



ICSC Foundation Mary Lou Fiala Fellowship

ELIGIBILITY

Mary Lou Fiala Fellowship candidates must:

- Be 30 years of age or younger at the application close date.
- Be a United States citizen or permanent resident.
- Be a professional in the retail real estate industry for a minimum of 2 years and be committed to a career in retail real estate.
- Have a passion for learning and giving back.
- Complete an online application with all required materials.

NOMINATION AND APPLICATION INFORMATION

You must be nominated to complete an application. You may self nominate or you may be nominated by a colleague. To self nominate, simply complete the online application process. Applications must be submitted before the stated deadline. Applications will only be accepted online at www.icscfoundation.org/FialaFellow. Applications will not be accepted by e-mail or fax. To nominate a colleague go online and describe how your nominee reflects the purpose of this award. If the nomination meets the requirements, an online invitation to apply and an application will be sent to that individual.

THE APPLICATION REQUIRES

- A nomination from an industry professional.
- An essay summarizing the actions that form the basis for the nomination.
- A proposal for a project that will help to promote retail real estate and the ICSC Foundation Mary Lou Fiala Fellowship Program

APPLICATION REVIEW AND FELLOW SELECTION

All applications are confidential and are reviewed by a selection committee and the ICSC staff only. One Mary Lou Fiala Fellow will be selected from the completed, eligible applications. All decisions are final.

Proposal Requirements

The appearance of your proposal does make an impression on the reviewer. The narrative description should not exceed 4 typed, Letter-Size (8.5" x 11"), single-spaced pages, 12-point font. The proposal should be neat and readable, and it is recommended to complete it at least a day or two before the deadline.

Sample Projects

- Encouraging young adults or new professionals to enter the retail real estate industry.

- Working with a local shopping center to create a community service project.
- Creating and hosting a roundtable or colloquium in your area of expertise to be used at a local organization or academic facility.
- Conducting a research project and presenting your findings at an ICSC event.
- Designing a platform and becoming an advocate on behalf of:
 - Greener shopping centers
 - Healthier foods at malls
 - Mixed-use shopping centers as anchors of strong communities
 - Encouraging diversity in the retail real estate industry

The proposal must clearly demonstrate how the recipient would use the year to take advantage of this opportunity to benefit his or her career and to promote excellence in the retail real estate community. Make sure your project can be completed within the year. It must be realistic.

Proposal Guidelines

- Who is my target audience and how do I plan to reach this population?
- Will I carry out this project in my company or within ICSC?
- What impact will my project have on this group and how will my project interest my target population in retail real estate.
- Will my project encourage the target group to apply for the Fiala Award program in the future?
- Are there already established ICSC organizations, offices, student groups or networks that I can utilize in reaching out to my target audience?
- How will working with these groups/offices help benefit and expand the impact that my project will have?
- Are there methods I can utilize, such as PowerPoint presentations, web sites, slide shows, photos, etc. that can assist me in achieving my project goals and reaching my target audience?

Proposal Format

Executive Summary

The executive summary is a concise description. It should include how the Mary Lou Fiala Fellowship would help fulfill your career goals and it should describe your project objectives, need, methodology, and dissemination plans. It should identify the expected outcomes of the project and should be less than 500 words.

Need

A well-documented description of the problem to be addressed and why it is important to the Retail Real Estate Industry. Be sure to describe the significance, timeliness, and importance of the project. Make a compelling case for it.

Objectives

Indicate the expected short-term and long-term outcomes of the project, preferably in measurable terms. This shows what you will do, for whom, by how much, and by when. When the project is completed, you will be able to evaluate it and determine whether the project succeeded or not in achieving its objectives.

Methods

What is your plan of action to achieve your objectives? This section gives details on methodology, the population being addressed, and how anticipated problems will be managed.

Evaluation

How will you know when you have accomplished your objectives? This section may also describe plans for collecting additional information to improve the project.

Qualifications

This section outlines the ability of the Mary Lou Fiala Fellowship applicant to successfully complete the project. Show background, experience, expertise and available resources.

Timetable

Describe how long (days, months) specific tasks or components of the project will take. Include a milestone chart in this section.

Tips

1. Talk with somebody who has written several successful business proposals. Ask what worked and what didn't.
2. Describe the segment of the market you will pursue. Discuss what you will do to take market share away from competitors.
3. Identify prospective customers. Explain why you are targeting them.
4. Summarize your marketing plan. Offer details, but be brief.
5. Discuss any regulatory issues you might have to deal with.
6. Be hard-nosed and realistic.
7. If you haven't done thorough market research, say so. If you have done research, mention the sources by name.