



2026/2027 SMPS OREGON

# LYNN PARSONS EDUCATIONAL SCHOLARSHIP APPLICATION

## Section 1

### **SCHOLARSHIP CRITERIA**

To fulfill our organization's vision to transform business through marketing leadership, the SMPS Oregon Board of Directors created the Lynn Parsons Educational Scholarship, which honors the late Lynn Parsons, a beloved ambassador of our marketing community.

This scholarship provides current Oregon chapter members with the opportunity to pursue ongoing professional development.

**Recipients of the scholarship will receive full registration for one of the following certificate programs from the Center for Executive and Professional Education (CEPE) at Portland State University | School of Business Administration.**

- Business Analysis
- Customer Success
- Data Analytics
- Diversity, Equity, and Inclusion
- Emergency Management and Community Resilience
- Human Resource Management
- Intercultural Business
- Leadership (Offered twice per year)
- Organizational Development (Offered twice per year)
- Project Management
- Strategic Communications and Public Relations

Before applying, please review the full program details on the certificate webpage, including program length and time commitment, to ensure you can complete your selected program.

### **AWARD DETAILS**

The scholarship covers the full registration fee for the selected certificate program. SMPS Oregon will reimburse tuition costs after completion of the certificate program.

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### APPLICATION PROCESS

Applications will be accepted from April 1 through April 30, 2026, with the scholarship awarded before May 22, 2026.

### ELIGIBILITY REQUIREMENTS

All SMPS Oregon members are eligible.

### JUDGING CRITERIA

Candidates should be able to demonstrate their commitment to their career as an A/E/C marketer through professional development activities, participation in the SMPS Oregon Chapter, and the contributions they have made to their firm in their current position.

### SUBMISSION CRITERIA

1. Completed scholarship application Section 2 (page 2)
2. A copy of your professional resume—must include your current contact information and dates of employment (2-page maximum)
3. Application Statements (2-page maximum) describing:
  - Your involvement in professional services marketing and responsibilities in your current position.
  - Describe how you anticipate this program will assist you in either maintaining or improving your current job skills or enable you to work toward changing your career path within the A/E/C industry.
  - Your SMPS Oregon Chapter engagement and level of active involvement within the last five years (committees, roundtables, mentorship, event attendance, etc.).
  - How SMPS has benefited you both personally and professionally.
  - Statement on how you will bring back what you learned from this certificate program and share with your local SMPS Chapter. (i.e., blog post, social media post, guest speaker at a roundtable or SMPSTalks, etc.).

### HOW TO APPLY

To apply for a scholarship, please email your submission to SMPS Oregon Immediate Past-President, Nicole Haman, **by April 30, 2026**, [hamann@aks-eng.com](mailto:hamann@aks-eng.com).



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## Section 2

### GENERAL APPLICANT INFORMATION

1. Name: \_\_\_\_\_
2. Job Title: \_\_\_\_\_
3. Company Name: \_\_\_\_\_
4. Preferred Contact Information  
Work Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
E-mail: \_\_\_\_\_
5. Indicate if you are an:  
 SMPS member: If so, when does your membership expire? \_\_\_\_\_  
 SMPS CPSM

### RELEASE FORM

I have read, and I understand the application and selection process. The information contained on this application is correct and completed to the best of my knowledge. SMPS Oregon has my permission to share the information I provided in submission criteria (specifically Section 1, Questions 2-4) in chapter marketing collateral and on the SMPS Oregon website and social media.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_