As a student in the inaugural BIC Class of 2015, Desmond Maxwell was a successful media consultant, boastful undergraduate of City College, and former member of the US Marine Corps, serving with distinction. He often said with great pride that he was “born and buttered in Harlem.” Dez was not just a charismatic man, but a generously supportive and inspiring classmate who championed causes that were close to his heart. If Dez had not died in his final Spring semester, he would’ve marched at BIC’s first commencement in May 2015.

**THIS SCHOLARSHIP IS TO CELEBRATE THE LIFE OF DESMOND MAXWELL AND IS ELIGIBLE TO BICSTERS WHO HAVE A CAUSE TO CHAMPION – AND CAN DO SO PERSUASIVELY, PASSIONATELY AND WITH CHARISMA.** Each year, BIC will award up to $3,000 to qualified BIC students who most successfully create a communications-based solution to a societal problem.

**CRITERIA:**

Students currently enrolled in the MPS program in Branding + Integrated Communications (BIC) are eligible to apply after their first semester in the BIC program and if they meet the following criteria:

- Demonstrated academic excellence (3.5+ BIC GPA)
- Evidence of serious personal dedication to a chosen cause and/or a proven record of leadership shown in and outside of the classroom.
- Being able to demonstrate financial need will strengthen an applicant’s submission.

Eligible students should submit 1) a 250-word abstract outlining their proposal and 2) a 7-10 minute digital presentation of their communications-based solution.

Be inventive. Consider the business viability of your proposal. You may submit an idea which was germinated in a class or for another competition; however, submissions will be judged on how well they meet the spirit of the DezMax “Cause + Charisma” Scholarship.

*Please submit your statement and video to Professor Nancy R. Tag, ntag@ccny.cuny.edu, by December 20th. The BIC Admissions Committee will select winner/s by Mid-January. The Desmond Maxwell Cause + Charisma Scholarship will be applied directly to the subsequent Spring semester’s tuition.*