

Illinois State Credit Union Scholarship Program

These Official Rules are specific to the 2024 Illinois State Credit Union Scholarship Program. By participating in the program, each entrant agrees to be bound by Illinois State Credit Union Scholarship Program's Official Rules, which will be posted and available at www.itsmycreditunion.org

Competition dates

- Entry period I begins at 12:00 pm on February 17, 2024. Entry period II begins at 12:00 pm on August 1, 2023.
- Public voting period I begins at 12:00 pm on February 17, 2024. Public voting period II begins at 12:00 pm on August 1, 2024.
- The judging portion will close July 31, 2024 for period I and December 31, 2024 for period II.

Entrant eligibility

I. Each Entrant Must:

- Be a member of Illinois State Credit Union in good standing. The student must be the primary on the account, a parent/guardian's account will not be eligible.
- Be a legal resident of the United States.
- Be intending to study full-time in an accredited institution for higher learning for the Fall 2024 or Spring 2025 semester.

II. Each High School Entrant Must:

- Be currently attending a high school as a Senior in the state of Illinois in McLean, Logan, DeWitt, Livingston, Stephenson, Winnebago, LaSalle County OR
- Be currently attending high school as a Senior anywhere in the United States provided you or your parent was a member of Illinois State Credit Union in good standing prior to January 6, 2024.

III. Each College Entrant Must:

- Be between seventeen (17) and twenty-five (25) years-of-age at time of entry.
- Be currently attending an accredited institution for higher learning.
- Provided you or your parent was a member of Illinois State Credit Union in good standing prior to January 6, 2024.

IV. The Following are not Eligible:

Previous Illinois State Credit Union Scholarship Program winners are not eligible to apply. One exception to this rule is when a High School category winner enters college; he/she becomes eligible for the College category only.

Current paid employees, retirees, subsidiaries, related companies, agents, associates, dealers, representatives, advertising and promotional agencies – and their immediate family members (including spouse, children, step-children, parents, step-parents, in-law parents, brothers and sisters) – are not eligible to enter or win a scholarship in the judging categories, however they are eligible to vote during the public vote period and able to enter into the Facebook likes portion.

Scholarships to be awarded

The first 5 applicants to reach 500 Likes via Facebook in each period will win a \$1,000 scholarship.

In addition to the 10 \$1,000 scholarships, 2 additional \$2,000 scholarships will be awarded in each category at the beginning of the following year:

- Board of Director's Pick
- Most Creative

How to enter

- I. Application:** Complete the detailed online scholarship application form, including attaching a recent photo and the required supporting documents.
- II. Supporting Documents:** A letter from your advisor/guidance counselor stating that you are enrolled in an accredited university.
- III. Your Entry:**

A TikTok/Instagram/FB Reel Style VIDEO (must be at least 60 seconds):

Create a creative and informative video discussing a finance idea such as, but not limited to: new cars vs used cars, understanding a credit score, is life getting more expensive, how to build your credit, benefits to getting pre-approved vs dealership financing, how to manage every day finances, the difference between a bank and a credit union, what will the banking industry look like in 10 years, etc.

Videos must meet at least three of the following elements for your video to be eligible:

- **Motion Graphics**
- **Animation**
- **Actors with script**
- **Music**
- **Multiple camera angles**
- **Creative editing**
- **Interview**
- **Screen sharing**
- **Point-of-view videography**
- **Voiceover**
- **Another creative element**

Submissions will be reviewed by the Scholarship team to determine whether these elements have been met. Voiceover on a power point presentation will not be enough to be considered. The student will be informed within the week of submission if the video passes these requirements.

An ART PIECE (can use any medium):

Create a creative art piece using "It's My CU"

Art pieces must meet the following requirements to be eligible:

- **Any Medium can be used**
 - **Clay, Wood, Metal, Digital, Paint, Drawing, etc.**
 - **If you create a digital art piece, it must be printed out**

- **There is no size requirement**
- **All art pieces must be brought into an Illinois State Credit Union branch**

Submissions will be reviewed by the Scholarship team to determine whether these elements have been met. The student will be informed within the week of submission if the art piece passes these requirements.

A FINANCIAL EDUCATION PLAN:

Create a lesson plan on a financial education topic. A lesson plan traditionally includes the details of the lesson, the learning outcomes to be covered, the methodology that will be used, the resources/materials required, and the activities that will be carried out both to engage and assess the learners.

Financial Education Plans must meet the following requirements to be eligible:

- **Lesson needs to be on a financial education topic.**
- **Can be for any grade K-12**
- **Must follow Illinois State Education Guidelines (See Below)**

Economics and Personal Finance Standards Birth-8th Grade

IL EARLY LEARNING & DEVELOPMENT STANDARDS: Explore roles in the economic system and workforce

Benchmarks: 15.A.ECa- Describe some common jobs and what is needed to perform those jobs; 15.A.ECb-

Discuss why people work

Kindergarten	1st Grade	2nd Grade
	Economic Decision Making SS.EC.2.1: Describe the skills and knowledge required to produce certain goods and services	Financial Literacy SS.EC.FL.2.2: Explain that money can be saved or spent on goods and services

3rd Grade	4th Grade	5th Grade
Exchange and Markets SS.EC. 2.3: Generate examples of the goods and services that governments provide.	Financial Literacy SS.EC.FL.3.4: Analyze how spending choices are influenced by price as well as many other factors (e.g. advertising, peer pressure, options).	National and Global Economy SS.EC.3.5: Determine the ways in which the government pays for the goods and services it provides.
Financial Literacy SS.EC.FL.3.3: Describe the role of banks and other financial institutions in an economy.	Exchange and Markets SS.EC. 2.4: Describe how goods and services are produced using human, natural, and capital resources (e.g. tools and machines).	Exchange and Markets SS.EC.1.5: Analyze why and how individuals, businesses, and nations around the world specialize and trade.

6th- 8th Grade
SS.EC.1.6-8.LC: Explain how economic decisions affect the wellbeing of individuals, businesses and society
SS.EC.2.6-8.MdC: Describe the roles of institutions, such as corporations, non-profits, and labor unions in a market economy.
SS.EC.3.6-8.MC: Evaluate employment, unemployment, inflation, total production, income and economic growth data and how they affect different groups.
SS.EC.2.6-8.MC: Explain how changes in supply and demand cause changes in prices and quantities of goods and services, labor, credit, and foreign currencies
SS.EC.FL.2.6-8.LC: Explain the roles and relationships between savers, borrowers, interest, time, and the purposes for saving.
SS.EC.FL.1.6-8.LC: Analyze the relationship between skills, education, jobs, and income.
SS.EC.3.6-8.MdC: Explain barriers to trade and how those barriers influence trade among nations.

Grades 9-12 (see chart below)

Financial Literacy

SS.EC.FL.1.9-12: Analyze the costs and benefits of various strategies to increase income.

SS.EC.FL.2.9-12: Explain how to make informed financial decisions by collecting information, planning, and budgeting.

SS.EC.FL.3.9-12: Explain how time, interest rates, and inflation influence savings patterns over a lifetime.

SS.EC.FL.4.9-12: Analyze costs and benefits of different credit and payment options for goods and services, the role of lenders, and interest.

SS.EC.FL.5.9-12: Evaluate risks and rates of return of diversified investments.

SS.EC.FL.6.9-12: Analyze the costs and benefits of insurance, including the influences of an individual's characteristics and behavior.

Submissions will be reviewed by the Scholarship team to determine whether these elements have been met. The student will be informed within the week of submission if the art piece passes these requirements.

To be entered, the application form must be fully completed, and submitted by the entry deadline, including video and all required supporting documents.

Make your video by uploading it within our application. Your art piece needs to be brought into one of Illinois State Credit Union's branches. The financial education plan can be submitted through the application. Illinois State Credit Union will make watermark adjustments to the videos, take a photo of the art piece and financial education plans, and will then post to the Illinois State Credit Union Facebook page.

If, upon completing and submitting your application, your entry does not appear on the Illinois State Credit Union Facebook page within 48 hours or two business days, it likely means that information you submitted was either incomplete or inaccurate and as a result we were unable to upload your entry and consider you for a scholarship. Please contact Illinois State Credit Union directly at marketing@itsmycreditunion.org for more information related to your incomplete entry.

Vote eligibility

There is a limit of one vote, per person, per legitimate email address, for each category. Votes that do not meet the eligibility criteria will be disqualified.

Votes made with multiple addresses, under multiple identities, or through the use of any device or artifice to enter multiple times or entries that are in excess of the permitted number of entries during Illinois State Credit Union Scholarship Program's period are automatically void.

Determining winners

- Scholarship winners will be determined by a combination of public vote and judging committee.
- The first five scholarship winners in each period will be determined by public vote on the **Illinois State Credit Union** Facebook page.
- There is a limit of 3 winners per submitting school (i.e. A maximum of 3 Normal West students can win a scholarship)

Judging and evaluation criteria

The Top Ten submissions, including application forms, video submissions, art piece submissions and financial education plan submissions and all other documentation will be evaluated by the Judging Committee, based the following criteria.

- Effort, quality, and creativity apparent in the applicant's video submission, art piece, or financial education plan.
- How well the applicant addressed the financial education topics for video submissions and financial education plan. We encourage creative thinking.

Announcing the winners

The scholarship winners will be announced on **Illinois State Credit Union's** Facebook page and website. The recipients will also be contacted at the telephone and/or email provided on their application. **Potential recipients who cannot be contacted within seven business days of the public announcement, despite customary diligent efforts, may be disqualified and the next in line winner will be awarded the prize.**

Submission eligibility

Your video submission must meet all of the following criteria to be eligible for Illinois State Credit Union Scholarship Program:

- Illinois State Credit Union reserves the right to exclude any video submission it deems inappropriate or outside the intent of the scholarship program.
- Be intended for a family audience and therefore not contain, depict or refer to any crude, vulgar, obscene, sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable language, activity or other content (all as determined by Illinois State Credit Union in their sole discretion).
- Not contain, depict or refer to any content that disparages or refers negatively to Illinois State Credit Union, or any other person or entity (all as determined by Illinois State Credit Union in their sole discretion).
- Not conflict with any of Illinois State Credit Union's core values, or otherwise be objectionable to Illinois State Credit Union (as determined by Illinois State Credit Union in their sole discretion).
- Not contain any content that violates any law or any third party's rights (including privacy, personality and intellectual property rights, or copyrights).
- Not promote, depict or refer to any commercial enterprises other than Illinois State Credit Union.
- Your video must meet all guidelines and criteria imposed by YouTube with respect to their rules and regulations.
- In the event of a dispute, submissions shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry (the "Applicant").
- If a video shows any individual in such a way that the individual can be recognized, you must obtain written consent from that individual to permit Illinois State Credit Union to copy, display, transmit and otherwise use the video, and you must provide Illinois State Credit Union an original copy of that consent upon Illinois State Credit Union's request.

Illinois State Credit Union will not be responsible for any lost, delayed, misdirected, illegible, incomplete, damaged or undeliverable entries, or any delay or failure to transmit, process, receive or consider entries.

In order to be eligible to be awarded the scholarship each recipient must:

Sign a Declaration of Compliance with Rules and Regulations and an Assignment, Release and Indemnity Form, assigning all rights to the video submission, art piece submission, or financial education plan to Illinois State Credit Union, including all copyrights, releasing Illinois State Credit Union, their affiliates and respective

advertising and promotions agencies from any liability in connection with Illinois State Credit Union or the scholarships awarded.

Produce valid identification and, if requested by Illinois State Credit Union, proof of age and photo identification.

Provide valid identification of Illinois State Credit Union membership.

Confirm that they are the sole producer of the video and that they own all rights to it and are able to fully assign all rights to Illinois State Credit Union as contemplated above.

Disbursement of scholarship awards

- The scholarship recipients will receive proceeds for the Fall 2024 Semester or Spring 2025 Semester, depending on whether the student is competing in period I or period II respectively.
- The scholarship funds will be mailed to the winner's college or university within two weeks of earning the scholarship and providing the required documentation.
- Students must show proof that they are registered full time during the Fall 2023 semester (verification of schedules will be done at the time of disbursement).

License

By entering Illinois State Credit Union's Scholarship Program, you irrevocably and exclusively assign all copyright, without limitation of time, place, medium, support or language, to Illinois State Credit Union and waive all legal rights to the video, art piece, or financial education plan in favor of Illinois State Credit Union. Accordingly, you acknowledge that Illinois State Credit Union will have the unrestricted and exclusive right to use the video, art piece, or financial education plan for any purpose, including but not limited to, publishing it in an electronic form on the Illinois State Credit Union website for promotional purposes without further compensation.

Conduct

Illinois State Credit Union reserves the right, in their sole discretion, to disqualify any entrant or voter found to be: (a) violating Illinois State Credit Union's Scholarship Program Rules & Regulations; (b) tampering or attempting to tamper with the entry or voting process or the operation of the scholarship program; (c) violating the terms of service, conditions of use and/or general rules or guidelines of Illinois State Credit Union; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Disclaimers, liability, and indemnification

By participating in Illinois State Credit Union's Scholarship Program, you release and agree to indemnify and hold harmless Illinois State Credit Union and their employees, directors, officers, affiliates, agents, judges and advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from your participation in Illinois State Credit Union's Scholarship Program or receipt or use of any award or prize.

Illinois State Credit Union shall have no liability for any loss or damage of any videos entered in Illinois State Credit Union's Scholarship Program or for any other loss or damage resulting directly or indirectly from your participation in Illinois State Credit Union.

Privacy / use of personal information

By participating in Illinois State Credit Union's Scholarship Program, each applicant entrant (a) grants to Illinois State Credit Union the right to use his/her name, mailing address, city, state, telephone number, and email address ("Personal Information") for the purpose of administering Illinois State Credit Union, including but not limited to contacting and announcing the recipients and fulfilling scholarship awards; (b) grants to Illinois State Credit Union the right to use his/her Personal Information for publicity and promotional purposes relating Illinois State Credit Union, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (c) acknowledges that Illinois State Credit Union may disclose his/her Personal Information to third-party agents in connection with any of the activities listed in (a) and (b) above. Illinois State Credit Union will use the entrant's Personal Information only for identified purposes and protect the entrant's Personal Information in a manner that is consistent with Illinois State Credit Union's Privacy Policy.

Termination

If for any reason Illinois State Credit Union cannot run Illinois State Credit Union's Scholarship Program as planned, (including as a result of bugs, tampering, unauthorized intervention, fraud, technical failures, infection by computer virus or any other cause that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of Illinois State Credit Unions Scholarship Program) Illinois State Credit Union reserve the right to cancel, modify, extend or suspend Illinois State Credit Union's Scholarship Program. In that event, Illinois State Credit Union may determine the winner from among the eligible entries received up to the time of the impairment, or cancel the scholarship program.

Language discrepancy

In the event of any discrepancy or inconsistency between the terms and conditions of the scholarship program rules and regulations and disclosures or other statements contained in any scholarship program-related materials, including but not limited to the scholarship program application form, or point of sale, print or online advertising, the terms and conditions of these rules and regulations shall prevail, govern and control.