

Ms. Raquel Regalado, Board Member

SUBJECT: REQUEST FOR APPROVAL OF RESOLUTION NO. 12-151 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING THE COCA-COLA COMPANY, PUBLIX SUPER MARKETS AND THE HISPANIC SCHOLARSHIP FUND FOR AWARDING SCHOLARSHIPS TO SOUTH FLORIDA STUDENTS

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT AND COMMUNITY ENGAGEMENT

The Hispanic Scholarship Fund (HSF), the Coca-Cola Company and Publix Super Markets have joined together to award \$25,000 in scholarships to 20 deserving Hispanic students attending college in 2013-2014 as freshmen and first-year students.

The scholarships are open to all students, 16 years old or older, who must be Florida residents. Included among the eligibility requirements, the applicants must have a grade point average of 3.0 and be enrolled full time during the 2013-2014 academic year in a degree-seeking program. Students have until October 31st to apply by answering three thought-provoking essay questions. They must reflect on how their heritage affects their career goals, the importance of education in their lives and their community services experiences. Five students each will receive a \$2,000 grand prize scholarship, and 15 students will be awarded the \$1,000 first prize scholarships.

Publix and the Coca-Cola created bilingual, point-of-sale signage and product displays that were featured at 105 Publix locations throughout South Florida to increase participation and increase awareness. Students also were invited to four mini-college fairs to meet with university representative, ask questions of HSF counselors and sample Coca-Cola products.

Founded in 1975, the Hispanic Scholarship Fund believes the country prospers when all Americans have access to the opportunities a college education can afford. As the nation's leading Hispanic higher education fund, HSF works to address the barriers that keep many Hispanics from earning a college degree, and has awarded more than \$330 million in scholarships over the past 36 years. Known for its dedication to customer satisfaction, Publix is privately owned and operated by its 151,500 employees at 1,061 stores in Florida, Georgia, South Carolina, Alabama and Tennessee. Since 1907, Coca-Cola has been a proud part of the fabric of South Florida and throughout its history, has supported educational charities, colleges and universities in Hispanic communities.

The Hispanic Scholarship Fund, Public Super Markets and the Coca-Cola Company are to be commended for bringing the HSF's goal of ensuring that one person in every Latino household receives a college degree one step closer.

ACTION PROPOSED BY

MS. RAQUEL REGALADO: That The School Board of Miami-Dade County, Florida, approve Resolution No. 12-151 of The School Board of Miami-Dade County, Florida, Recognizing the Coca-Cola Company, Publix Super Markets and the Hispanic Scholarship Fund for awarding scholarships to South Florida students.

**Replacement
H-16**

**RESOLUTION NO. 12-151
OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING THE
COCA-COLA COMPANY, PUBLIX SUPER MARKETS AND THE HISPANIC SCHOLARSHIP FUND
FOR AWARDING SCHOLARSHIPS TO SOUTH FLORIDA STUDENTS**

WHEREAS, the Hispanic Scholarship Fund (HSF), the Coca-Cola Company and Publix Super Markets have joined together to award \$25,000 in scholarships to 20 deserving Hispanic students attending college in 2013-2014 as freshmen and first-year students; and

WHEREAS, the scholarships are open to all students, 16 years old or older, who must be Florida residents. Included among the eligibility requirements, the applicants must have a grade point average of 3.0 and be enrolled full time during the 2013-2014 academic year in a degree-seeking program; and

WHEREAS, students have until October 31st to apply by answering three thought-provoking essay questions. They must reflect on how their heritage affects their career goals, the importance of education in their lives and their community services experiences; and

WHEREAS, five students each will receive a \$2,000 grand prize scholarship, and 15 students will be awarded the \$1,000 first prize scholarships; and

WHEREAS, Publix and Coca-Cola created bilingual, point-of-sale signage and product displays that were featured at 105 Publix locations throughout South Florida to increase participation and increase awareness. Students also were invited to four mini-college fairs to meet with university representative, ask questions of HSF counselors and sample Coca-Cola products; and

WHEREAS, founded in 1975, the Hispanic Scholarship Fund believes the country prospers when all Americans have access to the opportunities a college education can afford. As the nation's leading Hispanic higher education fund, HSF works to address the barriers that keep many Hispanics from earning a college degree. Known for its dedication to customer satisfaction, Publix is privately owned and operated by its 151,500 employees at 1,061 stores in Florida, Georgia, South Carolina, Alabama and Tennessee. Since 1907, Coca-Cola has been a proud part of the fabric of South Florida and throughout its history, has supported educational charities, colleges and universities in Hispanic communities; and

WHEREAS, the Hispanic Scholarship Fund, Public Super Markets and the Coca-Cola Company are to be commended for bringing us one step closer to the HSF's goal of ensuring that one person in every Latino household receives a college degree;

NOW, THEREFORE, BE IT RESOLVED THAT:

That The School Board of Miami-Dade County, Florida, approve Resolution No. 12-151 of The School Board of Miami-Dade County, Florida, Recognizing the Coca-Cola Company, Publix Super Markets and the Hispanic Scholarship Fund for awarding scholarships to South Florida students.

A copy of this resolution is placed in the permanent records of this Board.

Presented this tenth day of October, A.D. 2012

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

CHAIR

ATTEST:

Secretary