CodePath Black Excellence Scholarship Program

Landing Page:

Hero text:

CodePath Black Excellence Scholarship Program
CodePath is proud to award 10 scholarships of $5,000 per person to low-income or first-generation Black/African American college students from our Summer 2020 Technical Interview Prep Class. Apply today!

Intro/Background (Purple Section:)
Building an Equitable Tech Industry…one student at a time

Changing the makeup of the workforce in the tech industry requires supporting the students who are the future face of tech. And it requires innovation.

CodePath is bringing a new idea into the mix. We are excited to **pay computer science students to learn.** That's right. We are not only offering free technical courses, mentorship and career services, but now, we are offering scholarships at $5,000 each. These grants will help first-generation or low-income Black college students continue their education and establish sustainable pathways into tech.

The Black Excellence Scholarship Fund will provide significant, direct support to underserved, underrepresented CS students who have been struggling during the Covid-19 pandemic. With generous support from our donors, CodePath will award 10 scholarships to students from our Summer 2020 Technical Interview Prep Class.

Eligibility Criteria:
- Must have completed CodePath's Summer 2020 Technical Interview Prep Class
- Must identify as Black/African American, AND
  - Low income (household income or parents' combined income less than $50,000) OR a first-generation college student (you are the first in your family to attend college or university)

- Must demonstrate loss of an internship or difficulty getting an internship due to COVID-19
- Must be enrolled in a US college or university
- All applicants must currently be pursuing a computer science or software-related major

FAQs:

What is the CodePath Black Excellence Scholarship Program?
A competitive scholarship program which will award $5,000 each to 10 Black/African American students who have completed CodePath's Summer 2020 Technical Interview Prep Class, AND are low-income OR are a first generation college student. The fund was established to help vulnerable computer science students through the difficulties of continuing their education during the disruptions of the coronavirus pandemic.

When can I apply for the scholarship?
You can apply today. The final deadline is September 15, 2020.

Who can apply for the scholarship?
You can apply if you were one of the 765 students who completed the CodePath Summer 2020 Technical Interview Prep Class, identify as Black/African-American, AND are either low-income (with a family income below $50,000/year) or a first generation college student (you are the first in your family to attend college). You must also demonstrate that you lost an internship due to Covid-19, or had difficulty applying for internships because of the pandemic.

What does the application process entail?
It is simple to apply, with an online form below that asks for short essays describing:
- why you are applying for this scholarship,
- how the pandemic affected your internship opportunities,
- what you will do with the scholarship,
- why you are majoring in computer science/software engineering, and
- what you hope to do in your career.

I was not enrolled in CodePath's Summer 2020 class. Can I still apply?
No. You must have completed the Summer 2020 Technical Interview Prep Class to apply for the Black Excellence Scholarship Program. But CodePath has other opportunities, including our no-cost technical courses (iOS mobile development, Android mobile development, Cybersecurity, Mobile App Design), and will be announcing further scholarship opportunities in the near future. Follow us on social media to stay in the loop.

When will I be notified of my scholarship status?
The winners of the Black Excellence Scholarship Program will be announced on September 30, 2020.

I have more questions. Who can I contact?
Please email scholarshipinfo@codepath.org with any questions.

Email

Email #1: Introduce Scholarship

Version 1:

Subject Line: Apply for a $5,000 scholarship from CodePath
Subject Line Alt: CodePath's Black Excellence Scholarship applications are open NOW

Hey {{first name}},
Getting a start in your dream tech career is challenging, and the Covid-19 disruption of your education has probably made it just that much more difficult. But you want to keep going on the road to entering the exciting world of technology. Google, Amazon, Microsoft, Twitter. The list of companies that need your talent is long. You just need to stay the course.

CodePath is here to help you unlock your potential in tech, no matter the challenges of moving forward during the pandemic. [Apply now](#) for a $5,000 scholarship to help you continue your studies.

To help students survive and (yes!) thrive this fall, CodePath is offering 10 Black Excellence Scholarships of $5,000 each. We had a historic turnout for our Summer 2020 Technical Interview Prep Class and these grants will help students like you continue your education in computer science and engineering.

You can apply online easily to be considered for a scholarship. Take the next step to make your dream of a great job in computer science or engineering a reality.

We can't wait to hear from you!

{{email signature}}

P.S. The application deadline for the Black Excellence Scholarship is September 15, so apply today at [CodePath.org](#).

Version 2:

Subject Line: CodePath Wants to Help You Succeed in Tech

Subject Line Alt: Jump on this CodePath scholarship opportunity!

Dear {{first name}},
"I want you to be better than me and push the industry further than anyone can take it."

This is what Deron Simmons, Staff Software Architect at Intel, told participants in the Black Excellence Leadership Series this summer.

He also encouraged students to never say no to opportunities - like a $5,000 [Black Excellence Scholarship](#).

CodePath is offering 10 Black Excellence Scholarships of $5,000 each to qualified Black students from the Summer 2020 Technical Interview Prep Class. All you have to do is apply. You can find a full list of the qualifications and the application form [here](#).

CodePath was founded to help underrepresented students succeed in the tech industry, navigate around any obstacles, and make their dream careers into reality. We recognize that the Covid-19 pandemic has added extra hurdles on your path. Our goal is to help students like you stay the course to get a great job at Twitter, Facebook, Apple, Microsoft, or an exciting start-up. We believe in you and we want to help you succeed.

Help CodePath change the face of tech! Grab this opportunity and tell us your story.

It just takes a few minutes. Apply today at [CodePath.org](#).

{{email signature}}

Email #2: Reminder email

Subject Line: CodePath's Black Excellence Scholarship Deadline is Coming Up
Subject Line Alt: Don't Miss Out on This Tech Scholarship Opportunity

Hey {{first name}},

We noticed that you haven't yet submitted an application for the **$5,000 Black Excellence Scholarship**. We encourage you to take a few minutes to [apply today](#).

The pandemic is making us all miss out on many things---social life, special events, being on campus with our friends, and the list goes on. We're all feeling the loss of so many parts of our regular lives. Plus, the disruptions make it hard to continue your education while you juggle everything else happening. Everyone is looking for ways to make it through until "normal" life can resume.

But the pandemic also brings new opportunities to the fore. Here is one you *don't* want to miss out on: a scholarship opportunity to help you realize your dreams and **make it in the tech industry.**

Don't let a bump in the road derail your dreams of a career in the tech industry. To help you get past any obstacles, CodePath has created a scholarship that can smooth your path forward. Take a minute right now to apply for the [Black Excellence Scholarship from CodePath](). The deadline for applications is **September 15**, so do it NOW before you forget. Give yourself every advantage you can to get into a terrific career in tech.

Microsoft, Intel, Google, Facebook…they all need you, so reach out for the help you need to stay on track!

'Til soon,

{{email signature}}

Email #3: Last Reminder

Subject Line: CodePath Scholarship Deadline is September 15 – just X days away
Subject Line Alt: Apply for Black Excellence Scholarship Before It's Too Late

{{first name}},

Just a few short weeks ago, CodePath opened up applications for the [Black Excellence Scholarship Program](), and many students have sent in their applications.
But we're still waiting for yours.

We're acting fast to support students in computer science. But *you* have to act fast too.
Life can seem overwhelming in this topsy-turvy world, but CodePath is here to help keep you on the road to success in one of the best career fields on the planet.

We know that it has been tough on students like you and staying on track may require a bit of extra help this year. That's why we created the Black Excellence Scholarship to give $5,000 each to help Black students succeed in tech.

We want you to make it to the finish line----graduation and then landing a dream job at Google, Apple, Facebook, Intel, Microsoft or any number of companies who desperately need your skills. This scholarship is here to help you do just that.

Let's do this!

{{email signature}}

P.S. Time is almost up for you to apply to this scholarship, so don't delay. In just a few minutes, you can finish your online application and be in the running. Apply now at **CodePath.org**.

Social Media Copy:

LinkedIn:
Headline: CodePath announces Black Excellence Scholarship Program.

CodePath will award 10 scholarships to Black/African-American students who completed CodePath's Summer 2020 Technical Interview Prep Class, and who are low-income OR first generation college students. The pandemic has made life hard for all students, and underrepresented students trying to get into the tech industry need support now. CodePath, along with our donors, is proud to announce a new scholarship program aimed at helping Black/African American #computerscience and #softwareengineering students through this tough time.
Interested students should go to CodePath.org to apply before the September 15, 2020 deadline.

Facebook:
Headline: CodePath announces Black Excellence Scholarship Program for Fall 2020!
- 10 scholarships of $5,000 each will be awarded
- Open to students who have completed the Summer 2020 Technical Interview Prep Class, are Black/African American, and are either first generation college students or low income
- Easily apply at CodePath.org by September 15, 2020.

#computerscience
#softwareengineer
#achievementgap
#blackedu
#ilooklikeanengineer

Twitter:
Applications are now open for CodePath's Black Excellence Scholarship Program.
Ten $5,000 scholarships will be awarded to Black #computerscience students from our Summer 2020 Technical Interview Prep Class**.** Deadline: September 15. Get the details here**.** #diversityintech

Instagram:
CodePath is excited to announce our Black Excellence Scholarship Program. 10 students from our Summer 2020 Technical Interview Prep Class will be awarded $5,000 each to help continue their computer science studies during the pandemic. CodePath is here to support the new face

of tech with technical training, mentoring, and scholarships. The deadline is September 15, 2020, so apply now at CodePath.org.
#iamcodepath
#iamanengineer