FY25 Request for Proposals Webinar

July 30, 2024

The heart of education.

Agenda

1. Overview of Choose Ohio First Program

2. Request for Proposal – What's New

3. Proposal Requirements

Choose Ohio First Program Purpose

….Chancellor shall make awards to state universities or colleges for programs and initiatives that recruit students and provide work-based learning opportunities in the fields of science (including health professions), technology, engineering, and mathematics, in order to enhance regional educational and economic strengths and meet the needs of the state's regional economies. (ORC 3333.61)

Department of Higher Education

HigherEd.Ohio.gov

Eligible Applicants and Eligible Disciplines

- Ohio's two-year and four-year public and private colleges and universities

  - The RFP details the requirements for a joint proposal

- Eligible academic disciplines

  - Degrees and for credit certificates in STEM and STEM education fields

  - CIP list can be found here: https://dam.assets.ohio.gov/image/upload/highered.ohio.gov/cof/Approved_CIPS_6.12.2024.pdf.

- Selected CIP codes for a COF scholarship program must match the CIP codes used at the institution(s)

Eligible Students

- Ohio residents seeking an undergraduate or graduate degree, or a for-credit certificate in an eligible STEM field of study

- Students must enroll in one of the institution's eligible COF programs of study

- Students must be new to the program of study at the institution
  - This includes students currently enrolled in a non-STEM program who decide to transfer/change majors into a STEM program

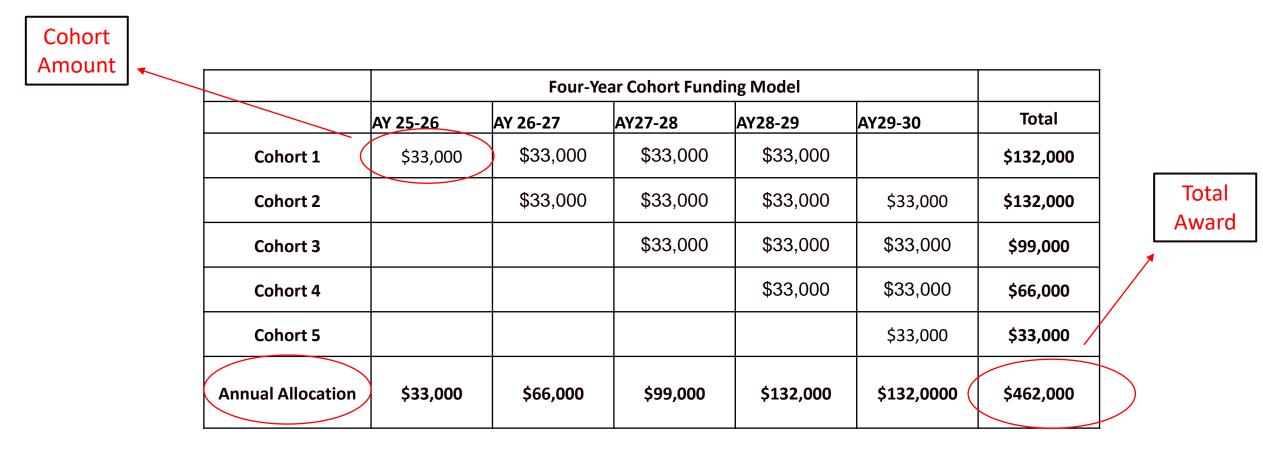- Students must meet the institution's eligibility criteria

Eligible Expenses and Project Term

- Allowable expenses for reimbursement include:

  - Tuition, general fees, book vouchers, and meal plans

- The Choose Ohio First scholarship must appear on the scholar's tuition bill

- For a for-credit certificate, COF students must receive:

  - Minimum of $500
  - Current maximum is $9,081

- For associate, baccalaureate, or graduate degrees, COF students must receive:

  - Minimum of $1,500
  - Current maximum is $9,081

Grant Awards

Cohort
Amount

	Four-Year Cohort Funding Model					
	AY 25-26	AY 26-27	AY27-28	AY28-29	AY29-30	Total
Cohort 1	$33,000	$33,000	$33,000	$33,000		$132,000
Cohort 2		$33,000	$33,000	$33,000	$33,000	$132,000
Cohort 3			$33,000	$33,000	$33,000	$99,000
Cohort 4				$33,000	$33,000	$66,000
Cohort 5					$33,000	$33,000
Annual Allocation	$33,000	$66,000	$99,000	$132,000	$132,0000	$462,000

Total
Award

Department of
Higher Education

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Grant Awards

Cohorts	AY24-25	AY25-26	AY26-27	AY27-28	AY28-29	AY29-30	TOTAL
FY24							
1	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00			$ 80,000.00
2		$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00		$ 80,000.00
3			$ 20,000.00	$ 20,000.00	$ 20,000.00		$ 60,000.00
4				$ 20,000.00	$ 20,000.00		$ 40,000.00
5					$ 20,000.00		$ 20,000.00
	$ 20,000.00	$ 40,000.00	$ 60,000.00	$ 80,000.00	$ 80,000.00		$ 280,000.00
FY25							
1		$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00		$ 120,000.00
2			$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 120,000.00
3				$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 90,000.00
4					$ 30,000.00	$ 30,000.00	$ 60,000.00
5						$ 30,000.00	$ 30,000.00
		$ 30,000.00	$ 60,000.00	$ 90,000.00	$ 120,000.00	$ 120,000.00	$ 420,000.00

Matching Funds

- 1:1 Match
  - Annually
  - Based on disbursements
  - In total; not by individual student
- Common Sources
  - Salaries dedicated to the COF program
  - Other student scholarships

- Ineligible Sources
  - Federal financial aid
  - Other funding from ODHE
  - Faculty teaching time

Request for Proposal - What's new

1. Page limits changed – no obligation to read extra pages

2. RFP portal

   - Source for all RFP related information

   - Submit files through the portal

   - Instructions are available on the portal

   - Must have an account

   - Files are still the same

ODHE RFP Portal

Submitting a Proposal-RFP Portal

1. Executive Summary – in Microsoft Word format

   - Used in the public meeting

2. COF FY25 Application Excel File

   - Three tabs to complete

3. PDF – all proposal materials in one pdf file

   - Provides us with the complete package; ensures no elements lost in transmission

Upload files via the RFP portal

Proposal Organization

Six sections

1. Cover Letter

2. Executive Summary

3. Project Narrative

4. Budget Narrative

5. Required Attachments

6. Application Excel File

Cover Letter

- 1 page maximum

- Introduce institution(s) to reviewers

- List contacts
  - Primary Contact
  - Program Manager
  - Financial Aid Representative
  - Work-Based Learning Contact
  - Legal Notice
  - Authorized Signatory

- Can copy and paste contacts from the application Excel file tab

- Signed by authorized signatory

Executive Summary

- 2 pages maximum

- Summary of your proposal

- Include it in the PDF of the proposal

- Submit it separately as a Microsoft Word file

    - Will be used in the public meeting

Project Narrative

- Six sub-sections; 20 pages maximum

  a. Project Rationale

  b. Recruitment Strategy

  c. Student Support

  d. Work-Based Learning

  e. Programs of Study

  f. Regional and Statewide Economic Needs and Strengths

Project Narrative – Project Rationale

- Point value - 5 out of 100 points

- Respond to this section carefully to maximize your proposal score

- Explain the WHY of applying for COF

- Align with the institution's mission

- Affirm COF will not displace existing resources

- Outline how the proposal facilitates cost-effective completion of academic programs

Project Narrative – Recruitment Strategy

- COF is a recruitment scholarship

- Recruitment focus on underrepresented students
  - Outreach plan
  - Student populations
  - Marketing materials

- Describe COF marketing, recruitment, and enrollment strategy

  - Provide examples and specific information

- COF scholar selection process

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Project Narrative - Student Support

- To support students with certificate/degree retention and completion

- Academic

  - Mentoring, advising, tutoring

- Social

  - Social media, message boards, discussion groups
  - Creating cohorts and community

- Other

Project Narrative - Work-based Learning

- A work-based learning (WBL) experience is required for all COF scholars during their COF experience
  - Co-ops, internships, experience in a university, college or private lab, or other work-based learning

- Experiences will vary based on degree and program

  - Connection to an employer is important

- Describe how the institution will connect students to and track participation in the work-based learning experiences

- Idea: Tie this section with the Regional and Statewide Economic and Educational Needs and with the business letters of support

Project Narrative - Programs of Study

- Check that CIPs align with your institution's academic programs

- Share data outlining quality of the program and how additional resources will enhance its quality

- Respond to the uniqueness of different types of academic programs
  - Example: recruitment, student support, work-based learning, and regional and statewide economic needs may be different for students in certificate programs vs. undergraduate vs. graduate programs

Project Narrative - Regional & Statewide Economic Integration

- Outline how the institution is connecting students to future Ohio employers and filling skills gaps

- Provide specific occupational and industry-level information for state and regional needs

  - Charts, tables, and references encouraged

- Offer data on student's post-completion activities

- Include business support letters

Rubric

100 total points available

- Project Rationale 0-5 points

- Recruitment: 0-25 points

- Student Support: 0-25 points

- Work-based Learning: 0-20 points

- Program(s) of Study: 0-10 points

- Regional & Statewide Economic Integration: 0-15 points

Project Narrative – Past Performance

- Chancellor's discretion to factor past performance into award decisions

- Opportunity for institutions to tell us about current COF program(s)

  - Successes

  - Continuous improvement

Budget Narrative

- 1 page maximum

- Rationale for funding request

- Outline plans for cost share

  - Be aware of how cost share requirements increase year over year based on the budget model

Project Narrative – Required Attachments

- Maximum 15 pages

- Include COF FY24 Application Excel File

- Letters of support from across the institution

  - Career services

  - Enrollment management
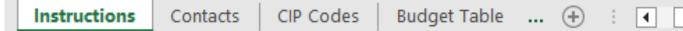
- Business letters of support

COF FY25 Application Excel File

COF FY25 Application Excel File

Choose Ohio First
FY23 Application - Contacts

Institution Name:	Sample Higher Education Institution Name
Institution Mailing Address:	Sample Address, OH 00000
Institution Email:	sampleemail@sam
Institution Phone Number:	0

	Name	Title	Email	Phone	Mailing Address
Primary Contact	Sample Name 1	Sample Title 1	samplename1@sample.com	1234567890	Sample Address, OH 00000
Program Manager	Sample Name 2	Sample Title 2	samplename1@sample.com	1234567890	Sample Address, OH 00000
Legal Notice	Sample Name 3				
Financial Aid Contact					

Instructions | Contacts | CIP Codes | Budget Table | ⊕

Department of Higher Education

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COF FY25 Application Excel File

COF FY25 Application Excel File

Choose Ohio First
FY24 Application - Budget Table

Sample Institution Name

Total amount requested	$700,000.00
Budget model	*four-year cohort funding model*
Estimated Number of Students per Cohort:	
Estimated Average annual per-student scholarship amount:	5000

Select which budget model yo
four-year cohort funding moc
three-year cohort funding mo

	5 Year Funding Period					
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Cohort 1	$50,000.00	$50,000.00	$50,000.00	$50,000.00		$200,000.00
Cohort 2		$50,000.00	$50,000.00	$50,000.00	$50,000.00	$200,000.00
Cohort 3			$50,000.00	$50,000.00	$50,000.00	$150,000.00
Cohort 4				$50,000.00	$50,000.00	$100,000.00
Cohort 5					$50,000.00	$50,000.00

| Instructions | Contacts | CIP Codes | **Budget Table** | ⊕ |

Award and Review Process

- RFP released: July 17, 2024

- RFP due to ODHE: August 28, 2024

- Proposal Review Begins: August 29, 2024

- Public meeting: September-October 2024

- Notification of Awarded Proposals: December 2024

Choose Ohio First Resources

- Grantee resources: https://highered.ohio.gov/initiatives/affordability/choose-ohio-first/cof-grantee-resources
    - COF STEM CIP List
    - Associate of Science Guidance Memo
- Tuition and Fees: https://highered.ohio.gov/data-reports/key-topic-areas/dr-tuition-financial-aid/data-reports-tuition-financial-aid
- Workforce Supply and Employment Projections: https://workforcedatatools.chrr.ohio-state.edu/
- OLDA: https://chrr.osu.edu/ohio-longitudinal-data-archive
- Ohio Workforce Supply Tool: https://workforcedatatools.chrr.ohio-state.edu/workforcesupply/
- Ohio Means Jobs: https://ohiomeansjobs.ohio.gov/home
- Ohio TopJobs: https://topjobs.ohio.gov/
- Ohio Labor Market Information: https://ohiolmi.com/

ODHE Choose Ohio First Contacts

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THANK YOU!