



## 2017 CALL FOR PROPOSALS

Competitive Grants To Celebrate  
Mayor-Led Initiatives That Promote  
College And Career Readiness





“The United States is leading an innovation revolution, transforming the world’s products and how we make them. We also have the world’s most productive workforce, with abundant energy and unparalleled capability. Yet as our nation strives to create new jobs and put people to work in new and burgeoning industries, the growing skills gap in the country -- a lack of trained workers -- leaves many employers scrambling for talent. This skills gap is a drag on the economy, and as a result, we continually look for new ways to make strategic investments in education and training to close that gap. The U.S. Conference of Mayors/USA Funds National Pathways with a Purpose Grant Awards Program helps us do this – by lifting up great examples of ways for mayors to design programs and/or schools to help every young person be successful and ready to pursue postsecondary education or a career in the 21st century. The awards provide a great showcase for successful mayoral leadership and engagement in this arena for their colleagues to emulate and replicate.”

Mick Cornett

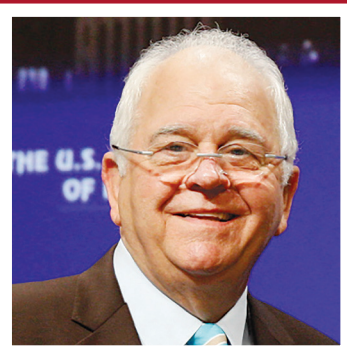
MAYOR, OKLAHOMA CITY • PRESIDENT, THE U.S. CONFERENCE OF MAYORS

“This partnership advances USA Funds’ focus on what we call ‘Completion With a Purpose,’ to increase college completion rates and create pathways for students to successful and rewarding careers. We are promoting ‘Completion With a Purpose’ through partnerships at many levels, including at the local community level, with mayors and other local leaders. We look forward to working with the USCM to highlight best practice models that improve student outcomes and strengthen communities.”



William D. Hansen

USA FUNDS PRESIDENT AND CEO



“For the nation’s mayors, among their most critical priorities are supporting economic growth and preparing a skilled workforce poised to meet the challenges of an ever-changing global marketplace. With the growing complexity of the world and the increasing demands on the 21st-century workforce, it is crucial that all students graduate from high school fully prepared for college AND careers. Our partnership with USA Funds, focused on college and career readiness, highlights the ongoing and excellent work to ensure that America’s students are prepared to succeed in and complete college, and that our career pathways seamlessly lead to higher education and the global workforce.”

Tom Cochran

CEO AND EXECUTIVE DIRECTOR, THE U.S. CONFERENCE OF MAYORS

# TODAY'S MAYORS RECOGNIZE THAT IMPROVEMENTS IN K-12 CLASSROOMS AREN'T ENOUGH TO ENSURE THE ECONOMIC VITALITY OF OUR URBAN AREAS.

City leaders know that their constituents won't be able to gain a foothold in the middle class unless they earn a postsecondary credential that is valued by local employers. Although mayors may lack the direct authority to improve local community colleges or even a public mandate to take charge of training programs, mayors can pull a number of levers to bolster the talent pipeline in their cities.

## FOR EXAMPLE, THEY CAN:

- ★ Encourage local colleges, particularly community colleges, to conduct return on investment surveys of their graduates by program and to make those reports widely available.
- ★ Encourage community-based organizations to adopt programs that support the connection between education and work.
- ★ Engage with employers to help educators meet local labor market demands.
- ★ Engage with college and workforce boards to create policies to align supply and demand for talent.
- ★ Assign a staff person in City Hall to connect education and workforce issues programs.

Economic prosperity will favor those cities that can support the most highly qualified talent pipeline in the country and a robust education and workforce system aligned to meet the needs of employers. A mayor's leadership can make a real difference in building a more purposeful path to and through college and on to rewarding careers.

This awards program seeks to acknowledge and recognize those mayors who have successfully navigated this arena, established successful programs to provide education pathways with the purpose of completion and entry into the workplace, and calculated the measurable results of that success.

**USCM and USA Funds will award competitive grants to mayors to recognize and expand creative initiatives that they have developed in their communities to advance both college and career readiness and college completion. Cities will be recognized for developing strong and enduring collaborations between K-12, higher education systems and employers to address college preparation and long-term career success.**





# GUIDELINES

## ELIGIBILITY:

To be eligible, applying mayors must be members of The United States Conference of Mayors. If you are unsure of the membership status of the mayor, please contact The U.S. Conference of Mayors at 202-293-7330 and ask to speak to the Membership Department.

## HOW TO APPLY:

This is a two-step award application process. Part I consists of a completed entry form and 500-word executive summary outlining the application program. Award finalists will be notified and must complete Part II, which will consist of up to 10 pages in response to the proposal content questions, and supporting documentation.

## SUBMISSIONS:

Applications should be completed and saved as a PDF or Word Document in one attached document no longer than a total of 2 pages for Part I and 10 pages for Part II (supporting documentation are not included in page totals). Submit Part I to Kathy Amoroso via email to [kamoroso@usmayors.org](mailto:kamoroso@usmayors.org) by **March 31, 2017**. Finalists will be notified on April 7 and must submit Part II by **April 28, 2017**. Please contact Megan Judge at 202-861-6735 with any questions. Applications must be received via email by March 31 and April 28 respectively. There will be no extensions.

## GRANT SIZE AND DETERMINATION

One - \$100,000 grant award to a large-size city

One - \$75,000 grant award to a medium-size city

One - \$25,000 grant award to a small-size city

## Timeline

MARCH 31, 2017	Part I Proposal Due
APRIL 7, 2017	Finalists Notified
APRIL 28, 2017	Part II (Finalists only) Proposal Due
MAY 19, 2017	Award Winners Notified
JUNE, 2017	Award Winners Announced in Miami Beach at the 85th Annual Conference of Mayors



Orlando Mayor Buddy Dyer and USA Funds Vice President for National Engagement Stephanie Nellons-Paige are joined by City staff, youth employees and Orlando City Commissioners at the check representation in August 2016.

## ONLY MEMBER MAYOR CITIES ARE ELIGIBLE TO APPLY *One Application Per City*

### THE FOLLOWING ARE PROPOSAL GUIDELINES AND REQUIREMENTS:

- All proposal components must be single-spaced in 12-point, Times New Roman font.
- Both parts of the proposal application must include the one-page cover sheet with relevant contact information for the mayor and city.
- Submit proposal components for Part I as one Microsoft Word or PDF document that includes the attached coversheet and 500-word executive summary.
- If selected as a finalist, submit proposal components for Part II in the same format, including another cover page, proposal content question responses, and supporting documents. Applications are not to exceed 2 pages for Part I and 10 pages for Part II, including the cover sheet. Additional supporting documents are permissible and should be submitted separately.
- All proposals should be submitted via email to [kamoroso@usmayors.org](mailto:kamoroso@usmayors.org) with the following subject heading: 2017 National Education Pathways with a Purpose Grant Awards (Name of City).
- Part I proposals received after Friday, March 31, 2017, and Part II proposals received after Friday, April 28, 2017 or failing to follow the above guidelines will NOT be considered.

### JUDGING:

An independent panel of judges will be appointed by The U.S. Conference of Mayors to select all award winners.

*Eligible programs must apply innovative approaches to achieve the following goals:*

- Enhance student persistence in and completion of postsecondary education or training programs.
- Enhance employment of graduates of post-secondary education or training programs in high-value occupations.

*Eligible programs must demonstrate one or more of the following elements:*

- Support better alignment of education and training programs with workforce needs, while enhancing the dialogue between employers and education providers.
- Promote innovations that help students get through high-quality education and training programs quicker, at less cost and with better prospects for rewarding careers.
- Support initiatives that help disadvantaged students graduate from high school with the tools they need to succeed in college and on the job, including programs that provide students with work experience opportunities during their years in school.
- Use data to help students and families, policymakers, employers and educational institutions make better education and workforce decisions.

## PART I

### *COVER PAGE (ATTACHED):*

All proposal components must be single-spaced in 12-point, Times New Roman font. The proposal should include the mayor's full name, city contact person and contact information for the city, along with an official name for the application program. Please make sure to select the city size for the application. (1 page)

### *EXECUTIVE SUMMARY:*

Please provide a one-page 500-word executive summary of your program. The executive summary should describe the key elements of the program, provide measurable results in terms of education completion and/or job placement related to program implementation, and address at least one of the four key elements of the judging criteria outlined above relative to the entry.

## PART II

All proposal components must be single-spaced in 12-point, Times New Roman font. Part II of the proposal application must include the one-page cover sheet with relevant contact information for the mayor and city. It must be submitted as one Microsoft Word or PDF document that includes the attached coversheet, proposal content question responses, and supporting documents. Applications are not to exceed 10 pages for Part II, including the cover sheet. Additional supporting documents are permissible and should be submitted separately.

All proposals should be submitted to Kathy Amoroso via email to [kamoroso@usmayors.org](mailto:kamoroso@usmayors.org) with the following subject heading: 2017 National Education Pathways with a Purpose Grant Awards (Name of City). Part II proposals received after Friday, April 28, or failing to follow the above guidelines will **NOT** be considered.

### *PROPOSAL CONTENT (for Part II only):*

1. Cover page, as in Part I.
2. Describe what the mayor's level of involvement in your pathways to college and careers program has been and how his or her leadership has impacted the program.
3. Describe the rationale behind or purpose for establishing this program.
4. Describe the specific work the program is doing, including prior successes and demonstrated effectiveness in aligning education and training programs with workforce needs, and why this need was unmet in the city.
5. Outline your program results, and include documentation to support them. Other supporting documentation may include educational/promotional materials, brochures, statistics, news clippings, citations, etc.
6. How will you evaluate this program to determine if it is effective? What are the key indicators of success? Please include metrics.
7. Describe the program's innovative approach to enhancing employment of graduates of postsecondary education or training programs in high-value occupations.

**Cities selected to receive one of the grants must be willing to present information about their program to a USCM/USA Funds Mayoral Innovation Forum during the 85th Annual Conference of Mayors, June 23-26, 2017 in Miami Beach.**



# COVERSHEET



## U.S. CONFERENCE OF MAYORS/USA FUNDS 2017 EDUCATION PATHWAYS WITH A PURPOSE GRANT AWARDS

NAME OF CITY:

.....

MAYOR:

.....

MAILING ADDRESS:

.....

MAYOR'S CONTACT:

.....

PHONE:

.....

FAX:

.....

EMAIL:

.....

### PLEASE INDICATE POPULATION CATEGORY HERE

- ☐ SMALL: *fewer than 200,000 in population*
- ☐ MEDIUM: *200,000 to 500,000 in population*
- ☐ LARGE: *greater than 500,000 in population*



NAME OF PROGRAM /INITIATIVE:

.....

.....



# THE USCM/USA FUNDS NATIONAL EDUCATION PATHWAYS WITH A PURPOSE INITIATIVE

