# OFFICE OF THE SECRETARY OF HIGHER EDUCATION

# NOTICE OF GRANT OPPORTUNITY (NGO)

## *NEW JERSEY'S FIRST DAY AT COLLEGE PROJECT*

**Notice of Funds Availability:  October 11, 2013**

**Application Deadline:  November 29, 2013 4:00 P.M.**

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Attachment Forms (these documents are on the OSHE website as an Excel file):

- Technical Training Workshop Registration Form

- Application Cover Sheet                                      (Attachment A)

- Budget Summary Form                                      (Attachment B-1)

- Budget Narrative                                               (Attachment B-1a)

- Accounting of Personnel Time                            (Attachment B-2)

I.    Introduction and Background

As part of the federally funded College Access Challenge Grant, the Office of the Secretary of Higher Education (OSHE) seeks to provide low-income high school students and adults with exposure to college through a series of First Day at College events.  This competitive Notice of Grant Opportunity (NGO) is for the facilitation of a series of one-day First Day at College events that will serve low-income New Jersey high school students and adults who are not currently enrolled at an institution of higher education.  These one-day First Day at College events will provide an array of activities meant to expose potential students to college through a direct experience.  The primary goals are to create college awareness in students and to nurture students' confidence to enroll and succeed in college.  Programs must be held on a campus of a non-profit institution of higher learning in New Jersey and at a different campus for each such event.  Each event will have a full-day program of activities and must be held prior to August 1, 2014.

The non-profit organization award recipient will identify and coordinate with the institutions of higher education (IHE) to hold a set number of events.  Award recipients and the IHE will design and develop the event and customize events to allow for participants to be exposed to different institutional characteristics but should follow a general structure that provides for orientation, exposure to college learning, the receipt of degree/financial aid/career information, and an opportunity to submit an application to the IHE at no cost.  Award recipients will be responsible for outreach and advertising for the events, and must effectively target and recruit low-income attendees for the events.  Award recipients will be expected to hold a minimum of six separate events throughout the state.

II.    Funding Policies

As a result of this competitive NGO, the OSHE anticipates funding up to three grants at a maximum of $120,000 each.  However, if an applicant can demonstrate the capacity to facilitate a significant number of events state-wide, a larger grant award may be considered.  A 50% cash or in-kind matching contribution is required.  This means that for every dollar requested from the grant, $0.50 must be provided as a matching contribution from cash or in-kind sources. An eligible applicant is a non-profit organization that was in existence prior to October 1, 2007 and, as of that day, was participating in activities and services related to increasing access to higher education.

Grant and matching funds may be used to partially fund the employee designated as the grant coordinator and/or other employees who will be involved in implementing the grant, and to reimburse employees directly involved with the grant for travel and/or for additional staff hours worked outside the traditional workday.  Funds may also be used to support planning and recruitment activities, including marketing to the target audience; to provide instruction and meals for attendees; to create materials for information dissemination; for facilities usage; for transportation around an event site; and for application fee waivers.  Organizations may not charge attendees any fees to participate in the events.

Grant funds may NOT be used for fringe benefits; for indirect costs; or to support activities not directly related to the mission of the project.  OSHE does not encourage grant funds to be used to hire permanent full-time project staff.

Matching funds can include personnel compensation and any costs directly related to activities that support the mission of the project such as facilities space. Award recipients may not claim match for federal funds; indirect costs; funds already matched to other project(s); or any source prohibited by state, regulation, guidance, or circular, or not in accordance with generally accepted accounting principles.

III.   Participants Served

The target population to be served should be low-income New Jersey high school students and adults who:

1. Either attend public school or reside within a school district that has been categorized by the New Jersey Department of Education as within District Factor Group (DFG) A or B; **or**
2. Attend public school in a school that serves a population that is 50 percent or more low-income; and
 3.  Are not currently enrolled at an institution of higher education.

Applicants should have a detailed action plan for targeting and recruiting attendees from the target population. However, the First Day at College events are not meant to be exclusive to the target population and shall be made open to any individual that wishes to attend the event.

IV.   Program Priorities and Eligible Activities

Priority will be given to applicants who demonstrate the capacity to quickly initiate a recruitment campaign for the target populations while also identifying, coordinating and planning with the IHE's where the events will be held. ***To ensure timely and accurate reporting, program activities must be completed by August 1, 2014, because the final report is due August 15, 2014.***

Eligible activities include but are not limited to:

Advertising and Recruitment.  Applicants should specify a timeline and plan for targeting and recruitment of event attendees.  Applicants should also specify how they will determine where to target recruitment efforts and how they will pre-enroll attendees for the events, as well as conduct pre-event follow-up with enrollees as needed.  Grant funds may be used for marketing and recruitment materials.

Orientation.  The events should have some form of organized orientation activities such as registration, introductory remarks, campus tours, a meal served on campus, or panel discussions with currently-enrolled students, which should be designed to acclimate the attendees to the general college experience.

Exposure to higher education.  The events should include higher level learning experiences, such as the opportunity to attend at least one sample class selected by the attendee from a variety of subject areas.

Preparation for college and careers.  The events should provide information and/or counseling to attendees that they can use to prepare for college, such as financial aid information, student services, or degree and career information.  Applicants may also provide attendees with direct

assistance in completing and submitting the FAFSA. Grant funds may be used for materials for this purpose.

Submitting an Application to the IHE Applicants may, in conjunction with the IHE, provide an opportunity for attendees to submit an application to the IHE with the application fee waived.

Other activities. Applicants may suggest other innovative activities they plan to undertake that are pertinent to the achievement of the objectives of the grant program.

V. Application Information

The proposal application must contain the following information:

- A completed Application Cover Sheet (Attachment A).

- Proposal narrative (**maximum** 15 pages double-spaced, 1-inch margins, 12-point font). The proposal narrative should include the following information:
  o Description of the applicant and a description of how the applicant meets the eligibility requirements listed in Section II, above.
  o Description of plan to identify and coordinate with IHE's where the events are to be held;
  o Description of plan for targeting and recruitment of attendees from the target population; the target number of students to be served; the pre-enrollment process for attendees; a plan for pre- and post-event follow-up; and overall timeline for these activities. A sample student enrollment form should be included in the appendices.
  o Description of registration activities and a sample schedule for at least one event.
  o Description of personnel who will administer the program and planning activities. Resumes of key personnel, their job responsibilities and/or qualifications, and an organizational chart must be included in the appendices.
  o Evaluation plan specifying measurable outcomes, and how the applicant will assess the impact of the initiative. The plan should specify how the program will collect data elements, the process for assessing program outcomes, and personnel responsible for these activities. Refer to the Reporting Requirements section below for more information about data elements. Award recipients will be required to distribute a short OSHE survey to attendees, compile and report results. Programs will also need to establish a means for collecting data from participating attendees after the events have been held in order to obtain college enrollment information.

- A completed Budget Summary and supporting Budget Narrative Forms (Attachments B-1 and B-1a) detailing projected program expenses and identification of funding sources.

- Accounting of Personnel Time Form (Attachment B-2).

- Appendices
  o Attendee enrollment form
  o Resumes and/or job descriptions of key personnel
  o Organization chart

VI. Reporting Requirements

After awards are made, the OSHE may schedule a meeting with grantees to discuss reporting requirements. **The final report will be due on August 15, 2014.** At a minimum, reporting requirements will include:
- o Narrative summary of grant highlights.
- o Narrative of grant activities including:
    - Review of the targeting and recruitment process, areas targeted, number of attendees who enrolled, and number of attendees at the events.
    - Description of each individual event held and the activities offered at the event.
    - The number of enrollment applications submitted, if applicable.
    - The number of FAFSA applications submitted, if applicable,
    - Observations about program successes and challenges.
- o Summary of budget expenditures and budget expenditure narrative showing details. Program will be required to use OSHE reporting forms.
- o Accounting of personnel time. Program will be required to use an OSHE reporting form.
- o Description of data collection and assessment activities. At a minimum, the OSHE will require reporting on the following data elements:
    - Targeting and recruitment activities (number of potential attendees directly contacted or communicated with reached, number of actual attendees from targeted population, total number of attendees).
    - Attendee demographic data (age, municipality of residence, and the grade level for high school students).
    - Attendee survey results. Award recipients will be required to distribute a short OSHE survey to attendees, compile and report results. Template of this survey will be provided to programs. Also any other surveys used by the award recipient will need to be included along with cumulative responses.

VII. Review Process and Criteria

The grant opportunity is competitive and will be reviewed by a panel. Depending on the scores, the OSHE anticipates funding up to three projects. Proposal scoring will be based on the following factors:

| CRITERIA | POINT RANGE |
|---|---|
| The proposal narrative articulates a feasible plan to target and recruit attendees from the target population. | 0-30 |
| The proposal demonstrates a comprehensive and innovative event design to meet the primary goals of creating college awareness in students and to nurture students' confidence to enroll and succeed in college. | 0-25 |
| The proposal demonstrates creative and efficient use of resources that will ensure successful program implementation and management. | 0-20 |
| The proposal contains an evaluation plan that will yield the requested outcomes and data. | 0-10 |

| | |
|---|---|
| The proposed project describes a plan with sufficient regional or statewide impact. | 0-10 |
| This score asks the reviewer to reflect on the overall quality and completeness of the application. | 0-5 |
| **Total Score** | **0-100** |

VIII. Application Submission and Award

- Release of RFP                                    October 11, 2013
- Workshop Registration Deadline        November 18, 2013
- Technical Training Workshop             November 21, 2013
- Proposal Due                                       November 29, 2013
- Announcement of Grant Awards         December 2013

Address to which proposals must be submitted:

| | |
|---|---|
| **EMAIL SUBMISSION\*\***<br><br>**Applications submitted via email should be in PDF format.** | eric.taylor@njhe.state.nj.us<br><br>*\*\*Header information/subject line should indicate "First Day at College Application"* |
| **REGULAR MAIL** | Eric Taylor<br>Office of the Secretary of Higher Education<br>20 W. State Street, 4th fl<br>**P.O. Box 542**<br>**Trenton, New Jersey 08625-0542** |
| **OVERNIGHT MAIL**<sup>*</sup><br>*\*Priority/Express Mail through the United States Postal Service is **NOT** delivered directly to our offices and takes the same amount of time as regular mail.* | Eric Taylor<br>Office of the Secretary of Higher Education<br>20 W. State Street, 4th fl<br>**Trenton, New Jersey 08625-0542** |

Questions about the grant program or grant award process may be directed to Eric Taylor at eric.taylor@njhe.state.nj.us or (609) 292-2955. If warranted, additional information in a "Questions and Answers" format may be published on the OSHE website following the technical assistance workshop.

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# REGISTRATION FOR TECHNICAL ASSISTANCE WORKSHOP
Thursday, November 21, 2013 @ 10:00 a.m.
Mary G. Roebling Building, Trenton, NJ

Organization: _____

The following individuals will attend the technical assistance workshop:

1. _____    _____
   Name                                Title

   _____    _____
   Email                               Telephone

2. _____    _____
   Name                                Title

   _____    _____
   Email                               Telephone

3. _____    _____
   Name                                Title

   _____    _____
   Email                               Telephone

4. _____    _____
   Name                                Title

   _____    _____
   Email                               Telephone

5. _____    _____
   Name                                Title

   _____    _____
   Email                               Telephone

*NOTE:  Confirmation email will be sent to each individual listed along with directions to the workshop.*

EMAIL to eric.taylor@njhe.state.nj.us
or
FAX to (609) 292-7225
ATTN: Eric Taylor
by November 18, 2013

| **FOR OSHE USE ONLY** | Date & Time Received: |
|---|---|
| Code#: | |

FIRST DAY AT COLLEGE  GRANT

## **APPLICATION COVER SHEET**

Applicant      _____

Address      _____

     _____

     _____

     _____

Project Title      _____

     _____

Project Director(s):      _____    Phone #: _____

     _____    Fax #: _____

E-Mail(s):      _____

     _____

Grant Request      _____      Number of Events Proposed: _____

Organizational Match      _____      Program Start Date: _____

Other Funding      _____

**TOTAL BUDGET**      _____      Program End Date: _____

_I hereby certify that to the best of my knowledge the information contained in this application is accurate._

_____      _____

Project Director                                     Date

_____      _____

President                                          Date

_APPLICATION PACKAGE DUE:  November 29, 2013 no later than 4:00 pm_

FIRST DAY AT COLLEGE GRANT

## BUDGET SUMMARY FORM

Organization: _____

Project Title: _____

|  | Grant Request | Organizational Commitment** | Other Funding** |
|---|---|---|---|
| 1. Personnel | _____ | _____ | _____ |
| 2. Professional services* | _____ | _____ | _____ |
| 3. Staff travel ($0.31/mile maximum) | _____ | _____ | _____ |
| 4. Attendee meals | _____ | _____ | _____ |
| 5. Facility Usage | _____ | _____ | _____ |
| 6. Application Fees | _____ | _____ | _____ |
| 7. Informational materials | _____ | _____ | _____ |
| 8. Recruitment/marketing/dissemination | _____ | _____ | _____ |
| 9. Transportation at Events | _____ | _____ | _____ |
| 10. Other (specify in narrative) | _____ | _____ | _____ |
| **TOTAL** | $          - | $          - | $          - |

  * *For professionals from outside the organization.*
 ** *The total amount of Organizational and Other funding must be equal to or greater than 50% of the grant request.*
    *For example, if $100,000 in grant funds is requested, organizational and other funding combined must equal at least $50,000.*

*NOTE:  Every funded line allocation must be described in the budget narrative regardless of the funding source.*

# BUDGET NARRATIVE

| | Budget Line | Description/Calculation | Grant | Organization** | Other** |
|---|---|---|---|---|---|
| 1. | Personnel | | | | |
| 2. | Professional services* | | | | |
| 3. | Staff travel ($0.31/mile maximum) | | | | |
| 4. | Attendee meals | | | | |
| 5. | Facility Usage | | | | |
| 6. | Application Fees | | | | |
| 7. | Informational materials | | | | |
| 8. | Recruitment/marketing/dissemination | | | | |
| 9. | Transportation at Events | | | | |

## BUDGET NARRATIVE

| | Budget Line | Description/Calculation | Grant | Organization** | Other** |
|---|---|---|---|---|---|
| 10. | Other (specify) | | | | |
| | | **TOTAL** | $            - | $            - | $            - |

*Match Calculation Percentage\**

If applicable, identify other funding source(s): _____

_____

_____

  \* *For professionals from outside the organization.*
\*\* *The total amount of Organizational and Other funding must be equal to or greater than 50% of the grant request.*
    *For example, if $100,000 in grant funds is requested, institutional and other funding combined must equal at least $50,000.*

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## ACCOUNTING OF PERSONNEL TIME

**Organization:** _____

| Name of Individual and Job Title Also indicate if the person is full-time (FT) or part-time (PT) | Annual Salary | % Time Working on Grant | Amount Charged to Grant ($) | Organizational & Other Funding ($) |
|---|---|---|---|---|
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