



# African-American Male Initiative

*"Creating A More Educated Georgia"*

## **REQUEST FOR PROPOSALS - FISCAL YEAR 2018 FUNDING UNIVERSITY SYSTEM OF GEORGIA'S AFRICAN-AMERICAN MALE INITIATIVE MARCH 3, 2017**

### **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 [www.usg.edu/assets/aami/files/Summary\\_and\\_Final\\_Recommendations.pdf](http://www.usg.edu/assets/aami/files/Summary_and_Final_Recommendations.pdf) PDFs of the report and [www.usg.edu/news/release/board\\_of\\_regents\\_funds\\_pilots\\_targeting\\_african-american\\_males](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 fourteen different rounds of funding conducted between 2003 and 2016. 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 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 2018**

The University System of Georgia's AAMI will award a new round of funding for FY 2018. These funds may be used to conduct programs in Summer 2017 (after July 1) and/or during the 2017-2018 academic years.

Fiscal Year 2018 grants (AAMI Grants and AAMI Start-Up Grants) 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 dollar-for-dollar (e.g., a \$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 (both the AAMI award and the mandatory institutional match) will be utilized, and all funds must be accounted for in the required budget documents 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 2018 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 and progression, and graduation efforts. Effectiveness and documentation of past AAMI program management will be heavily evaluated as a part of the selection process. To apply, use the electronic template found on the AAMI website at: [www.usg.edu/aami/funding\\_opportunities](http://www.usg.edu/aami/funding_opportunities).

### **AAMI Start-Up Grants**

The amount of these awards will be \$10,000. 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 institutions that have not participated in the AAMI grant process for five years or more** 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. To apply, use the electronic template found on the AAMI website at: [www.usg.edu/aami/funding\\_opportunities](http://www.usg.edu/aami/funding_opportunities)

**Note:** Beginning with the FY2018 grant cycle, there will be only one grant request template for both **AAMI Grants** and **AAMI Start-up Grants**. Simply check the appropriate box where indicated in the AAMI Grant Request Template to identify the grant for which you are applying.

### **GOALS FOR AAMI 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 in USG public colleges and universities.

AAMI's mission is achieved through programs that are in conformity with the "**AAMI Aligned Program Model**," which is focused on the implementation of customized programming that includes four key components, which are:

- **Academic Skills Enrichment:** Provide supplemental literacy, writing, math and study skill-building activities to help prepare pre-college students during the summer, and assist enrolled AAMI participants throughout the academic year.
- **Student Support Services:** Make available resources, information and tools to enhance students' success academically and socially.
- **Adult & Peer Mentoring:** Connect AAMI students to vetted adults and peers who provide personal and academic guidance and support that aid with acclimating to college, remaining enrolled and progressing toward graduation.
- **Leadership Development:** Provide forums focused on building the competencies and skills of participants to serve as leaders both on and off the college campus and after graduation.

**The highest priority funding preference will be afforded to those programs that conform with the “AAMI Aligned Program Model,” as outlined in the four bullets above.**

In addition, funding preference will be given to programs that offer measurable strategies and the necessary staffing required to address the challenges impacting Black male college matriculation, including:

- Programs that enhance African-American males’ successful orientation to the college experience and their subsequent retention (e.g., summer bridge and orientation programs that will prepare for freshmen Black males for academic success);
- Targeted efforts that track the academic performance of Black males’ undergraduate matriculation, such as 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: [www.usg.edu/aami/funding\\_opportunities](http://www.usg.edu/aami/funding_opportunities) (see the new header **Funding Opportunities FY 2018**). **Funding proposals must address the following criteria:**

**Academic Term of Program:** Please indicate the time-period(s) during which this AAMI grant request will serve students. Check the appropriate box:

<input type="checkbox"/>	<b>Summer Program</b> (Summer 2017)
<input type="checkbox"/>	<b>Academic Year</b> (AY 2017 – 2018)
<input type="checkbox"/>	<b>Both Summer 2017 Term and Academic Year 2017-2018</b>

**Proposal Rationale (300-word limit):** Please cite the reasons your institution is interested in administering an AAMI program. It is critical that the Proposal Rational, Goals and Objectives, and 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 that you cited in your Proposal Rationale.

The **Proposed Outcomes** section should directly correlate to how your program’s impact on mitigating the problems addressed in the Proposal Rationale will be measured, with particular attention paid to – but not limited to – the four key performance indicators of the USG’s AAMI.

Please also highlight any current expertise in this area, including (if applicable) previous receipt of AAMI funding and specific program outcomes.

**In addition to submitting your 300-word Proposal Rationale as noted above, within the data template provided in the Proposal Rationale section of the Grant Request Template, please include, 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), including as a percentage of the total student body;
- 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, please provide the Enrollment, Retention Rate and Graduation Rate data for students participating in the AAMI program compared to all Black males and the entire student body (also for three years, if applicable); and
- 5) The number of degrees conferred upon all students, African-American males, and AAMI students over the past three years.

**Goals and Objectives (500-word limit):** Please list the major objectives of the program. Please describe how the program will seek to enhance the enrollment, retention, and/or graduation of Black males or increase the number of degrees conferred upon Black males at your institution. Please ensure 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):** Please describe what measurable barometer movement the initiative seeks to achieve. For example, what increase in Black male enrollment will you have in Fall 2018 over Fall 2017 enrollment? What increase in retention rates will you have in Fall 2018 over Fall 2017? Please ensure 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.

**Target Cohort (200-word limit):** Please cite the specific number and the academic-year classifications (e.g., freshmen, sophomores, etc.) of the students that will be served. Describe specifically how students will be identified/recruited for the project.

**Personnel/Staffing/Advisory Board (200-word limit):** Please cite the specific staff that will administer/manage the AAMI program, being sure to include per position: **the name of each staff member; the title (institutional and program title for each staff member), and the percentage of each and every employees’ work that will be dedicated solely to this**

**AAMI project.** *Proposals will not be considered complete if all aspects of this information are not included.*

**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 providing guidance and oversight of the grant project. This committee may consist of representatives from Academic Affairs, Advising Center, Multicultural and/or Student Affairs, Community/Civic Partner (mandatory), Housing (if a Learning Community is included in the programming), and the AAMI Grant Director. **Please include names, titles, affiliations, etc. in a separate section from the staff list.**

**Specific/Documented Role of Mandatory Civic Partner (200-word limit):** Please describe how the initiative will involve an organization or entity already engaged in working with African-American males in the institutional service area. The role of the Civic Partner should be:

- Relevant to the grant;
- Reflect specific duties and responsibilities; and
- Address the accountability measures that will be taken to evaluate the partner's role and impact in accomplishing the grant's objectives.

Include with your proposal a **signed** official Letter of Commitment from each Civic Partner **on their letterhead** explaining their specific support and the responsibilities the partnering organization will provide. While only one Civic Partner is mandatory, you may have up to three.

**Note:** *The Civic Partner is expected to be an external entity. It cannot be an official organization of the institution, e.g. centers, institutes, etc. Internal entities may be members of the advisory body.*

**Program Budget (see Grant Budget Template):** Please provide a **Budget** using the electronic budget template found on the AAMI website at [www.usg.edu/aami/funding\\_opportunities](http://www.usg.edu/aami/funding_opportunities). Specify the fund source (AAMI grant versus matching/institutional funds) for each line item of the budget.

**You must also include a Budget Narrative** containing the specific resources (e.g., staff, equipment, programmatic resources) needed to implement/administer the proposed program. The Budget Narrative should explain the specifics of the line items in the budget template.

**Notes:**

***AAMI funds should be used for programmatic activities, and not for items such as equipment purchases.***

**AAMI funding or institutional matching funds may not pay for FICA/fringe benefits if an individual is already in a funded position at the institution, as the institution covers their fringe benefits.**

**Requested Funding Amount/Institutional Match/Program Sustainability (100-word limit):** Please cite the specific amount of the funds requested for the grant. The amount requested must be matched (at least equally) dollar-for-dollar by the institution. For example, if the requested grant amount is \$10,000, the institution must commit at least \$10,000. Institutional funding may exceed the dollar amount of the award and is encouraged.

If this is a continuing program, also please indicate what efforts were made to sustain the program beyond AAMI funding since the program's inception.

**Note: If external grants have been secured (i.e., 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 partner letters) must be received by 5:00 p.m., Thursday, April 6, 2017. Late submissions will not be accepted. In addition, an electronic copy of the exact same document should be emailed to: [AAMI@kennesaw.edu](mailto: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: (470) 578-6350

#### **NOTIFICATION OF AWARD RECIPIENTS:**

If selected as an AAMI grant awardee, institutional officials will be notified by the close of business on Monday, May 1, 2017. The notification will be followed by a confirmation letter that may include comments by the grant reviewers, and/or requests for clarification with a due date for any requested response. Upon receipt of adequate responses, a check will be mailed to the institution.

#### **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. Report templates will be provided to grantees for submission of these reports.

If any element of the funded program is conducted during the Summer of 2017 (after July 1), a report must be submitted no later than Tuesday, October 31, 2017. If the work of the grant includes the 2017-2018 academic year, the absolute deadline for submission of the final report for this funding cycle will be no later than Tuesday, July 31, 2018. Non-adherence to the reporting deadlines will impact future AAMI funding opportunities.

#### **The mandatory reports should address the following points:**

- 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 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:

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