



**CPE Scholarships
Webinar
May 8, 2023**

Presentation Overview

- Introductions
- Background on APA and CPF
- Scholarship opportunities and eligible programs
- Application requirements
- Strategies for writing competitive essays
- Q & A



Introductions

- Chelsea Richer, AICP
 - Transportation Planner, Fehr & Peers, Los Angeles office
 - CPF Board Member
- Hilary Nixon, PhD
 - Deputy Executive Director, Mineta Transportation Institute
 - CPF Scholarship Committee Chair
- Hing Wong, FAICP
 - Retired Regional Planner
 - CPF President



About the California Planning Foundation

Our Mission:

Awarding scholarships & furthering the professional practice of planning in California.

- Established in 1970 as a nonprofit
- Promote the objectives of equal opportunity and social equity
- Affiliate of the California Chapter of the American Planning Association (APA California)



About the American Planning Association

- California Chapter has 8 local Sections
 - Central, Central Coast, Inland Empire, Los Angeles, Northern, Orange, Sacramento Valley, San Diego
- Convene an Annual Conference – this year in **Fresno, 9/16-9/19**
 - Discounted Student Registration
 - Sessions on “Student Day” are free but require registration (9/16)
 - CPF luncheon will be held on “Student Day”
- Affiliate Organizations:
 - California Planning Foundation (CPF)
 - California Planning Roundtable (CPR)
 - Planner Emeritus Network (PEN)
 - Planners4Health



2023 Scholarship Opportunities

CPF has over **\$80k to award** in scholarships, across many opportunities.

One application enters you into consideration for **all scholarships!**

The deadline to apply for 2023 CPF Scholarships is **Wednesday, June 14, 2023 (11:59pm Pacific Daylight Time)**.

These scholarships are designed for continuing students entering their final year of an eligible undergraduate or graduate degree program.



2023 Scholarship Opportunities

- **First Place, Outstanding Student Scholarship:** \$6,000, plus APA California conference registration.
- **Runners-up (3), Outstanding Student Scholarship:** \$4,000 each, plus APA California conference registration.
- **Diversity in Planning Scholarship:** \$3,000, plus APA California conference registration.

More information
available here:

<https://www.cpfapa.org/information-applications>



2023 Scholarship Opportunities

- **Distinguished Merit Scholarships (3):** \$3,000 each.
- **Distinguished Diversity in Planning Scholarship:** \$1,000.
- **Section Scholarships (25):** \$1,000 to \$1,500 each.
- **Stanley R. Hoffman Memorial Scholarship:** \$1,000.
- **Ted Holzem Memorial Scholarship:** \$1,000.
- **Ken Milam Memorial Scholarship:** \$1,000.
- **Virginia Viado Memorial Scholarship:** \$1,000.
- **Richard H. Weaver Memorial Scholarship:** \$2,000.
- **Frank Wein Memorial Scholarship:** \$1,000.
- **David Wilcox Memorial Scholarship:** \$1,000.

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2023 Scholarship Opportunities

- **Carol Barrett Planning Scholarship:** \$1,500.
- **Donald Bradley Public Health Planning Scholarship:** \$1,000.
- **Donald Bradley USC Scholarship:** \$1,000.
- **Paul Wack Cal Poly San Luis Obispo Scholarship:** \$1,000.
- **Paul Wack Sustained Resilience Scholarship:** \$1,000.
- **Hing Wong Regional Sustainability Scholarship:** \$1,000.
- **Black Voices in Planning at UC San Diego Scholarship:** \$1,000.
- **California Planning Roundtable Scholarships (3):** \$1,000 each.
- **VCS Environmental Scholarship:** \$1,000.

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available here:

<https://www.cpfapa.org/information-applications>



2023 Eligible Programs

- 70+ eligible programs across the state at all levels of higher education, for a broad array of programs related to planning
- Some scholarships tied to accredited programs, specific sections, etc.
- Eligible programs listed on the website:
 - <https://www.cpfapa.org/information-applications>

Recognition of Scholarship Winners

- Recognition at the APA California Conference
- Local recognition by Sections at Section Awards events
- Online recognition on the CPF website

Application Requirements

- [Application Form](#) (just one application is needed for all scholarships)
- Resume (in PDF)
- Unofficial transcripts (Undergraduate & Graduate if applicable)
- One recommendation letter (members of the CPF Board are not able to provide recommendation letters)
 - Faculty member OR
 - Planning professional
- One essay on why planning is important to you and how will you contribute to the profession of planning in the state of California
- Statement of Financial Need

Application tips & tricks!

- Read the CPF scholarship application instructions completely before you start the process
- Ask for recommendation letters early
- Read your admissions essays for inspiration
- Give yourself room to write something “imperfect”
- Just apply!

Tips for Writing Competitive Essays

Essay 1

- Why is planning important to you and how will you contribute to the profession of planning in the state of California? Applicants might consider including some of the following in their essay: short- and long-term career goals, how experiences in planning (volunteer, employment, coursework, internships, etc.) have influenced you, etc.

Essay 2

- Statement of financial need: Explain your financial need and/or describe how receiving a CPF scholarship would benefit you financially.

Pay attention to your first sentence and first paragraph.

- Ask yourself:
 - Is my first line short and to the point?
 - Does it draw the reader in?
 - Have I eliminated all jargon?
 - Would my grandma understand this condensed story?

Get to the Good Stuff!

Opening Line – Before

“As a highly motivated individual, I believe that the resources and opportunities offered through the APA CPF will help cultivate my growth as a planning professional. I have overcome a great deal as a first-generation, working class, woman of color in the field...”

Opening Line – After

“I have overcome a great deal as a first-generation, working class, woman of color in the field...”



Show, Don't Tell

Before

“I have ample experience working in city planning.”

After

“My internship experience includes one academic year with the City of Los Angeles Department of City Planning and one summer at the consulting firm, Fehr & Peers, in their Los Angeles office.”

“As a Student Professional Worker with the City of Los Angeles, I did...”

Structure Sentences Around Action

Work Experience – Before

“For one of my first work experiences, I had the honor of interning for the housing development division of Chinatown CDC in San Francisco, which is a non-profit housing developer and community development organization. The dynamism of the leaders in this community embedded in me early on that planning is incredibly impactful...”

Work Experience – After

“As an intern at the non-profit housing developer and community development organization Chinatown CDC, in San Francisco, the dynamism of community leaders embedded in me early on that planning is incredibly impactful...”

Nuts and Bolts Show Clarity of Thought

Work Experience – Before

“Over the past three years, I have been working with dedicated planners on highly influential policies and developments. Our work is to utilize rigorous data analysis and modeling to inform decision-makers of economic implications and collaborate with them to create more impactful plans for the community.”

Work Experience – After

Give more detail here:

- Who have you been working with?
- Which influential policies?
- What kind of data have you been using?
- How have the plans become more impactful?

Less is More

- Choose a storyline and stick to it – build a cohesive picture of you, informed by the various prompts (career goals, personal experiences, professional experiences)
- Read it out loud
- [Kill your darlings!](#)

Edit, Edit, Edit

- Plan to spend more time editing than writing the first draft.
- Ask 1-2 other people to also read/edit your essays.
- Always do a final copy-edit and spell-check.

Questions?

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