



THE POWER OF INCLUSIVE LEADERSHIP

Award for Excellence in Business Commentary

2013 NATIONAL ESSAY COMPETITION

THEME

Millennial Perspectives: Aligning Corporate Values

As Millennials, you will bring unprecedented energy, innovation, and a sense of purpose to your jobs as you enter corporate America. When deciding if a company is compatible with your short and long term professional plans, it is important to determine whether or not that company's corporate value system is aligned with your own.

In the book titled, *The M Factor: How the Millennial Generation Is Rocking the Workplace* (HarperCollins, 2010) 90 percent of U.S. millennials said that giving back through their company was somewhat to very important when joining an organization. In addition, according to the Kelly Global Workforce Index, over half of young workers would accept a lower wage or lesser role if their work contributed to something "more important or meaningful."

What value systems within companies are most important to you? How should these values be effectively communicated to employees? How can you balance the values that are important to you with the values of the company? How can corporations communicate their values and principles to help recruit and retain top diverse Millennial talent?



This initiative is funded by The Executive Leadership Foundation, the charitable affiliate of The Council, with generous support from The Coca-Cola Foundation.

O V E R V I E W

The Executive Leadership Council, Inc. (ELC) is an independent, non-profit 501(c)(6), non-partisan corporation founded in 1986. Its membership is comprised of current and former African-American CEOs, senior executives and board directors at *Fortune 500* and equivalent companies. For more than 25 years, the ELC has worked to build an inclusive business leadership pipeline, and to empower African-American corporate leaders to make significant and impactful contributions in the global marketplace and their communities.

The Executive Leadership Foundation (ELF), a 501(c)(3) affiliate, was established in 1989 and serves as the ELC's related charitable organization. ELF leverages the Council's expertise and resources to make a powerful impact on business, social policy and in ELC member communities. The Foundation's mission is to develop the next generation of African-American corporate leaders from the classroom to the boardroom. ELF accomplishes its mission by supporting education and mentoring programs, providing scholarships to deserving students pursuing corporate careers, and sponsoring leadership development training.

For 18 years, the ELC has hosted the Award for Excellence in Business Commentary National Essay Competition with our lead sponsor, The Coca Cola Foundation. The nation's top students compete in a nationwide writing competition on a specific business topic. As part of the competition, the ELC encourages students to analyze important business topics using critical thinking and communications skills. Ten winners are selected to receive cash awards, summer corporate internships and a personal introduction to corporate America by ELC members in New York and Washington, DC.

2013 Essay Competition

The 2013 topic is *Millennial Perspectives: Aligning Corporate Values*. The competition will focus on what values and principles a company should exhibit to attract millennials.

Corporate Sponsor

The Coca-Cola Foundation

Submission Date

The essay, application and all required supporting materials must be emailed and postmarked by **Wednesday, May 22, 2013**. Applications postmarked after the deadline of **Wednesday, May 22, 2013** will be returned. Winners will be announced and contacted by **Monday, July 15, 2013**.

APPLICATION FORM

THIS APPLICATION MAY BE DUPLICATED



Directions: Please complete the application form and return it with all required supporting materials by email to 2013ELFEssay@elcinfo.com.

Please send head shot high-resolution photo with application to:
2013ELFEssay@elcinfo.com.

Personal Information

Name _____

Dormitory or Off Campus Address _____

Permanent Home Address _____

Telephone _____ Cell Phone _____

Email _____

Date of Birth _____

Sex Female Male Race _____

Educational Background

Please list your current college and any other educational institutions attended.

Institution	Location	From-To	Degree/Date	Major
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Expected Date of Graduation _____

Please detach

Activities

Please list in chronological order extracurricular collegiate and/or volunteer community activities in which you are currently involved.

Activity	From-To	Office Held	Hours per Week
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Biography

On a separate sheet of paper, please provide a one to two page typewritten biography. Please include information on your background, personal philosophy and career goals. In addition, please provide an abbreviated biography of 150 words.

Corporate Internship

Based on availability, winners will be offered a corporate internship opportunity during summer of 2014. If you are selected as a winner, will you accept an internship? Yes No

Please indicate the area of interest in which you would like to serve your internship (finance, general management, marketing, health care administration, other). _____

Geographical area desired, if any _____.

Letter of Recommendation

One letter of recommendation must be submitted by a current college or university faculty member, which should be mailed directly to Roxanne Caesar at 2013ELFEssay@elcinfo.com.

Please list the faculty member you have asked to provide a recommendation letter:

Name _____

Department _____

Telephone _____ Email _____

Dean or Department Confirmation Form

This form must be completed by the dean or department chair of the school in which the applicant is currently enrolled. This form confirms that the applicant is in good academic standing and must be returned along with the essay and other supporting materials by **Wednesday, May 22, 2013**.

Applicant's Signature _____

Date _____

DEAN OR DEPARTMENT CHAIR CONFIRMATION FORM

Directions: This form must be completed by the dean or department chair of the school in which the applicant is currently enrolled and must be returned along with the essay and other supporting materials by **Wednesday, May 22, 2013** to 2013ELFEssay@elcinfo.com.

Dean or Department Chair _____

School/Department _____

College/University _____

Address _____

Telephone _____ Fax _____

Email _____

I hereby confirm that _____

Student Applicant

is in good academic standing at _____

College/University

Majoring in _____

Signature of Dean/Department Chair _____

Date _____

For additional information, please contact The Executive Leadership Council, Inc. at 703-706-5285 or email program manager Roxanne Caesar at 2013ELFEssay@elcinfo.com.

THIS APPLICATION MAY BE DUPLICATED.

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Application Requirements

1. A completed application form. The enclosed confirmation form completed by the dean or department chair of the school in which the applicant is enrolled, confirming that the student is in good academic standing. The form must be emailed to 2013ELFEssay@elcinfo.com.
- 2) One letter of recommendation must be submitted by a current college or university faculty member, which should be emailed directly to Roxanne Caesar at 2013ELFEssay@elcinfo.com.
- 3) A typewritten double-spaced essay, a minimum of 2,000 and not to exceed 3,000 words. The commentary should demonstrate critical thinking, business analysis, creativity and strong communication skills. Please send the essay and the application via email to 2013ELFEssay@elcinfo.com.
- 4) A one or two page typed biography, including information on the applicant's background, personal philosophy and career goals. In addition, please provide an abbreviated biography of 150 words. Please send the biography via email to 2013ELFEssay@elcinfo.com.
- 5) Signed "Affidavit of Eligibility/Publicity Release" form must accompany the emailed application.
- 6) A high-resolution headshot photograph of the applicant (black & white or color) should be emailed to 2013ELFEssay@elcinfo.com.

Explicit compliance with the application requirements as outlined above is required. **Incomplete and late applications will not be considered and will be returned to the applicant.** To be considered, applicants must email an essay and all supporting materials to 2013ELFEssay@elcinfo.com.

Eligibility

The competition is open to African-American undergraduate students in good academic standing and currently enrolled in an accredited college or university.

Selection Review Panel

- Comprised of distinguished academicians and corporate business leaders.
- Criteria for Judging Submissions:
 - Directly address the theme, and essays must be supported by a reference list or bibliography.
 - Demonstrate intellectual development, critical thinking, creative ideas and strong communication skills.
 - Comply with Chicago Manual of Style or comparable reference manual.

Scholarship Awards Package

A total of 10 winners will be selected and will receive the following award package: To receive the cash award, you must attend Honors Symposium activities from October 20-25 in New York and Washington, DC and return the attached "Affidavit of Eligibility/Publicity Release" form.

First Place	\$7,000	Second Place	\$6,000	Third Place	\$5,000
Fourth Place	\$4,000	Fifth Place	\$3,000	Sixth Place (5@ \$1,000)	\$5,000
TOTAL CASH AWARDS \$30,000					

HONORS SYMPOSIUM REQUIREMENTS

- Attendance is required in the Honors Symposium from Saturday, October 19 – Friday, October 25, 2013 in New York City and Washington, DC. All reasonable travel, hotel expenses and a stipend will be covered by the Executive Leadership Foundation.
- Attendance is required at The Executive Leadership Council and The Executive Leadership Foundation's Annual Recognition Gala, Thursday, October 24, 2013 in Washington, DC.
- Attendance at The Executive Leadership Council's "Mid-Level Managers' Symposium" Friday, October 24, 2013 in Washington, DC is optional.

Notification

All applicants will be notified of the competition results by **Monday, July 15, 2013.**

AFFIDAVIT OF ELIGIBILITY/ PUBLICITY RELEASE

I represent and warrant to The Executive Leadership Foundation the following information is true and accurate as of the date hereof:

1. I am a citizen or legal resident of the United States. I am over the age of majority in my state of residence and I am able to contract in my own name.
2. I represent that I have read and have complied with the official rules and guidelines of the Competition and I meet all of the criteria for eligibility in the Competition. I have perpetrated no fraud or deception in claiming my prize.
3. I acknowledge and agree that I am responsible for any taxes that may become due because of my winning a prize in the Competition.
4. My contributions to the entry are my sole and original work and the entry does not infringe the copyright or other property right of any person. I further represent and warrant that the Entry is not libelous or obscene or contain any material I know to be false or without reasonable basis.
5. In consideration of my being awarded one of the monetary prizes awarded by The Executive Leadership Foundation in the Competition, I hereby grant to The Executive Leadership Foundation the non-exclusive right and license to reproduce, distribute, and publish my Entry, in whole or in part, and as may be edited, modified, added to or subtracted from by The Executive Leadership Foundation in its sole discretion, and with such title and illustrations, if any, as The Executive Leadership Foundation may choose, in any and all media of any kind, now or hereafter known, provided that I am given credit as author. Except for the license set forth herein, I shall retain all right, title and interest in and to the Entry, including the copyright therein, but I recognize that I shall have no right to use the trademarks and logos of The Executive Leadership Foundation other than to merely identify myself as one of the authors of a prize Entry in the Competition. Neither I nor my heirs shall claim any damages of any kind due to any inadvertent failure to grant me author's credit in connection with the reproduction, distribution or publication of the Entry.
6. I agree to return to The Executive Leadership Foundation any prize money which may be awarded to me if any statement made by me in this affidavit is false.
7. I further grant The Executive Leadership Foundation the right to use my name, likeness and biographical data concerning me in connection with authorship of the Entry and in promotion of the Competition in future years. I acknowledge that all rights granted to The Executive Leadership Foundation hereunder may be sublicensed by The Executive Leadership Foundation.
8. I attest that I have read and understand all the foregoing provisions of this affidavit and agree to be bound by all of them. I have every legal right to enter into this agreement.

Please detach

Signature

Date

GIVE YOURSELF A COMPETITIVE EDGE

Here are a few helpful hints for students applying to The Executive Leadership Foundation's 2013 Award for Excellence in Business Commentary National Essay Competition:

Begin Early

Start researching and writing now! Don't wait until the last minute. Thoughtfully gather necessary signatures and letters of reference that you need from university/department officials. Keep copies of your essay and supporting documents.

Proofread

Re-read your essay and supporting documents before submitting them. Have someone else read and review your essay and accompanying materials for accuracy and content.

Follow Directions

Failure to follow directions can diminish your chances of scoring high. Pay close attention to content, word count (a minimum of 2,000 words and not to exceed 3,000 words) and deadlines. Essays must be typed and address the given topic. Also, essays must be supported by a bibliography and comply with the Chicago Manual of Style or comparable reference manual. If you have questions about the process or the requirements, please contact Roxanne Caesar, program manager, at (703) 706-5285 or by email: 2013ELFEssay@elcinfo.com.

**DEADLINE POSTMARKED:
WEDNESDAY, MAY 22, 2013**

OVERNIGHT MAILING IS NOT NECESSARY, PLEASE POSTMARK BY THE DATE.

THIS APPLICATION MAY BE DUPLICATED

The Executive Leadership Foundation 2013 Award for Excellence in Business Commentary National Essay Competition and Honors Symposium is underwritten by The Coca Cola Foundation

THE EXECUTIVE LEADERSHIP FOUNDATION®



THE POWER OF INCLUSIVE LEADERSHIP



For additional information, please contact The Executive Leadership Council, Inc.

1001 N. Fairfax Street • Suite 300 • Alexandria, VA 22314 • 703-706-5200 • Fax: 703-535-6830
E-mail: rcaesar@elcinfo.com • Website: www.elcinfo.com