REQUEST FOR PROPOSALS
FISCAL YEAR 2015 FUNDING
UNIVERSITY SYSTEM OF GEORGIA’S
AFRICAN-AMERICAN MALE INITIATIVE
February 7, 2014

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 eleven different rounds of funding conducted between 2003 and 2013. 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. Most recently, comprehensive information sharing was conducted via our 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’s program as a national model in this arena.

NEW FUNDING OPPORTUNITY: Fiscal Year 2015
The University System of Georgia’s AAMI will award a new round (Round Twelve) of funding in FY 2015. These funds may be used to conduct programs in Summer 2014 (after July 1) and/or during the 2014-2015 academic years.
Fiscal Year 2015 AAMI Grants (New and Start-Up) will be awarded in amounts of $10,000 to $30,000. 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 AAMI program from an initiative that initially funded individual projects, then collaborative projects, and now is encouraging the development of comprehensive programs 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 FY 2015 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 Opportunity – 2015).

AAMI Start-Up Grants
This initiative will focus on establishing new AAMI programs in areas of the state/USG where there is a 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 – 2015).

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 Grant or an AAMI Start-Up Grant must be utilized to submit grant proposals. Submissions must fully comply with the template instructions, or the grant selection committee will not consider them complete. The template may be downloaded at: http://www.usg.edu/AAMI (See header: New AAMI Funding Opportunity – 2015). 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.

Please include, at a minimum, the following mandatory metrics, which will establish your institutional benchmarks for the AAMI program:

1) The last three years of Black male enrollment data (percentages and numbers), including as a percentage of the total student body;
2) The last three years of Black male retention data (percentages and numbers);
3) The last three years of graduation rates for Black males enrolled at the institution (for two-year institutions, cite the three year-graduation rate of associate’s degree students; for four-year institutions, cite the six-year graduation rate of baccalaureate-degree students);
4) If the campus has previously conducted, or is currently conducting an AAMI program, also please provide the Retention Rate and Graduation Rate data for students participating in the AAMI program compared to the entire student body (also for three years, if applicable); and
5) The number of degrees conferred upon African-American males over the past three years.

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. Please insure that this section is rationally linked (in terms of programming) to the Proposed Outcomes section. Provide specifics on how the proposed programs will be conducted.

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 2015? 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?) Please insure that the proposed outcomes reflect
alignment both with the challenge being addressed in the Proposal Rationale section, and with the programming outlined in the Goals and Objectives section.

It is critical that the Proposed Rationale, the Goals and Objectives, and the Proposed Outcomes sections be rationally linked, detailing a clear challenge and outlining a logical path of programming that will be pursued and accomplished. For example, the Proposal Rationale should cite “why” your institution wants and needs an AAMI program (e.g., what problems exist at your campus regarding the enrollment, retention, and graduation of African-American males - what needs to be addressed). The Goals and Objectives section should outline “how” your program will address and help resolve the identified problems and challenges. The Proposed Outcomes section should directly correlate to mitigating the problems addressed in in Proposal Rationale, in measurable means.

**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. Please state if the proposal includes summer programming.

**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. It is strongly recommended that the program’s leadership establish at least a three-person AAMI “Steering Committee” (AAMI Advisory Board/Advisory Body) that will assist in managing the programming and evaluation of the grant project. This committee may consist of representatives from a) Academic Affairs; b) Advising Center; c) Multicultural and/or Student Affairs; d) Community/Civic Partner (mandatory); e) Housing (if a Learning Community is including in the programming); and f) the AAMI Grant Director. *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? Specifically, the role of the Civic Partner should be 1) relevant to the grant; 2) reflect specific duties and responsibilities, and 3) address the accountability measures that will evaluate the partner’s role and impact in accomplishing the grant’s objectives. *(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 – see required template)**: What are the specific resources (e.g., staff, equipment, programmatic) needed to implement/administer the proposed program and what are the specific associated costs? Specify the fund source for each of these budget items (AAMI grant versus matching/institutional funds). Please note, *AAMI funds should be used for programmatic activities, not equipment purchases.* Also, AAMI funding does not pay for FICA/fringe benefits if an individual is already in a funded position at the institution as their fringe benefits are already being covered in that position. A Budget Template, along with a detailed Budget Narrative must be included to explain the specifics of the line items in the budget document. Both Templates can be found on the AAMI website, at: [http://www.usg.edu/aami](http://www.usg.edu/aami) (listed under the header): **New AAMI Funding Opportunity – 2015**.

**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
(e.g., dollar-for-dollar) by the institution. 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. Please Note: If external grants have been secured (e.g., not just an application submitted) to support the program, these funds can be reflected in the institutional match. However, an application submission may not be considered as a viable replacement for the required institutional matching funds.

DEADLINE FOR PROPOSAL SUBMISSIONS:
Hard copies of all funding proposal documents (including partnership letters) must be received by 5:00 p.m., Thursday, March 20, 2014. 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 April 8, 2014.

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 any element of the funded program is conducted during the Summer of 2014 (after July 1), a report must be submitted no later than Friday, October 31, 2014. If the work of the grant includes the 2014-2015 academic year, the absolute deadline for submission of the final report for this funding cycle will be no later than Friday, July 31, 2015. 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:

Ms. Arlethia Perry-Johnson  Mr. Bob Wise
Project Director                Acting Assistant Director
USG’s African-American Male Initiative
Email: aperryjo@kennesaw.edu     Email: hwise@kennesaw.edu
Phone: (770) 423-6350                  Phone: (678) 797-2526