



# the scholar

NEWS &amp; NOTES FROM SCHOLARSHIP AMERICA®

SCHOLARSHIP AMERICA® SELECTS NEW PRESEIDENT AND CEO

## ANNOUNCING NEW PRESIDENT LAUREN SEGAL



After an eight-month national search, Scholarship America® has selected Lauren Segal to serve as President & CEO. Lauren

brings with her 30 years of nonprofit sector experience, most recently as president and CEO of Greater Twin Cities United Way, the third largest United Way in America.

“Lauren has an excellent track record of innovation, thought leadership and garnering required resources—financial, people and influence—that will help us fulfill our mission to make college possible for all students. Her experience at the local level with United Way, which has an organizational structure very similar to Scholarship America’s, will be an incredible asset for us,” said Dick Schwab, Chair, Scholarship America board of trustees.

Upon learning of Scholarship America’s search for a new president,

Lauren became intrigued because of her personal passion for education.

“The Twin Cities United Way has done a lot of work to focus on reducing poverty, and I became acutely aware that the way to take individuals, families and communities out of poverty was through education,” she said.

“I have a real commitment to Scholarship America’s mission—ensuring students have access to higher education. Education is a great equalizer. A college education is more and more necessary for all students to be prepared for the jobs of tomorrow.”

Under her leadership, Greater Twin Cities United Way evolved from an annual workplace fundraising model to a year-round customer relationship fundraising strategy. The model has been adopted by United Ways across the nation.

“In this time in our country’s life, we have an unbelievable opportunity to be part of ensuring the success of our nation through education. I’m looking forward to the opportunity to help Scholarship America think about how to expand its services and reach out

### HOW A CHAPTER CHANGED MY LIFE



May Wen’s parents immigrated to the United States in the early 1980s when she was

just a baby. The family settled in New Orleans, where her parents held various restaurant jobs. Though neither of May’s parents were college educated, they encouraged her to go to college, but they knew they could never afford to pay for it themselves.

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to the nation, and to help build on the understanding of the importance of education,” Lauren said.

Lauren received a bachelor of science in business management from Guilford College in Greensboro, N.C.

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*The Scholar* is a publication  
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The Scholar is sent to Scholarship America's donors in February, May and September. If you wish to be removed from the list, change your address, or submit ideas, please contact Michelle Showalter at [mshowalter@scholarshipamerica.org](mailto:mshowalter@scholarshipamerica.org), 952-830-7317, or c/o Scholarship America, 1550 American Blvd. E., Suite 155, Minneapolis, MN 55425.

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During her senior year, May applied for more than 50 scholarships. A few months later she got a call from Lisa Conescu, president of Jefferson Dollars for Scholars in New Orleans, offering May a \$500 renewable scholarship. To help her further, Lisa offered May a job as an office assistant for the chapter. With a few other scholarships, May enrolled in classes at the University of New Orleans.

After a year at the large university, she knew it wasn't the best fit. Her dream was to transfer to Loyola College, but the private college was far beyond her means. Thanks to help from Lisa, who called the financial aid office and pulled some strings, May was offered a scholarship and enough in Pell grant funds to make Loyola affordable.

May worked up to four part-time jobs—including her job as the chapter office assistant—while she was in college, but still managed to graduate in just three and a half years. Today, May is the Marketing Manager for Advantage Sales and Marketing in New Orleans and serves on the board of Jefferson Dollars for Scholars.

“I am so happy I was given the opportunity to graduate from Loyola. I can't stress enough how different my life would have been without Dollars for Scholars.” **S**

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