



APA
CA

Los Angeles

CPE Scholarships

Webinar

5/3/21

Presentation Overview

- Introductions
- Background on APA and CPF
- Scholarship opportunities and eligible programs
- Application requirements
- Strategies for writing competitive essays
- Example essay edits
- Q & A

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A stylized orange silhouette of the Los Angeles skyline, including the Griffith Observatory, is positioned in the background behind the text.

Introduction

- Chelsea Richer, AICP
 - UCLA MURP 2014
 - Transportation Planner, Fehr & Peers, Los Angeles office
 - APA Los Angeles Section Board - CPF & University Liaison
- Marta Polovin
 - UC Berkeley MURP 2020
 - Transportation Planner, Fehr & Peers, Long Beach office
 - APA Los Angeles Section Board - volunteer



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Background on APA & CPF

- American Planning Association (APA)
 - California Chapter
 - 8 Local Sections
 - Affiliates:
 - California Planning Foundation (CPF)
 - Planner Emeritus Network (PEN)
 - California Planning Roundtable (CPR)
 - Planners4Health



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2021 Scholarship Opportunities

The deadline to apply for 2021 CPF Scholarships is **Monday, May 31, 2021 (11:59pm PDT)**.

These scholarships are designed for continuing students entering their final year of an eligible undergraduate or graduate degree program.

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2021 Scholarship Opportunities

- **First Place, Outstanding Student Scholarship:** \$5,000, plus APA California conference registration.
- **Runners-up (3), Outstanding Student Scholarship:** \$3,000 each, plus APA California conference registration.
- **Diversity in Planning Scholarship:** \$3,000, plus APA California conference registration.



2021 Scholarship Opportunities

- **Merit Scholarships (3):** \$3,000 each.
- **Section Scholarships (25+):** \$1,000 to \$2,000 each.
- **California Planning Roundtable Memorial Scholarships (3):** \$1,000 each.
- **Planners4Health:** \$1,000.
- **Black Voices in PLanning at UC San Diego Scholarship:** \$1,000.
- **Russell Fey Scholarship:** \$2,000.
- **Stanley R. Hoffman Memorial Scholarship:** \$1,000.
- **Ted Holzem Memorial Scholarship:** \$1,000.
- **Ken Milam Scholarship:** \$1,000.
- **Virginia Viado Memorial Scholarship:** \$1,000.
- **Paul Wack Cal Poly San Luis Obispo Scholarship:** \$1,000.
- **Paul Wack Sustained Resilience Scholarship:** \$1,000.
- **Richard H. Weaver Scholarship:** \$2,000.
- **Frank Wein Scholarship:** \$1,000.
- **David Wilcox Scholarship:** \$1,000.
- **Hing Wong Regional Sustainability Scholarship:** \$1,000.

More information
available here:

<https://californiapanningfoundation.org/scholarships/>

2021 Eligible Programs

- Some scholarships tied to accredited programs, specific sections, etc.
- Eligible programs listed on the website:
 - <https://californiaplanningfoundation.org/scholarships/>



Recognition of Scholarship Winners

- Recognition at the California APA Conference
- Local recognition by Sections at Section Awards events
- Dinner reception for scholarship winners with Los Angeles Section Board Leadership



Application Requirements

- [Application Form](#)
- Resume (in PDF)
- 2021-2022 Budget using [this Excel template](#)
- Unofficial transcripts (Undergraduate & Graduate if applicable)
- Two recommendation letters (members of the CPF Board are not able to provide recommendation letters)
 - One from a faculty member
 - One from a professional reference
- Responses to two essay questions (500 word max each)

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Tips for Writing Competitive Essays

Essay 1

- Why is planning important to you and how will you contribute to the profession of planning in the state of California? Applicants should highlight experience in planning and/or related fields (i.e. internships, leadership, service and volunteer experiences, employment), short and long-term career goals, and how this scholarship will support completion of your degree.

Essay 2

- What do you believe to be one of the greatest planning challenges in California today?

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Show, Don't Tell

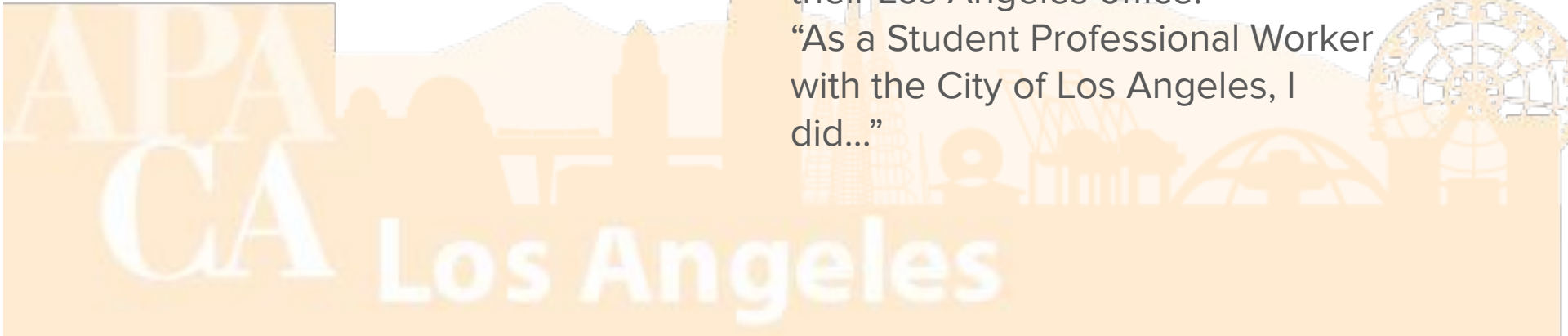
Before

“I have ample experience working in city planning.”

After

“My internship experience includes one academic year with the City of Los Angeles Department of City Planning and one summer at the consulting firm, Fehr & Peers, in their Los Angeles office.”

“As a Student Professional Worker with the City of Los Angeles, I did...”



Less is More

- Choose one storyline and stick to it.
- Try to connect both essays into one coherent picture of you.
- [Kill your darlings!](#)



Pay attention to your first sentence and first paragraph.

- Ask yourself:
 - Is my first line short and to the point?
 - Does it draw the reader in?
 - Have I eliminated all jargon?
 - Would my grandma understand this condensed story?



Get to the Good Stuff!

Opening Line – Before

“As a highly motivated individual, I believe that the resources and opportunities offered through the APA CPF will help cultivate my growth as a planning professional. I have overcome a great deal as a first-generation, working class, minority female in the field...”

Opening Line – After

“I have overcome a great deal as a first-generation, working class, minority female in the field...”

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Structure Sentences Around Action

Work Experience – Before

“For one of my first work experiences, I had the honor of interning for the housing development division of Chinatown CDC in San Francisco, which is a non-profit housing developer and community development organization. The dynamism of the leaders in this community embedded in me early on that planning is incredibly impactful...”

Work Experience – After

“As an intern at the non-profit housing developer and community development organization Chinatown CDC, in San Francisco, the dynamism of community leaders embedded in me early on that planning is incredibly impactful...”

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Nuts and Bolts Show Clarity of Thought

Work Experience – Before

“Over the past three years, I have moved into consulting, which has allowed me to work with dedicated, bright planning minds on highly influential policies and developments. The crux of our work is to utilize rigorous data analysis and modeling not only to inform decision-makers of economic implications, but also to collaborate with them to create more impactful plans for the community.”

Work Experience – After

Give more detail here. Who have you been working with? What kind of data have you been using?



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Edit, Edit, Edit

- Plan to spend more time editing than writing the first draft.
- Ask 1-2 other people to also read/edit your essays.
- Always do a final copy-edit and spell-check.



Stay Motivated

- Ask for recommendation letters early
- Read your admissions essays for inspiration
- Give yourself room to write something “imperfect”
- Just apply!



Questions?

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California Planning Foundation contact:

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