



RODEO SCHOLARS PROGRAM

2023-2024 Academic Year



ABOUT US



MISSION STATEMENT

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.



AGRICULTURE



EDUCATION



ENTERTAINMENT



WESTERN HERITAGE



**\$575
MILLION**

**TO TEXAS
YOUTH AND
EDUCATION
SINCE 1932**

EDUCATIONAL COMMITMENT

More than 800 scholarships will be awarded through the Rodeo's scholarship programs in 2023. As one of the largest scholarship providers in the U.S., the Rodeo has presented more than 20,000 scholarships valued at more than \$275 million since 1957.

\$14,286,000

SCHOLARSHIPS

\$5,292,250

**JUNIOR SHOW
EXHIBITORS**

\$2,517,722

**EDUCATIONAL
PROGRAM GRANTS**

\$464,590

**GRADUATE
ASSISTANTSHIPS**

\$22,560,562

TOTAL

HISTORY AND COMMITMENT

More than ***\$575million***
in educational
commitment since
1932

Over ***2,400*** current
scholarship recipients

95 different Texas
colleges and
universities



RODEO SCHOLARS PROGRAM

2024 SCHOLARSHIP PROGRAM

The Houston Livestock Show and Rodeo offers scholarships through ten different programs

Scholarships are \$5,000 four-year renewable scholarships (totaling \$20,000)

- **Geographic**
 - **Area Go Texan** – 79 Scholarship
 - **Metropolitan** - 350 scholarships (*Renamed from Houston Area*)
- **Specialty**
 - **Exhibitor** – 30 scholarships
 - **Hildebrand** – 15 scholarships
 - **Military** – 5 scholarships
 - **School Art** – 15 scholarships
 - **4-H** – 70 scholarships
 - **FFA** – 70 scholarships
 - **Volunteer Dependent** – 10 scholarships (*New program*)
 - **Achievement** – 100 scholarships (approximately), awarded to current Rodeo Scholars

GENERAL ELIGIBILITY REQUIREMENTS

To be eligible for a Houston Livestock Show and Rodeo Scholarship, an applicant must:

- Be a citizen of the United States and be a Texas resident
- Graduate from high school during the 2023-2024 school year
- Have made a formal application to enroll with intent to attend a Texas college or university and participate in a curriculum leading to a bachelor's degree for the 2024-2025 academic year
- Texas college must be
 - Accredited by The Southern Association of Colleges and Schools Commission on Colleges
 - Not-for-profit



2-YEAR COLLEGE POLICY

- Rodeo Scholars may choose to attend a two-year, junior or community college until they reach 60 credit hours. The student must then transfer to a four-year university in pursuit of a Bachelor's Degree.
 - Hours earned during high school (dual credit) are not considered.

GENERAL ELIGIBILITY REQUIREMENTS

Scholarship Type	Quantity	Min. SAT Score	Min. ACT Requirement	Minimum Class Rank
Geographic				
Area Go Texan	79	950	19	Top Third
Metropolitan	350	950	19	Top Half
Specialty				
Exhibitor	30	950	19	No Requirement
Hildebrand	15	950	19	Top Quarter
Military	5	950	19	Top Quarter
School Art	15	950	19	Top Quarter
Volunteer Dependent	10	950	19	No Requirement
4-H	70	950	19	Top Quarter
FFA	70	1000	19	Top Quarter



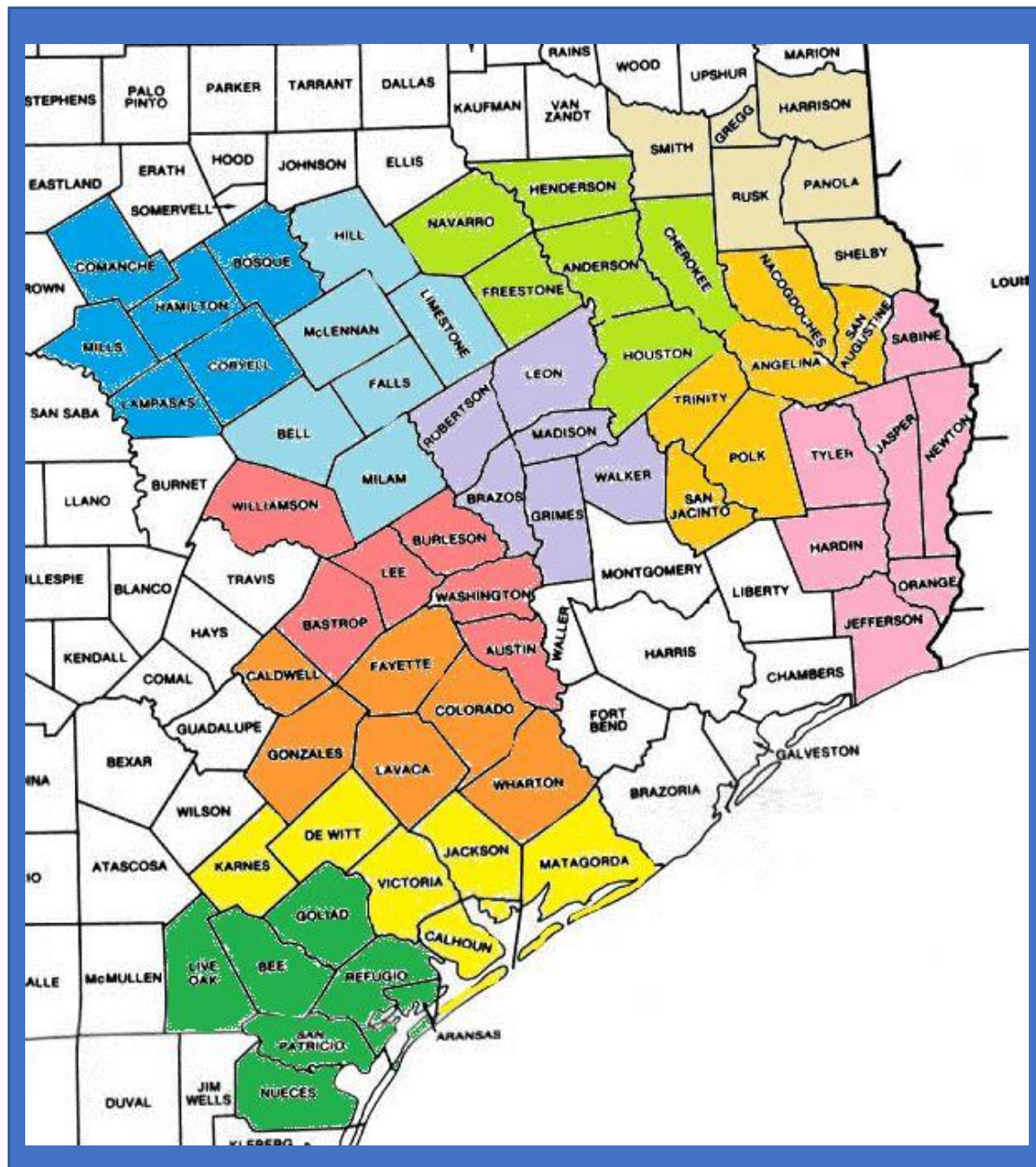
GEOGRAPHIC SCHOLARSHIP CRITERIA

AREA GO TEXAN SCHOLARSHIPS

- At least one winner is selected from each participating county (68)
- 11 scholarships awarded at a district level
- Students must meet minimum requirements
- Students must attend a public high school in the county
 - Private, Charter, and Home schooled students are ineligible.

- | | | |
|-------------|---------------|-----------------|
| • Anderson | • Grimes | • Navarro |
| • Angelina | • Hamilton | • Newton |
| • Aransas | • Hardin | • Nueces |
| • Austin | • Harrison | • Orange |
| • Bastrop | • Henderson | • Panola |
| • Bee | • Hill | • Polk |
| • Bell | • Houston | • Refugio |
| • Bosque | • Jackson | • Robertson |
| • Brazos | • Jasper | • Rusk |
| • Burleson | • Jefferson | • Sabine |
| • Caldwell | • Karnes | • San Augustine |
| • Calhoun | • Lampasas | • San Jacinto |
| • Cherokee | • Lavaca | • San Patricio |
| • Colorado | • Lee | • Shelby |
| • Comanche | • Leon | • Smith |
| • Coryell | • Limestone | • Trinity |
| • DeWitt | • Live Oak | • Tyler |
| • Falls | • Madison | • Victoria |
| • Fayette | • Matagorda | • Walker |
| • Freestone | • McLennan | • Washington |
| • Goliad | • Milam | • Wharton |
| • Gonzales | • Mills | • Williamson |
| • Gregg | • Nacogdoches | |





METROPOLITAN SCHOLARSHIPS

Eligible Schools

Public High Schools

District Campus Charter
Schools

Certain State Charter
Schools

Located in Brazoria, Chambers, Fort Bend, Galveston,
Harris, Montgomery, and Waller counties.

“Open Enrollment”
charter schools with
exemplary or recognized
status in 2012-2013.



METROPOLITAN SCHOLARSHIPS

- Each accredited public senior high school is reserved a scholarship if an applicant meets a minimum score.
- Merit and financial need are both components for consideration.



The background image shows a group of students in a kitchen or food preparation area. A male student with glasses is on the left, and a female student is in the center, both focused on their tasks. There are stacks of white paper cups on the right. The entire image is covered with a semi-transparent orange filter.

SPECIALTY SCHOLARSHIPS

EXHIBITOR SCHOLARSHIPS

- Students must be an exhibitor at the 2024 Show
- Must compete in one of the eligible shows.
- Entry information may be found on the Show's website.

- All Breed Youth
- Cutting (AQHA/APHA)
- Paint Horse (APHA)
- Quarter Horse (AQHA)
- Ranch Horse Show

Horse Show



- Junior Breeding Beef Heifer Show
- Junior Breeding Gilt Show
- Junior Breeding Sheep Show
- Junior Commercial Steer Contest
- Junior Dairy Cattle Show
- Junior Market Barrow Show
- Junior Market Broiler Show
- Junior Market Goat Show
- Junior Market Lamb Show
- Junior Market Steer Show
- Junior Market Turkey Show

Livestock Show



HILDEBRAND SCHOLARSHIPS

History

Originated by the Show's Lamb Auction Committee and given in memory of Mrs. Ruth Hildebrand in honor of her unselfish personal devotion and contributions to the Show and youth who exhibit here.

Requirements

- One scholarship is awarded during the Junior Market Lamb Show to an exhibitor
- Must exhibit a Junior Market Lamb at the 2024 Show
 - Must be included in the "Exhibitor Information" section of the application
- Top applicants are interviewed at the Show



HILDEBRAND SCHOLARSHIPS

- Additional Scholarships
 - Approximately 11 are awarded to Houston Area Scholarship applicants
 - Approximately 3 are awarded to Area Go Texan applicants from Colorado County
- These students do not need to complete any special application for consideration – they are selected from the existing applicant pools.



MILITARY

Applicants must:

- Be a dependent of a service member in active duty, reserve, honorably discharged veteran, or the National Guard
- Available to students eligible for the Houston Area or Area Go Texan scholarships
- Answer “Yes” to:
 - *Are you a dependent of a service member that is on active duty, in reserve, or a veteran that is honorable discharged?*
- Provide a copy of their parent/guardian’s DD-214.



SCHOOL ART



- Must participate in 2024 School Art competition
 - District Show
 - Quick Draw
- Students from participating school districts (public and private) are eligible to apply



VOLUNTEER DEPENDENT

- Applicant must be the dependent of a Show volunteer
- An eligible Show volunteer has 10+ years of cumulative volunteer service credit to the Houston Livestock Show and Rodeo. The eligible volunteer (legal parent, stepparent, or adoptive parent) must have badged in the Show year of the student's application as well as the previous two Show years.
- The applicant must provide their parent/legal guardian's name and Show membership number



4-H and FFA

- Funded through partnerships with Texas 4-H and FFA programs
- Recipients are selected by the program organization, provided the applicant meets basic Show and program requirements
- Applications are submitted directly to the program
- Links to these scholarship pages are available on the Show's website



A large group of diverse children, including boys and girls of various ethnicities, are sitting on the floor. They are all looking towards the left side of the frame. The image is overlaid with a solid blue color, making the children appear in shades of blue. The text 'APPLICATION PROCESS' is centered over the image in white, bold, sans-serif capital letters.

APPLICATION PROCESS

ACCESSING THE APPLICATION



HOW TO APPLY FOR A SCHOLARSHIP



The Houston Livestock Show and Rodeo™ scholarship application is completed entirely online. Applicants will upload supplemental documents when completing the online application. Then, a school official or counselor will complete a second portion of the application online.

In order to qualify for a Houston Livestock Show and Rodeo scholarship, all minimum requirements must be met.

2023 PRELIMINARY RECIPIENTS



APPLICATIONS

2024 applications will open this fall.



IMPORTANT DATES

2024 dates coming soon.



SCHOLARSHIP REQUIREMENTS

Applicants must meet ALL of the following requirements in order to be eligible for a Houston Livestock Show and Rodeo scholarship.

COMPLETING THE APPLICATION

- Students do not need to select which scholarships they are applying for. Answers to questions and information provided is used to qualify them.
- Students must use a unique email to set up their account. They will be prompted to create a password to continue their application.
 - Allows them to work on the application over several sessions.

COMPLETING THE APPLICATION

- Applicants will complete:
 - Basic Information (Name, School Information, E-Mail, Demographics, etc.)
 - Demographic information is only used for data purposes and does not impact scoring
 - Provide required documentation:
 - FAFSA SAR (all applicants)
 - Proof of citizenship, if born outside the US
 - Proof of parent/guardian military service, if applying for Military scholarship
 - School Official Information for Part II of the application
 - Answer questions about participation and complete additional information
 - Exhibitor and Hildebrand -Livestock and/or Horse Show participation
 - School Art – Information on art piece and teacher
 - Information about leadership, extra curricular activities, volunteering, awards, work experience, etc.
 - Essays
 - Financial Need
 - Essay – Select Prompt
 - Exhibitor Only – Exhibitor Essay
- *IMPORTANT: The student needs to use an email unique to them – it is what creates their account on the platform. Encourage students to use a non-school email since they are turned off over the summer.*

SCHOOL OFFICIAL PORTION

- Student will enter contact information for a school official:
 - First Name
 - Last Name
 - Email
 - Email Confirmation
 - Relationship (Administrator, Counselor, Registrar, Home Schooled)
- When they submit, an email is sent with a link to complete Part II of the application
 - This can be submitted prior to the student finishing their part
 - Email will come from: help@mykaleidoscope.com
 - You can always log in to your account at **apply.mykaleidoscope.com** to check for applications
- Students can edit the submitted information prior to submission. After the application is submitted, there are no changes. No exceptions.



SCHOOL OFFICIAL PORTION

- School Official will provide:
 - Class Rank Quartile (for eligibility purposes only)
 - GPA on a **4.0, *unweighted scale***
 - Official transcript
- We do not disclose any information to students or parents.





Hi, Jamie Voskamp

Search

0 To Complete

0 Completed

First Name ▾

Last Name ▾

Program ▾

Sponsor

Code ▾

Application Deadline Date ▾

Nothing to show





TIPS FOR STUDENTS

TIPS FOR SUCCESS

- Remind students:
 - Correct email address for school official
 - Make sure their official can complete it before they submit!
 - Use a non-school email address for their contact information
 - Use a unique email or the one tied to their existing Kaleidoscope account – don't use a parent's
 - NO edits or changes after submission
 - Students need to have all documents uploaded at time of submission



TIPS FOR SUCCESS

- Encourage students to show their authentic selves in their applications.
- Remind them of the Four Pillars:

Perseverance

by exhibiting
steadfastness and drive
in achieving success.

Service

by assisting others
through considerate
and kind actions

Character

through demonstrating
strong morals and
carrying oneself in a
respectful and
responsible manner

Leadership

by motivating and
setting a positive
example for others.



2024 – NEW ESSAY CHOICES

1. Discuss a time when you stepped up as a leader and its impact.
2. How has your education contributed to who you are today?
3. Discuss a volunteering activity or experience that has been meaningful to you.


FAFSA CHANGES

- Encourage students and their parents to get their FAFSA ID now to be ready when the new FAFSA launches.
- As of now, our team is keeping an eye on the news about the FAFSA changes and release.
 - If the decision is made to change the application deadline or requirements in case of further delays, we will send out communications through schools and to any emails that we have on file – applicants and counselors.



DEADLINES

December 5	Application Opens
January 31	Online Application Closes (Student Portion)
<i>7:59 PM</i>	
February 15	School Official Submission Closes
<i>4:59 PM</i>	
May 2023	Recipient Selection and Notification
June 11	Scholarship Celebration Picnic

A group of diverse children, including boys and girls of various ethnicities, are sitting on the floor. They are all looking towards the right side of the frame. The image is overlaid with a solid blue color, which serves as a background for the white text.

VOCATIONAL SCHOLARSHIP PROGRAM

VOCATIONAL SCHOLARSHIPS

- Since 2015, the Show has supported students pursuing technical degrees and certificates through scholarships.
- Currently, the Show partners with seven schools:
 - Houston Community College
 - Lamar Institute of Technology
 - Lee College
 - Lone Star Community College
 - San Jacinto College
 - Texas State Technical College
 - Wharton County Junior College
- Funds are awarded to the partner college in support of specific programs. The college selects the scholarship recipients.

VOCATIONAL SCHOLARSHIPS

- Students interested in scholarships should contact their college's financial aid office for more information about available scholarships.
- Typical programs supported:
 - Welding & Pipefitting
 - Chemical Processing Industry
 - HVAC
 - Truck Driving and Maintenance
 - Construction & Manufacturing
 - Diesel Technology

Programs and available scholarships vary from year to year.



LET'S RODEO

FEB. 27 – MARCH 17, 2024

rodeohouston.com