REQUEST FOR PROPOSALS
UNIVERSITY SYSTEM OF GEORGIA’S
AFRICAN-AMERICAN MALE INITIATIVE
January 2013

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 nine different rounds of funding conducted between 2003 and 2012. 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 third AAMI Best Practices 10th Anniversary Conference held at the Atlanta Hilton Hotel in 2012, which drew over 300 registered attendees from within and outside of the state (For more information, see: http://www.usg.edu/AAMI/bestpractices12). 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.

NEW FUNDING OPPORTUNITY: 2013
The University System of Georgia’s AAMI will award a new round (Round Ten) of funding for Start-Up Grants only in 2013. These funds may be used to conduct programs in Summer 2013 and/or during the 2013-2014 academic years.
Round Ten AAMI Start-Up Grants (New only) will be awarded in the amount of $10,000. Once again, the USG seeks to foster 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., the $10,000 grant must be matched by an institutional commitment of $10,000). 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 Start-Up Grants
This initiative will focus on establishing new AAMI programs in areas of the state/USG where there is a great documented need to expand educational opportunities for Black males, and no USG AAMI programs currently exist. This also includes those institutions that have not participated in the AAMI grant process for five or more years and there is now a documented need to re-engage an AAMI initiative. These start-up projects 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, at: http://www.usg.edu/AAMI (Listed under the header: New AAMI Funding Opportunity – 2013)

GOALS FOR POTENTIAL INITIATIVES:
AAMI 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:

- 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 template to apply for 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 template may be downloaded at: http://www.usg.edu/AAMI (See header: New AAMI Funding Opportunity – 2013)

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? 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 are not included.

• Specific/Documented Role of Civic Partner (Civic Partner is mandatory): 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 2013? 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., March 11, 2013. 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 9117, Town Point, Suite 2600
1000 Chastain Road
Kennesaw, GA 30144-5591
Phone: (770) 423-6350

**NOTIFICATION OF AWARD RECIPIENTS:**
If selected, institutional officials will be notified of their receipt of an AAMI Award by the close of business on March 25, 2013.

**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 2013, a final report must be submitted no later than Thursday, October 31, 2013.

If the work of the grant is conducted during the 2013-2014 academic year, the absolute deadline for submission of the final report for this funding cycle will be no later than Thursday, July 31, 2014. 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 grantees 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:

Ms. Arlethia Perry-Johnson
Project Director
USG’s African-American Male Initiative
Email: aperryjo@kennesaw.edu
Phone: (770) 423-6350

or

Mr. Bob Wise
Assistant Director
USG’s African-American Male Initiative
Email: hwise@kennesaw.edu
Phone: (678) 797-2526