

Narratives

Executive Summary

Iowa Campus Compact (IACC) proposes to launch the Martin Luther King Day Community Partnership Project in order to broaden the impact of the MLK Day of Service, increase and promote volunteerism, and address specific community issues surrounding healthy futures and veterans on January 18, 2016.

The purpose of the MLK Day Community Partnership Project is to mobilize college students, community members, and community organizations to observe MLK Day not as "day off" but a "day on". The focus of the MLK Day Community Partnership Project is on supporting MLK Day of Service projects and activities that will take place on that day through the use of competitively awarded mini-grants. The mini-grant application process is designed to place special emphasis on and preference to applicants who assure the selection committee that the volunteers they recruit for their MLK Day project are encouraged to make a long-term commitment to service in order to increase their impact in their communities and throughout their country.

This will be done by:

Connecting MLK Day volunteers to new community organizations - preference will be given to those who have multiple community organizations involved in their project;

Encouraging the volunteers to commit to ongoing service throughout the next year with those partners;

Building new and deepening existing partnerships between higher education institutions and community partner organizations.

This program will focus on the CNCS focus area(s) of Healthy Futures and Veterans. The CNCS investment of \$120,714 will be matched with \$335,899.

Program Design

A. GOALS AND OBJECTIVES

I. Target Community

Iowa Campus Compact, a statewide association of Iowa college and university presidents committed to educating students for active citizenship by integrating service-learning and community

Narratives

engagement opportunities into academic and co-curricular activities, will serve as a pass-through entity and leverage the existing Campus Compact network to cover all five CNCS regions. A state Campus Compact has been selected to serve as a project lead each region. Selected Campus Compact partners have previous experience managing CNCS MLK Day Grants. A list of Campus Compact partners by CNCS region is listed below.

1.) Pacific and Southwest Regions, Campus Compact of the Mountain West

Includes AK, American Samoa, CA, Guam, HI, ID, MT, Northern Mariana Island, NV, OR, UT, AR, AZ, CO, KS, LA, MO, NM, OK, TX, and WY

2.) North Central Region, Wisconsin Campus Compact

Includes IA, IL, IN, MI, MN, ND, NE, OH, SD, and WI

3.) South Region, North Carolina Campus Compact

Includes AL, FL, GA, KY, MS, NC, SC, TN, VA, and WV

4.) Atlantic Region, New York Campus Compact

Includes CT, DC, DE, MA, ME, MD, NH, NJ, NY, PA, Puerto Rico, RI, US Virgin Islands, and VT

Campus Compact partners will provide competitive mini-grant opportunities ranging from \$500 to \$2,000 for campuses in their region. Mini-grants will support service activities to connect campuses with community partners in order to address community-identified needs. Each mini-grant applicant will be required to identify a campus staff member who will serve as the project lead. College students will recruit volunteers from the community and their colleges in order to address one of two CNCS focus areas; Healthy Futures or Veterans.

II. Community Need and CNCS Focus Areas

Healthy Futures and Food Insecurity

Food insecurity is a problem across the United States. In 2013, 49.1 million Americans lived in food insecure households, including 33.3 million adults and 15.8 million children. Food insecurity exists in every county in America, ranging from a low of 4 percent in Slope County, ND to a high of 33 percent in Humphreys County, MS (Coleman-Jensen, A., Gregory, C., & Singh, A., 2014). Food insecurity results in chronic diseases such as self-reported hypertension, hyperlipidemia, and diabetes (Seligman,

Narratives

H. K., Laraia, B. A., & Kushel, M. B., 2010). The MLK Day Community Partnership Project will provide mini grants to colleges around the nation for service projects that leverage volunteers to organizations that work to mitigate food insecurity, such as collecting donations for food banks, helping establish community gardens, or packaging meals for donation, among others.

Veterans - Community Service and Campus Services

Veterans need to be supported in their community and on campus. Each day approximately 3,000 service members separate from the military and return to civilian life. All of these veterans face challenges of varying degrees: reintegration, employment, attaining an education, rebuilding and maintaining a strong family unit, isolation, drug abuse, Post Traumatic Stress Disorder (PTSD), traumatic brain injury (TBI), homelessness, suicidal thoughts- the list sometimes seems endless (US Dept. of Veterans Affairs, 2014). Yet, despite these known challenges a surprising 69 percent of veterans have not been contacted by a community institution, local nonprofit, or place of worship outside of the military (Yonkman, M. M., and Bridgeland, J. M., 2009). A common path for veterans to reintegrate into society is to enroll in an institution of higher education. Yet, institutions of higher education report that the most common challenges they see facing their military and veteran students are finances, retention/degree completion, and social acculturation to the campus (McBain, L., Kim, Y. M., Cook, B. J., & Snead, K. M., 2012).

The MLK Day Community Partnership Project will support veterans by allocating mini grants to colleges around the nation for MLK Day of Service projects that (1) connect veterans with community or campus services, or (2) support community organizations that serve veterans. Campus services may include outreach on educational benefits, internships or fellowships, or other education-focused services the campus may provide.

III. Community Resources

The 2015 MLK Day Community Partnership Project will leverage public-private partnerships through the mobilization of over 100 community partners to ensure that challenges are being collaboratively addressed by the community. Projects and service events will be identified by the community and organized by student leaders who are supervised by a campus staff member. Service projects must

Narratives

collaborate with at least two community organizations. Students - in collaboration with these community organizations - will be required to research, identify, plan, organize, and implement the day of service in their community by recruiting community members, their peers and others from their higher education institution. Students leading the events for their campus will be encouraged to connect with local AmeriCorps members as a resource but the primary focus will be recruiting first-time service participants. Students will also partner with student and community organizations such as neighborhood associations, community centers, churches, and YMCA's with a focus on mobilizing disabled individuals in order to ensure that the entire community is collaborating to address community challenges.

IV. Disability Inclusion

During the mini-grant review process, preference will be given to applicants that identify and specify how they will mobilize disabled individuals in their MLK Day activities.

V. Championing the lessons of Martin Luther King, Jr.

The MLK Day Community Partnership Project will champion the lessons of Martin Luther King, Jr. by incorporating his teachings throughout service projects. Mini grantees will be required to share lessons from Martin Luther King, Jr. with volunteers throughout the day of service in various ways, including reflection opportunities to help connect service and academic learning. Incorporating a reflection component into the planned MLK Day activities will provide a format in which students and other volunteers consider their community's needs and how their efforts can address those needs, laying the groundwork for participants to become more strongly connected to their community and to long-term volunteerism. In order to support this effort, Iowa Campus Compact will provide resources, examples, and toolkits to help mini grantees incorporate as many of Martin Luther King, Jr.'s teachings into their service activities as possible.

VI. Service beyond the holiday

The MLK Day Community Partnership Project will encourage service beyond the MLK day of service in two ways. First, funding preference will be given to applicants who facilitate ongoing service with

Narratives

community partner organizations the weeks or months before and/or after the MLK Day of Service event. Second, all individuals who are recruited to volunteer in the MLK Day Community Partnership Project will be asked to commit to engaging in ongoing community service. Campuses are then expected to share and promote future service opportunities to those who commit.

B. NATIONAL PERFORMANCE MEASURES

I. Program design to outputs

Our program design directly supports efforts to make meaningful impacts in the community. Mini grantees are awarded funds to strengthen and support their MLK Day of Service projects that are focused equally on recruiting/managing volunteers and a CNCS focus area (Veterans or Healthy Futures).

The allocation of mini grants will help strengthen activities by allowing college and university MLK Day grantees to invest more time and energy in recruiting, managing, and preparing volunteers for service. Engaging enthusiastic volunteers is the key to the success of this project. Mini grants will support veterans by (1) conducting outreach activities to help connect veterans with underused campus and community resources and (2) supporting community organizations that provide services to veterans. During the MLK Day of service event, volunteers will be recruited to support long-term service projects at community agencies that make meaningful impacts on student and community veterans. Mini grantees will be asked to consider how their work can align with the Points of Light Community Blueprint for highly effective ways to support veterans.

Recruited volunteers will also support healthy futures projects that impact a community's efforts on improving food security. Volunteers recruited for the MLK Day Community Partnership Project will provide direct food service, assist with community gardens, collect food donations, deliver food to local food pantries, package meals, or deliver emergency food to individuals or families to meet our goal of 7,500 collected food items and/or emergency meals packaged and donated to food banks or other organizations.

II. Targets

Narratives

G3-3.1: Number of community volunteers recruited by CNCS-supported National Service Participants: 7500 (1500 per region)

G3-3.2: Number of community volunteers managed by CNCS-supported National Service Participants: 3000 (600 per region)

V1: Veterans that receive CNCS supported assistance -- 500 (100 per region)

Applicant Determined Healthy Futures Output: Number of food items collected and/or meals packaged for food banks/other organizations -- 7500 (1500 per region)

III. Data Collection

Iowa Campus Compact is dedicated to ensuring quality performance measures are collected for the MLK Day Community Partnership Project. IACC has already discussed performance measures with Campus Compact partners, which has guided the selection of appropriate focus areas and targets.

Iowa Campus Compact will support Campus Compact partners and mini grantees by providing webinars on how to appropriately and effectively collect performance measures. The webinars, available live as well as recorded to ensure easy access to all grantees, will address important issues when collecting performance measures such as definitions, expectations, submitting reports, confidentiality, resources, and successful ways to incorporate data collection into service projects. IACC will also provide one-on-one support to partners or mini grantees when requested. Finally, IACC will develop data collection toolkits that will be available online to partners and mini grantees.

A. PARTNER ENGAGEMENT PROCESS

I. Engaging Campuses and Communities

Iowa Campus Compact uses best practices when partnering with organizations for its programming. Campus Compact partners must sign a memorandum of agreement (MOA) with Iowa Campus

Narratives

Compact in order to participate in MLK Day Community Partnership Project. A standardized MOA will be developed for Campus Compact partners to use with mini grantees as well. Funds will be distributed in two allocations, first at the beginning of the program and second after all reports and documentation has been received, reviewed and approved by Iowa Campus Compact.

Campus Compact partners and mini grantees are both required to name staff members as project leaders. Project leaders are responsible for submitting required reports, completing required documentation, attending trainings, maintaining communication with IACC, communicating known issues to IACC in a timely manner, and ensuring all items listed in the MOA are fulfilled.

Campus Compact partners will be trained on program expectations and required deadlines prior to the mini grant request for proposals (RFP). Partners will also receive training and support on how to evaluate mini grant proposals. Partners will be required to develop a mini grant review committee consisting of no less than five members. The mini grant review committee is responsible for reviewing and documenting all decisions made for approving or denying all mini grant proposals. During the evaluation training, IACC will brief Campus Compact partners and their mini grant review committees on the evaluation rubric for all mini grant proposals. The rubric will be created by IACC based upon the requirements of mini grants listed in this grant. Mini grant review committees are expected to evaluate and approve funding of mini grants using the rubric.

IACC will engage mini-grantees with scheduled trainings and developed tool kits on the following topics:

Mini-Grant RFP: Technical assistance call

Campus Compact Partner Training: Evaluating and documenting your evaluation of mini grant proposals

Campus Compact partners: The agreement and expectations

Mini Grantees: The agreement and expectations

Performance Measures: What to track, what to report

Documenting Match: Available tools, best practices, and your questions

Additional trainings and toolkits will be developed as identified by Campus Compact partners, mini

Narratives

grantees, and IACC.

II. Identifying mini grantees

1.) Outreach

Iowa Campus Compact and Campus Compact partners will use existing local, regional, and national Campus Compact networks of over 1,100 Colleges and Universities to communicate the competitive mini grant application process. A dedicated website will be created to communicate mini grant eligibility requirements, where and how to submit an application, the grant evaluation rubric described in this proposal, deadlines, cataloged training and outreach materials, and answer any questions. Mini grant applicants will receive priority consideration if they are a member of a State or National Campus Compact. Mini grant applications from institutions that are not affiliated with Campus Compact will still receive competitive consideration. The mini-grant review committee will be advised to give special consideration to communities and campuses that are located in areas that may not have previously received CNCS sponsored MLK Day of Service funding.

2.) Identifying New and Diverse Groups

Mini grant proposals that demonstrate new campus-community partners or that the mini grantee has not received CNCS supported MLK Day of Service funds will receive higher consideration when evaluated.

3.) Proposed Timeline

CNCS announces grant recipients: August, 2015

Project Starts: September 1, 2015

Campus Compact partner orientation & mini grant rubric training: Friday, September 4, 2015

Campus Compact partners agreements due: Friday, September 11, 2015

First installment of award mailed to Campus Compact partners: Mid September 2015

o Funds will be distributed contingent upon receipt of funds from CNCS and signed agreement by Campus Compact partners.

Narratives

Mini-grant RFP announced: Monday, September 7, 2015

Mini-Grant Application TA call: Wednesday, September 16, 2015

Mini Grant Application TA call/webinar (all): October 12-14, 2015

Campus Compact partners report due: November 6, 2015

- o Challenges and successes report due to IACC

TA call/webinar (all): November 11-13, 2015

Mini-Grant RFP closes: Friday, December 4, 2015

Mini-Grants selected: Late December

- o Campus Compact partners reports sent to IACC

Reports document (1) funding decision made, (2) additional challenges/successes, and (3) a list with statuses of all mini grantee proposals.

TA call/webinar (all): January 11 - 12, 2016

MLK Day of Service: Monday, January 18, 2016

Final report due: February 28, 2016

- o Final installment of award mail to Campus Compact partners. Funds distributed contingent upon receipt of funds from CNCS and appropriate documentation submitted by Campus Compact partners.

Early to mid-February.

Project Ends: March 31, 2016

4.) Compliance and monitoring of partners

Campus Compact partners will submit three reports directly to Iowa Campus Compact. The first report will detail their challenges and successes of recruiting RFP submissions. The results of this report will be used to document and address concerns in the current and for future program years. The second report will include two items; (1) documentation on how and why the mini-grant review committee selected each mini-grant application to be funded based upon a rubric provided by IACC, (2) any additional challenges and success to their initial outreach reports and (3) a list of all mini-grant proposals and their funding status. The third and final report will document (1) all matching funds from Campus Compact partners and mini grantees, (2) all recorded performance measure results, and (3) list any significant challenges or successes from mini grants and Campus Compact partners in administering the grant requirements.

Narratives

Campus Compact partners are expected to maintain communication with their mini-grantees and Iowa Campus Compact. Campus Compact partners who fail to meet any obligations as listed in their MOA with Iowa Campus Compact will be re-considered for future program funding.

Organizational Capability

A. PROGRAM OVERSIGHT

I. Organizational Structure

1.) National Campus Compact

National Campus Compact (the Compact) is a network of more than 1,100 college and university presidents dedicated to promoting community service, civic engagement, and service-learning in higher education. In order to further the Compact's vision, 35 state offices have been established to manage initiatives and facilitate collaborative efforts. Since its inception in 1985, Compact campuses have engaged 20 million students in service, and participation keeps rising with campuses reporting that students provide more than \$7 billion annually in service in their communities.

2.) Iowa Campus Compact

Formed in 2003, Iowa Campus Compact is a partnership of 22 public, private, two and four-year institutions across the spectrum of higher education. These institutions put into practice the ideal of civic engagement by sharing knowledge and resources with their communities, creating economic development initiatives, and supporting service and service-learning efforts in key areas such as literacy, health care, hunger, homelessness, the environment, and senior services. Iowa Campus Compact's work encompasses a broad range of activities designed to increase the effectiveness of those working to make higher education institutions vital agents of civic renewal including providing training for faculty, staff, students, and community partners and connecting them to resources and best practices to address specific community needs.

Iowa Campus Compact has managed multiple federal grants: AmeriCorps VISTA Program (2004-Present); AmeriCorps State Education Award Program (2007-Present); and grants through Learn and Serve America. These are state-wide initiatives with effective sub granting programs in which Iowa

Narratives

Campus Compacts works with a wide variety of higher education institutions and community organizations to provide funds to address specific local needs.

II. Project Staff

1.) Executive Director Emily Shields

Executive Director Emily Shields was appointed in June 2011. Shields has more than 10 years of experience in policy and management including service as the Chief of Staff for a state government disaster recovery agency for three years. She also has prior experience in community organizing and fundraising, and served as an AmeriCorps VISTA member. Shields currently manages the state-wide, 15-member Iowa Campus Compact VISTA program. She has previously managed staff, budgets, grants, and statewide programs; participated in the Leadership Iowa program; and completed the State of Iowa management certificate program. She is also completing a master's degree in Philanthropy and Nonprofit Development this summer. She serves as a Commissioner (ex-officio) for the Iowa Commission on Volunteer Service and served on last year's Iowa Governor's Council for the Expansion of National Service.

2.) Program Coordinator Justin Ellis

Program Coordinator Justin Ellis was hired in 2013. He has experience in managing a service-based scholarship program while a Graduate Assistant at Indiana University Purdue University Indianapolis. He currently manages the statewide, 170-member Iowa College AmeriCorps Program. He has experience in developing and delivering highly effective train-the-trainer webinars as well as implementing effective AmeriCorps performance measure data collection systems. He is also experienced in managing site sub-grants, developing community partner relationships, and effectively managing grant compliance.

B. FISCAL OVERSIGHT

Iowa Campus Compact (IACC) is located in Des Moines, Iowa. Iowa Campus Compact has extensive experience managing large and small grants, both federal and private, and establishing and

Narratives

monitoring sub-recipient processes.

IACC's fiscal host, Iowa Western Community College (IWCC), is located in Council Bluffs, Iowa. IACC will serve as the lead agency for the MLK Day Community Partnership Project. IWCC has vast experience effectively managing the fiscal and programmatic elements of large federal, state, and local grant programs. The IWCC Accounting Department assures grants and contracts are managed appropriately and the dollars received from grant sources are spent in accordance with applicable laws and regulations. The IWCC Accounting Department reviews all IACC budgets, receipts, and expenses. IACC manages and reviews all agreements and closing requirements to ensure compliance with all granting agencies.

IACC Executive Director Emily Shields and IWCC Auxiliary Accountant Brandon Green manage and oversee all day-to-day fiscal responsibilities. Ms. Shields has managed IACC budgets since her arrival in 2011 and has extensive experience managing federal grants including the IACC AmeriCorps VISTA program and Iowa College AmeriCorps Program. Fiscal oversight is also provided by IACC's Board of Directors, made up of seven college and university presidents.

The MLK Day Community Partnership Project will represent 35% of IACC's annual operating budget. However, 70% of the project's budget is dedicated to mini-grants in the five CNCS regions and will go directly to the community. The funds to support direct IACC staff and supply costs make up only 7% of our operating budget costs.

Cost-Effectiveness and Budget Adequacy

A. BUDGET AND PROGRAM DESIGN

The primary goal of the MLK Day Community Partnership Project is to support the efforts of higher education institutions in hosting student-led, community-based MLK Day of Service events in close collaboration with community partners. Funds will enable campuses to have the resources necessary to implement their project and meet local community needs. IACC, as the lead agency, will disseminate 70% of the grant funds to four Campus Compact state affiliates. Campus Compact partners will distribute mini grants to at least ten institutions in each region (50 total institutions) using a competitive grant process. IACC and Campus Compact partner staff will solicit mini grant applications ranging from \$500 to \$2,000 via a Request for Proposals process, hold institutions accountable to the various guidelines, and collate all project related outcomes including the number of

Narratives

volunteers, hours served, veterans served, and emergency meals provided.

The program coordinator will manage this grant, devoting 25% of his time, with that percentage of his salary and fringe benefits included in the grant request. IACC's Executive Director will also support this grant with 5% of her time and fringe benefits. The IACC Executive Director will help to promote the mini-grants, serve as a liaison to other Compacts, and oversee the programmatic and fiscal aspects of the project.

Please note: Program Coordinator fringe benefits were incorrectly calculated, but have been corrected as of 9/1/15. FICA values were originally calculated at 8% of the Program Coordinator's salary, but have been corrected to 7% -- the correct percentage.

\$1000 has been included for mailings, printing, supplies, equipment, web services, and support calls. \$1975 was reserved for estimated travel costs for two staff to attend the Washington, DC training.

Indirect costs are reflected as 37% (\$6,235) on personnel costs of the CNCS share. CNCS personnel costs total \$16,853. Iowa Campus Compact is claiming 5.26% (\$886) of the indirect cost and is using the remaining portion as match (\$5,349). Iowa Western Community College has a 37% federally negotiated rate for indirect costs which can only be applied to personnel costs and fringe benefits.

There's a deep commitment from IACC and the Campus Compact network to expand student volunteerism. That commitment is reflected in the vast number of hours that will be contributed by staff and students to help campuses become more fully engaged in their communities. Funds from CNCS will help make this vision a reality.

B. PROPOSED SOURCE OF MATCH

IACC will meet the 70% match grant requirement in part through investments of time, in-kind donations, and contributions provided by Campus Compact partners. All Campus Compact partners will be required to submit detailed, backup documentation to support their match as part of their Final Report. They will not receive the second installment of grant funds unless they can adequately support their match and have met their programmatic goals.

Narratives

Mini grantees will provide the majority of the matching funds through student organizer staff time, campus staff time, materials, supplies, travel, water and subsistence to support volunteers, and other costs for their projects.

Campus Compact partners will provide additional match through staff time.

Other

n/a