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For Immediate Release:

PARTNERSHIP PROVIDES EIU STUDENTS WITH MONETARY, PROFESSIONAL SUPPORT

CHARLESTON – Several students enrolled in Eastern Illinois University's School of Business received more than just good grades for their academic efforts during the Fall 2001 semester.

A partnership between EIU and Edward Jones, a financial services firm headquartered in St. Louis, provides monetary rewards each fall and spring semester for outstanding achievement by university business students. Scholarship recipients are chosen based on "significant work" -- classroom reports, presented either individually or as a group, which address specific business problems or goals and include research, recommendations and implementation strategies.

These reports are first submitted by Eastern's business instructors and, from there, are pared down to five finalists. Authors of the top five reports then make a formal presentation -- either in person or via streaming video on the web -- to an executive board at the Edward Jones company headquarters. Award selections are based on the overall quality of the report and presentation.

Authors of the top three projects each semester receive cash scholarships in the amount of : First Place -- \$750 per student, up to \$3,000 a team; Second Place -- \$500 per

-more-

Eastern Illinois University emphasizes distinguished teaching in the liberal arts, sciences and selected professions. A traditional, residential state university of recognized quality, Eastern enrolls more than 10,000 students in undergraduate and graduate programs. The university, located in Charleston, also serves the region through a variety of non-credit and off-site degree programs, as well as cultural and recreational opportunities. Eastern's pursuit of excellence attracts well-qualified students of an increasingly diverse population and a teaching faculty active in research and public service who utilize the latest technology.

student, up to \$2,000 a team; and Third Place -- \$250 per student, up to \$1,000 a team.

Last semester's winners and their projects are as follows:

First Place: Diane Berthold of Lockport for her project, "Choosing the Right Home," for the class, "Real Estate Fundamentals," taught by Waldo Born.

Second Place: James Drayton of Decatur, Emily Hackler and Brandon Cox of Charleston, Holly Stroud of Effingham, Amy Grammar of Mahomet and Kerry Kocher of Claremont for their project, "Krispy Kreme Donuts," for the class, "Small Business and Entrepreneurship," taught by David Arseneau.

Third Place: Josh Jordan of Bolingbrook, Christina Neri of Bartlett and Keri Gragg of Rockford for their project, "Jordan Gloves, Inc., Marketing Plan," for the class, "Marketing Strategies," taught by Sid Dudley.

Additional benefits of the EIU/Edward Jones partnership include opportunities for Eastern's students and faculty to gain hands-on experience through internships at Edward Jones and occasions on which Edward Jones executives can share their experiences and expertise with business students and faculty.

EIU's Lumpkin School of Business serves approximately 2,000 students, including undergraduates majoring in accounting, finance, information systems, management and marketing, and graduate students in the master's in business administration degree program.