PRIORITIZING ADULT COMMUNITY COLLEGE ENROLLMENT

Request for Proposals Webinar

August 25th, 2021

@achievethedream
Technical reminders
1. Scale enrollment strategies that intentionally target and support the enrollment of Black, Hispanic, Latino, and Native American adult learners, age 25+ in high quality credit and/or non-credit programs.

2. Identify lessons learned and proof points to be shared with the field.

3. Develop resources that improve the aspiration and implementation of adult enrollment efforts at two-year colleges.
Grant Partners

Lumina Foundation

Achieving the Dream

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Eligibility

Public two-year institutions located in the following states are eligible: Alabama, California, Colorado, Florida, Michigan, New York, North Carolina, Virginia, and Texas. Also eligible are Tribal Colleges.

Only applications from institutions that state their commitment to racial equity.

Applications are encouraged from all colleges meeting the RFP criteria regardless of their affiliation with ATD. ATD status **will not** be a factor considered during the review process.

We will not accept applications from nonprofits or community partners. However, if a college’s proposal includes working with a local community partner, that is acceptable.
What We’re Looking For

➢ Prior success in implementing institutional strategies that have increased the outreach and engagement of adults of color.

➢ Prior success in developing partnerships that increase the outreach and support of adult students.

➢ One clearly identified strategy the institution seeks to scale to engage adults of color with some college and no degree and/or adults who have no prior history with higher education.

➢ Institutional commitment to prioritize the narrowing of racial equity gaps for adult students.

➢ Policies and/or practices that support educational attainment of students from low-income families, adult students, parenting students, and students of color.
Prioritize and commit to engaging in this work!

➢ Refine your project plan and how you will measure progress towards your goals
➢ Work to scale and fully institutionalize your strategies by the end of the 2-year grant
➢ Participate in the technical assistance provided by project partners
➢ Participate in semi-regular check-in calls with national project team to help identify additional supports that could accelerate or enhance your work
➢ Submit interim and final grant reports
➢ Participate in sharing lessons and promising strategies with the broader field
Two-step Request for Proposals process

1. Initial RFP that includes a narrative proposal, data template, and leadership support documents
   • Complete and submit via email by the September 17th, 2021 deadline

2. Selected colleges will have the opportunity to submit additional documents, including a project budget
What kinds of credentials are considered for this initiative?

We are looking for projects that help adult learners enroll in any program that leads to a postsecondary credential of some sort. This includes associate’s degrees, certificates, and certifications (can be credit or non-credit).

Will there be an allowance for the development of a Racial Justice Forum accessible to multiple colleges?

If you have an existing forum and the work you are proposing utilizes this forum for adult learner enrollment, then you would need to address that in the RFP application.

What kinds of projects are you looking for?

We are looking for innovative and/or proven approaches to enrolling adult learners. Specifically, we are seeking projects that build on existing efforts.
Is there a specific % students of color population that would qualify or disqualify us from participating?

No. We are looking for institutions with a commitment to racial equity but will not be excluding institutions based on disaggregated student enrollment data.

We're a small college, should we apply?

Yes! This project is open to any eligible institution regardless of size.

Would a joint proposal among several community colleges within a system be considered?

Yes! But each institution should apply separately to ensure they are eligible for funding.
Could these funds be used to hire a recruiter?

Funds cannot be used to pay salaries as we are looking for projects that already have some traction and can be sustained beyond the grant period.

Would student incentives (such as waived app fees or scholarships) for enrollment be allowed to test methods for enrolling adult students?

No. Through this project we are looking to fund strategies that can be institutionalized within 2 years and will not end when external funds are no longer available.

Could we use the funds to partner with an organization in our community?

Yes! But only the community or Tribal college is eligible to receive funding so any payments to community partners must be factored into the project budget in the second step of the RFP process.
Questions?

Send questions you think of afterwards to LuminaRFP@achievingthedream.org
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Thank you!

Download the RFP materials at https://www.achievingthedream.org/resources/initiatives/prioritizing-adult-community-college-enrollment

Send additional questions to LuminaRFP@achievingthedream.org