

Scholarship Program



GM Automotive Retail Scholarship for Minorities
Earn Awards Starting at \$500!

gm minority dealer development



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gm minority dealer development

Dear Dealer:

General Motors' vision is to continue providing leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to "Changing the Face of Automotive Retail."

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent. This unique scholarship is offered to students interested in pursuing careers in automotive retail and/or automotive technology. There are many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

Not only does the scholarship program increase the pipeline of talented minorities entering automotive retail, it provides dealers with a grassroots opportunity to showcase their commitment to education, minorities and their communities .

The GM Minority Dealer Development (MDD) Scholarship program is another critical step in creating an inclusive retail culture. Visibility and representation of an increase in minority employees increase customer loyalty and overall profitability, and attract other minorities into our industry .

Getting involved in the 2022 campaign takes three simple steps: Donate, Promote and Nominate!

- Donate at www.gmddscholarship.com now. Ask suppliers and community partners to contribute as well.
- MDD promotion takes place January 1, 2022 through April 15, 2022. Create awareness of the scholarship program throughout your community, with minority students, civic organizations, media, academia, employees and customers.
- Partner with teachers and guidance counselors to identify interested young minorities and encourage minority candidates – including employees – to apply.

Everything you need to get started is in this toolkit. Please use these resources, and contact other involved dealers for ideas as you develop your own plan to donate, nominate and promote the scholarship program.

Please direct all questions to our Scholarship Headquarters at CMS Foundation, 630.428.2412, or wrscholarshipinfo@gmsac.com.

With your support, GM and its dealers will continue leading in the industry in providing minorities a dealership experience where they are respected and well represented.

Warm regards,
MDD Scholarship Subcommittee

About the Program

GM developed the scholarship program to help provide leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to “Changing the Face of Automotive Retail.”

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent, interested in pursuing careers in automotive retail and/or automotive technology. There are many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

Eligibility

Minority students of African American, Asian, Hispanic or Native American descent pursuing academic degrees in automotive retail management and/or technical certification(s) in automotive technology are encouraged to apply.

To be considered for a GM MDD scholarship, a student must meet all the following criteria:

- Must be a minority student of African American, Asian, Hispanic or Native American descent with a high school diploma or GED (as of fall 2022).
- Must be able to verify enrollment at the beginning of the 2022 fall term.
- Must be a citizen of the United States or have the ability accept permanent employment in the US without the need for visa sponsorship now or in the future.
- Must be enrolled in an undergraduate, graduate or non-traditional educational institution that offers formal programs or certifications in automotive retail and/or automotive service.

How to Apply

Begin your application by clicking the Apply Here tab during the application window (ending April 15, 2022). As part of the online application you will be required to upload a 500 – 750 word personal statement addressing the following:

- Your interest and motivation to pursue a career in the automotive retail and/or automotive service sector.
- Why you should be considered for scholarship support.
- Any other information that may be of importance to the selection committee in their review of your application.

To complete your application, you must then:

- Provide a letter of recommendation from one of the following: a past/current employer, academic instructor/school official or community/civic leader. Your letter of recommendation must be signed and on official letterhead.
- Mail, or have your school mail, an official transcript from your most recent educational institution. If this does not include one full year of grades, please also provide a transcript from your previous institution(s).
- Send a copy of your Student Aid Report (SAR) including your Expected Family Contribution (EFC) from the information you provided on your Free Application for Federal Student Aid (FASFA).

Information on where to send these documents can be found under the Contact Us tab.

Nominate

Dealers have told us of two effective strategies they use to identify minority students for the Scholarship program.

1. Utilize existing academic networks. MDD dealers who've worked with local guidance counselors, education foundations, vocational programs and other academic forums have had great success in both promoting the Scholarship program to minority students and identifying potential candidates. These are the influencers who help young students make important post-secondary career decisions. Preparing these groups with information about the Scholarship program, as well the tremendous opportunities dealership careers offer, is the key to creating awareness and increasing our ranks.

SUGGESTION: Consider hosting these groups at your dealership for a program highlighting the different career opportunities potentially available in your dealership. Take your guests on a dealership tour. Discuss the various academic degrees/certificates necessary to pursue these jobs. Highlight how retail automotive is a rewarding and lucrative career for minorities. Ask for help to identify candidates for the scholarship. Or take the information on the road. Make brief presentations to educators, civic organizations, minority groups and others. Leave behind information they can share with students.

2. Seek out high-potential minority dealership employees. Many of the scholarship recipients are dealership employees who have been nominated by their dealers. Please use all of your resources to connect with potential candidates to ensure our talent pool is qualified and diverse, and includes students pursuing a wide range of auto-related curriculum. If your dealership is already offering educational opportunities – scholarships, tuition reimbursement, ASEP and other technical training – consider transitioning your existing program to a Named Dealership Scholarship.

Selection Process

Applicants will be evaluated on the strength of their academic performance, leadership and participation in school and community activities, work experience, career and educational aspirations, and on the strength of their personal statement. Financial need will also be taken into consideration.

All completed applications that are received by the program deadline will be reviewed against the program criteria by a selection process determined by the program administrators. All applicants will be notified by email of the selection committee decision. Decisions are final and binding.

Donate

Will you help support a student in beginning their career in automotive retail?
Complete and submit the pledge form.

Thank you for your support! 100% of your donation will go directly to scholarship support.
Credit card payments will show as payable to the CMS Foundation, Inc. a 501(c)3 tax exempt organization.
Your donation is tax deductible to the fullest extent of the law.

PROMOTE: Suggestions

The intent is to promote dealership involvement, create enthusiasm and awareness, and drive qualified candidates to apply for scholarships.

Some ideas to get you started:

TAP INTO THE EDUCATIONAL COMMUNITY: Don't recreate the wheel. Reach out to community colleges, vocational schools, educational foundations, school boards or district school superintendents to help you reach students and promote the program within the educational community. With the help of these professionals, your promotions will be efficiently targeted and on point.

HOST A CAREER/COLLEGE NIGHT: Invite minority students, parents, guidance counselors and area educators to a combined college/career night. Use it as a way to highlight the different career opportunities available for minorities in your dealership. Take your guests on a dealership tour. Combine that with discussing the various academic degrees/certificates necessary to pursue these jobs. Highlight how retail automotive is a rewarding and lucrative career for minorities. Discuss how the GM Minority Dealer Development (MDD) Scholarship Program can help minorities reach their educational and career goals.

PROMOTE WITH LOCAL MEDIA: Many dealers already have positive relationships with the media – newspaper, radio and television. Make sure to include media in all of your promotional efforts. Offer to participate in interviews about the need for minorities in retail automotive, the value your dealership places on minorities and the growing purchasing power of minorities globally. Discuss how the GM Minority Dealer Development (MDD) Scholarship Program increases the pipeline of qualified minorities to enter the car business. In your interview, encourage that applicants visit your dealership to learn more information about the Scholarship program.

USE SOCIAL MEDIA CHANNELS: Use your Web site and other social channels to promote the GM Minority Dealer Development (MDD) Scholarship Program. Consider a special banner or crawl on your home page, with a link to the press release and the scholarship application. We have additional graphics to help your messages pop. You own these channels – use them liberally and creatively!

REACH OUT TO CIVIC ORGANIZATIONS: In addition to connecting with the educational community and media, reach out to the many local organizations in your area. This includes business groups, churches, chambers of commerce, minority networks, youth organizations (like Boys and Girls Clubs) and others involved in civic improvement and philanthropy. Ask them to post the reproducible fliers customized with your dealership name in appropriate, high-traffic areas.

USE FIELD REPS, SUPPLIERS TO GET THE WORD OUT: Enlist your GM representatives in the Field to promote the GM Minority Dealer Development (MDD) Scholarship Program. Brainstorm new and clever ways to reach a wide audience. Consider promotional ideas that other dealerships might be using in their scholarship campaigns. Make sure everyone is equipped with the information to be an ambassador of the program – suppliers, employees, their families and customers.

PROMOTE THROUGH ADVERTISING: Consider highlighting the GM Minority Dealer Development (MDD) Scholarship Program in print and digital advertising. When doing so, know that minority scholars from all walks of life are eligible for the program, so use a variety of channels. Digital advertising is becoming increasingly effective and is economically priced.

PROMOTE: Digital Content

Your dealership's website and social media channels are effective ways to publicize your active involvement in the 2022 GM Minority Dealer Development (MDD) Scholarship Program. Be seen throughout the digital world as a force for positive change and a proponent of inclusion. Consider some of these suggestions as you start your online campaign.

- Know a minority scholar who could use some help with tuition? Visit www.gmdds.com to learn about a scholarship for minorities pursuing an auto-related degree.
- Learn more about scholarships for minorities studying in an auto-related field at www.gmdds.com.
- High cost of tuition putting college out of reach? Learn about a scholarship for minorities studying automotive business and technology at www.gmdds.com.
- Learn about a scholarship for minorities studying automotive business and technology at www.gmdds.com.
- Interested in automotive technology? Learn about scholarships for minorities enrolled in accredited tech programs at www.gmdds.com.
- Want to work in the world's more dynamic industry? Learn about scholarships for minorities pursuing auto-related degrees at www.gmdds.com.
- (Dealer) wants to see more minorities in the car business. Visit www.gmdds.com to learn about a scholarship for minority scholars pursuing an auto-related education.
- Education is a priority for us. That's why we're partnering with GM to promote scholarships for minorities pursuing an auto-related education at www.gmdds.com.
- We believe more minorities should work in the car business. And they should get the education they need to be well prepared. That's why we're promoting a scholarship for minorities studying automotive business and technology at www.gmdds.com. There's never been a better time to pursue an automotive career. Stop by to learn about the program or visit us at [\(dealer Web site\)](#).
- GM and its Minority Dealer Development Network are offering scholarships for minorities studying automotive business and technology. All women enrolled in an accredited automotive program are eligible to apply at www.gmdds.com.
- We value minorities, employees, customers and students. That's why we're partnering with GM and the Minority Dealer Development Network to promote scholarships for minorities pursuing an auto-related education at www.gmdds.com.
- Announcing an academic scholarship for minorities studying automotive business and technology. (Dealer) is partnering with GM and the Minority Dealer Development Network to increase the number of qualified minorities working in dealerships in all fields. If you're pursuing a degree in an accredited program, or know someone who is, learn about our new scholarship. It might just change your life www.gmdds.com.

PROMOTE: Press Release Template

GENERAL SCHOLARSHIP

For Release: **DATE**

Dealership Name and Contact Information

GM and its Dealers Lead Industry as Champions of Minorities Auto Education

GM Dealers Contribute Tuition Assistance to Minority Students Pursuing Automotive Careers

CITY, State – **(Date)** — GM is providing leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to “Changing the Face of Automotive Retail.”

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent, interested in pursuing careers in automotive retail and/or automotive technology. There are many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

“GM, its dealers and business partners unite to invest in the future minority leaders of automotive retail,” said **(Dealership owner)**. “Not only does the scholarship program increase the pipeline of talent entering automotive retail, it promotes the tremendous career opportunities that exist throughout our dealer network for people of all backgrounds.”

GM and its dealers remain the only manufacturing/retail partnership to offer tuition assistance to minorities pursuing auto-related degrees. Not only does the scholarship program increase the pipeline of talented minorities entering automotive retail, it provides dealers with a grassroots opportunity to showcase their commitment to education, minorities and their communities.

Minority scholars enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in automotive management/service technology fields are eligible. Applications, which are being accepted until April 15, 2022, are evaluated on the strength of their academic performance, community service, work experience and personal essay.

“We support education and training, and are committed to an inclusive dealership environment,” said **(Dealer)**. “With every scholarship the MDD awards, we are investing in our future, as well as helping make a dream come true. It’s imperative that all dealers actively support minorities entering retail automotive and diversifying our talent base.”

The GM Minority Dealer Development (MDD) Scholarship program is another critical step in creating an inclusive retail culture. Visibility and representation of an increase in minority employees increase customer loyalty and overall profitability, and attract other minorities into our industry.

“Minorities deserve a dealership experience that respects their unique needs and an environment where they are well represented,” said **(Dealer)**. “By providing a path for minority scholars to achieve their automotive career goals, the GM Minority Dealer Development (MDD) Scholarship Program helps GM grow a qualified and diverse retail network.”

Interested qualifying scholars can learn more about the program and apply online at www.gmmddscholarship.com, or email questions to info@gmmddscholarship.com. Applicants may also visit **(Dealership)** to learn more about the Scholarship program.

About GM Minority Dealers Development Network: For years, GM has been a recognized diversity leader in retail automotive. They are working continuously to help develop African American, Asian, Hispanic and Native American minorities as dealers. GM Minority Dealer Development remains the most comprehensive program of its kind among all automakers.

About General Motors: General Motors Co. (NYSE: GM) is a global company focused on advancing an all-electric future that is inclusive and accessible to all. At the heart of this strategy is the Ultium battery platform, which will power everything from mass-market to high-performance vehicles. General Motors, its subsidiaries and its joint venture entities sell vehicles under the Chevrolet, Buick, GMC, Cadillac, Baojun and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety and security services, can be found at gm.com.

<<School/Organization Name>>

<<City, State ZIP>>

(Dealership) is partnering with the GM Minority Dealer Development Network to announce the 2022 GM Minority Dealers Development Scholarship program. It's part of an effort by GM and its dealers to encourage minorities to pursue careers in the exciting and lucrative field of automotive retail. We're asking for your help in publicizing the program and identifying/encouraging qualified scholars to enroll in the program.

Here's how it works: Minority Scholars enrolled in accredited full- and part-time undergraduate, graduate or recognized non-traditional programs studying automotive management or technology are eligible. Applicants will be evaluated on their academic performance, community service, work experience, financial need and personal essay.

Applications will be accepted beginning September 1st, and require a GM dealer's recommendation. Scholarships, available in amounts starting at \$500, will be announced at a later date. Students can learn more about the program and apply online at www.gmmddscholarship.com. Questions may be e-mailed to: info@gmmddscholarship.com.

GM is providing leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to "Changing the Face of Automotive Retail". Candidates represent all regions, ethnicity and cultural backgrounds, and include traditional students, military veterans, working mothers and dealership employees.

This Scholarship program is just one of the many ways GM and its dealers are developing a workforce that is inclusive, diverse and reflects our diversified customer population. It's also a life-changing opportunity for minorities interested in the auto industry. Thanks for helping promote the GM Minority Dealers Development Scholarship program and giving minority scholars an opportunity to pursue a fulfilling career. I look forward to discussing this opportunity further at your convenience.

Scholarship Program



GM Automotive Retail Scholarship for Minorities
Earn Awards Starting at \$500!

gm minority dealer development



Dealer Name
Address, City, State, ZIP
Phone – Web site

FAQs

WHY IS THE PROGRAM BEING OFFERED?

The GM Minority Dealer Development Scholarship program has several objectives:

- Position GM and its dealers as industry leaders in the minority market and the OEM/retailer of choice for minorities seeking a vehicle and a career.
- Increase the pipeline of qualified minorities ready for dealership employment.
- Create a dealership population that is inclusive, diverse and reflects the population as a whole.
- Develop awareness of the great opportunities that exist for minorities in automotive retail in both sales and service, and influence more minorities to consider a career in this field.
- Prepare minority scholars for these roles by providing tuition assistance in degree programs
- Provide dealerships with specific opportunities to visibly demonstrate their support for minorities as employees and buyers.

WHO IS ELIGIBLE?

The GM Minority Dealer Development Scholarship program awards scholarships to minorities from all sales regions and walks of life. This includes both traditional and non-traditional students, such as military veterans, working mothers and dealership employees.

- Minority Scholars enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in automotive management/service fields are eligible.
- Applicants are evaluated on the strength of their academic performance, community service, work experience and personal essay.
- Minority scholars enrolled in specialized, accredited automotive retail programs (i.e., NADA executive program, accredited sales and service certificate programs) are also eligible for scholarship consideration.
- The Scholarship program is also eligible to part-time students.

Note: Current and former enrollees in the GM National Candidate program are not eligible to apply for this Scholarship program.

IS THE PROGRAM OPEN TO EMPLOYEES OF GM DEALERSHIPS?

Minority employees employed at GM dealerships are eligible. The children/grandchildren of all GM dealership employees are also eligible.

HOW DOES THE SCHOLARSHIP PROGRAM BENEFIT DEALERS?

- The scholarship helps GM and its retailers fill the pipeline with qualified minority employees. Many of the scholarship recipients are now working in GM dealerships in both management and service roles.
- GM and its dealers remain the only manufacturing/retail partnership in the industry to offer scholarships to minority students pursuing academic degrees in automotive fields. This provides a huge marketing opportunity with minority customers, and can increase purchase consideration and intent among minority consumers.
- The scholarship is an excellent tool for recruiting minority employees. Exceptional minority employees attract other minorities into our industry, which is a critical step in creating an inclusive retail culture.

FAQs (continued)

- The Scholarship program helps create a retail environment that is attractive to minority employees and consumers. They want a dealership experience that reflects their purchase power. This includes a retail workforce with minorities employed in all critical roles: management, sales, service and ownership.
- Community involvement/goodwill is an important element of a dealership's brand. The Scholarship program provides a vehicle for dealers to interact with a variety of local civic and academic organizations for the betterment of the community. This is further promoted through dealer advertising, Web site, social media, dealership signage, and local newspaper and television coverage.

HOW WILL MY DONATION BE USED?

The Scholarship program has a 501(c)(3) status, making all contributions 100 percent tax-deductible for your dealership. Every penny raised goes toward the education of minorities studying automotive retail. Administration and marketing for the program is secured from other budget sources.

HOW MANY SCHOLARSHIPS WILL BE AWARDED?

The total number of scholarships awarded is decided in large part on the total contributions raised in a one-year period. Award amounts start at \$500.

HOW CAN I DONATE?

You can make an individual contribution. This can come from you personally, or in honor of an important person. Complete and submit the a pledge form by visiting www.gmddsponsorship.com.

Thank you for your support! 100% of your donation will go directly to scholarship support.

Credit card payments will show as payable to the CMS Foundation, Inc. a 501(c)3 tax exempt organization.

Your donation is tax deductible to the fullest extent of the law.

IN WHAT OTHER WAYS CAN DEALERS SUPPORT THE SCHOLARSHIP PROGRAM?

Everyone, not just dealers, is invited to support the 2019 GM Minority Dealers Development Scholarship program. In addition to financial contributions, the program depends on nominating qualified candidates and promotion. GM brand representatives in the Field and dealers are encouraged to coordinate efforts to:

- Promote: Create awareness of the Scholarship program throughout your community, with minority students, civic organizations, media, academia, employees and customers.
- Nominate: Work with educators, career counselors, vocational programs and academia to identify competitive minority candidates for the Scholarship program. Encourage talented qualifying employees in your dealership to apply. Be willing to provide the required signature and/or letter of recommendation for interested applicants.

Another important part of the program is mentorship. Please consider developing a mentor relationship with your scholarship recipient. Assisting with educational progress, career planning and even internships is a gift you can provide – in addition to tuition assistance – that will last a lifetime.

ARE THE SCHOLARSHIPS RENEWABLE?

Scholarships are not renewable. However, prior scholarship recipients may re-apply annually for future scholarship consideration.

FAQs (continued)

HOW CAN DEALERS DONATE TO THE SCHOLARSHIP PROGRAM?

Scholarship donations, via credit card and check, are accepted at any time. For details, go to: www.gmddscholarship.com.

I HAVE ADDITIONAL QUESTIONS. WHOM DO I CONTACT?

Please contact the CMS Foundation directly at 630.428.2412 with questions. Donations should be made payable to the CMS Foundation, Inc. and mailed to: GM MDD Scholarship Program, PO Box 648, Naperville, IL 60565.

WHAT IS THE GM MDD?

For years, GM has been a recognized diversity leader in retail automotive. GM is actively creating programs for developing African American, Asian, Hispanic and Native American minorities as dealers. GM Minority Dealer Development remains the most comprehensive program of its kind among all automakers.