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. (For more information, see http://www.usg.edu/AAMI for PDFs of the report and http://www.usg.edu/news/release/board_of_regents_funds_pilots_targeting_african-american_males/ for an electronic copy of the news release regarding the recommendations.)

Since issuing the report and recommendations for action, numerous AAMI ® Pilot Programs have been launched at various USG institutions throughout the state in eight different rounds of funding conducted between 2003 and 2011. 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 has been collected and shared both within the University System and with the larger higher education community. In particular, comprehensive information sharing was conducted via our second AAMI ® Best Practices Conference held at Macon State College in 2011, which drew over 250 registered attendees from throughout the state (For more information, see: http://www.usg.edu/AAMI/bestpractices11. In addition, AAMI ® best practices have been shared with an extensive array of external sources and organizations that continue to identify the USG as a national 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. For more information, see news release at: http://www.usg.edu/news/release/board_of_regents_funds_pilots_targeting_african-american_males/ (April 2003)

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. For more information, visit:
In **Round Three**, ten USG institutions received a total of $200,000 in funding, ranging from $15,000 to $30,000 in individual grants. 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. For more information, see news release at [http://www.usg.edu/news/release/usg_funds_partnerships_to_enhance_black_male_participation/](http://www.usg.edu/news/release/usg_funds_partnerships_to_enhance_black_male_participation/) (November 2005)

In **Round Four**, the USG’s AAMI ® program awarded a total of $100,000 in funding, as a result of a grant the program received from the Indianapolis-based Lumina Foundation for Education’s McCabe Fund. The grant was awarded by the McCabe Fund to support the USG’s statewide program aimed at enhancing the college attendance of Black males within the state’s public colleges and universities. The McCabe Fund grant enabled the USG’s AAMI ® program to award sub-grants of $25,000 each to three campus-based AAMI ® programs, and also supported staffing and research needs within the USG’s AAMI ® state office. [http://www.usg.edu/AAMI/news/2006/lumina_mccabe_news_release.pdf](http://www.usg.edu/AAMI/news/2006/lumina_mccabe_news_release.pdf) (July 2006)

In **Round Five**, eleven USG institutions received a total of $200,000 in funding, ranging from $10,000 to $28,500 in individual grants. 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. For more information, see news release at: [http://www.usg.edu/AAMI/news/2008/040108.phtml](http://www.usg.edu/AAMI/news/2008/040108.phtml) (April 2008)

In **Round Six**, thirteen 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. See: [http://www.usg.edu/AAMI/news/2009/Lumina_Grant.pdf](http://www.usg.edu/AAMI/news/2009/Lumina_Grant.pdf) (May 2009)

In **Round Seven**, eight USG institutions received a total of nearly $235,000 in funding, ranging from $13,615 to $30,000 in individual grants. 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. As in previous rounds of funding, program’s civic and community partners could contribute a portion, but not all, of the matching amount. For more
In Round Eight, nine USG institutions received a total of nearly $194,000 in funding, ranging from $10,000 to $30,000 in individual grants. 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. As in previous rounds of funding, civic and community partners have contributed a portion, but not all, of the matching amount.

NEW FUNDING OPPORTUNITIES: 2012
The University System of Georgia’s AAMI ® will award a new round (Round Nine) of funding in 2012. These funds may be used to conduct programs in Summer 2012 and/or during the 2012-2013 academic years.

Round Nine AAMI ® Grants (New and Start-Up) 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 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.

AAMI ® Grants
Both current and previously funded AAMI ® programs will be eligible to compete for the 2012 round of funding. 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 and documentation 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, at: http://www.usg.edu/AAMI (Listed under the header: New AAMI ® Funding Opportunities – 2012)

AAMI ® Start-Up Grants
Again this year, a second funding 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 ®
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 the challenges impacting Black male college matriculation, including, but not limited to, the following recommended initiatives:

- Previously funded AAMI ® programs that have a strong documentation of measurable outcomes directly related to AAMI ®’s goals of enhancing the retention, progression and graduation of Black males within the USG.
- 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 by Academic Affairs and/or Student Affairs, 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 electronic templates to apply for an AAMI ® Grant or an AAMI ® Start-Up Grant must be utilized to submit grant proposals. Submissions must fully comply with the template instructions, or they will not be considered complete by the grant selection committee. The templates may be downloaded at: http://www.usg.edu/AAMI (See header: New AAMI ® Funding Opportunities – 2012)

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
conferring upon Black males at your institution? Please list the major objectives of the program.

- **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. *Note: Proposals will not be considered complete if all aspects of this information is not included.*

- **Specific/Documented Role of Civic Partner:** How will the initiative involve an organization or 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/are 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 do you seek to achieve?

- **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 (including partnership letters) must be received by 5:00 p.m., Thursday, March 1, 2012. Late submissions will not be accepted. In addition, an electronic copy of the exact same document should be emailed to: AAMI@kennesaw.edu

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
NOTIFICATION OF AWARD RECIPIENTS:
If selected, institutional officials will be notified of their receipt of an AAMI ® Award by the close of business on Monday, March 12, 2012.

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 program. If the work of the program is conducted during the summer of 2012, a final report must be submitted no later than Wednesday, October 31, 2012. If the work of the grant is conducted during the 2012-2013 academic year, the absolute deadline for submission of the final report for this funding cycle will be no later than Tuesday, July 31, 2012. 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, Director of AAMI ®
aperryjo@kennesaw.edu
(770) 423-6350
or
Bob Wise, Assistant Project Director of AAMI ®
hwise@kennesaw.edu
678-797-2526