

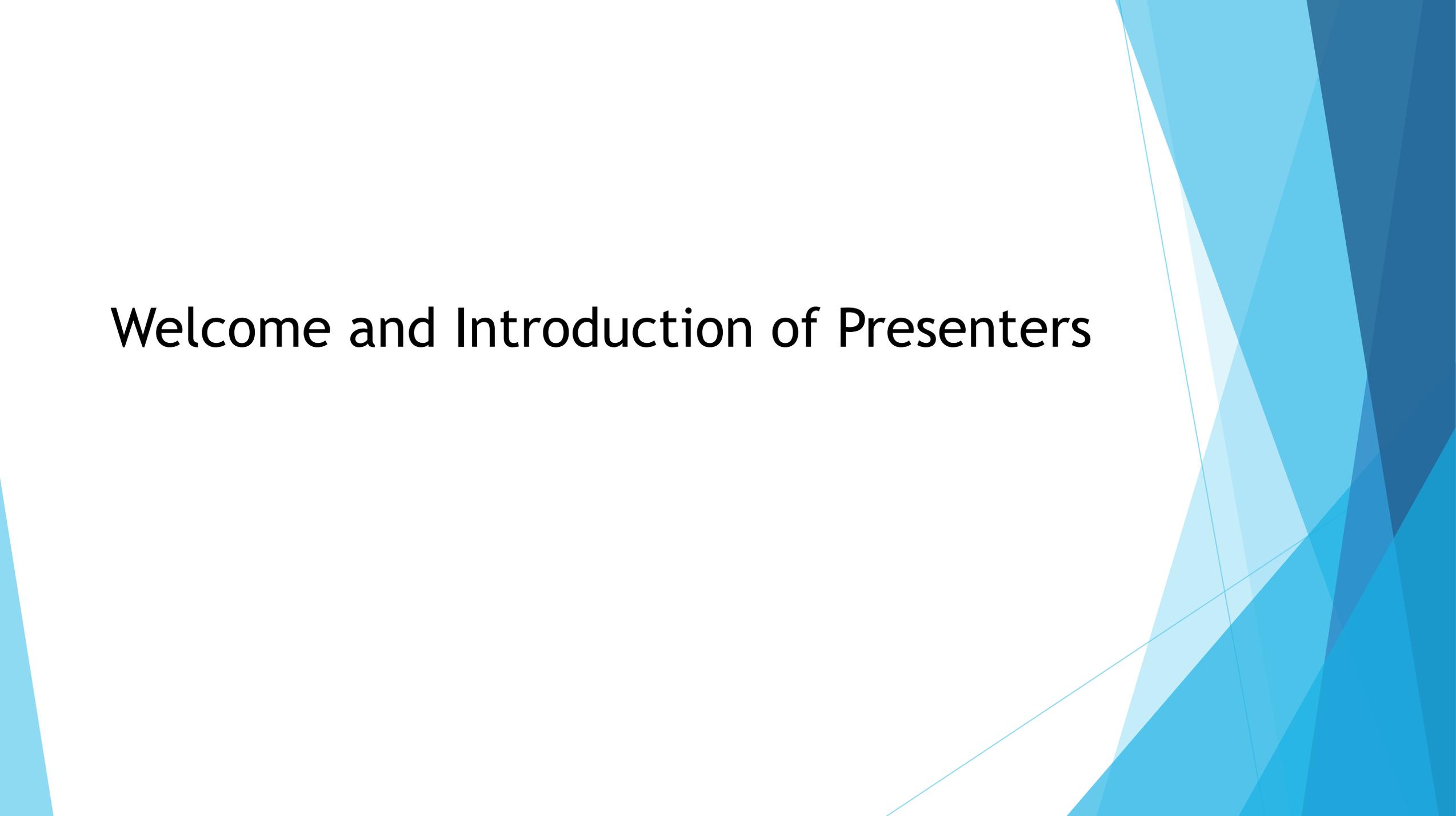
OFFICE OF POSTSECONDARY EDUCATION
HIGHER EDUCATION PROGRAMS
STUDENT SERVICE

November 20, 2020 Presentation

Fund for the Improvement of Postsecondary
Education Program—Career and Educational
Pathways Exploration System Program (Career
Pathways)



Welcome and Introduction of Presenters

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the slide, creating a modern, layered effect.

Agenda

Welcome

General Information

Career Pathways-Purpose

Eligibility Requirements

Absolute Priority

Award Information

Application Review and Selection Process

Application Submission Information



▶ LINDA BYRD-JOHNSON,
SENIOR DIRECTOR,
STUDENT SERVICE



▶ **CHRIS MCCAGHREN,
DEPUTY ASSISTANT
SECRETARY FOR
HIGHER EDUCATION
PROGRAMS**



General Information

- ▶ Notice Inviting Applications (NIA) is in the Federal Register
- ▶ Download application package in Grants.gov (84.116C)

General Information

- ▶ November 9, 2020, application period opened.
- ▶ December 9, 2020, by 11:59:59 Eastern Time, application period closes.
- ▶ December 14-18, 2020, review of proposals.
- ▶ December 30, 2020, awards announced.
- ▶ January 1, 2021, grant period begins.

Fund for the Improvement of Postsecondary Education—Career Pathways

--Purpose--

- ▶ To develop technology-based or technology-enabled career exploration systems that enable high school students to identify and explore career opportunities that align with their interests, ambitions and aptitudes;
- ▶ Learn from individuals who work in those fields about the nature of their work and opportunities available in their fields; and
- ▶ Identify education and training options-including non-college programs such as work-based learning opportunities, military training, apprenticeships and employer-sponsored training--that enable entry to or advancement in those careers.

Who is Eligible to Apply?

- ❑ Public and private nonprofit institutions and agencies with expertise in workforce development and/or career counseling, alone or in partnership with;
 - Institutions of Higher Educations;
 - Other public and private nonprofit institutions and agencies (such as state workforce boards, employers, trade associations, or labor unions)

Who is Eligible to Apply?

How to submit documentation

- Other Attachments
 - Upload your non-profit documentation as a PDF to the other attachment form in [grants.gov](https://www.grants.gov).

Career Pathways Program

Award Information

- Estimated Available Funds - \$9,900,000
- Estimated Range of Awards: \$4,400,000-9,000,000.
(Budgets may not exceed range cap but may be below the estimated range)
- Estimated Number of Awards: 1-2
- Project Period: Up to 36 months
- Grant Performance/Budget Period: January 1 - December 31

Award Information

Absolute Priority

Providing Career and Education Pathways Exploration Activities

To meet this priority, applicants must submit--

- (a) A plan to create or expand a sustainable technology-based or technology-enabled career and education pathways exploration system that accomplishes all of the following objectives:

Absolute Priority

- ▶ 1) Enabling high school students to identify and learn about career opportunities based on their personal interests, aptitudes, and career goals;
- ▶ (2) Enabling high school students to identify, consider, and compare the possible education and training pathways that lead to career entry and advancement in their fields of interest;

Career Pathways Absolute Priority (cont.)

- ▶ (3) Engaging individuals who work in featured occupations, or using other interactive bot technologies simulating interaction with an individual, to provide information to students about their experience working in the field, the aptitudes and attitudes that are necessary for success, and the challenges and opportunities typical for those who work in the field; and

Career Pathways Absolute Priority (cont.)

- ▶ (4) Enabling students to use embedded financial tools to compare the cost and benefits of the career options and educational pathways they are considering, including the long-term impact of taking student loans on their financial security, including likely entry and mid-career earnings in featured fields.
- ▶ (b) An evaluation plan to assess the effectiveness of the system in assisting students in identifying their career goals, identifying potential education pathways to achieve that goal, and comparing the costs and benefits of each pathway.
- ▶ (c) A logic model for developing and implementing the project.

Award Information

Absolute Priority

- ▶ Please address the absolute priority separately in the project narrative section with a header “Absolute Priority” to make it identifiable.

Absolute Priority 1

- ▶ It will be used to determine eligibility;
- ▶ The Absolute Priority will be assessed by the peer reviewer as part of the project design;
- ▶ All four components must be addressed including the logic model;
- ▶ Did you provide an exceptional approach to the Absolute Priority? It must be convincing to the peer reviewer that will provide an assessment.

Career Pathways Program Requirements

- ▶ Independent Evaluation.
- ▶ A grantee must conduct an independent evaluation of the activities carried out under the grant and submit to the Department an annual report that includes--
 - ▶ (a) A description of how the grant funds were used;
 - ▶ (b) The performance of the project with respect to, at a minimum, the performance measures described in the approved application; and
 - ▶ (c) A quantitative analysis of the effectiveness of the project.

Career Pathways Program Requirements (cont.) Use of Funds

- (a) Development of a technology-based or technology-enabled career exploration and pathways system that enables students to identify career options and possible education and training pathways based on their interests, aptitudes, and goals.
- (b) Identifying and recruiting individuals who work in featured occupations to participate in content development for the system and providing career information to students.

Career Pathways Program Requirements (cont.) Use of Funds

- (c) Providing training to high school guidance counselors and teachers on proper use of the system to help students explore career opportunities and educational pathways.
- (d) Disseminating information about the system to high schools, workforce development boards, training providers, IHEs, and other entities.

Selection Criteria

- ▶ The selection criteria are the criteria against which the peer reviewers evaluate and score each application.
- ▶ The Department selects grantees based on peer reviewer scores, so clearly addressing the selection criteria is critical.
- ▶ Respond to the selection criteria and each factor in the appropriate section.
- ▶ The project narrative should be organized in seven labeled sections that correspond to and follow the order of the seven selection criteria.
 - a. Significance
 - b. Quality of the Project Design
 - c. Quality of the Project Services
 - d. Quality of the Project Personnel
 - e. Adequacy of Resources
 - f. Quality of the Management Plan
 - g. Quality of the Project Evaluation
- ▶ The maximum total score that any applicant may receive on the seven selection criteria is 100 points.

Selection Criteria

Seven (7) evaluation areas:

Total Possible Score

a. Significance	20
b. Quality of the Project Design	25
c. Quality of the Project Services	10
d. Quality of the Project Personnel	10
e. Adequacy of Resources	5
f. Quality of the Management Plan	15
g. Quality of the Project Evaluation	15

Total Max. Score Possible	100
----------------------------------	------------

Significance

(up to 20 points)

In determining the significance of the proposed project, the Secretary considers the following factors:

- 1) The extent to which the proposed project is likely to build local capacity to provide, improve, or expand services that address the needs of the target population.
- 2) The potential replicability of the proposed project or strategies, including, as appropriate, the potential for implementation in a variety of settings.

Questions to Consider - Significance

- ▶ Does the project or proposed strategies have potential to be replicated in a variety of settings?
- ▶ If the project is successful, what improvements or systemic changes are expected?

Quality of the Project Design

(up to 25 points)

In determining the quality of the design of the proposed project, the Secretary considers the following factors:

- 1) The extent to which the goals, objectives, and outcomes to be achieved by the proposed project are clearly specified and measurable.
- 2) The extent to which the design of the proposed project is appropriate to, and will successfully address, the needs of the target population or other identified needs.
- 3) The extent to which the design for implementing and evaluating the proposed project will result in information to guide possible replication of project activities or strategies, including information about the effectiveness of the approach or strategies employed by the project.
- 4) The extent to which the proposed project represents an exceptional approach to the priority or priorities established for the competition.

Questions to Consider – Project Design

- ▶ Is there evidence that supports your approach to the design of the project?
- ▶ How do the objectives relate to the project goals and what are the anticipated outcomes? Are they measurable?
- ▶ Have you identified the target population? Their challenges? Needs?
- ▶ Will the design or implementing the project be able to guide in replication?
- ▶ How will the project continue after the grant period?
- ▶ How well did you address the absolute priority?

Quality of the Project Services

(up to 10 points)

In determining the quality of the services to be provided by the proposed project, the Secretary considers the quality and sufficiency of strategies for ensuring equal access and treatment for eligible project participants who are members of groups that have traditionally been underrepresented based on race, color, national origin, gender, age, or disability. In addition, the Secretary considers the following factors:

- 1) The extent to which the services to be provided by the proposed project are appropriate to the needs of the intended recipients or beneficiaries of those services.
- 2) The extent to which the services to be provided by the proposed project reflect up-to-date knowledge from research and effective practice.

Questions to Consider – Project Services

- ▶ Are the proposed services appropriate for the targeted outcome/impact? Do they meet the need of students, parents.
- ▶ Was the most up-to-date research and effective practices used for the delivery of services.

Quality of Project Personnel

(up to 10 points)

In determining the quality of the personnel who will carry out the proposed project, the Secretary considers the extent to which the applicant encourages applications for employment from persons who are members of groups that have traditionally been underrepresented based on race, color, national origin, gender, age, or disability. In addition, the Secretary considers the following factors:

- 1) The qualifications, including relevant training and experience, of the project director or principal investigator.
- 2) The qualifications, including relevant training and experience, of key project personnel.

Questions to Consider – Project Personnel

- ▶ Is the experience and training of the Project Director and key personnel directly related to the activity objectives?
- ▶ Did the qualifications provided include details regarding training and experience requirements.

Adequacy of Resources

(up to 5 points)

In determining the adequacy of resources for the proposed project, the Secretary considers the following factors:

- 1) The extent to which the budget is adequate to support the proposed project.
- 2) The extent to which the costs are reasonable in relation to the objectives, design, and potential significance of the proposed project.

Questions to Consider - Resources

- ▶ How are the resources related to the successful implementation of the project? Are they adequate to support the project.
- ▶ Are the requested funds reasonable in relation to the complexity and scale of the project?

Quality of the Management Plan

(up to 15 points)

In determining the quality of the management plan for the proposed project, the Secretary considers the following factors:

- 1) The adequacy of the management plan to achieve the objectives of the proposed project on time and within budget, including clearly defined responsibilities, timelines, and milestones for accomplishing project tasks.
- 2) The adequacy of procedures for ensuring feedback and continuous improvement in the operation of the proposed project.
- 3) The adequacy of mechanisms for ensuring high-quality products and services from the proposed project.

Questions to Consider – Management Plan

- ▶ What is the plan to ensure proper and efficient management of the project, including methods of coordination across organizational units, partners, stakeholders, etc.? Who is responsible for what?
- ▶ How will you ensure that the project is on schedule and within budget to meet the identified goals and objectives of the project?
- ▶ Have sufficient staff and time been committed to ensure that the identified goals and objectives are met?
- ▶ Did you provide procedures for on-going evaluation and continuous improvement.
- ▶ Did the management plan demonstrate how the project will produce high-quality products and services.

Quality of the Project Evaluation

(up to 15 points)

In determining the quality of the evaluation, the Secretary considers the following factors:

- 1) The extent to which the methods of evaluation are thorough, feasible, and appropriate to the goals, objectives, and outcomes of the proposed project.
- 2) The extent to which the methods of evaluation include the use of objective performance measures that are clearly related to the intended outcomes of the project and will produce quantitative and qualitative data to the extent possible.

Questions to Consider – Project Evaluation

- ▶ Describe the methods for data collection and evaluation?

Performance Measures

- ▶ Within every program in the Department, we identify measures that when aggregated help inform us and the public of progress and performance toward reaching the purpose of the program.
- ▶ The applicant should also propose performance measures that produce data about the desired outcomes.

Program Specific Performance Measures

- ▶ Project-specific performance measures. How each proposed performance measure would accurately measure the performance of the project and how the proposed performance measures would be consistent with the performance measures established for the program funding the competition.
- ▶ **Baseline Data**
 - (1) Why each proposed baseline is valid; or
 - (2) If the applicant has determined that there are no established baseline data for a particular performance measure, an explanation of why there is no established baseline and of how and when, during the project period, the applicant would establish a valid baseline for the performance measure.

Program Specific Performance Measures

- ▶ (d) Performance targets. Why each proposed performance target is ambitious yet achievable compared to the baseline for the performance measure and when, during the project period, the applicant would meet the performance target(s).
- ▶ (e) Data collection and reporting.
 - ▶ (1) The data collection and reporting methods the applicant would use and why those methods are likely to yield reliable, valid, and meaningful performance data; and
 - ▶ (2) The applicant's capacity to collect and report reliable, valid, and meaningful performance data, as evidenced by high-quality data collection, analysis, and reporting in other projects or research.

Budget Tips

- ▶ Budgets should reflect the scale and scope of the project.
- ▶ Budgets may not exceed the estimated range of \$4,400,000 - \$9,000,000 (but they may be below the estimated range).
- ▶ Complete the ED standard form 524 and prepare a detailed budget narrative that includes the costs and justification of costs.
- ▶ No cost share or matching requirements.
- ▶ The indirect cost rate is **8 percent**.
- ▶ Budgets will be evaluated by peer reviewers for relevance and appropriateness. Program staff will also review budgets to ensure that proposed costs are justifiable, reasonable and allowable.

Review and Selection Process

- ▶ Applications are screened to ensure that they meet all the requirements of the program.
- ▶ Peer reviewers have expertise in areas pertinent to a grant program.
- ▶ All reviewers are screened for conflicts of interest to ensure a fair and competitive review process.
- ▶ Reviewers will read and score applications for each selection criterion as well as the absolute priority.
- ▶ A rank order of all applications is developed based on the peer review score.

Application and Submission Information

- **Register early**: Grants.gov registration involves many steps including registration on SAM (www.sam.gov).
- **Write clearly**: Peer reviewers have only your writing to evaluate.
- **Submit Early**: We strongly recommend that you do not wait until the last day to submit your application.

**READ THE NIA. UNDERSTAND THE REQUIREMENTS.
PLAN AHEAD.**

Applying Through Grants.gov

Visit Grants.gov for submission procedures and tips for applicants

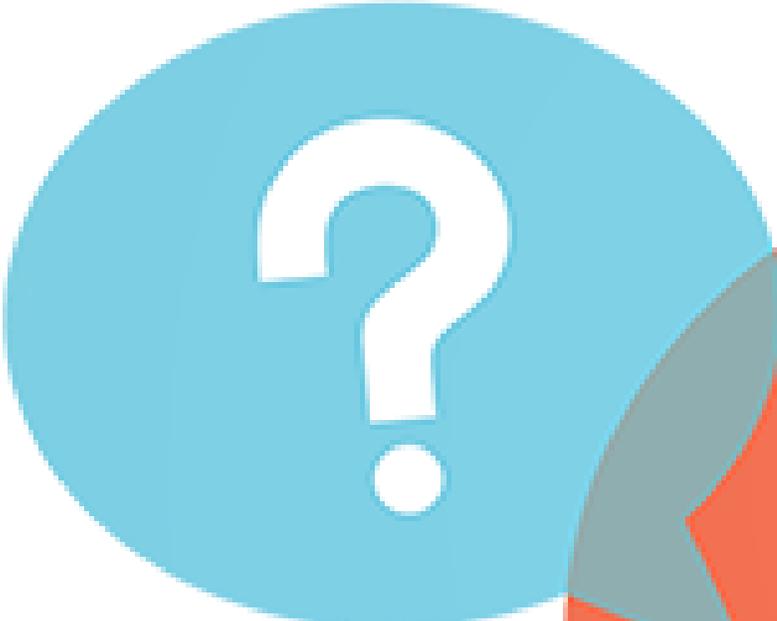
- ▶ Electronic submission required through grants.gov unless you have a waiver. The application uploading process is time consuming. Please submit your application early.
- ▶ Grants.gov applicants can apply online using Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different web forms within an application.
- ▶ Workspace, Adobe Forms and PDF Files Required
- ▶ For access to complete instructions on how to apply for opportunities, refer to: <https://www.grants.gov/web/grants/applicants/workspace-overview.html>
- ▶ If you have problems submitting to Grants.gov, please contact Grants.gov Customer Support at 1-800-518-4726 or email at: <mailto:support@grants.gov> or access the Grants.gov Self-Service Knowledge Base web portal at: <https://grants-portal.psc.gov/Welcome.aspx?pt=Grants>

Contact Information

Sharon Easterling
Co-Competition Manager
Sharon.easterling@ed.gov
202-453-7425

Carmen Gordon
Co-Competition Manager
Carmen.Gordon@ed.gov
202-453-7311

Questions



Closing

Thank you for attending!

