Sam Houston State University

Bearkats Read to Succeed  
Freshman Essay Contest

New Student Orientation Program

Purpose

This essay competition encourages and recognizes incoming freshmen who read and write about the 2013-2014 Bearkats Read to Succeed common reader, *The Power of Habit, Why We Do What We Do in Life and Business*, by Charles Duhigg.

Essay Topic

Students should write an essay in which they analyze an advertising campaign, political campaign, government/nonprofit program (e.g., “Let’s Move”), or a self-improvement program (e.g., smoking-cessation or weight-loss programs) in terms of how the campaign targets consumers or has the potential to change habits as explained in *The Power of Habit, Why We Do What We Do in Life and Business*, by Charles Duhigg.

Eligibility

The contest is open to all freshmen who enroll full-time (minimum 12 hours) at Sam Houston State University in the fall 2013 semester.

Prize

A scholarship valued at $500 will be awarded to the freshman student submitting the winning essay. The winner will also be recognized at the author’s dinner with Charles Duhigg in November 2013.

Application

Essays must be submitted by 4:00 pm, October 25, 2013, to wctr@shsu.edu. Electronic submissions are preferred. Submissions should be sent as email attachments (Microsoft Word documents, RTF files, or PDF files only). Submissions by traditional mail are also acceptable. Please mail submissions to:

Ann Theodori, Director

Sam Houston Writing Center

Campus Box 2333

Huntsville, TX 77341

Rules of the Contest

1. All applicants must be freshmen enrolled at Sam Houston State University full-time during the fall 2013 academic term.
2. All essays must be typed, double-spaced, on white, 8 ½” x 11” paper and free of any remarks or grade.
3. All submissions must include the submission cover form information on the next page. The essay itself must not contain the student’s name since essays will be evaluated anonymously. In other words, the cover form should be the first page of your essay submission. (The cover form will not count toward the word count in the essay.)
4. A student may submit only one entry.
5. Winners will be notified by the Sam Houston State University Writing Center.
6. There is no minimum length requirement. The maximum length is 2500 words.

SUBMISSION COVER FORM

The 2013 – 2014

Sam Houston State University

Bearkats Read to Succeed

Fall 2013 Freshman Essay Contest

Entry due no later than 4 p.m. Friday October 25, 2013

Sam Houston State University Writing Center

Ann Theodori, Director

Sam Houston Writing Center

Campus Box 2333

Huntsville, TX 77341

Electronic email submissions: wctr@shsu.edu

Student’s Full Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student’s ID Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I am submitting an original essay for the Bearkats Read to Succeed

fall 2013 Freshman Essay Contest. I certify that this essay is my own work.

I understand that my essay will not be returned to me and may be used by

Sam Houston State University for publication in promotional materials.

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Student Signature Date