

REQUEST FOR PROPOSALS
UNIVERSITY SYSTEM OF GEORGIA'S
AFRICAN-AMERICAN MALE INITIATIVE
January 2008

BACKGROUND:

The University System of Georgia's African-American Male Initiative (AAMI) was launched in Fall 2002, via an extensive quantitative and qualitative research study and the collective work of a 52-person statewide task force comprised of higher education, K-12, civic and business leaders (the Task Force on Enhancing Access for African-American Males). The qualitative research consisted of 17 focus groups with Black males – 16 conducted on geographically and demographically diverse University System campuses, and one conducted at a prison with a high population of African-American male inmates. The quantitative research consisted of telephone surveys with 700 members of the targeted cohorts: Black males, their parents, teachers and others who influence their academic choices.

The research and task force efforts culminated in Spring 2003, with the development of a comprehensive report and 15 specific recommendations for submission to the Board of Regents, both of which were formally adopted by the board in May. (See <http://www.usg.edu/aami> for PDFs of the report and <http://www.usg.edu/news/2003/052103.phtml> for an electronic copy of the news release regarding the recommendations.)

In addition to issuing the report and recommendations for action, many AAMI Pilot Programs have been launched at various USG institutions in three different rounds of funding conducted during the 2003-2004, the 2004-2005, and the 2005-2006 academic years. These pilot programs were aimed at identifying successful strategies to enhance the recruitment, retention and graduation of Black males in the respective USG institutions that were awarded funding. Resulting "best practices" information has been collected and shared both within the University System and with the larger higher education communication. In particular, comprehensive information sharing was conducted via the Inaugural AAMI Best Practices Conference held on November 30 and December 1, 2007, at Kennesaw State University, which drew approximately 250 attendees from throughout the state (see: <http://www.usg.edu/aami/bestpractices07>). In addition, AAMI best practices have been shared with external sources that continue to identify the USG as a model in this arena.

In **Round One** of the AAMI pilot programs, six USG institutions received \$10,000 each to implement and/or support new or existing programs aimed at addressing the barriers to Black male college matriculation (see <http://www.usg.edu/news/2003/041603-1.phtml>).

In **Round Two** of the pilots, collaborative programs were funded in three strategic areas of the state: Atlanta, Albany and Savannah. Two USG "sister institutions" in each of the three locations were required to join together, along with a civic partner already engaged in work with Black males, on a single collaborative project. In all, six USG institutions received \$27,000 each for this phase of work – or \$54,000 per project – for their collaboration. (See news release on Round Two at <http://www.usg.edu/news/2004/062904.phtml>)

In **Round Three**, ten USG institutions received a total of \$200,000 in funding, ranging from \$15,000 to \$30,000 in individual grants (see: <http://www.usg.edu/news/2005/111005-2.phtml>). The grants supported both new and existing programs, and required participating USG institutions to join with mandatory community partners focused on achieving the Initiative's goals. In addition, participating grantees were required to provide matching funds, dollar for dollar. The projects civic and community partners could contribute a portion, but not all, of the matching amount.

NEW FUNDING OPPORTUNITY: 2008

The University System of Georgia will award a new round of AAMI pilot funding to USG institutions in early 2008. These funds may be earmarked and rolled over to conduct programs in either Summer 2008 or during the 2008-2009 academic year. New and existing programs will be eligible for consideration. **Round Four AAMI Grants** will range from \$10,000 to \$30,000. Depending on the size of the grants, as few as four and as many as ten projects may be funded.

Once again, the USG seeks to foster and bolster programs that have an ultimate goal of self-sustainability. Therefore, grant-seeking institutions must indicate their desire and ability to fully match the full amount of their award (e.g., \$30,000 grant must be matched by an institutional commitment of \$30,000). Again, as in Round Three, the institutional funding commitment may be partially shared with (but may not be fully absorbed by) an involved civic partner or philanthropic entity. Funding proposals must specify how all of the funding will be utilized (both the AAMI award and the mandatory institutional match), and all funds also must be accounted for in the required budget and evaluative reports.

These funding requirements reflect the evolution of the pilot programs from an initiative that initially funded individual projects, then collaborative projects, and now is encouraging the development of projects with the potential for sustainability beyond the AAMI fund source.

CRITERIA FOR FUNDING PROPOSALS: (See attached Proposal Template)

Funding proposals must address the following criteria:

- **Proposal Rationale (300-word limit):** Cite the reason your institution is interested in administering an AAMI program. Highlight any current expertise in this area.
- **Goals and Objectives (500-word limit):** How will the program enhance the recruitment, retention or graduation of black males?
- **Target Cohort (200-word limit):** Be specific. Cite specific number of students that will be served, and their characteristics. (For example, will the program serve Black males in the K-12 admissions pipeline or Black males already enrolled at USG institutions? Will these be rising eighth graders or graduating seniors who have been admitted to your institution?)
- **Specific/Documented Role of Civic Partner:** How will the initiative involve an organization/entity already engaged in work with African-American males in the institutional service area? **(Official documentation/Letter of Commitment explaining specific partnership role required; three letter limit.)**
- **Program Budget (No more than 2 pages):** What are the specific resources (e.g., staff, equipment, programmatic) needed to implement/administer the proposed program and

what are the specific associated costs? Please specify the fund source for each of these budget items (AAMI grant versus matching/institutional funds). NOTE: AAMI funds should be used for programmatic activities, not equipment purchases.

- **Proposed Outcomes (500-word limit):** What measurable barometer movement does the initiative seek to achieve (e.g., increased Black Male enrollment in Fall 2008; increased enrollment of Black males in college-prep curriculum of partnering school; increased performance of Black males on the SAT exam in the partnering school district)?
- **Requested Funding Amount and Institutional Match:** Cite the specific amount of the grant being requested, which must be matched equally by institutional/partner sources.

PILOT GOALS/POTENTIAL INITIATIVES:

AAMI pilot grants are aimed at providing operational funding to establish or support specific collaborative programs that will increase the recruitment of African-American males and their retention and graduation from USG colleges and universities. Funding preference will be given to those programs that offer measurable strategies to address the following challenges:

- Expanding the number of African-American males enrolled in the college-prep curriculum (CPC) in Georgia high-schools;
- Increasing African-American males' success in academically rigorous and CPC-prerequisite courses (e.g., pre-algebra, science, English, foreign language, etc.);
- Standardized test preparation which enhances the performance of African-American male students on the key college admissions exams;
- Academic-year intervention and support programs (after-school tutoring, exam support);
- Targeted summer bridge programs;
- Campus learning-community initiatives;
- Programs that enhance African-American males' successful orientation to the college experience and their subsequent retention; and
- Communications-driven initiatives, aimed at African-American males, their parents and other influencers, which encourage college attendance by the target cohort of students.

DEADLINE FOR PROPOSAL SUBMISSION:

All funding proposals must be received by no later than **March 14, 2008**. Submissions should be directed to:

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NOTIFICATION OF AWARD RECIPIENTS:

Institutional officials will be notified of their receipt of an AAMI Award on or about March 28, 2008.

EVALUATION REQUIREMENTS:

Evaluative reports must be submitted by the presidents of grantee institutions (or their designees), specifying the outcomes of the funded projects, **within 60 days of the cited end date of the proposed project. The absolute deadline for submission of all final reports will be no later than July 30, 2009. If the work of the project/program is conducted during the summer of 2008, a final report must be submitted no later than October 31, 2008.**

The mandatory reports should address the following points. A template will be provided to grantee institutions for submission of these reports.

- The specific programmatic initiatives to which the funds were directed;
- Specific number of and details regarding the cohort of African-American males impacted by the program/funding;
- How the program met the proposed goals and objectives stated in the funding proposal;
- Update on the actual budget versus the proposed budget, with an explanation of any variations;
- Specific evaluation and measurement strategies used to assess the effectiveness of the project/program;
- What barometer movements (measurable outcomes) were achieved as a result of the program.
- The detailed information/data collected from such assessments of the project's/program's outcomes;
- If/how the program's successes are being shared with other University System institutions; and
- Recommendations on how and at what cost the programs might be expanded/replicated to have additional impact on the institution's and the System's AAMI goals.

QUESTIONS:

Questions regarding the RFP process may be directed to Arlethia Perry-Johnson via e-mail at aperryjo@kennesaw.edu or telephone (770) 499-3265.