

HBCU Scholarship

Opening doors and increasing diversity
in the communications industry.

Scholarship Details

The scholarship will cover the recipient's junior and senior year at an HBCU. Upon graduation, an internship opportunity will also be offered to the scholarship recipient.

Important Dates

Applications must be received by March 31, 2026. The recipient of the scholarship will be announced in April 2026.

Selection Process and Requirements

We are looking to reward a California Community College student transferring to an HBCU who:

- Cares about others and their surrounding community
- Values education
- Shows a passion for language and communications

1. Applicants must be currently enrolled at a California Community College during the 2025–2026 academic year.
2. Provide a letter of acceptance from one of the 39 HBCU partners that participate in the California Community College Guarantee to Historically Black Colleges and Universities.
3. Applicants must major in a discipline that falls under the communications umbrella at their attending HBCU.
4. The Selection Council reviews the applications and identifies the top candidates in March 2026.
5. Heather and Lou Hoffman, co-founders of The Hoffman Agency, interview three candidates and announce the scholarship recipient in April 2026.

For more details about the selection process and requirements, please visit

<https://www.hoffman.com/hbcu-scholarship/>



If you have questions,
please reach out to us at
HBCU@Hoffman.com



The
Hoffman
Agency

The Hoffman Agency – a global communications consultancy – is determined to advance diversity across the communications profession with the launch of its scholarship geared towards a California Community College student who transfers to an HBCU to study communications.