REQUEST FOR PROPOSALS
UNIVERSITY SYSTEM OF GEORGIA’S
AFRICAN-AMERICAN MALE INITIATIVE (AAMI)
February 2010

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 which were formally adopted by the board in May. (See http://www.usg.edu/aami for report PDFs and http://www.usg.edu/news/release/board_of_regents_adopts_aami_recommendations/ for an electronic copy of the news release regarding the recommendations.) Since issuing the report and recommendations for action, many AAMI Pilot Programs have been launched at various USG institutions in five different rounds of funding conducted between 2003 and 2009. These pilot programs have been 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 from AAMI continues to be collected and is shared both within the University System and with the larger higher education community. In Fall 2007, comprehensive information sharing was conducted via the Inaugural AAMI Best Practices Conference held at Kennesaw State University (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/release/board_of_regents_funds_pilots_targeting_african-american_males/).

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. (http://www.usg.edu/news/release/regents_fund_grants_to_increase_african_american_male_retention/)

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/release/usg_funds_partnerships_to_enhance_black_male_participation/). 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 project’s civic and community partners could contribute a portion, but not all, of the matching amount.

In Round Four, eleven USG institutions received a total of $200,000 in funding, ranging from $10,000 to $28,500 in individual grants (see: http://www.usg.edu/aami/news/2008/040108.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.

In Round Five, sixteen USG institutions received a total of $398,124 in funding, ranging from $8,000 to $40,000 in individual grants. The funding was bolstered by a two-year, $500,000 grant from the Lumina Foundation for Education spanning the 2009-2010 calendar years. As in previous years, the AAMI 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. During this funding cycle, emphasis also was placed on awarding start-up grants to fund programs in high-need areas of the state and partnership projects with the USG’s Early College Program.

NEW FUNDING OPPORTUNITIES: 2010
The University System of Georgia will award a new round of AAMI funding in 2010. These funds may be used to conduct programs in Summer 2010 and/or during the 2010-2011 academic years. New and existing programs will be eligible for consideration under the two different funding initiatives. Round Six AAMI Grants will range from $10,000 to $30,000.

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 total amount of their award (e.g., a $20,000 grant must be matched by an institutional commitment of $20,000). Again, as in previous rounds, 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 funding source.

2010 AAMI Grants
Current AAMI programs are eligible to compete for these funds. Awards will range from $10,000 to $30,000. AAMI is soliciting proposals from USG institutions for programs aimed at enhancing Black male enrollment, retention/progression and graduation efforts. Effectiveness of past AAMI program management will be heavily factored in as a part of the selection process. To apply for these awards, please use the AAMI Grant Request Template on the AAMI website (See http://www.usg.edu/aami).
2010 AAMI Start-Up Grants
A second initiative will focus on establishing new AAMI programs in areas of the state/USG where there is great documented need to expand educational opportunities for Black males, and no USG AAMI programs currently exist. These start-up projects also should focus strictly on Black male enrollment, retention/progression and graduation efforts. Standard AAMI partnership requirements will be mandatory, and strong institutional commitment should be reflected for sustaining such efforts. The amount of these awards will be $10,000. To apply for these awards, use the AAMI Start-Up Grant Request Template on the AAMI website (See: http://www.usg.edu/aami).

GOALS FOR POTENTIAL INITIATIVES:
AAMI pilot grants are aimed at providing operational funding to establish or support specific or collaborative programs that will increase the enrollment, retention and graduation of African-American males from USG colleges and universities. Funding preference will be given to those programs that offer measurable strategies and the documented necessary staffing required to address challenges impacting Black male college matriculation, including, but not limited to, the following recommended initiatives:

• Programs that enhance African-American males’ successful orientation to the college experience and their subsequent retention, such as summer bridge and orientation programs for freshmen Black males that will prepare them for academic success;
• Targeted efforts that track the academic performance of Black males’ undergraduate matriculation; including grade monitoring, advising and counseling;
• Campus learning-community initiatives specifically for Black males;
• Initiatives that aid in the assessment and enhancement of the campus climate for African-American males;
• Initiatives that foster enhanced student affairs engagement by African-American males to enhance their retention.
• Internships and career planning/placement initiatives for Black males that enhance their retention and “work-readiness” upon graduation.
• Programs that reflect a staffing commitment specifically dedicated to initiatives and projects that support the retention, progression and graduation of Black males; and
• AAMI partnership projects with the USG’s Early College Program.
CRITERIA FOR FUNDING PROPOSALS:
The templates to apply for an AAMI Grant or an AAMI Start-Up Grant may be downloaded from the AAMI website at http://www.usg.edu/aami. 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—*including, if applicable, previous receipt of AAMI funding and specific program outcomes.*

• **Goals and Objectives (500-word limit):** How will the program seek to enhance the enrollment, retention or graduation of Black males or increase the number of degrees conferred upon Black males at your institution?

• **Target Cohort (200-word limit):** Be specific. Cite specific number and class levels (e.g., freshmen, sophomores, etc.) of the students that will be served, and their characteristics. (For example, 100 new freshmen or 25 rising juniors at your institution?) Describe specifically how students will be identified/recruited for the project.

• **Personnel/Staffing (200-word limit):** Be specific. Cite specific number of staff, including names and titles, and the percentage of employees’ work that will be dedicated solely to this AAMI project.

• **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(s) of Commitment explaining the specific role of the partner(s) is required. Limit: 3 letters.*)

• **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., what percentage increase in Black male enrollment in fall 2010? what percentage increase in retention rates for Black males at your institution? what percentage increase in graduation rates or increase in the number of degrees conferred upon Black males)?

• **Requested Funding Amount/Institutional Match/Program Sustainability (100-word limit):** Cite the specific amount of the grant being requested, which must be matched at least equally by institutional/partner sources. If this is a continuing program, also please indicate what efforts and steps have been taken to sustain the program beyond AAMI funding since the program’s inception.

**DEADLINE FOR PROPOSAL SUBMISSIONS:** Hard copies of all funding proposal documents must be received by 5:00 p.m., Thursday, March 25, 2010. Late submissions will not be accepted.

Submissions should be mailed to:

Arlethia Perry-Johnson, Project Director  
USG’s African-American Male Initiative  
MD 0109, Kennesaw Hall, Bldg.1 Room 5407  
1000 Chastain Road  
Kennesaw, GA 30144-5591  
Phone: (770) 423-6350

In addition, an electronic copy of the exact same document should be emailed to: aami@kennesaw.edu

**NOTIFICATION OF AWARD RECIPIENTS:**  
If selected, institutional officials will be notified of an AAMI Award no later than Monday, April 12, 2010.

**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.
If the work of the project/program is conducted during the summer of 2010, a final report must be submitted no later than October 31, 2010. If the work of the grant is conducted during the 2010-2011 academic year, the absolute deadline for submission of the final report for this funding cycle will be no later than July 30, 2011.

Adherence to the reporting deadlines will impact future AAMI funding opportunities.

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;
- Update on staffing levels and how staffing/personnel challenges were overcome;
- 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 or the application process may be directed to Arlethia Perry-Johnson via e-mail at aperryjo@kennesaw.edu or by telephone (770) 423-6350.