



METALLICA SCHOLARS REQUEST FOR PROPOSALS

The “Metallica Scholars” initiative is managed by the American Association of Community Colleges (AACC) with funding from the Metallica’s All Within My Hands (AWMH) Foundation. (<https://allwithinmyhands.org/>) with the purpose to:

- upskill Americans using community colleges which are seen as the most affordable, flexible, and industry-relevant applied-learning training providers in the country
- reinvest in the communities that supported Metallica during their recent United States tours (e.g. 2017-2019 United States tour sites) by connecting American students to skill building opportunities that bridge the talent needs of employers using the community college system
- leverage the staggering influence of the leadership of Metallica to elevate the importance and dignity of career and technical education

AACC intends to work with each of the 10 locations during this first year (December 1, 2018- November 30, 2019). Each of these sites will identify their unique labor market needs and target student populations. Given AACC’s workforce and economic development efforts with over 1,100 community colleges, industry associations and affiliated industry partners, AACC will coach each site through monthly conference calls, site visits where necessary, and provide customized technical support for each college. As a collective group, AACC will convene the 10 sites twice annually, the first at a launch meeting to be held in conjunction with AACC’s annual Workforce Development Institute (late January 2019 in San Diego, CA), and the second in Washington, DC in the fall of 2019.

The technical assistance provided by AACC will be gleaned from previous national efforts and will involve subject-matter experts where necessary. Working in partnership with AACC and AWMH Foundation, these best practices will be documented and disseminated for scaling to the wider network of AACC’s membership and other channels as AWMH Foundation sees as appropriate. Each of the colleges will be tasked with promoting their efforts to build the branding for career and technical education (e.g. local, regional, or statewide media) to elevate the visibility of the initiative as a whole. AACC and AWMH Foundation will coordinate to identify and support the selected colleges with templates and strategies on how to design and disseminate appropriate messages nationally.

AACC intends to work side-by-side with AWMH Foundation to revolutionize the branding of career and technical education using the power and skills of a multi-media campaign designed together with the foundation. Without question, the leadership of the foundation and the channels that are available to engage new partners is astounding. AACC will work with the 10 selected colleges to ensure consistent alignment and transparency throughout the year of working together. Please note that all print, broadcast and online communications, including various elements of social media must be approved in writing prior to use and are subject to a media embargo date.

REQUEST FOR PROPOSAL INSTRUCTIONS

<p>ELIGIBLE INSTITUTIONS</p>	<p>Applications are invited from only the following entities. Applications from organizations that do not fall into both of these categories will not be reviewed.</p> <ol style="list-style-type: none"> 1. Applicants must be current AACC member community colleges. If you are unsure if your community college is currently an AACC member, please go to the AACC’s community college finder page at https://www.aacc.nche.edu/college-finder/ <p style="text-align: center;">and</p> 2. Applicants must be in the communities within 50 miles of where Metallica performed or plan to perform during their United States tours from 2017 to their 2019 listings. Please visit Metallica’s tour page at https://www.metallica.com/tour/past/ for past and future United States tour sites. Communities outside the radius of 50 miles from the city listed on the tour site will not be eligible to apply. <p>If you have any questions about these requirements, please contact Jen Worth at jworth@aacc.nche.edu.</p>
<p>SUBMISSION DEADLINE AND FORMAT</p>	<p>Applications should be submitted electronically in one e-mail to Jen Worth at jworth@aacc.nche.edu by November 1, 2018 by noon ET.</p> <p>The subject line of your e-mail should be: AACC_AWMH_{INSERT YOUR COLLEGE NAME HERE}</p> <p>Applicants will submit their responses to the RFP in a 100 point-valued application. Ten pages maximum on 8.5”x11” paper in single-spaced Calibri font 12-point.</p>
<p>REQUIRED RESPONSE ELEMENTS</p>	<ul style="list-style-type: none"> • Section 1. President or CEO Support Letter (10 Points) • Section 2. Sector Specific Need and Capacity (20 Points) • Section 3. Target Population and Fund Intention (20 Points) • Section 4. Detailed Strategy/Scope of Work (30 Points) • Section 5. Media/Communication Capacity (10 Points) • Section 6. Project Budget and Narrative (10 Points) <p>Note: Incomplete applications will not be reviewed.</p>
<p>REVIEW CRITERIA AND BENEFITS</p>	<p>AACC and AWMH Foundation will review all applications and score them on the 100 point scale. At least three reviewers will score every application. The final colleges will be selected based on scores in the outlined categories, geographic and demographic diversity, and in conjunction with the funder’s approval. All colleges will receive notification (selected and non-selected) in</p>

	<p>December 2018.</p> <p>Selected sites will receive:</p> <ul style="list-style-type: none"> • Regular technical assistance by AACC on identifying, implementing and leveraging collaborative opportunities with local and national partners. This technical assistance will be conducted through collective phone calls, individual regular touch-points with each college engaged, and mobilizing of colleges with associated national partners at two in-person convenings. • \$100,000 for initiative support. To be clear, funds are intended to be used primarily for direct student support. Funds may be used for college personnel time, and staff travel expenses in conjunction with the two convenings, however, the majority of the funds are intended to ensure students receive skills that will make them competitive in the marketplace. Purchase of student safety gear, learning materials, scholarships or tuition offset, etc. are all eligible. • Coordination on national level showcasing of how this work is elevating the dignity of career and technical education across the country
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SECTION 1. PRESIDENT OR CEO COVER LETTER (10 POINTS)

Applicant must provide a cover letter stating the president or CEO’s support for the college engaging in this initiative with a statement of the leader’s a commitment to engage with this national initiative. **Please note that the college president or CEO will be the individual informed if the application is selected.**

Please provide the following:

- Assurance that the college agrees to accept AACC’s and funder’s media and publicity policies and abide by the media embargo and may not publish, post, broadcast or distribute embargoed news releases or details of the award prior to the end of the embargo
- Commitment to be engaged with this initiative together with AACC and AWMH Foundation
- Commitment to capture individual student stories and employer stories for larger communication plan across all sites
- Commitment to participate in the national AACC Workforce Development Institute showcasing these practices to the wider AACC membership
- Any additional hopes you would like to achieve during your time as one of 10 sites if selected to elevate the importance of career and technical education

Approximately one page for this section is sufficient.

SECTION 2. STATEMENT OF SECTOR SPECIFIC NEED AND CAPACITY (20 POINTS)

Please provide the following:

- Local community and labor market needs - Summarize the geographic region to be served and describe the current labor market your college is operating within.
- Sector specific needs - Identify what sector-specific education and training pipeline you will choose based on industry need. Include local labor market data from any source that supports your argument that you may have, such as the primary industry or sector that does or would employ the region and current education levels, unemployment rates, annual earnings, etc., as compared to the state or national averages relative to sector focus.
- External capacity – Summarize your existing industry partners that you might draw into this work, or new ones that you might bring into this work, as you use these funds to support new networks of students going through training, education, upskilling and job placement or advancement.
- Internal capacity – Provide a brief bio of key program staff currently capable to manage this work for your organization and their expertise as well as what percentage of their time would be focused on it. If multiple people, include multiple bios and approximate time from each person. If you do not have any current staff in place and are likely to hire a new person, please share the typical timetable for hiring at your institution, and send a sample of a recent job description that is as close to a project manager for review.

Approximately one page for this section is sufficient.

SECTION 3. TARGET POPULATION AND FUND INTENTION (20 POINTS)

Please provide the following:

- General population at your institution (average size annually, credit and non-credit students, and general demographic breakdowns).
- Within the larger student body, please describe the cohort of students you are seeking to serve as part of this initiative by “type” (e.g. single-mothers, veterans) or “focus-area” (e.g. welding students).
- How will having additional funds for these students enable these students to be more effectively engaged, supported to persist, and help them complete their programs?
- Define how many students you see these funds impacting in a direct fashion. The following are used only as examples and are not meant to limit the applicant’s ideas. Again, the bulk of the funds are intended to go to student supports directly, not to the infrastructure of the college, so please do show metrics that will become goals for your work during this timeframe:
 - ### students would receive the 4 critical textbooks for [insert course here] which is approximately \$XXX in value and often a cause for students stopping out of the program, or having to share, so all students don’t always come prepared for exams.
 - ### students would receive their personal protective equipment which is required for them to purchase as part of their coursework. Because this is a cost of \$XXX, several students come with unsafe/aged/or no equipment and cannot proceed through class.

- ### students would receive a scholarship of \$XXX which is approximately 50% off of the full cost of the program thereby allowing them to still participate while having “skin in the game” with their own funds.
- ### students would have their XXX industry exam paid for out of these funds to support them getting a license to practice.

Approximately one page for this section is sufficient.

SECTION 4. DETAILED STRATEGY/SCOPE OF WORK (30 POINTS)

Please provide the following:

- Specific activities for college to conduct for each of the students involved showing individual student impact (versus infrastructure impact) of the college
- Project milestones and successes during each of the four quarters of the 1 year grant
- Marketing opportunities to leverage the visibility of the initiative in local markets
- Sustainability planning. Outline your intentions to continue to embed this work post-grant. Describe integration plans for the framework with the campus organization and behaviors at the systems level.

Approximately one page for this section is sufficient.

SECTION 5. MEDIA/COMMUNICATION CAPACITY (10 POINTS)

Please provide the following:

- If one exists, please describe the communications team at your college, and if there is a point person, please share their name and contact information.
- Describe how your college has done successful local, regional or statewide media approaches in the past. What channels are the most effective of late for you and your partners (websites, print, radio, social media)?
- What additional ideas, methods or venues do you think would be valuable to elevate the initiative in your community?
- Confirmation that your college understands and agrees to use the customizable media templates, student success stories and structures, and other frameworks to discuss and elevate consistent visibility throughout this grant. Please acknowledge that local stories will be provided to AACC and from AACC to AWMH Foundation offices prior to release for approval.

Approximately one page for this section is sufficient.

SECTION 6. PROJECT BUDGET AND NARRATIVE (10 POINTS)

Applicants must provide a budget and budget narrative for \$100,000 for 1 year of work starting in December 1, 2018 through November 30, 2019. This cycle will allow the colleges to wrap their final financial statements for 30 days prior to AACC having to submit final reporting to the funder.

The intent of this grant is to directly benefit students. Please again remember, the majority of the funds are to be focused on student impact, not college infrastructure.

Please plan for:

- Required travel – colleges should plan for a minimum of two consistent staff participating in two in-person meetings including one at AACCC’s annual Workforce Development Institute (3-days/2-nights) meeting, as well as a launch meeting Washington, DC (2-days/1-night)
- Required personnel – colleges should plan to have presence on regular group and individual calls, webinars, contribution to shared products and reception to technical assistance and modification of their activities based on findings from the shared group.

Please use your own template for submission of budget and budget narrative.