



# Illinois Board of Higher Education

JB Pritzker, Governor  
Pranav Kothari, Chair • Ginger Ostro, Executive Director

## MEMORANDUM

**TO:** Organizations

**FROM:** Ginger Ostro, Executive Director

**DATE:** October 8, 2024

**RE:** Request for Proposals: FY25 Statewide Re-enrollment Strategy Grant

**DUE DATE:** December 3, 2024 at 12 p.m.

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IBHE established the *Statewide Re-enrollment Strategy* grant to support the re-enrollment of adult learners who started college but never earned a degree or credential, aligned with the state's higher education strategic plan, [A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth](#). Key points for this strategy are re-engaging adults who dropped out or stopped out, providing wrap around student services for adults, pursuing financial strategies to mitigate barriers to enrollment, and adopting teaching and learning methodologies and practices most appropriate for adult students. This grant aims to identify and implement successful models and practices to re-enroll adult learners who have previously left higher education without completing their certifications or degrees. The agency is seeking proposals from organizations that can manage a state-wide coordinated strategy that includes, but is not limited to, the following services: data analytics, multi-channel marketing, live professional coaching, and a platform-based user experience. The successful organization will also provide a report at the conclusion of the grant on lessons learned and recommendations for a comprehensive, statewide re-enrollment strategy for the Board to consider.

**Grant Period:** The anticipated grant period will be January 1, 2025 to June 30, 2025.

**Grant Funding:** Organizations may apply for the grant in the amount required to implement the initiatives within the term of the grant. IBHE anticipates awarding up to \$2,000,000 to an organization.

**Application Deadline:** The application materials must be submitted via email to [SRS@ibhe.org](mailto:SRS@ibhe.org). Applications must be received by 12:00 pm on December 3, 2024 to be considered for funding.

**Contact Person:** For more information on this application, send inquiries to [SRS@ibhe.org](mailto:SRS@ibhe.org).

## **Background and Program Specifications**

IBHE established the *Statewide Re-enrollment Strategy* grant to support the re-enrollment of adult learners who started college but never earned a degree or credential, aligned with the state's higher education strategic plan, [A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth](#). Key points for this strategy are re-engaging adults who dropped out or stopped out, providing wrap around student services for adults, pursuing financial strategies to mitigate barriers to enrollment, and adopting teaching and learning methodologies and practices most appropriate for adult students. This grant aims to identify and implement successful models and practices to re-enroll adult learners who have previously left higher education without completing their certifications or degrees. The agency is seeking proposals from organizations that can manage a state-wide coordinated strategy that includes, but is not limited to, the following services: data analytics, multi-channel marketing, live professional coaching, and a platform-based user experience. The successful organization will also provide a report at the conclusion of the grant on lessons learned and recommendations for a comprehensive, statewide re-enrollment strategy for the Board to consider.

## **Funding Allowances**

Organization proposals should reflect a comprehensive plan to re-enroll adult learners at Illinois public universities and community colleges. Grant funding should cover services as well as capacity to produce the report as required by g) of the Proposal Narrative section on page 3:

- Data Analytics
- Multi-Channel Marketing
- Live Professional Coaching
- Platform-based User Experience

## **Proposal Format**

Each proposal must be submitted in the format outlined below. Please review the attachments carefully. The following may be used as a checklist in assembling your completed proposal.

1. **Uniform Application for State Grant Assistance (Attachment 1):**

This form must be completed, dated, and signed by the President/CEO of the fiscal agent.

2. **Proposal Narrative (Attachment 2):**

Maximum of 10 double spaced pages, size 12 font, Times New Roman, and 1-inch margins. Within the proposal narrative, please provide a comprehensive plan to re-enroll adult learners at Illinois public universities and community colleges. The proposal should demonstrate the organization's

- a) plan to collaborate with multiple institution types. (i.e. public 4-years & community colleges) and identify the number of adults projected to be recruited and re-enrolled;
- b) data analytics capabilities, analyzing raw data to draw meaningful insights. How will potential students to be re-enrolled be identified and reached? How will data be used to inform student success strategies?
- c) multi-channel marketing capabilities. How will indirect and direct channels and platforms be used to market to and successfully reach adult learners?
- d) capabilities to provide live professional coaching to institutions and students. How does the organization plan to collaborate with institutions to identify goals, overcome obstacles, and create action plans for re-enrolling adult learners? What coaching and supports will be provided to students?
- e) If technology is planned to attract and/or engage potential students, describe or show the platform-based user experience. How user friendly is the platform for a working adult audience? What about individuals who are not comfortable with technology?
- f) plan to create a network of internal stakeholders at partnership institutions to coordinate services in order to streamline services to students and reporting to IBHE.
- g) plan to evaluate and report on the lessons and the success of these initiatives in recruiting, re-enrolling, retaining, and completing returning adult student population(s) to bring long-term sustainability after the grant period. The grantee will be required to provide a comprehensive report to the agency on recommendations for a comprehensive strategy to re-enroll and support adult learners, including student-focused strategies and institutional changes required.

3. **A Grant Budget with narrative descriptions of each line (Attachment 3):**

Complete the budget template for each category including a detailed Budget Narrative of the estimated expenditures in the budgeted category. Within the Budget Narrative, please indicate how the budgeted items will achieve the plan in the Proposal Narrative. Indirect costs are limited to 10% of the total awarded amount. Sign the certification statement indicating your organization is eligible for this grant program based on the criteria listed above.

## Review of Proposals

Proposals will be reviewed, scored according to the rubric below, and selected by a committee convened by the Illinois Board of Higher Education. The organization with the highest score based on the rubric below will be awarded funding up to the funding available. All applicants will be notified of the panel’s recommendations via email message to each organization’s primary grant contact.

### **FY25 Statewide Re-enrollment Strategy Grant Application Requirements and Scoring Rubric:**

**Submitted the Required Documents:**

- Uniform Application for State Grant Assistance – **Attachment 1**
- Proposal Narrative – **Attachment 2**
- A Grant Budget with narrative descriptions of each line and signed certification statement – **Attachment 3**

<b>PROPOSAL REVIEW CRITERIA</b>	<b>MAX. POINTS</b>
Strength of organization’s plan to collaborate with multiple institution types. (i.e. public 4-years & community colleges)	5
Strength of organization’s data analytics capabilities, analyzing raw data to draw meaningful insights. How will potential students to be re-enrolled be identified and reached? How will data be used to inform student success strategies?	20
Strength of organization’s multi-channel marketing capabilities. How will indirect and direct channels and platforms be used to market to and successfully reach adult learners?	15
Strength of organization’s capabilities to provide live professional coaching to institutions and students. How does the organization plan to collaborate with institutions to identify goals, overcome obstacles, and create action plans for re-enrolling adult learners? What coaching and supports will be provided to students?	15
Strength of organization’s platform-based user experience. How user friendly the platform is (i.e. utility, ease of use, & efficiency).	10
Strength of organization's plan to create a network of internal stakeholders at partnership institutions to coordinate services in order to streamline services to students and reporting to IBHE.	15
Strength of organization’s plan to evaluate and report on the lessons and the success of these initiatives in recruiting, re-enrolling, retaining, and completing returning adult student population(s) to bring long-term sustainability after the grant period.	20
<b>TOTAL SCORE</b>	<b><u>100</u></b>

**Items below are for informational purposes only and not required as part of the request for proposal submission.**

**1. Project, Expenditure Reporting and Grant Payments:**

Each grantee will be required to submit project and expenditure reports. The reports will describe the progress of the project in carrying out the activities described in the proposal. The anticipated submission and period of these reports will be the following:

<u>Project Period</u>	<u>Submission Due Date</u>
Period 1 – January 1 to March 31, 2025	April 30, 2025
Period 2 – April 1 to June 30, 2025	July 15, 2025
Close-out Report (narrative and financial)	July 31, 2025
Final Recommendations Report	July 31, 2025

**2. Uniform Grant Agreement Sample (Attachment 4):**

This is a sample of the agreement that will be used between IBHE and the grantee. This is not required to be completed and submitted with the request for proposal.