



X Change 2008 Web Analytics Scholarship Application Form

APPLICANTS

Thank you for your interest in the 2008 X Change Scholarship Program. The X Change Scholarship recognizes and promotes the innovative use of web analytics for improving web site performance. The directions below will assist you in the completion of your application. The Scholarship will include attendance at the conference, room and board while attending the Conference, reasonable travel expenses as approved by X Change Scholarship Committee, publication of the winning essay, an Award presented at the Conference, and acknowledgement of web analytic innovation and excellence. The winning applicant will present his or her essay to the Conference.

APPLICATION INSTRUCTIONS

The X Change 2008 Scholarship is **merit based**. Successful candidates must demonstrate innovative use of web analytics for an organization with an English language, publicly accessible web site. They must have been the lead analyst and have had the primary responsibility in developing and implementing the web analytics initiative that resulted measurable improvement of the web site and have had at least one year experience as a web analyst.

Applicants **must** be available for an interview if requested by the scholarship selection committee prior to July 18, 2008

COMPLETING YOUR APPLICATION

- Application consists of:
- Biographical information
- Two references to people who have direct knowledge and understanding of your innovative web analysis that the Scholarship Committee may contact.
- An essay describing your innovative web analysis.

Please keep a copy of your completed application for your records.

SUBMITTING YOUR APPLICATION

- The completed application form should be **e-mailed** to xchangescholarship@semphonic.com no later than July 3, 2008
- **and** print out and **mail** a signed certification form (last page of this application) to Semphonic, 7430 Redwood Blvd., Ste D, Novato, CA 94945 by July 10, 2008.
- All applicants should expect an e-mail response from the X Change Scholarship Committee by August 1, 2008

BIOGRAPHICAL INFORMATION

| | | |
|--|-------------|-----------------|
| Last Name: | First Name: | Middle Initial: |
| E-mail Address: | | |
| Street Address: | | |
| City: | State: | Zip Code: |
| Home Phone: | Work Phone: | Cell Phone: |
| Employment | | |
| Current Employer: | | Title: |
| Employment Dates: | | |
| Position Description: | | |
| Previous Employer: | | Title: |
| Employment Dates: | | |
| Position Description: | | |
| Additional Employer: (If first two employments are less than 3 years) | | Title: |
| Employment Dates: | | |
| Position Description: | | |
| Additional Activities | | |
| Web Analytic Awards: | | |
| Web Analytic Speaking Engagements: | | |
| Web Analytic Publications: | | |
| Web Analytic Blogs: | | |

References

List two people who have direct knowledge and understanding of your innovative web analysis and provide their contact information below. The Scholarship Committee may contact these references.

| | |
|--------------------|---------|
| Reference 1 | |
| Name: | |
| Phone: | E-mail: |
| Organization: | Title: |
| Reference 2 | |
| Name: | |
| Phone: | E-mail: |
| Organization: | Title: |

ESSAY INSTRUCTIONS

Applicants must submit an essay of approximately 1,500 words which describes the actual use of web analytics to improve the performance of a public web site. The essay must include a detailed explanation of the tools and techniques used, the web site, the objective of the analysis, improvements that resulted from the analysis as well as a monetary evaluation of these improvements.



X Change 2008 Scholarship Certification Form

Should I receive a Scholarship, I give permission to the Producers of X Change (2nd Sight Software, Inc. ,a California Corporation, doing business as “Semphonic,” and Web Analytics Demystified, Inc., a Oregon Corporation, and their employees, agents, licensees, successors, assigns) to utilize my name, employer, title, essay title, and Scholarship award in any publicity or marketing materials. I also agree to present the essay to the Conference and answer questions regarding the analysis by the attendees. While I will not be required to present confidential information, my presentation will be in enough detail so that Conference attendees will understand the analysis and its significance.

I transfer all rights to my essay to the Producers of X Change including but not limited to including it in a Conference publication.

I HAVE READ THE ABOVE RELEASE FORM AND IT CORRECTLY REFLECTS MY UNDERSTANDING.

Approved and Consented to: **Signature:** _____

Name (Print): _____ **Date:** _____

Address: _____