



## Florida Student Success Center and Florida College System Foundation Request for Proposals

In partnership with the Florida College System Foundation, with the generous support from the Helios Education Foundation, the Florida Student Success Center (Center) is pleased to announce a grant opportunity to incentivize enrollment of recent high school graduates for fall 2021. The public health crisis caused by the spread of the COVID-19 virus has disrupted high school graduates' enrollment in the Florida College System (FCS). While the changes in the economy and job markets may promote future enrollment at the state's community colleges, there is an immediate need to promote educational opportunities at FCS institutions, particularly for students who intend to earn an associate degree to transfer to a four-year institution or gain entry into employment.

From fall 2019 to fall 2020, the FCS experienced a 16 percent decline in fall headcount enrollments. In that same time period, the FCS saw a 25 percent decline in enrollment of first-time-in-college (FTIC) students—from 66,430 to 49,897. This drop is disproportionate when compared to other student populations. There is an urgent and growing need for institutions, in partnership with school districts, to ramp up their recruitment efforts and incentivize recent and near high school graduates to enroll in Associate in Arts (A.A.) and Associate in Science (A.S.) programs, which experienced a decline in enrollments of 16 percent and 9 percent, respectively. The A.A., in particular, is critical to many students who seek to enter the State University System through Florida's 2+2 transfer process and complete their baccalaureate degree.

This is phase 2 of a two-phase enrollment campaign targeting recent high school graduates. Phase 1, the [Fast Track Enroll Now Scholarship Program](#), provides funding to FCS institutions to support student scholarships to incentive enrollment during the 2021 summer term. This second phase provides additional scholarship funding to incentivize fall 2021 enrollment as well as to support promotion and engagement activities related scholarship opportunity. The Florida College Access Network (FCAN) and Local College Access Networks (LCANs) are partners in this project and will promote the opportunity through their engagement channels.

### Project Summary

#### **Proposal Submission Deadline**

May 19, 2021

#### **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 will be 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.

### **Funding Purpose**

The intent of this program is to:

- 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.

### **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.

### **Collateral Toolkit**

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, and 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**

April 28, 2021	RFP issued to colleges
May 3, 2021, 10 a.m. EDT	<a href="#">Webinar to review RFP</a>
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**

By February 15, 2022, each institution will be required to submit a final report. The Center will provide the report template. The report 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

### Application Process

Interested colleges should submit responses to the questions below to the Florida Student Success Center ([flstudentsuccess@fldoe.org](mailto:flstudentsuccess@fldoe.org)), no later than **May 19, 2021**. Please feel free to direct any questions about the application to [flstudentsuccess@fldoe.org](mailto:flstudentsuccess@fldoe.org) or 850-245-0407. The webpage for this RFP is available at <https://www.floridacollegesystemfoundation.org/fssc-fallenrollcampaign>.

### Proposal Submission Guidelines

Please include the following information in your proposal in the sequence provided. The instructions describe what the applicant is to include in each section. All proposals must be single-spaced using Times New Roman size 12 font with 1" margins.

Following the instructions, within each section, are criteria. These are bulleted, italicized statements used by proposal reviewers to assess each section.

#### 1. Cover Page (1 page max)

Complete a cover page that contains the following information:

- College Name
- Lead Contact Name and Title
- Lead Contact E-mail address and direct phone number
- Mailing address
- Executive summary of proposal

#### 2. Program Design and Implementation (3 pages max)

Describe how your institution intends to:

- a) 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.
- b) 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.
- c) Meet the match requirement.

**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.*

**3. Impact (1 page max)**

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.*

**4. Project Budget (2 pages max)**

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.*

**Review Process**

A selection committee composed of Florida Student Success Center and Division of Florida Colleges staff will review the submitted proposals using the summary table below. Each section of the proposal will be evaluated on the basis of the aforementioned 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*.

	<b>Criteria</b>	<b>Page Limit</b>	<b>Assessment</b>
1	Cover Page	1	
2	Program Design and Implementation	3	
3	Impact	1	
4	Budget	2	
<b>OVERALL ASSESSMENT</b>		<b>7</b>	