quarterly. Submission dates for 2010-2011

- September 30, 2010
- December 31, 2010
- March 31, 2011
- June 30, 2011

### **Professional Development Program**

As part of our Marketing Research Association NorthWest Chapter Endowment Fund, the NorthWest MRA Professional Development Program is intended to increase excellence in the market research industry and is an important benefit to members of the NorthWest Chapter and their employees. Recipients will be able to take advantage of the program to assist in their educational endeavors.

The total annual budget for the NorthWest MRA Professional Development Program will be set at the start of each board year. Awards will be provided four times per year, up to one quarter of the annual budget each time.

### **Eligibility**

Any member may apply for an award for his or her personal use or for one of their full or part-time employees. The NorthWest MRA Professional Development Program will allow the recipient to pursue a course that will upgrade skills used in their current position or prepare them for additional responsibilities. This opportunity is commonly used to help fund courses in statistics, computer applications, marketing research skills, market research ethics, and many others.

A sample of classes that have been taken by other Chapter recipients include computer programming, business management, moderator training, management economics and Principles of Marketing Research from MRII Institute at the University of Georgia. You can also use your scholarship for specialized training sessions. For example, MRA, CASRO, SPSS, CfMC, CMOR, SAS, Burke, etc. hold training seminars to improve the attendees' knowledge and skills in specialized areas like operations, sales, analysis, methodology, etc.

### **Application Procedures**

Applications can be made for only one scholarship per applicant per quarterly program period. The NorthWest MRA Professional Development Program approved program/course must be completed within 4 months of award date. If the applicant is not a member of the NorthWest MRA, a letter of recommendation shall also accompany the application from the employer member.

Applications will be reviewed quarterly. The completed application and all required enclosures must be postmarked no later than the last day of each quarter as outlined below. See the application for detailed application mailing information and deadlines. Applications, which are incomplete or postmarked after the defined date, will be disqualified.

Submission Deadline: September 30, 2010

Submission Deadline: December 31, 2010

Submission Deadline: March 31, 2011

Submission Deadline: June 30, 2011

### **Selection**

A selection committee that is appointed by the NorthWest Chapter Board of Directors will choose recipients based on the strength of their application. The committee will consider the appropriateness of the desired education, applicant's involvement in marketing research, and their desire to succeed. The committee will then select the recipients and the size of their award.

### **Award Disbursement**

The selection committee will have an annual budget, to be determined by the board at the beginning of each board year. Individual award amounts are typically around \$250, but may range to a maximum of \$500. Individual awards will be provided based on personal criteria and needs, and may not cover the entire cost of the course, seminar, specialized training, etc. The committee is not required to award the entire budgeted amount for the year.

Recipients of the NorthWest MRA Professional Development Program will be notified within 30 days of the end of each application period. A list of award winners shall be published in the NorthWest MRA newsletter "Topline" and placed on the website after the judging has been finalized.

Recipients must be employed by a sponsoring company at the completion of the educational program/course described in the application. The NorthWest MRA Professional Development Program Committee will check the progress of the recipient to ensure that a) the recipient is currently participating in the program, b) recipient has completed the program, c) the program has not yet begun, but the recipient still intends to take it, d) the recipient is no longer employed by a sponsoring company, or e) recipient will not participate in the program of choice.

The committee will make progress checks and report to the Board of Directors at the midpoint of the program/course as determined by the applicant's proposed start date. If by this time, the NorthWest MRA Professional Development Program Committee has determined that the recipient will not use the award for the approved program/course, the awarded dollar amount will be either given to the highest runner-up or returned to the NorthWest MRA Professional Development Program Fund.

In order to receive the award, the recipient must provide to the NorthWest MRA Professional Development Program Chair documentation showing successful completion or participation. Upon receipt of this documentation, the award shall be paid to the recipient within 4 to 6 weeks.

### **Management of Program**

The NorthWest MRA Board of Directors shall appoint a NorthWest MRA Professional Development Program Committee consisting of a Program Chair and two supporting members. The committee shall be responsible for the management of the annual program, selection of the award winners, tracking of the program recipients, and acknowledgement of completed payment.