



***Walmart AIHEC HACU NAFEO  
Student Success Collaborative  
HACU RFP  
2010 – 2011/2011 – 2012***

The Hispanic Association of Colleges and Universities (HACU) is seeking three colleges and universities that face challenges in retaining and graduating Hispanic students and are willing to commit to a collaborative two-year project focused on increasing Hispanic academic success. Selected institutions will be matched up with a mentor institution to share information about and implement successful practices. Opportunities to interact with additional mentor and mentee institutions in the HBCU/PBI and Tribal College communities will be an important dimension of this Walmart grant funded project.

**I. PROJECT OVERVIEW**

This project is a collaboration between the American Indian Higher Education Consortium (representing Tribal Colleges and Universities, TCUs), the Hispanic Association of Colleges and Universities, and the National Association for Equal Opportunity in Higher Education (serving Historically Black Colleges and Universities, HBCUs, and Predominantly Black Institution, PBIs). Combined, these minority-serving institutions (MSIs) educate more than one-third of all students of color in the United States. They educate a disproportionately large segment of low-income first generation minority students and contribute significantly to graduating traditionally underserved students.

The Walmart Foundation has awarded a \$3 million grant for the *Walmart AIHEC HACU NAFEO Student Success Collaborative* to the three partnering organizations to increase college success rates at MSIs. The *Collaborative* intends to pilot test, demonstrate, and disseminate several empirically-based methodologies to increase the retention and graduation rates of students enrolled in TCUs, HSIs and HBCUs and PBIs, in order to strengthen MSIs to contribute in a significant way to the realization of the national goal of having sixty percent (60%) of Americans with a college degree by 2020.

**About Philanthropy at Walmart**

Walmart and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. The Walmart Foundation funds initiatives focused on education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From Feb. 1, 2009 through Jan. 31, 2010, Walmart and the Walmart Foundation gave more than \$512 million in cash and in-kind gifts globally, \$467 million of which was donated in the U.S. To learn more, visit [www.walmartfoundation.org](http://www.walmartfoundation.org).

## **II. ORGANIZATIONAL OVERVIEW**

The Hispanic Association of Colleges and Universities (HACU) is a non-profit, tax-exempt 501 (c)3 organization that represents colleges and universities with a minimum of 25% total Hispanic student enrollment. HACU's mission is championing Hispanic success in higher education by:

- A. Promoting the development of member colleges and universities;
- B. Improving access to and the quality of post-secondary educational opportunities for Hispanic students; and
- C. Meeting the needs of business, industry, and government to serve the Hispanic community through the development and sharing of resources, information, and expertise.

Today, HACU represents over 440 colleges, universities and Hispanic-serving school districts committed to Hispanic higher education success in the United States, Puerto Rico, Latin America and Spain. HACU's Annual Conference, International Conference, and National Capitol Forum are important platforms for addressing Hispanic academic, social, economic, and political issues related to educational opportunity for Hispanics.

## **III. BACKGROUND**

Student attrition costs both the students themselves and the nation as a whole. Students who fail to persist or who leave a four-year college or university without a degree lose the opportunity to reap the human, financial, civic, and social rewards of a college degree. Many have incurred student debt without the likelihood of higher paying employment needed to pay off their debt. In addition, the nation is denied the human capital associated with their attainment of a 4-year degree: a more educated work force; higher wages; greater engagement in the social, cultural and civic fabric of communities and the nation; superior parenting; and greater private philanthropy.

National graduation and retention rates for minority students trail those of white non-Hispanic students across all sectors of higher education, two-year and four-year, public and private. Achieving the national goal of degree completion will be impossible without directly addressing this achievement gap.

The three project partners share the goal of significantly increasing the persistence and graduation rates of students enrolled in their member institutions. This goal congruency is matched by the desire to work jointly toward developing and engaging students in tested persistence models that can move theory to practice on campuses that can demonstrate readiness to take effective action.

#### **IV. *Walmart AIHEC HACU NAFEO Student Success Collaborative GOALS***

##### ***1. Identify successful intervention strategies for supporting student success.***

The project team will identify a set of effective practices, and strategies for implementing them, that have proven to be successful in leading to high rates of student persistence and graduation at MSIs. These strategies will be shared with all MSIs interested in improving the rate at which their students graduate and enter the workforce or transfer to other institutions to pursue advanced degrees.

##### ***2. Disseminate and support implementation of successful intervention strategies.***

The practices and strategies identified under Goal 1 will be disseminated, and technical assistance in adopting them provided, using a “train the trainers” model that will provide the necessary support resources for participating MSIs to improve the rate at which their students successfully complete their chosen program of study. During this initial pilot phase of the initiative, 18 MSIs will be recruited to participate in sharing and adopting effective student success interventions.

##### ***3. Build a community of practice among participating MSIs establishing student success.***

Faculty, student services staff, and administrators from all minority serving institutions will be encouraged to participate in an ongoing collaborative effort to identify, pilot, evaluate, and share models and strategies for promoting student success. Through a variety of communication vehicles – meetings, workshops, webinars, and an online portal – the nation’s MSIs will support each other in achieving the common goal of increasing the number of students that graduate from higher education programs and enter the national workforce.

##### ***4. Increase the number of students who complete programs of study at MSIs.***

The primary goal of the proposed initiative is to significantly improve the effectiveness of academic and student support programs of the partnering associations’ membership in successfully recruiting, retaining and graduating their students. The nation’s Minority Serving Institutions are poised to make a significantly greater contribution toward preparing African American, Hispanic American, and American Indian professionals for participation in the national workforce. This can best be accomplished through a unified effort to identify, share, and provide support in adopting strategies that help their students succeed.

#### **V. *PROGRAM STRATEGY AND DESIGN***

The project will be implemented in two phases. During the first phase, model institutions with high rates of student success have been selected to participate in the development of a training and technical assistance plan for helping other institutions adopt their own successful intervention strategies. During the second phase a group of institutions wishing to improve their student success rates will be selected to join the

project, participating with the model institution mentors in a series of training and technical assistance activities. The current RFP is seeking institutions for this second phase of the project. An advisory committee, composed of faculty and other experts in student success research and practice, will meet annually to review progress and provide recommendations to the project team.

### ***Project Portal***

The portal will provide online access to resources that support implementation of effective student success practices, including documentation of specific interventions, videos, and evaluation materials. The portal will provide a collaborative environment that will support the entire MSI community of learning and practice involving all of the stakeholders associated with MSI student success. It will promote close coordination and management of relationships with the entire community of institutions represented by the partners. The portal will support student success by providing research to student affairs practitioners.

## **VI. COMPETITIVE SELECTION FOR AWARD**

### **A. Applicant Eligibility**

Applicant must be a HACU-member Hispanic-Serving Institution (HSI), i.e., must be an accredited and degree-granting public or private nonprofit institution of higher education with at least 25 percent or more total undergraduate Hispanic full-time equivalent student enrollment.

### **B. Criteria for Evaluating the Contract Proposal**

1. Consideration of the extent to which the proposal matches the goals and intent of the HACU RFP.
2. Consideration of the extent to which the proposal answers the request for information of the criteria in the program narrative.

## **VII. PROJECT MANAGEMENT**

- A. Applicants will identify staff that will work with the *Walmart AIHEC HACU NAFEO Student Success* project team to implement project work. Staff may include faculty members, student affairs personnel, student support and retention staff, etc.
- B. Approval by the President, VP Student Affairs, and/or Provost supporting release time for staff and faculty members involved in the project.
- C. Applicant will identify a lead staff or faculty member to serve as liaison to HACU.
- D. Awardees will receive a total of \$100,000 for two years. Year one funds of \$50,000 will be provided to Awardees upon signing of contract for year one. Year two funds of \$50,000 will be provided at the beginning of year two.

- E. Awardees will submit regular financial reports with general ledger backup documentation.
- F. Awardees project staff will be expected to attend *Walmart AIHEC HACU NAFEO Student Success Collaborative* project meetings.
- G. Selected mentee institutions will be required to meet with their assigned mentor institution via site visits and telephone consulting.
- H. HACU will provide project oversight and technical assistance. HACU's project director is René A. González and the co-project director is Emily Calderón Galdeano. Both will serve as liaisons and provide support to the Awardees.

## **VIII. CONTRACT DELIVERABLES**

- A. Awardees are expected to commit to this project for two years.
- B. Awardees will submit monthly financial reports to HACU.
- C. Awardees are expected to collaborate with their mentor institution to assess, adapt, and possibly create new strategies for student retention and success.
- D. Mentee institutions will collaborate with their mentor institutions via site visits, project portal, training workshops/webinars, conference calls, telephone consulting, and other project activities.
- E. Mentee institutions are expected to attend and participate in the final *Walmart AIHEC HACU NAFEO Student Success Collaborative* workshop.
- F. Awardees will acknowledge HACU and Walmart in all publications and presentations about the program.
- G. Awardees are required to submit a detailed written progress report within 30 days after completion of year one and a detailed final written report of the project and its outcomes within 30 days after completion of year two.

## **IX. REQUIRED PROPOSAL FORMAT**

Applicants are required to provide specific student success data (e.g., graduation, persistence, or transfer rates) that indicate the challenges the institution faces in assuring student success. Equally important is the institution's commitment to implement learnings from the project in order to improve its measured student success.

Applicants will follow the outline below when submitting a proposal for consideration. The evaluation criteria for each section are described below; proposals will be scored on a 100-point scale.

### **A. Section I: Applicant Information Sheet (see attached)**

### **B. Section II: The Program Narrative**

1. Description of particular challenges faced in increasing Hispanic graduation and retention rates [30 points]. This section affords the applicant the opportunity to

discuss challenges in programmatic, planning, and strategic efforts to increase graduation and retention rates. Please include examples of difficulties and/or challenges in executing campus-wide planning and implementation to address Hispanic graduation and retention rates. Please document student population served, allocation of resources (e.g., Student Services expenditures and general fund dollars), and institutional framework and efforts for capacity building. If possible, document program evaluation efforts and results. Please note any additional challenges your campus is facing that you feel are unique or would like the selection committee to take into account.

2. Statement of applicant's commitment to participate in and support the project, work with their mentor institution, collaborate with other project institutions, and implement promising approaches to improving student success [30 points]. Identify and describe the role of the faculty and staff who will:
  - a. Make a significant time commitment to the project (please specify amount of release time);
  - b. Travel for faculty and/or staff representatives;
  - c. Attend project staff meetings;
  - d. Participate in National *Walmart AIHEC HACU NAFEO Student Success Collaborative* Conference.
3. Four-year Institutions: Graduation Rate [15 points] and Retention Rate [15 points]. The goal of this phase of the initiative is to identify institutions and programs that facing challenges in graduation and retention rates of Hispanic students. Please provide data from the past three years that was submitted by your institution to the Department of Education's Integrated Postsecondary Education Data System (IPEDS) for the following:
  - a. 6-year graduation rates;
  - b. First-year to second-year retention rates.
4. Two-year Institutions: Transfer, Graduation and/or Program Completion Rates [15 points] and Retention Rate [15 points]. Please provide data from the past three years that was submitted by your institution to the Department of Education's Integrated Postsecondary Education Data System (IPEDS) or other data compiled by your institution that reflect the following:
  - a. 3-year graduation rates;
  - b. Transfer to 4-year or other 2-year institution;
  - c. Certification completion rates;
  - d. First-year to second-year retention rates.
5. Additional supporting materials: [10 points]
  - a. Percentage of students receiving Pell grants;
  - b. Institutional median SAT/ACT Scores;
  - c. Percentage of student population that is first-generation college;

d. Other

**C. Section III: Budget**

1. Each institution selected will receive \$50,000 per year, for a total of \$100,000, to offset project expenses.
2. Include a line item Budget Summary and a brief budget narrative. The budget narrative should indicate how the funds would be used. Allowable project expenses include staff time, supplies, travel to project meetings, etc.
3. If in-kind support will be provided, please indicate kind and amount.

**X. PROPOSAL REVIEW PROCESS**

- A. A proposal review committee will evaluate applications and will make recommendations to HACU.
- B. HACU will make the final selection. HACU's decision is final.

**XI. SUBMISSION DEADLINE**

- A. **Application Deadline:** Must be received in the HACU office by June 17, 2011, 5:00 p.m. (CST).
  1. Applicants are required to submit three (3) copies of the completed application and accompanying materials.
  2. The budget summary and narrative will be included as Exhibit A items.
  3. Application packages must be mailed. No faxes will be accepted.
  4. Application packages received after the deadline date and time will not be considered.
- B. **Award Notification:** July 15, 2011

**XII. SUBMIT PROPOSAL TO:**

René A. González  
Executive Director of Student Services  
Hispanic Association of Colleges and Universities (HACU)  
8415 Datapoint Drive, Suite 400  
San Antonio, TX 78229  
210/ 692-3805

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**Applicant Information Sheet**

**Name of Institution:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**President:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Project Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Type of Institution:**

- a. 4-year Public \_\_\_\_\_
- b. 4-year Private \_\_\_\_\_
- c. 2-year Public \_\_\_\_\_

**Total enrollment:** \_\_\_\_\_

**Undergraduate:** \_\_\_\_\_

**Graduate:** \_\_\_\_\_

**Total Hispanic student enrollment:** \_\_\_\_\_

**Undergraduate:** \_\_\_\_\_

**Graduate:** \_\_\_\_\_