

**Valley Business Keynote Entrepreneurship in the Arts and Design Scholarship  
CALL FOR UNDERGRADUATE PROPOSALS – DUE Monday 1/24/2022**

Valley Business Keynote (VBK) is a gathering of local business leaders around an engaging idea for one dynamic presentation. They believe that with the right speakers, this forum can add real value to business leaders and community members in Harrisonburg and Rockingham County. Of paramount interest is the speaker's ability to help business leaders discover ways to fulfill the vast potential of the Shenandoah Valley and take advantage of its attractive assets.

For additional information: <http://www.valleybusinesskeynote.com/>

**CRITERIA:** The VBK Entrepreneurship in the Arts and Design Scholarship is awarded annually to a sophomore or junior majoring in the visual or performing arts at JMU. Recipients are ineligible to apply additional times. It specifically supports the development of a project that created a product or service that is entrepreneurial in scope and focuses on the arts. It must have a business component (non-profit or for profit), the development of a product and/or service, and conform to entrepreneurial best practices.

**AMOUNT: \$1,000**

If awarded these funds will be deposited into your university student account and are subject to any outstanding fees owed to JMU. If none, JMU will issue a refund for this amount.

**PROCESS:**

Proposal Components: Due Monday, 1/24/2022 at 5:00 pm.

- Title and brief description.
- Justification: A one-page summary of research leading to the creation of the project.
- Project Timeline
- Budget: Must include a detailed budget listing supplies, expenses, and travel needs.
- Mentor: Proposals must include a letter of support from a mentor, indicating their commitment to guide the student through regular meetings. A mentor may be a local businessperson or a JMU faculty or staff member.
- OPTIONAL: Elevator Pitch: Able to be spoken in one minute, this statement clearly indicates who you are, your specific goal or interest, how you have demonstrated that interest, why you are qualified, and a question or an ask. Students may elect to include a video of their elevator pitch.
- Email completed proposal to Associate Dean Wren River Stevens at [stevenwr@jmu.edu](mailto:stevenwr@jmu.edu)

**Review of Proposals**

- Proposals will be reviewed by the CVPA Dean's Office
- Evaluation criteria
  - Must create a product and/or service, either non-profit or for profit.

- Must be related to design, the visual, or performing arts.
- Must be completed in one year.
- May not be awarded multiple times.

#### Awarding and Reporting

- The VBK Entrepreneurship in the Arts and Design Scholarship winner will be announced at the VBK event held in July every year at the Forbes Center.
  - Award funds will be administered directly to the student through the JMU Foundation and are not subject to state regulations.
  - Awardees must meet with the Executive Assistant to the Dean of the CVPA to review all expenditures and receipts.
- Previous winners of the VBK Entrepreneurship in the Arts and Design Scholarship are required to make a 10-minute presentation of their project at this event, in person, if possible, otherwise remotely by video.