

## METALLICA SCHOLARS COHORT 4 REQUEST FOR PROPOSALS (RFP)

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

- upskill Americans using community colleges which are the most affordable, flexible, and industry-relevant applied-learning training providers in the country
- reinvest in communities 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 has already mobilized three cohorts of community colleges. This RFP is announced to identify and select up to ten additional community colleges across the country. Each of the applicants will identify their unique labor market needs and target student populations to support their individual success. 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 part of the groups, AACC will convene the sites annually; the next meeting will be held in conjunction with AACC’s annual Workforce Development Institute (late January 2023 in Indian Wells, California).

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, your 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 promote 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 are astounding. AACC will work with the up to 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.

## REQUEST FOR PROPOSAL INSTRUCTIONS

<p><b>ELIGIBLE INSTITUTIONS</b></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"> <li>1. Applicants must be current AACC member community colleges.</li> <li>and</li> <li>2. Not a member of any current Metallica Scholars Initiative cohorts</li> </ol> <p><b>If you have any questions about these requirements, please contact Jen Worth at <a href="mailto:jworth@aacc.nche.edu">jworth@aacc.nche.edu</a>.</b></p>
<p><b>SUBMISSION DEADLINE AND FORMAT</b></p>	<p>Applications are due Friday, May 27, 2022 at 5 pm ET. Applications should be no more than 10 pages maximum and will be uploaded to AACC’s Formsite. The link to the site can be found on the AACC Metallica Scholars Initiative webpage.</p>
<p><b>REQUIRED RESPONSE ELEMENTS</b></p>	<ul style="list-style-type: none"> <li>• Section 1. President or CEO Support Letter (10 Points)</li> <li>• Section 2. Sector Specific Need and Capacity (20 Points)</li> <li>• Section 3. Target Population and Fund Intention (20 Points)</li> <li>• Section 4. Detailed Strategy/Scope of Work (30 Points)</li> <li>• Section 5. Media/Communication Capacity (10 Points)</li> <li>• Section 6. Project Budget and Narrative (10 Points)</li> </ul>
<p><b>REVIEW CRITERIA AND BENEFITS</b></p>	<p>AACC and AWMH Foundation will review all applications and score them on the 100-point scale. 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 June 2022.</p> <p>Selected sites will receive:</p> <ul style="list-style-type: none"> <li>• Regular technical assistance by AACC on identifying, implementing and leveraging collaborative opportunities with local and national partners. This technical assistance will be conducted through group phone calls, individual regular touch-points with each college engaged, and mobilizing of colleges with associated national partners at two in-person convenings.</li> <li>• <b><i>\$100,000 for initiative support.</i></b> 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, 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.</li> <li>• Coordination on a national level that showcases how this work is elevating the dignity of career and technical education across the country</li> </ul>

## 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 a 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

## 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 students in the region and current education levels, unemployment rates, annual earnings, etc., as compared to the state or national averages relative to sector focus.

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

Please provide the following:

- 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.

#### **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.

#### **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.
- Any opportunities in 2020 to maximize visibility for the initiative
- 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.

#### **SECTION 6. PROJECT BUDGET AND NARRATIVE (10 POINTS)**

Applicants must provide a budget and budget narrative for \$100,000 for one year of work starting in June 2022 through May 2023.

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 one staff participating during AACC's annual Workforce Development Institute 2023 (see <http://www.aaccwdi.com/>)
- Required personnel – colleges should plan to have a presence on regular group and individual calls and webinars, as well as to contribute to shared products and be receptive to technical assistance and modification of their activities based on findings from the shared group.

Item	Description	Amount
Salaries		
Fringe		
Scholarships		
Student Support		
Travel		
Marketing Support		
Supplies/Materials		
Indirect		
Total		100,000