

**Request for Proposals  
by the  
Kentucky Appalachian Center for  
Higher Education  
(KY AHED)**

**Program Year 2010-11**



*“Helping Students Focus  
on the Future”*

**Kentucky Appalachian Center for Higher Education**

# Request for Proposals

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## Overview

**The KY AHED invites proposals from public high schools throughout Appalachian Kentucky.**

The purpose of the Kentucky Appalachian Higher Education Center is to encourage and assist high-school students to continue their education by enrolling in post-secondary education. The KY AHED offers competitive grants to schools, provides technical assistance and training to school grantees, and serves as a community resource center offering information and data related to activities that improve higher education access. Programs will especially target those individuals who do not consider college to be an option.

The KY AHED focuses on future higher-education access efforts as identified by a significant study called the *Appalachian Access and Success Project*. A copy of *Research Updates*, an abridged version of the project, presents the outcomes, conclusions, and recommendations of the study and is available upon request. Both the abridged version and the full study are downloadable (in PDF format) on the Web site of the Ohio Appalachian Center for Higher Education at [www.oache.org](http://www.oache.org).

In order to address the problems facing Appalachians as related to access to higher education, funds have been made available for Kentucky public high schools from the Appalachian Regional Commission to implement new or expanded strategies for improving both access to and success in college for traditional and nontraditional students. The KY AHED serves as the agency through which these grants are made available.

Contingent upon available funds, KY AHED will award grants to Kentucky Appalachian High Schools for fiscal year 2009-10. **The amount of the grant award may not exceed \$5,000 per year.** Proposals will be evaluated and approved by the KY AHED Board of Directors and monitored through the center. Proposals must provide a **10% annual match** of either cash or in-kind services. Proposals must support new or expanded strategies as indicated in the attached model structure and must not be used to supplant any current activities. Because these grants are intended to support activities that improve access and success to higher education, budget requests for equipment will be carefully scrutinized and money for salaries for program directors or teachers is not permitted.

KY AHED focuses on higher-education access efforts as identified by significant studies, particularly *Appalachian Access and Success Project (Institute for Local Government*

*Administration and Rural Development, Ohio University/Shawnee State University, 1992, <http://www.oache.org/A-Sstudy.html>*). This study reveals a significant disparity between the proportion of the population who sees the need for, and aspires to, higher education versus the number actually participating.

In an effort to address the barriers delineated in the study, KY AHED makes funds available to Appalachian Kentucky public high schools on a competitive basis to implement expanded strategies for improving access to college for high school students. **Programs especially target those individuals who do not consider college to be an option.** Funds to schools are used to explore student career interests; inform them about college and financial aid options; and build self-confidence in their ability to succeed in higher education and life. Activities funded by Access Program grants to schools include but are not limited to the following:

- ◆ campus visits to colleges, universities, and technical schools;
- ◆ parental involvement pertaining to college selection, costs, and financial aid;
- ◆ active participation in college and career fair;
- ◆ motivational speeches by college students;
- ◆ teacher and staff visits to schools and industry;
- ◆ networking with business alliances and partnerships;
- ◆ guest speeches by respected, well-known, successful adults who have overcome barriers to post-secondary education;
- ◆ assigned essays that inform students of college costs, programs, and economic advantages;
- ◆ display in common area of school with names of students who have applied to college; and
- ◆ school program display/grantee participation at annual OACHE/KY AHED fall conference.

These activities focus on three goals:

- ◆ building confidence and self-esteem;
- ◆ helping students and their parents explore college opportunities and career possibilities; and
- ◆ demystifying the college experience.

### **School Programs (Partner School Access Program)**

The model program successfully implemented in Ohio and Kentucky awards Partner School Access Program grants on a competitive basis to schools. These grants are specifically designed to increase the college-going rate. Selection criteria used to evaluate proposals are the quality of the written proposal and the likelihood of the activities selected leading to achievement of the objective, increasing the college-going rate of students at the high school. Also considered are issues of need, current accurate college-going rates, unemployment, and poverty level as well as the documented enthusiasm and commitment expressed by the school coordinator, the staff, the school principal, county/district superintendent and neighboring community.

## **Proposal Submission**

All proposals should include Forms A-01 and A-02 and should be no longer than 10 pages exclusive of title page, attachments, and exhibits. Applications should contain all the components in the attached Model Program **and** should take care to fully explain all activities that exceed the components of the attached Model. An original suitable for copying **and** two copies of the proposal **must be postmarked no later than March 15, 2010**.

Send proposals to:

Keith Walker  
Kentucky Appalachian Higher Education (KY AHED) Center  
Morehead State University  
201 H Ginger Hall  
Morehead, Ky 40351

# MODEL PROGRAM

## Career and Post-Secondary Exploration and Experience

**The Purpose:** To provide a program for students that will help them plan, explore, and experience the various possibilities for selecting careers in order to promote the importance and opportunities of post-secondary education and increase the number of students participating in college.

**The Plan:** Schools will create or expand a program to promote and help students and parents through the processes of career exploration, post-secondary school selection, financial aid, and admission. The school will implement the program with funding from the Kentucky Access Center for Higher Education, matching funds from the school, and assistance from the school's business alliance/advisory council. The program will include all high-school-age students in the building (i.e., 9–12 or 10–12). The career exploration and post-secondary school program will be infused into the high school curriculum, with each year providing further steps in the process.

Parents will participate in monthly meetings to have their questions and concerns about college answered. Topics addressed will include assistance in dealing with:

- ◆ application procedures;
- ◆ selection of a suitable college;
- ◆ timely completion of applications for admission and for financial aid, including grants, scholarships, and loans; and
- ◆ college entrance exams.

**The Process:** I. Freshman Year: Freshmen are introduced to the program by using career information software that provides simple career interest surveys, information on a wide variety of careers that match the students' interests, and data on all the post-secondary schools in the region. Students also participate in career fairs at the high school and vocational school, as well as 3 to 4 field trips to local businesses and corporations. This begins the career exploration process for students.

II. Sophomore Year: Sophomores continue to use the career information software in English classes as part of a project in the career decision process to further their knowledge of the different careers available and their options. In addition to career fairs, students will participate in field trips to different businesses and manufacturers to experience different jobs/occupations. A selection of career and college videotapes will be acquired to further enhance the exploration. Sophomores will take the ACT PLAN test as an aid in forming career plans and identifying opportunities.

III. Junior Year: Juniors will have access to all previously mentioned materials. They will be able participate in field trips to colleges,

universities, technical schools, or other post-secondary training facilities, as well as different work sites in order to be exposed to as many career and post-secondary options as possible. In the spring, juniors will be assigned a research project pertaining to their career and post-secondary selections. Videotapes, computer software, and ACT/SAT prep classes will be available. Evening meetings will be offered to parents to answer their questions and provide other assistance as needed in the process.

IV. Senior Year: Seniors continue to use the resources available to the other classes. Scholarship information will be available online. Appointments, to which parents will be invited, will be made with each senior to discuss their opportunities and ideas during the fall semester. Deadlines will be set to help encourage students to stay on task and complete the process. Students will also have the opportunity to become part of a mentor program, working with a business or corporation in the community in an effort to begin training for a specific career and start earning money for post-secondary education.

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This model was developed by Mr. Patrick Cadle, a counselor at Newcomerstown High School, Newcomerstown Exempted Village Schools in Appalachian Ohio. As a result of this model program, Newcomerstown High School increased its college attendance rate from 28 percent to 80 percent of the senior class over a five-year period. The model has been successfully replicated in several Kentucky high schools since 1998.

# Components of Career Guidance and Exploration Program

1. Computer Information Systems - Computer systems and software for students **and** parents to research/explore careers, programs, post-secondary schools and scholarships. Examples include *Education and Career Opportunities (ECOS)*, *DISCOVER*, *CHOICES*.
2. Field Trips - Provide opportunities for student and staff members to visit and observe different post-secondary institutions, businesses, and career settings.
3. Business Alliance - Organization formed to connect community, area businesses, and corporations to provide seamless communication with schools. This organization is instrumental in creating career and job fairs for students to inform them of careers and post-secondary needs and options.
4. Monthly Newsletter - Written by students with staff assistance and mailed to each student's home to notify parents of calendar events, special meetings, and current activities and accomplishments at school.
5. Monthly Parent Meetings - Planned and prepared by the principal and staff to provide information on school policies, upcoming events, and post-secondary procedures, including financial aid, admissions, and college placement exams. Parents have the opportunity to ask questions as well as offer input on any procedure or controversy.
6. Video Library - Created and updated with funds to provide visual prompt for research.
7. College Fairs - Funds are utilized to transport students to college fairs outside the local district and to establish contact with post-secondary institutions for future reference.
8. Career Fair - This program should be set up in the fall to include representatives from post-secondary schools, businesses, and corporations to speak to students in a professional manner. This works as an all-day event with scheduled speakers instead of regular class periods. Morning and afternoon periods should be scheduled to allow for reflection and evaluation.
9. Job Fair - A late spring event should be planned, for which area businesses and corporations set up displays in the morning for discussions with juniors, and then interview seniors in the afternoon as part of a requirement in English classes.
10. Staff Visits - Staff members are encouraged to visit and observe other colleges and businesses to become more informed of various career options for students. A series of visits should be scheduled so **every teacher** becomes involved.

# SELECTION CRITERIA

Proposals must begin with a summary page (Form A-01) and followed by the application form (Form A-02) with letters of commitment from the school superintendent, principal, and the person who will be coordinating the program. After these forms, include a detailed program description as outlined below, building upon the attached “Career and Post-Secondary Exploration and Experience” model. Please note that applications will be evaluated against the following criteria:

- 1) Description of the Proposal
  - ◆ Demonstrated need of school district, including data on educational attainment, poverty level, and unemployment rates.
  - ◆ Resume of school coordinator.
  - ◆ List of names/titles of all faculty, staff, teachers, or other personnel involved in program.
- 2) Program Support
  - ◆ Documentation of total school buy-in (*see School Programs, RFP p.2*).
- 3) Methodologies Used to Improve Access to Higher Education
  - ◆ Activities to be used to improve access to higher education.
  - ◆ Procedure to accurately report college-going rate for current/future graduating classes.
  - ◆ Collaboration with other agencies/businesses, including colleges and universities.
- 4) In-Service Activities
  - ◆ Description of in-service activities necessary to execute the program.
  - ◆ Explanation of how these activities are to be developed and implemented.
- 5) Timetable for the Program
  - ◆ Detailed schedule of the program to include names of persons responsible for various activities, nature of activities, and the various locations for site visits.
  - ◆ Calendar of events for submission to the KY AHED Executive Director.
- 6) Evaluation of Program
  - ◆ Description of evaluation method used to judge the effectiveness of the program.
  - ◆ Method of data collection and documentation.
- 7) Capacity-Building Plan
  - ◆ Information regarding continuation of the program beyond the funding period.
  - ◆ Strategic plan to implement the continuation.
- 8) Itemized Budget
  - ◆ Itemized budget for the program indicating source of matching funds.
  - ◆ Detailed narrative explaining projected expenditures.



# REQUIRED ATTACHMENTS

Each application for a KY AHED Access Project grant must include:

- 1) Completed Forms A-01 and A-02
- 2) Proposal narrative
- 2) **One** letter of commitment with **signatures** of approval **from both** the school principal **and** the county/district superintendent

The letter of commitment **must** address the following items:

- ◆ Abilities and commitment of the coordinator.
  - ◆ How the school or county/district will provide the **minimum** 10% match, either in dollars or in-kind services (please explain)
  - ◆ The understanding that **quarterly and annual reports** of activities and expenditures are vital components of the program and must be submitted by designated deadlines
  - ◆ Why the school or county/district is interested in increasing the college-going rate
- 3) A letter of commitment from the person who will coordinate the program
  - 4) A one-page resume of the program coordinator.
  - 5) Evidence of total school buy-in by staff, administrators, and community
  - 6) A chart identifying area businesses that will be involved in the school business alliance/advisory council.

**Forms and Checklist**  
**for 2010-11 Grant Applications**  
**to the**  
**Kentucky Access Center**  
**for Higher Education, Inc.**



**Applications must be postmarked**  
**no later than March 15, 2010**

# KY AHED RFP Summary Page

School Name:
School Website Address:
Address:
City/State/Zip:
County/District:
School Program Coordinator's Name:
Program Title:
Funding Requested: <i>(Not to exceed \$5,000 per year for new projects, or \$5,000 per year for previously funded high schools.)</i>
Program Year 2010-11 (Year 1) \$_____
Summary of Program including Bulleted List of Activities:
<ul style="list-style-type: none"><li>●</li><li>●</li><li>●</li><li>●</li><li>●</li></ul> <p style="text-align: center;"><i>Include additional sheets as needed</i></p>
Submitted by: _____ Date: _____ (Signature Required)
Title:

**FORM A-02**

# KY AHED Application Form

1. Has your school ever applied for and received a KY AHED grant?  
 Yes (eligible for up to \$5,000 per year)     No (eligible for up to \$5,000 per year)
2. Funding Requested:  
 Program Year 2010-11 \$ \_\_\_\_\_
3. School name sponsoring/administering the program: \_\_\_\_\_
4. School County/District: \_\_\_\_\_
5. Approximate number of students who will be served by the program: (Include grades 9-12) \_\_\_\_\_
6. Contact Information for Program Coordinator:  Mr.     Ms.     Dr.  
 Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Department/Division: \_\_\_\_\_  
 School Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

**7. NUMBER OF HIGH SCHOOL GRADUATES ATTENDING HIGHER EDUCATION INSTITUTIONS**

Academic Year	Size of 9 <sup>th</sup> Grade Cohort*	# Enrolled Beginning of Senior Year	# Graduating from High School	Attending 2-yr. or 4-yr. Institutions	
				Number	Percent
Class of 2009-10					
Class of 2008-09					
Class of 2007-08					
Class of 2006-07					

\* Number of students who were enrolled during their ninth-grade enrollment period.

7. **Certification and Signature:** To the best of my knowledge, the information contained in this application is accurate. I understand that our county/district is expected to provide a **minimum** 10% match in dollars or in-kind services:

**Name of Coordinator (print):** \_\_\_\_\_

**Title (print):** \_\_\_\_\_

**Signature and Date:** \_\_\_\_\_

# SAMPLE BUDGET

## For PREVIOUSLY FUNDED KY AHED Access Projects

A.	College Visits and Business/ Industry	\$3,000.00
	<ol style="list-style-type: none"> <li>1. Bus Driver Costs</li> <li>2. Bus Mileage Costs</li> </ol>	
B.	Materials	\$500.00
	<ol style="list-style-type: none"> <li>1. Various media pertaining to colleges, careers, financial aid, scholarships, college entrance exams, etc</li> </ol>	
C.	Postage	\$500.00
D.	Travel	\$500.00
	<ol style="list-style-type: none"> <li>1. Participation in annual OACHE/KY AHED conference.</li> <li>2. Participation in coordinator meetings or KY AHED workshops</li> </ol>	
E.	Discretionary	\$500.00
	<ol style="list-style-type: none"> <li>1. May be transferred to above accounts as needed.</li> <li>2. May be expended for items other than above categories with prior approval from KY AHED Executive Director.</li> <li>3. Will be returned to KY AHED if not needed.</li> </ol>	
<b>TOTAL BUDGET*</b>		<b>\$5,000*</b>

\* The county/district is required to provide a **minimum** match of 10% (up to \$500, depending on requested amount) in actual dollars or in-kind service, which must be identified in the county/district superintendent's letter of commitment.

*This form is intended as a guide. It may be modified for individual use.*

# SAMPLE BUDGET

## For NEW KY AHED Access Projects

A.	College Visits	\$2,500
	1. Bus Driver Costs	
	2. Bus Mileage Costs	
B.	Materials	\$1,000
	1. Career Software and Career reference textbooks .	
	2. Various media pertaining to colleges, careers, financial aid, scholarship applications, college entrance exams, etc	
C.	Postage	\$500
D.	Travel	\$500
	1. Participation in annual OACHE/KY AHED conference.	
	2. Participation in coordinator meetings or KY AHED workshops	
E.	Discretionary	\$500
	1. May be transferred to above accounts as needed	
	2. May be expended for items other than above categories with prior written permission from KY AHED	
	3. Will be returned to KY AHED if not needed	
<b>TOTAL BUDGET*</b>		<b>\$5,000*</b>

\* The county/district is required to provide a **minimum** match of 10% (up to \$500, depending on requested amount) in actual dollars or in-kind service, which must be identified in the county/district superintendent's letter of commitment.

*This form is intended as a guide. It may be modified for individual use.*









# CHECKLIST

## Did you remember to . . .

- demonstrate the need -- educational attainment, poverty level, unemployment, etc.?
- include the resume of the program coordinator?
- list all personnel who will be involved in the program?
- include a commitment letter from the superintendent and principal?
- include a commitment letter from the program coordinator?
- show evidence of total school buy-in?
- include a list of activities to improve college access?
- provide a procedure to accurately report your school's college-going rate?
- include a list of business alliances?
- include a description of in-service and means of implementation?
- include a timetable for program activities with person responsible?
- provide an evaluation description and data collection method?
- explain how the program would continue beyond KY AHED funding?
- include an itemized budget with narrative?
- indicate the source of your school's 10% match?

**Mail the complete application package by March 15, 2010 (postmarked) to:**

**Keith Walker**

Kentucky Appalachian Higher Education(KY AHED) Center

Morehead State University

201 H Ginger Hall

Morehead , KY 40351