Dear Applicant,

The Bloom Endowment Fund was established in the spring semester of 1987 in memory of an outstanding and charismatic student, Toni C. Bloom. The following information is being provided to give you a sense of the woman the endowment is named for.

Toni spent her childhood growing up in Amityville, New York, moving to Long Beach, New York after her junior year in high school. Entering Plattsburgh as a freshman in the fall of 1983, Toni lived in Mason Hall. As a freshman, Toni became involved in the Mason Hall Dorm Council. She attended weekly meetings and sponsored events as a floor representative. Disappointed that she was not offered a Resident Assistant's position for the fall of her sophomore year, Toni concentrated her energy in other areas of the campus community.

In her sophomore year, Toni became involved with the student newspaper, Cardinal Points, where she wrote a weekly column. Toni continued to serve on Mason Hall's Dorm Council and also availed herself to serve on the campus Judicial Board. Her service to the college encompassed membership on the Intercollegiate Athletic Board, the Board of Directors of College Auxiliary Services and the Alumni Phone-a-thon. In addition to these activities, Toni became involved in the Student Association through the Activities Coordination Board where she served as Chairperson of the Weekends Committee. Her experience in planning events, i.e., Homecoming, Winter and Spring Weekends, prepared her for the position of Assistant to the Vice President for Activities, which she assumed in her junior year. In her sophomore year, Toni again applied to become a Resident Assistant, and was appointed to the Macdonough Hall Staff for the 1985-86 year.

Toni spent the summers after her sophomore and junior years in Plattsburgh. As an outstanding student who was thoroughly involved in many aspects of the college, she was well suited to serve as a Summer Hostess and as a Parent Orientation Leader. She loved summers in Plattsburgh, swimming in Lake Champlain, lying on the beach and taking bicycle rides throughout the area were activities that Toni enjoyed.

Ever mindful to improve her writing skills, Toni undertook an internship in the Office of College Relations in the spring semester of her junior year. Finding this experience educational, Toni became an intern in the Office of Campus Life in the fall semester of her senior year.

You may now have a sense of Toni's involvement in a number of aspects of college but it is not sufficient to say that Toni was merely involved. To those who worked with her, Toni was the epitome of dedication. Toni was devoted to the activities she became involved in. This dedication was reflected in the amount of energy she put into her specific responsibilities as well as the friends she made in performing those responsibilities.

Toni touched the lives of people she interacted with; she was more than just another friend. Toni always tried to expand her horizons and encouraged her friends to do the same. Toni attended main stage plays and music recitals, enjoying various cultural events sponsored by the college. She was a well-rounded individual with many interests. Toni's life was tragically cut short when she was hit by a car at 1:50 a.m. on Sunday, January 18, 1987 while walking home along Court Street with a girlfriend. Family and friends have contributed to this endowment fund which has been established in memory of one of Plattsburgh's finest students.
Maximum Scholarship Award: $2600

Criteria:
- Applicant must be entering their junior or senior year;
- Applicant must be majoring in Art, Communications, English, French, Mass Media, Music, Philosophy, Spanish, or Theatre;
- Applicant must have at least a 2.7 GPA;
- Applicant will demonstrate participation in at least three of the following areas: service to the college, service to the Student Association, Journalism/Speech/Mass Media, campus employment, creative and performing arts, and service to the community.

NAME __________________________ ACADEMIC MAJOR ______________________

LOCAL ADDRESS ___________________________ Banner ID # ___________________

PERMANENT ADDRESS ____________________________

Academic credits completed through Spring Semester ______________

Cumulative G.P.A. _______ G.P.A. in major _________ Expected Graduation Date _______

List all collegiate activities in which you have participated or in which you have received honors. Please note those positions of leadership or specific responsibilities you have assumed as completely as possible. Examples are provided.

I. SERVICE TO THE COLLEGE (Tour Guide, Peer Recruiter, Judicial Board, Summer Host/Hostess, College Alumni Phone-a-thon, College Auxiliary Services, Intercollegiate Athletic Board)

II. SERVICE TO THE STUDENT ASSOCIATION (Executive Council, Senate, Activities Coordination Board, Clubs and Organizations, etc.)

III. JOURNALISM/SPEECH/MASS MEDIA (Cardinal Points, Z. Platt Almanac, Yearbook, PSTV, WQKE)
IV. CAMPUS EMPLOYMENT (Orientation Leader, Resident Assistant, Food Service, Temporary Service, Angell Center Desk, Feinberg Library, etc.)

V. CREATIVE AND PERFORMING ARTS (Photographic Exhibits, Public Performances, Poetic and Musical Recitals, Main Stage Productions, Jazz Ensembles)

VI. SERVICE TO THE LOCAL COMMUNITY (area schools, STOP DWI, nursing homes, Salvation Army, United Way Agencies, etc.)

Please add any additional information that you might wish to include.

Buckley Amendment Release
I hereby authorize the members of the Toni C. Bloom Scholarship Committee to review, confirm and discuss my grades and record of co-curricular activities in order that I may be considered for a Toni C. Bloom Scholarship Award.

Applicant’s Name (please print)__________________________________________

Applicant’s Signature________________________________Date_________________
I fully understand the terms and considerations of this scholarship and hereby affirm that all of the information I have provided in this application is true.

Applicant’s Name (please print)____________________________

Applicant’s Signature___________________________Date_____________

The recipient of the scholarship will be required to write a 250 word essay entitled "My Plattsburgh Experience." This essay will be forwarded to Toni’s mother.

PLEASE RETURN THIS APPLICATION ALONG WITH A COPY OF YOUR TRANSCRIPT TO THE CENTER FOR STUDENT INVOLVEMENT, ACC 110 BY APRIL 14, 2014. The recipient of the award will be announced at the Student Recognition Ceremony on April 22.

If you need any additional information, contact Cori Jackson, Director of the Center for Student Involvement; ACC 110 SUNY Plattsburgh, Plattsburgh NY 12901; 518-564-4830; cori.jackson@plattsburgh.edu.