

# Fall Enrollment Campaign RFP Overview

*May 3, 2021*

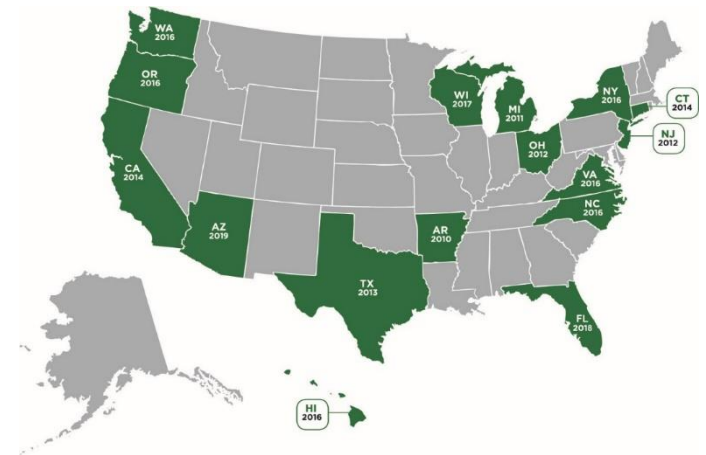
# Agenda

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- About the Center
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# What is the Florida Student Success Center?

- Supports Florida's 28 state colleges' efforts to develop student-centered pathways and increase student completion rates
- The 15<sup>th</sup> state to join the national Student Success Network
- Launched in 2018 in partnership with
  - Jobs For the Future
  - Helios Education Foundation
  - Florida College System Foundation



# Need Statement

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- The public health crisis caused by the spread of the COVID-19 virus has disproportionately impacted first-time-in-college student enrollment, with a decline of 25 percent from fall 2019 to fall 2020.
- This is phase 2 of a two-phase enrollment campaign targeting recent high school graduates.
- This second phase provides additional scholarship funding to incentivize fall 2021 enrollment as well as to support promotion and engagement activities related scholarship opportunity.

# Project Summary

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## **Eligible Applicants**

- All 28 FCS institutions are eligible to apply.

## **Funding Amount**

- The amount of funds awarded to the college will be prorated based on the population of high school seniors in the college service area, educational attainment rate and presence of a local college access network.
- On April 28, 2021, Foundation Directors were notified of the maximum amount of funding an institution may request in its proposal budget.
- In the future, the Center may make additional awards to funded proposals using unclaimed funds.

# Project Summary

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## **Funding Purpose**

- Increase the number of 2020 high school graduates enrolling in Florida College System associate degree programs.
- Increase the number of 2021 high school graduates enrolling in Florida College System associate degree programs.

## **Use of Funds**

- Colleges will expend funds on financial incentives to cover student tuition and fees and other costs of attendance as determined by the college.
- Outreach and engagement efforts may also be included.

# Project Summary

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## **Target Population**

- This award is limited to first-time-in-college 2020 and 2021 high school completers in Florida who are pursuing an A.A. or A.S. degree in fall 2021.

## **Budget/Performance Period**

- June 11, 2021 - December 31, 2021.

## **Match Requirement**

- Funds expended on student scholarships/financial incentives must be matched dollar for dollar by a private donor or through public funds. Public funds can include local, state or federal funds such as Cares Act funding.

# Collateral Toolkit

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- The Center will provide a collateral toolkit for colleges to use to promote the opportunity. The toolkit will include collateral items with messaging targeted to both students and parents, including:
  - Logo files
  - Ready-made social media posts
  - Email copy and assets
  - Templates for print materials
- These items will be customizable so that colleges can tailor them to align with local messaging and outreach activities while maintaining a consistent brand for the initiative across the state.



# Timeline

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April 28, 2021	RFP issued to colleges
May 19, 2021	Deadline for submitting proposals
June 11, 2021	Grants announced and collateral toolkit disseminated
Upon submission of countersigned agreement	Grantee will receive funding in one installment
December 31, 2021	Grant period ends
February 15, 2022	Grantee submits final report

# Reporting

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- The Center will provide the report template, which will include the following:
  - Institution's grant amount
  - Total amount of funds expended
  - Summary of student financial incentive
  - Summary of outreach campaign efforts
  - Demographic data on each award recipient
    - Student's name
    - Student's email address
    - High school graduation year (2020 or 2021)
    - Gender
    - Race and ethnicity
    - County of permanent residence in Florida
    - Pell eligibility status
    - Full-time/part-time enrollment status
    - Program of enrollment (A.A. or A.S.)
    - FTIC status
  - Budget

# RFP Overview

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- Required sections:
  1. Cover page
  2. Program design and implementation
  3. Impact
  4. Project budget
- A selection committee composed of Florida Student Success Center and Division of Florida Colleges staff will review the submitted proposals.
- Each section of the proposal will be evaluated on the basis of the specified criteria as *does not meet criteria*, *meets some criteria*, or *meets all criteria*.
- Reviewers will also provide an overall assessment of the proposal as *approved*, *approved with revisions*, or *not approved*.

# Program Design and Implementation

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- Describe how your institution intends to:
  - Structure the student financial incentive. This includes:
    - Identifying if the incentive is first, last or middle dollar.
    - Establishing the award procedures and the amount for each recipient.
    - Establishing the eligibility criteria, application and selection process.
    - If applicable, employing different strategies to incentivize enrollment, such as buy one class, get one free or incentives for full-time enrollment.
  - Advertise the program and recruit students. Identify outreach strategies along with any partnerships with school districts, high schools, community-based organizations, and local college access networks you will leverage in outreach efforts.
  - Meet the match requirement.

# Program Design and Implementation

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## Criteria

- The program is focused on incentivizing 2020 and 2021 high school graduates enrolling in Florida College System associate degree programs.
- The structure of the student financial incentive is clearly specified.
- The design of the program aligns with, and will successfully address, the needs of the target population.
- The advertisement and recruitment strategies reflect up-to-date knowledge from research and best practices relevant for the target population.
- The process and source(s) of funds to meet the match requirement are clearly outlined.

# Impact

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- Estimate the number of students served and average award amount.
- Additionally, provide data or evidence that show how you know the program will be successful at getting the target population to enroll.

## Criteria

- The college justifies its approach for identifying the estimates of students served and award amounts in structuring the financial incentive.
- The college provides relevant data or evidence that show the activities/methods are comprehensive, likely to be effective and will result in achievement of the objectives.

# Project Budget

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- Provide a brief project budget and narrative justification for expenditures.

## Criteria

- The budget clearly outlines all budget categories, including the projected total dollars allocated for student financial incentives and outreach/recruitment activities. The majority of funds are slated to directly support student financial incentives.
- The justifications for expenditures are reasonable in relation to the number of persons to be served and to the anticipated results and benefits. The expenses clearly relate to and reflect program activities, objectives and outcomes.

# FCAN/LCAN Partnership

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- Since many LCANs have established relationships within the K-12 systems, their participation can be beneficial to expanding the reach of this collaborative project. Through their endeavors, LCANs can raise more awareness for FAFSA completion and college enrollment via social media campaigns, direct outreach at area high schools and offering incentives within their community.
- All 17 LCANs are invited to participate in both phases of this initiative and will leverage existing campaigns, e.g., FAFSA Challenge, to provide outreach support for this project:
  - Distributing toolkit materials to high schools and community-based partners.
  - Engagement activities targeted to students/families most impacted by COVID-19.



Q&A

# Contact Information

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