



**Maryland Higher Education
Outreach and College Access Pilot Program
(MD-HEOCAP)**

Request for Proposals
(FY 2017)

Proposals Due Date: (BOTH Electronic & Hard Copies)
Wednesday, July 13, 2016
NO LATER THAN 4:00 p.m.

Deliver Attention to: Dr. Beneé Edwards
Office of Outreach and Grants Management
Maryland Higher Education Commission
6 North Liberty Street, 10th Floor
Baltimore, MD 21201
Phone: 410-767-3377
Email: benee.edwards@maryland.gov

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Maryland Higher Education Outreach and College Access Pilot Program



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Maryland Higher Education Outreach and College Access Pilot Program

SUMMARY TIMETABLE

Request for Proposals Issued	June 15, 2016
Technical Assistance Webinar	June 23, 2016 11:00 a.m. to 12:00 p.m. RSVP to bennee.edwards@maryland.gov Please RSVP by June 21, 2016
Applications Due by 4:00 p.m. to MHEC	July 13, 2016
Initial Award Notifications (via email, no later than 12 midnight)	August 25, 2016
Grant Project Start Date	September 1, 2016
First Payment - 50% of Award Funds	September 2016
Project Director's Conference Call/Meeting	March 2017
Annual Progress Report Due	September 15, 2017
Release Remaining 50% of Grant Award Funds	September 2017
Project Director's Conference Call/Meeting	March 2018
Grant Project End Date	August 31, 2018
Final Narrative, Data and Financial Reports Due (Any unspent grant funds returned at this time).	October 15, 2018

Please RSVP for the Technical Assistance Webinar to bennee.edwards@maryland.gov by June 21, 2016.

Maryland Higher Education Outreach and College Access Pilot Program

Request for Proposals

BACKGROUND

The Maryland Higher Education Outreach and College Access Pilot Program (MD-HEOCAP) was established By Chapters 200/201 of the Acts of 2015 (Section 11-1101, Education Article, Annotated Code of Maryland). MD-HEOCAP is a State grant program that provides funding for college access nonprofit organizations to enhance college and career awareness and college completion for low-income Maryland high school students. The program supports and aligns with Maryland's college access and completion goals as defined in *Maryland Ready*, the State's 2013-2017 State Plan for Postsecondary Education, and the *College and Career Readiness and College Completion Act of 2013* (<http://www.mhec.state.md.us/higherEd/2004Plan/2013%20Maryland%20State%20Plan>). Maryland has taken a number of steps to move the State forward with enhancing college and career awareness and college completion. In 2012, the Maryland General Assembly established in statute a statewide completion goal that 55% of adult Marylanders will hold an associate or bachelor's degree by 2025. Forty-six point nine percent (46.9%) of Marylanders age 25 to 64 have attained an associate's degree or higher as of 2014 (<http://factfinder.census.gov/faces/tables/services/jsf/pages/productview.xhtml?src=bkmk>). Through this grant, seed monies will be provided to college access nonprofits to carry out statewide outreach efforts on college access and completion. These outreach efforts are to support and encourage low-income high school students to attend and complete college.

MARYLAND HIGHER EDUCATION OUTREACH AND COLLEGE ACCESS PILOT PROGRAM

Program Summary

PURPOSE

The overarching goal of the Maryland HEOCAP Grant Program is to:

- Encourage low-income Maryland high school students to attend and complete college;
- Connect potential college and university students with nonprofit organizations that have a history of successful higher education outcomes for low-income high school students;
- Create a matching fund for nonprofit organizations to increase outreach efforts for low-income students;
- Provide funding for nonprofit organizations that are established in the community as organizations that carry out outreach efforts to encourage college enrollment for low-income students;
- Track Maryland high school students from high school to college; and
- Enhance and increase college and career awareness.

ELIGIBLE APPLICANTS

501(C)(3) Nonprofit Organizations that have been in existence for five or more consecutive years meeting the following minimum criteria:

- Located in Maryland;
- Have established partnership(s) with a local school system and/or higher education institution;
- Provide college access activities, communication, and services with a proven track record of success; and

- Offer services to enhance and increase college access and completion for low-income 11th and 12th grade Maryland high school students.

GRANT PERIOD

September 1, 2016 through August 31, 2018

AWARD AMOUNT

The maximum award is \$50,000 per nonprofit organization. Five or more awards are anticipated.

Fundable Items

Examples of fundable activities include:

- Marketing materials, brochures, forms, letters, and other outreach materials for students;
- Social Marketing Campaign;
- Efforts to increase parental involvement;
- Personnel travel costs to events to carry out outreach efforts for low-income 11th and 12th grade students; and/or
- Postage

Other activities and expenses must be included in the proposal and pre-approved.

Required Match

Nonprofit organizations are required to provide one-to-one matching funds equal to the funds requested. For example, if the total asking amount is \$20,000 in grant funding, organizations will be required to provide a match of \$20,000. The match should be included in the proposal budget.

Assurances (required - no points)

Each grant application must be accompanied by a Statement of Assurance signed by the CEO or President.

APPLICATION FORMAT & DELIVERY INSTRUCTIONS

General Format Requirements

- 8-1/2 by 11-inch page (letter size)
- Arial, Times New Roman, Calibri or similar font type
- 12 point font for text, tables may use 10 point font
- Single spaced
- One-inch margins
- Include the following, though no points are awarded for these:
 - Application Cover Sheet (use the form in Appendix B)
 - Abstract (use form in Appendix B; 250 words or less)
 - Table of Contents
 - Resumes for key project staff
- Narrative maximum of 10 pages, numbered. Page number count excludes cover sheet, abstract, budget summary, budget narrative, resumes, and appendices

Application Components

All applications should include the following components, in this order. Use appropriate forms when provided.

Cover Page

The Application Cover Page is provided in Appendix B. The contact information and the original signature of the authorizing official (e.g. CEO, President) should be included.

Abstract

The Abstract Form is provided in Appendix B.

Problem Statement and Scope

Provide a description of the outreach strategies that will be carried out for the Maryland Higher Education Outreach and College Access Pilot Program. Include a description of your organization's prior work with college access and completion for low-income 11th and 12th grade Maryland high school students. In addition, include an overview of your Memorandum of Understanding or contracts with local school systems and/or higher education institutions. Also include supporting data about your target student population(s).

Project Goals, Benchmarks, and Outcomes

All applications must demonstrate their organizations contribution to the overarching goal to encourage low-income Maryland high school students to attend and complete college. The application must also include the goals listed below.

Goal 1: Students will demonstrate a greater awareness of postsecondary opportunities and college admission requirements through surveys and/or pre- and post-assessments.

Goal 2: Students will demonstrate a greater awareness of the FAFSA and financial aid through surveys and/or pre- and post-assessments.

Operations Plan

Describe your detailed plan of action for implementing your project, including a projected timeline for all major project activities and milestones.

Management Plan

Provide a brief bio and current job title for the management team that will be involved in your project. Also include a summary of their project roles and responsibilities.

Project Evaluation

Describe the formative and summative evaluation methods you plan to use to evaluate your progress and outcomes. Awardees will be required to report the number of students served, number of students who applied to college, and the number of students who enrolled in college. Evaluation results will be reported in the annual and final project reports.

Budget

Prepare a project budget using the form provided in Appendix B of this RFP.

Budget Narrative

Prepare a budget narrative that details expenditures and explains related costs for each budget category.

Application Submission

The **original application and four (4) hard copies** must be delivered by 4 p.m. on July 13, 2016. Applications may be delivered in person or by mail, but must arrive no later than the deadline indicated.

Deliver to:

Dr. Beneé Edwards
Outreach and Grants Management
Maryland Higher Education Commission
6 North Liberty Street, 10th Floor
Baltimore, MD 21201

An electronic copy of the application and budget request must be submitted to benee.edwards@maryland.gov by 4 p.m., July 13, 2016. ***A copy of the abstract must be submitted as a Microsoft Word document.***

Proposal Review and Evaluation

A panel of qualified reviewers will read each application and score each according to the grant selection criteria described. Each application will be reviewed by at least four reviewers. Reviewers may be from Maryland or from other states and will have suitable qualifications to review the applications. Reviewers will provide constructive written comments to be shared with applicants. Reviewers may recommend project adjustments, including budgetary changes. Review panel funding recommendations are forwarded to the Secretary of Higher Education (or designee) for final approval. Geographic distribution of grant awards along with reviewer recommendations will be considered in the final awarding process. If a grant recipient has materially failed to comply with the terms of a previous MHEC grant and/or has outstanding grant requirements from previous grants with MHEC, they may be disqualified.

Each proposal will be evaluated by the review panel as follows:

Proposal Scoring Rubric

<u>Category</u>	<u>Maximum Points</u>
Problem Statement and Scope	10
Project Goals, Benchmarks, and Outcomes	15
Operations and Management Plans	40
Project Evaluation	20
Budget and Budget Narrative	15
Total	100

NOTIFICATION OF GRANT AWARD

Notification of awards will be emailed on August 25, 2016 by midnight. Formal award letters will be issued once the final grant project and award are mutually agreed to by the grantor and grantee.

FISCAL PROCEDURES

All funds under this program must be assigned to a specific account. For this grant cycle, grant awards will be disbursed in two payments. The first payment will be 50% of the total grant award. The second payment will be the remaining 50% of the total grant award. The second payment will be made after the project's annual report has been approved. Expenditures in excess of approved budget amounts will be the responsibility of the recipient.

APPENDIX A

1. POST-AWARD CHANGES

The grant recipient shall obtain prior written approval for any change to the scope of the approved project. To request changes, request a project amendment from MHEC's Office of Outreach and Grants Management. The request must include an explanation of the specific programmatic changes and/or a revised budget, as applicable. If project activity dates have changed significantly since the application submission, you must submit a revised calendar of activity dates.

The grant recipient must also obtain prior written approval from MHEC's Office of Outreach and Grants Management to:

1. Continue the project during any continuous period of more than three (3) months without the active direction of an approved project director;
2. Replace the project director (or any other persons named and expressly identified as a key project person in the application) or to permit any such person to devote substantially less effort to the project than was anticipated when the grant was awarded;
3. Make changes resulting in additions or deletions of staff and consultants related to or resulting in a need for budget reallocation; and
4. Make budget changes exceeding \$1,000 or 10% in any category, whichever is greater.

2. PROJECT CLOSEOUT, SUSPENSION, TERMINATION

Closeout: Each grant shall be closed out as promptly as feasible after expiration or termination. In closing out the grant, the following shall be observed:

- The grant recipient shall immediately refund, in accordance with instructions from MHEC, any unobligated balance of cash advanced to the grant recipient; and
- The grant recipient shall submit all financial, performance, evaluation, and other reports required by the terms of the grant in accordance with the due dates spelled out in this RFP.

The closeout of a grant does not affect the retention period for State and/or grantor rights of access to grant records.

Suspension: When a grant recipient has materially failed to comply with the terms of a grant, MHEC may, upon reasonable notice to the grant recipient, suspend the grant in whole or in part. The notice of suspension will state the reasons for the suspension, any corrective action required of the grant recipient, and the effective date. Suspensions shall remain in effect until the grant recipient has taken action satisfactory to MHEC or given evidence satisfactory to MHEC that such corrective action will be taken or until MHEC terminates the grant.

Termination: MHEC may terminate any grant in whole or in part at any time before the date of expiration, whenever MHEC determines that the grant recipient has materially failed to comply with the terms of the grant. MHEC shall promptly notify the grant recipient in writing of the termination and the reasons for the termination, together with the effective date.

The grant recipient may terminate the grant in whole or in part upon written notification to MHEC, setting forth the reasons for such termination, the effective date, and, in the case of partial terminations, the portion to be terminated. However, if in the case of a partial termination, MHEC determines that the remaining portion of the grant will not accomplish the purposes for which the grant was made; MHEC may terminate the grant in its entirety.

Closeout of a grant does not affect the right of MHEC to disallow costs and recover funds on the basis of a later audit or review, nor does closeout affect the grantee's obligation to return any funds due as a result of later refunds, corrections, or other transactions.

3. RECORDS

A grant recipient shall retain the following records for a period of five (5) years after the completion of the grant project:

- Records of significant project experience and evaluation results; and
- Records that fully show amount of funds under the grant, how the funds were used, total cost of projects, all costs and contributions provided from other sources, and other records to facilitate an effective audit.

4. REPORTING REQUIREMENTS

To ensure accountability and sound fiscal management, MHEC's Office of Outreach and Grants Management serves as the State monitor of grant activities. In addition to requiring annual and final reports, MHEC staff may conduct site visits, undertake telephone interviews, or request written materials for this purpose.

A. ANNUAL REPORT

Forms for the annual report will be provided at <http://www.mhec.state.md.us/Grants/index.asp> at least one month prior to the report due date. Annual reports will include project narrative, data, and budget sections that include but are not limited to:

- Responses to questions posed on the annual report form (e.g., progress to date, whether project on track with original timeline, challenges encountered);
- Evidence that the project is progressing sufficiently to continue (students' progress);
- Project data including the number of students served and outreach activities and services provided; and
- Budget report showing how much of the grant has been spent and how much remains in each line item of the original accepted budget application. Grantees should keep records indicating how funds are expended, the total cost of project activities, the share of the cost provided from other sources, and any other relevant records to facilitate an effective audit. Such records should be held for five (5) years after the grant ends. Any unspent grant funds must be returned with the final fiscal report.

B. FINAL REPORT

Forms for the final report will be provided at <http://www.mhec.state.md.us/Grants/index.asp> at least one month prior to the report due date. Final reports will include project narrative, data, and budget sections that include but are not limited to:

- Responses to questions posed on the final report form (e.g., accomplishments, project goals and benchmarks met, challenges encountered);
- Organizational plans for project sustainability;
- Project data including the number of students served and outreach activities and services provided; and
- Budget report showing how much of the grant was spent and any remaining funds in each line item of the original accepted budget application. Grantees should keep records indicating how funds are expended, the total cost of project activities, the share of the cost provided from other sources (in-kind or otherwise), and any other relevant records to facilitate an effective audit. Such records

should be held for five (5) years after the grant ends. Any unspent grant funds must be returned with the final fiscal report.

Final reports must be submitted by the stated deadline. Failure to submit a final report may make the project director and/or organization ineligible to apply for future grants from the State of Maryland.

5. ACKNOWLEDGMENT OF SUPPORT AND DISCLAIMER

An acknowledgment of the Maryland Higher Education Commission must appear in any publication of materials based on or developed under this project. Materials must also contain the following disclaimer:

“Opinions, findings, and conclusions expressed herein do not necessarily reflect the position or policy of the Maryland Higher Education Commission, and no official endorsement should be inferred.”

All media announcements and public information pertaining to activities funded by this grant program should acknowledge support of the Maryland Higher Education Commission.

At such time as any article resulting from work under this grant is published in a professional journal or publication, two reprints of the publication should be sent to the Maryland Higher Education Commission Office of Outreach and Grants Management, and clearly labeled with appropriate identifying information.

APPENDIX B

APPLICATION FORMS

- Assurances
- Abstract
- Cover Sheet
- Budget Summary
- Budget Narrative (example format)

ASSURANCES

The Applicant hereby affirms and certifies that it will comply with all applicable regulations, policies, guidelines, and requirements of the Maryland Higher Education Commission (MHEC) and the State of Maryland as they relate to the application, acceptance, and use of Maryland Higher Education Outreach and College Access Pilot Program funds in this project. Also, the Applicant affirms and certifies that:

1. It possesses legal authority to apply for the grant; e.g., an official act of the applicant's governing body has been duly adopted or passed, authorizing filing of the application, including all understandings and assurances contained therein and directing and authorizing the person identified as the official representative of the application and to provide such additional information as may be required.
2. It will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d) prohibiting employment discrimination where discriminatory employment practices will result in unequal treatment of persons who are or should be benefiting from the grant-aided activity.
3. It will comply with the provisions of the Americans with Disabilities Act and any and all amendments to the ADA.
4. It will expend funds to supplement new and/or existing programs and not use these funds to supplant non-grant funds or for any purpose other than those specified in this grant.
5. It will participate in any statewide assessment program or other evaluation program as required by the MHEC.
6. It will give the MHEC and/or a representative from the Office of Legislative Audits, through any authorized representative, the right of access to, and the right to examine all records, books, papers, or documents related to the grant. It will maintain all records pertaining to this grant for a period of five years.
7. It will comply with all requirements imposed by the MHEC concerning special requirements of law and other administrative requirements.

Organization: _____

Signature of Authorized Official (President, VP level, or above) Date

Name and Title, Printed

**Maryland Higher Education Outreach and College Access Pilot Program
Abstract**

Project Title:

Nonprofit Organization:

In 250 words or less, describe (for an educated general audience) your project activities. (Note that this may be reproduced as is or edited by Commission staff for inclusion in press releases and other publications describing the grant program.)

MARYLAND HIGHER EDUCATION COMMISSION

**Maryland Higher Education Outreach and College Access Pilot Program
Request for Proposals**



Application Cover Page

Organization: _____

Project Title: _____

Project Director: _____

Organization Telephone: _____ Email: _____

Organization Mailing Address: _____

Office Contact, Name & Title (post award): _____

Organization Telephone: _____ Email: _____

Organization Mailing Address: _____

Finance or Business Office Contact, Name & Title: _____

Organization Telephone: _____ Email: _____

Organization Mailing Address: _____

Certification by authorizing official (President, VP level or above):

Name: _____ Title: _____

Signature: _____

Maryland Higher Education Outreach and College Access Pilot Program State Grant
BUDGET SUMMARY (use this Excel format)

Nonprofit Organization: _____

Project Title: _____

SOURCE OF FUNDS				
	COLUMN 1 Grant Funds REQUESTED	COLUMN 2 **Organization CONTRIBUTION	COLUMN 3 ***OTHER CONTRIBUTION	COLUMN 4 TOTALS
A. Salaries & Wages				
Professional Personnel				
[List each by name followed by title in brackets]				
1				
2				
3				
4				
Other Personnel (list categories & # of each in brackets)				
5. []				
6. []				
7. []				
8. []				
Total Salaries and Wages				
B. Fringe Benefits				
C. Travel				
D. Equipment				
1				
2				
E. Materials and Supplies				
F. Consultant and Contractual Services				
G. Other (specify)				
1				
2				
H. Total Direct Costs (A through G)				
I. Total Indirect Costs (max. 8% of H)				
J. Total (H and I)				

*Include all grant-funded expenses.

***Include any contributions from other partners in the grant project in this column.

Budget Narrative (please include an itemized description of each budget line above).

BUDGET NARRATIVE (use this format)

Provide a detailed description of each expenditure in the budget summary spreadsheet. The description should include how the budget amount was computed as well as provide a clear description of the purpose of the expenditure relative to the project proposed in the grant application. *Refer to the budget narrative example below as a model.*

A. Salaries & Wages

1. Nathaniel Chase [Project Director] will spend 50% of his time on project activities during 2016-15 academic year. Maryland Nonprofit requests the cost to pay the salary. ($\$45,000 \times .50/\text{percent} = \$22,500$).
2. Jo Daniel [Program Manager] will spend 40% of her time on project activities during the program period. Salary in the amount of \$14,400 is requested. ($\$36,000/\text{annual salary} \times .40/\text{percent} = \$14,400$)
3. Administrative Assistant: to be hired. $\$8.00/\text{hour} \times 5 \text{ hours/week} \times 36 \text{ weeks}$ Request = **\$1,440.**

B. Fringe Benefits

Fringe benefits for Nathaniel Chase and Jo Daniel are provided and calculated at 18%
 $\$22,500 + \$14,400 \times .18 = \mathbf{\$6,642}$

C. Travel

Travel for program manager to offsite meetings and events with for outreach
Request = $\$0.54 \text{ cents per mile} \times 10 \text{ trips} \times 30 \text{ miles/trip} = \mathbf{\$162.00}$

D. Equipment

No equipment requested.

E. Materials and Supplies

Guide to Succeeding in College (book) for students' to use during orientation, Request -
 $\$20/\text{per book} \times 50 \text{ students} = \mathbf{\$1,000}$

G. Other

Information brochures on the enrollment program, $5,000 \times .63 = \mathbf{\$3,150}$.
Postage for direct mail, $5,000 \times .44 = \mathbf{\$2,200}$

H. Total Direct Costs – sum total costs by column for requested funds and institutional match.

I. Indirect Costs – Eight percent of total project cost may be claimed as matching fund/organizational contribution; no indirect cost will be paid by the grant.

J. Total Cost – total by column/ fund type

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