



## Narratives

### Executive Summary

In order to broaden the impact of the MLK Day of Service, increase and promote volunteering, and address specific community issues surrounding education, healthy futures, and disaster preparedness, Wisconsin Campus Compact (WiCC) will be launching the 2012 MLK Collegiate Challenge.

The 2012 MLK Collegiate Challenge will mobilize college students across the country to collaboratively engage with community partners in service centered around education, healthy futures, and disaster preparedness & awareness in their local communities on January 16, 2012.

The purpose of the 2012 MLK Collegiate Challenge is to mobilize students, community members, and community organizations to observe MLK Day not as "day off" but a "day on". The focus of the 2012 MLK Collegiate Challenge remains on the MLK Day of Service and the activities that will take place on that day. However, during the mini-grant application process, special emphasis will be placed on and preference given to applicants who assure the selection committee that the volunteers that they recruit for their MLK Day projects make a long-term commitment to service 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 as co-applicants.

-encouraging the volunteers to sign a pledge to commit to 100 additional hours of service throughout the next year.

-connecting MLK Day volunteers to other service opportunities that will take place before or after the day of service. (For those applicants who plan to emphasize disaster services in their local community on the day of service, an alternative break to a place affected by a disaster would be an opportunity to continue their commitment to service.)

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### Program Design

#### A. Goals and Objectives

"Let us rise up tonight with a greater readiness. Let us stand with a greater determination. And let us move on in these powerful days, these days of challenge to make America what it ought to be. We have an opportunity to make America a better nation."

--Rev. Dr. Martin Luther King, Jr.

Focus: Education

#### Engaging College Students to Identify and Invest in Community Solutions

The report "College Students Helping America," released by the Corporation for National and Community Service in 2006, concluded that college student volunteering increased by approximately 20 percent between 2002 and 2005, with 30.2% of college students volunteering in 2005. Although this number is above the 28.8% volunteer rate for the general adult population, it still indicates that nearly 70% of college students remain an untapped resource in meeting community needs. In recognition of this opportunity, in its 5 year strategic plan (2005-2010), CNCS set the strategic goal to increase the number of college students volunteering each year to 5 million by 2010. In its strategic plan, the Corporation cited Campus Compact as a key partner in its efforts to increase the number of student volunteers.

The National Center for Education Statistics indicates that college enrollment hit a projected record

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level of 18 million in fall 2007 and is expected to continue setting new records increasing 14 percent through fall 2016. This is a critical time to capture the energy of college-age volunteers. The Higher Education Research Institute's annual survey of incoming first year college students found that between 1984 and 2003 there was a dramatic increase in those who reported that they had volunteered while in high school. The rise in volunteering was mostly an increase in episodic activities. While increasing the number of college student volunteers is no longer a strategic goal for the Corporation, universities offer a significant and growing volunteer pool that must be tapped.

According to the Points of Light Foundation and Hands on Network, an effective method for introducing individuals to volunteerism or, in the case of many college students, reintroducing them, is to engage them in one-day episodic volunteer opportunities such as the Martin Luther King Jr. Day of Service. They assert that a positive one-day service opportunity can "turn people on to service so they will become life-long volunteers."

Focus: Healthy Futures

"I have the audacity to believe that people everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits."

Rev. Dr. Martin Luther King, Jr.

As communities struggle to find fresh food, the nation struggles with an obesity epidemic, and the USDA has released a new food pyramid plate it is becoming increasingly important to encourage community members - young and old - to eat healthy and stay active. The MLK Day of Service is a perfect opportunity for college students to reach out to the senior members in their communities with a special

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focus on healthy eating and aging in place. Seniors have a lifetime of experiences to share and a desire to improve the communities in which they live.

The 2012 MLK Collegiate Challenge will place an emphasis on encouraging college students to collaboratively engage senior community members to help identify, invest in, and lead community projects focussed on healthy futures in areas disproportionately affected by obesity. Student organized projects may include events such as leading a community fitness event, planning or participating in a community garden, or providing informational workshops.

Focus: Disaster Services

"An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity."

--Rev. Dr. Martin Luther King, Jr.

A disaster occurs when an extreme event exceeds a community's ability to cope with that event. Disasters can happen anywhere at anytime and an important part of a community being able to cope with a disaster is being prepared. The 2012 MLK Collegiate Challenge will use the Campus Compact network of over 1100 institutions to encourage college students to address this vital community issue through service and volunteerism in the spirit of Martin Luther King, Jr. Institutions of higher education are very often the hub of the community in which they are located. By focussing the efforts of college faculty, staff, and students on disaster preparedness and disaster services on the MLK Day of Service these institutions will not only be provide vital trainings but will serve as important hubs should

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the inevitable occur.

A portion of the disaster services focus will be encouraging campuses to connect the service events on the MLK Day of Service with opportunities to serve in this focus area beyond the MLK Day of Service. Among trends in higher education volunteerism, episodic volunteer opportunities are high on the list. These one-time service activities allow students to become engaged in an issue in a short-term capacity; usually less than a day (idealist.org).

While these one-time service activities are useful for introducing students to service in their community, students often walk away with little to no level of commitment to the issue beyond the day worth of service they just provided. The goal will be to keep students actively engaged throughout a semester by combining episodic service opportunities, like MLK Day of Service, with semester long education and direct service opportunities (such as those offered by Alternative Break programs). Students will then be encouraged and held accountable to stay engaged with the societal issues their MLK Day team is focussed on.

Campus Compact's over 35 state offices located in each geographic region and 1100 member institutions are in a unique position to connect to mini-grantees in every state. Campus Compact campuses, through their commitment to community service, civic engagement, and service learning are charged with continuing to develop and strengthen relationships in the community with a focus on identifying and solving community challenges. The MLK Day of Service will offer an opportunity for student-led projects to leverage public-private partnerships and gather community funds and resources to support projects that are of vital community importance. Project teams will be responsible for developing public-

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private relationships to mobilize volunteers and secure needed funds, food, & supplies for MLK Day of Service Projects.

The 2012 MLK Collegiate Challenge will aim to:

- increase student volunteerism, recruit first-time service participants, and meet community need by mobilizing 12,000 volunteers to serve their communities on the Martin Luther King, Jr. Holiday weekend.
- increase the ability of local communities to be organized and prepared to respond to a disaster by conducting 5 disaster preparedness trainings and service opportunities on MLK Day
- engage new and diverse groups through collaborations with community organizations, religious institutions, and businesses that have not previously participated in MLK Day of Service activities and mobilize 15% minority participation
- leverage public-private partnerships through the mobilization of 300 community partners to collaboratively identify and invest in solutions to community challenges.
- motivate MLK Day of Service Volunteers to continue to answer the call to service beyond the Martin Luther King Jr. Day of Service by encouraging 50% of participants to commit to serving 100 hours of service during the coming year.

### B. Description of Activities

Upon notification of selection as an intermediary grantee for the martin Luther King Jr. Day of Service FY 2011 a request for proposals (RFP) will immediately be released to potential subgrantees in the five (5) regional CNCS clusters. Campus Compact is a network of over 1100 colleges and universities with 35 state offices located in each geographic region of the country. Campus Compact is in a unique position to

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connect with states in every region. (Note: Prior to submitting this grant application multiple conference calls were convened to discuss a potential application for the 2012 MLK Day of Service grant. A significant amount of interest has been shown by Campus Compact State Offices in each CNCS regional cluster.) Subgrantees will have one (1) week to complete and return their applications to Wisconsin Campus Compact.

A subgrantee selection committee will immediately be convened by the Wisconsin Campus Compact Program Director. The review committee will be comprised of no less than five (5) members. One (1) member will represent a non-competing non-profit organization, one (1) member will represent a non-competing institution of higher education, one (1) member will represent a business. The Wisconsin Campus Compact Executive Director (1) as well as the Program Director from Wisconsin Campus Compact (1) will also be on the review committee bringing the total number of members to five (5). The review process will take two (2) days.

Upon completion of the subgrantee review process, the Board of Regents of the University of Wisconsin System on behalf of the University of Wisconsin-Extension and Wisconsin Campus Compact will authorize a federal subcontract with each of the five (5) subgrantees - one subgrantee representing each of the five CNCS regional clusters. The federal subcontract will ensure financial and programmatic reporting compliance.

Each cluster subgrantee will receive \$15,000 to conduct their own competitive mini-grant process. The cluster subgrantee will be responsible for appointing a cluster coordinator who will solicit and lead the review of mini-grant applications from campuses in their respective clusters. The cluster subgrantee will provide mini-grants to a minimum of 8 higher education institutions in their cluster. The cluster coordinator will convene a review committee comprised of no less than five (5) members. One (1)



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member will represent a non-competing non-profit organization located in the cluster, one (1) member will represent a non-competing institution of higher education in the cluster, one (1) member will represent a business in the cluster. The cluster coordinator (1) as well as the Program Director from Wisconsin Campus Compact (1) will also be on the review committee bringing the total number of members to five (5).

Members of the review committee will be required to sign a conflict of interest form ensuring for a fair review process. Wisconsin Campus Compact will provide the selection criteria as laid out in this application and ensure that each selection committee is well versed in the goals of the 2012 Martin Luther King, Jr day of service.

During this process Wisconsin Campus Compact will routinely confer and correspond with the CNCS Program Officer to ensure that the mini-grant selection process remains open, competitive, and transparent.

Compact cluster grantees will be selected by demonstrating their capacity to do the following:

- Select a MLK Cluster Coordinator to oversee the application and selection process and manage the fiscal oversight, especially match documentation, and dissemination of funds to selected mini-grant recipients
- Create a plan to meet the expected recruitment and partnership targets
- Participate in three required grantee technical assistance calls/webinars in fall and winter 2011
- Submit project descriptions for posting to the designated project registration website by November 18
- Submit required reports including a mid-term update in November, a snapshot report on the evening of the MLK Day of Service and a post-project report in February

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- Develop outreach and publicity strategies
- Mobilize 15% minority participation
- Demonstrate how the grant will lead to sustainable volunteering efforts beyond the actual MLK Day of Service

WiCC will distribute the "Engaging College Students", a "Disaster Preparedness", and "Alternative Break" Toolkits to all subgrantees. WiCC will also provide mini-grant RFP documents, including mini-grant applications and match documentation guidelines, and will facilitate several technical assistance calls/webinars to ensure understanding and compliance.

The MLK Day of Service will be student- & student organization-led events under the direction of a lead staff member and in collaboration with a minimum of (2) community organizations. Students will be required to plan, organize, and implement the day of service on their campus recruiting community members, their peers, and students at local primary and secondary schools to participate. 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. The mini-grant review committee will be advised to give special consideration to communities & campuses that are located in areas that may not have previously hosted a CNCS sponsored MLK Day of Service. Special consideration will also be given to applications that identify a pressing community need and clearly define how the project will impact those needs. A cluster subgrantee's mini-grant recipients will be selected by demonstrating their capacity to fulfill the following responsibilities in order to receive funding:

- Identify a Project Director for their MLK event(s)
- Assemble a MLK Day of Service Planning Committee with student and community organization

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- Establish community partnerships (e.g., non-profit agencies, local businesses, social service organizations and K-12 schools) for the service activities
- Implement successful service projects
- Implement outreach and publicity strategies
- Schedule projects to begin or occur in significant part on the federal legal King Holiday weekend
- Meet the designated recruitment and partnership targets
- Participate in two technical assistance calls, hosted by WiCC
- Submit project descriptions for posting on the designated website by November 18
- Facilitate reflection on the life and legacy of Dr. Martin Luther King on the project day
- Identify local community needs and how the service event will impact those needs
- Provide participants with the opportunity to take the 2012 MLK Year Challenge pledge in which they commit to 100 additional hours of service over the course of a year
- Provide participants with a list of other ways to stay involved in service locally and nationally (alternative breaks, connecting with community organizations, joining a service organization, etc)
- Collect and collate on-site project evaluations and pledges from each volunteer
- Identify ways to effectively manage risk related to travel-based program, such as having all volunteers sign a pledge to not use alcohol and drugs, etc
- Complete a post-project report by deadline

The MLK Day of Service will be student- & student organization-led events under the direction of a lead staff member and in collaboration with a minimum of (2) community organizations. Connecting to community partner organizations such as neighborhood associations, community centers, churches, and YMCA's with a focus to mobilize minority communities. During the sub-grantee & mini-grant review process, preference will be given to applicants that identify and specify how they will mobilize

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minority participation in their MLK Day activities.

Funding preference will be given to applicants that facilitate a Semester of Service (fall semester = 9/11 Day of Service through MLK Day; spring semester = MLK Day through Global Youth Service Day), collaborate with other high education institutions, implement a disaster preparedness training, organize alternative break trips to areas affected by disasters or other opportunities for volunteers to continue their call to service.

### The Campus Model

Throughout his life, Martin Luther King Jr. sought to bring diverse people together to solve problems in an effort to form "the beloved community." He once said that "life's most persistent and urgent question is 'What are you doing for others?'" The 2012 MLK Collegiate Challenge with its focus on education, healthy futures, and disaster services seeks to create a model to bring together diverse groups of students to positively impact their communities. Introducing students to the community, community challenges, and community organizations can change their perceptions of and participation in those local communities during their college years. Likewise, the stereotypes between campus and community begin to break down when the two groups meet one another and work together. This reality will become evident to MLK Day participants, increasing not only their capacities to see how they truly make a difference in their communities, but also increasing their desire to continue volunteering.

Recommended roles for a campus to successfully implement the MLK Collegiate Challenge include:

Project Director -- (one per institution) staff person who oversees the entire project. Typically an individual who works in the community service/service-learning office on campus.

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Site/Training Leader (one per project site) --staff/faculty member or graduate assistant who participates in a site leader orientation, maintains the challenge packet, manages a team's seed money, drives the van (if applicable), facilitates team ice-breaker and reflection activities, and oversees team efforts to acquire project materials and complete the project activities and tasks.

Student Planning Committee -- group of students that takes the lead with planning and implementing the project. From within this group a suggested division of responsibilities is listed below:

- Site Development Coordinator -- Communicates with community partners to assist with service challenge site research and development. Assists with site leader recruitment, communication, and training. Develops site leader informational packets for the event, as well as facilitates and coordinates the Challenge Packet selection process.
- Publicity Coordinator -- Coordinates the design and distribution of event posters, promotional emails, radio spots, and other ideas as brainstormed by the committee. Also responsible for signage at the event (quote-posters, thank yous, etc.). Shares responsibility with Registration for club mass mailing.
- Fund Development Coordinator -- Develops public-private relationships to raise funds, donate food, and supplies for MLK Day activities.
- Registration Coordinator -- Creates and manages large database of participant registrations, and communicates confirmations with each participant. Shares responsibility with Publicity for club mass mailing. Fully coordinates registration the morning of the event.

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- Day-of-Event Coordinator -- Coordinates opening/closing ceremonies, including contacting and confirming speakers, incorporating MLK educational components, designing the Pledge Card campaign, and end-of-day evaluations & MLK focussed reflection.

- Hospitality Coordinator -- Responsible for arranging continental breakfast, sack lunches, and pizza dinner.

- Education Coordinator -- Responsible for gathering and developing materials specific to community needs.

Local service projects focused on education, healthy futures, and disaster services are selected by the committee based on requests of local community agencies or schools, placing priority on projects with greatest need for completion. In addition to the resource kits provided by WiCC, projects will be provided an extensive resource list and will be encouraged to connect with resources available through existing federal agencies, partners, and the mlkday.gov web site.

Students & campuses who choose to connect their MLK Day of Service to an Alternative Break either before or after the MLK Day of Service will be encouraged to use the Break Away Model. The Break Away Model, designed to foster lifelong civic engagement, is composed of eight components: (1) strong direct service, (2) orientation to the issue, (3) education, (4) training, (5) reflection, (6) reorientation, (7) diversity, (8) alcohol-and-drug free trips (alternativebreaks.org). All eight components are utilized over the course of a school year to help prepare and educate students for the social issues they will experience in a new community, as well as looking at the issue in their local community before and after their direct service trip.

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### 2012 MLK Collegiate Challenge TIMELINE

CNCS announces grant recipients: Mid September

Dissemination of cluster grantee RFP and application: September 15, 2011 (or prior; pending notification)

Cluster grantee Grant application due: September 19, 2011

Cluster grantee Review Committee Meets: September 20-21, 2011

Cluster grantee award notification: September 21, 2011

Mini-grant RFP sent: September 23, 2011

Grantee Meeting in Baltimore, Maryland: September 26-28, 2011

Mini-grant recipients announced: October 7, 2011

TA call: September 30, 2011

MLK Collegiate Challenge Model TA call/webinar (all): October 10-12, 2011

First installment of award mailed to subgrantees. Funds will be distributed contingent upon receipt of funds from CNCS and signed agreement by subgrantees: Late October/early November

TA call/webinar (all): October 27-28, 2011

Mid-term updates due: November 19, 2011

First installment mailed: late November/early December

TA call/webinar (all): December 1-3, 2011

TA call/webinar (all): January 11 -- 12, 2012

MLK Day of Service: January 16, 2012

### C. Community Resources

The MLK Day of Service - 2012 MLK Collegiate Challenge is primarily focussed on addressing and

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meeting community through the service events taking place on January 16, 2012. Projects and service events will be community identified, student- & student organization-led events under the direction of a lead staff member and in collaboration with a minimum of (2) 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 students at local primary and secondary schools to participate in service events. 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. Connecting to community partner organizations such as neighborhood associations, community centers, churches, and YMCA's with a focus to mobilize minority communities to ensure that the entire community is collaborating addressing community challenges. During the sub-grantee & mini-grant review process, preference will be given to applicants that identify and specify how they will mobilize minority participation in their MLK Day activities. The mini-grant review committee will be advised to give special consideration to communities & campuses that are located in areas that may not have previously hosted a CNCS sponsored MLK Day of Service.

The 2012 Collegiate Challenge will leverage public-private partnerships through the mobilization of over 300 community partners to ensure that community challenges are being collaboratively addressed by a major part of the community.

### **Organizational Capability**

#### A. Ability to Provide Program Oversight

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



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initiatives and facilitate future 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.

### Wisconsin Campus Compact

Formed in 2002, Wisconsin Campus Compact is a partnership of 32 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.

Wisconsin 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.

Wisconsin Campus Compact has managed multiple federal grants: CNCS Learn and Serve Higher Education Grants (2009-Present); AmeriCorps VISTA Program (2006-Present); National Direct Education Award Program (2005-Present); North Central Region Center for Rural Development (2009-2011). Many of these are multi-state initiatives and they all are effective subgranting programs in which Wisconsin Campus Compacts works with a wide variety of institutions and organizations to provide funds to address specific local needs.

WiCC Executive Director - Jennifer Walsh

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Jenni has spent the majority of her professional experience organizing and implementing civic engagement and outreach activities for higher education campuses in Milwaukee and Oshkosh. Jenni has a wealth of experience in higher education outreach, from organizing large one-day community service projects, community service alternative spring break trips, setting up service-learning courses, to running large conferences and professional workshops.

Jenni began her professional career after graduate school with the Michigan Campus Compact, where she served in both Assistant Director and Executive Director capacities.

Jenni received her Bachelor of Arts degree in Communication and her Masters degree in Human Development and Community Resources from the University of Wisconsin - Stevens Point.

Program Director - Jacob Vennie-Vollrath

Jacob received a B.A. in Political Science from the University of Wisconsin - Madison. While at UW-Madison Jacob worked as the senior help desk technician for the UW-Foundation which raises, invests and distributes scholarships and funds for the benefit of the University of Wisconsin-Madison. After graduating Jacob served as a volunteer in the Peace Corps in Madagascar learning, educating, creating friendships and mobilizing community members around improved agricultural, health and educational techniques. After returning from the Peace Corps, Jacob served as an AmeriCorps volunteer for the University of Wisconsin-Stout in Menomonie, Wisconsin strengthening university-community relationships, empowering individuals, and encouraging students to get involved in community projects and organizations. Jacob now manages the multi-state M3C Program which is a ten-state initiative led by the Wisconsin Campus Compact that is dedicated to integrating education with civic engagement among campuses across the Midwest.

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### B. Ability to Provide Fiscal Oversight

WiCC and the University of Wisconsin-Extension located in Madison, WI, will provide support as the Lead Agency for the MLK Alternative break Collegiate Challenge. Wisconsin Campus Compact has extensive experience in managing large and small grants, both federal and private, and establishing and monitoring sub-recipient processes. UW-Extension is part of the UW-System and has tremendous amount of experience managing the fiscal and programmatic elements of large federal, state and local grant programs. The UW-Extension Office of Extramural Support assures grants and contracts are managed appropriately, and the dollars received from extramural sources are spent in accordance with applicable laws and regulations. The Office of Extramural Support reviews budgets, receipts, expenses, reporting and closing requirements to insure compliance with GAAP, University policies and procedures, the sponsoring agency's terms and conditions, federal and state requirements, and OMB circulars A-21 (cost principles), A-110 (administrative circular), and A-133 (audit requirements). UW-Extension is subject to audit by the Wisconsin Legislative Audit Bureau who conducts their audit in accordance with generally accepted auditing standards and the standards contained in Government Auditing Standards.

### **Budget Adequacy & Cost Effectiveness**

The primary goal of this proposal is to support higher education institutions in hosting student-led, community-based MLK Days of Service. Funds will enable campuses to have the resources necessary to implement their project and meet local community needs. WiCC, as the lead agency, will disseminate over 80% of the grant funds to five cluster grantees (Campus Compacts). Cluster grantees will distribute smaller subgrants to at least ten institutions (at least 50 institutions across the Compacts) using a competitive grant process. WiCC staff will solicit applications via a Request for Proposals process, hold Compacts and institutions accountable to the various guidelines, and collate all project related outcomes including the number of volunteers, hours served and commitments to continued service. WiCC will

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meet the 70% match grant requirement in large measure through subgrantee investments of time, in-kind and contributions. All subgrantees 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 goals.

The program director will manage this grant, devoting 10% of his time, with that percentage of his salary included in the grant request, as well as the institutionally required fringe benefit rate of 44%. WiCC's Executive Director will also support this grant, devoting 5% of her time, with that percentage of her salary as match, as well as the institutionally required fringe benefit rate of 44%. The WiCC Executive Director will help to promote the mini-grants, serve as a liaison to other Compacts, and oversee the fiscal aspects of the project.

Each cluster grantee Compact that participates must assign a project coordinator who will solicit and review mini-grant applications from that cluster. S/he will be responsible for working with campuses within their cluster for their awards and activities. At the institutional level, a project director - usually a community outreach director - will manage the mini-grant and the Day of Service project(s). S/he will recruit individuals to be part of a planning committee. The budget reflects the value of each of these volunteers at the current value of a volunteer hour (\$21.36) determined by the Independent Sector. WiCC will provide "position" descriptions with clearly delineated expectations.

A small amount has also been included for mailings and support calls.

Indirect costs are reflected as 20% on the CNCS share (maximum allowed) and 32% on personnel costs of the Grantee (federally negotiated rate). Note that the indirect costs were pulled into the SF424A under Section III. Volunteer Expenses. Grantee match is \$255,745 (combination of subgrantee match

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plus grantee match). Note that match is pulled into the SF424A under Section I. Subgrants.

There's a deep commitment from WiCC and the Campus Compact network to expand student volunteerism. That commitment is reflected in the vast number of hours to 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.

### Other

(1) Budget Clarification Items

A. Please revise your budget to equal the funding amount.

The budget has been revised to \$98,722.

B. Clarification in budget line item: Personnel fringe benefits: Prior Year Adjustment: 2.7% for Faculty and Academic Staff

At UW, all actual costs of fringe benefits for people paid on sponsored projects are charged to a central pool account. Sponsored projects are charged an allocated rate which represents the total actual fringe costs in the pool account divided by the total actual salaries of all employees represented in the same fringe pool account (e.g., Faculty & Academic staff, Classified hourly, Research Assistants, etc.). The fringe benefit negotiation occurs annually and is based on fairly elaborate data the University provides. The data to determine the fringe allocation rates include actual fringe costs from the previous year as well as a provision for carry-forward adjustments resulting from over-recovery or under-recovery in the previous two years. The carry-forwards are necessary to reconcile what it actually cost the UW to pay fringe benefits vs. what was collected through the use of the allocated rates. The fringe benefit rates for any given year are based on actual charges accrued in prior years. In the short-run, the process may appear to create inequities, but over time they are corrected.

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We have received a more updated version of the Federally Negotiated Indirect Cost Rate Agreement which reflects these fringe benefit rates. The link is <http://www.rsp.wisc.edu/rates/rates.pdf>.

C. Calculation error in line item: (say what the line item is): \$16,000 times 5=\$80,000 not \$81,000 as detailed in this budget

In order to revise the budget down to the funding amount (<\$100,000) this has been revised to \$15,000

\* 5 = \$75,000.

### (2) Programmatic Clarification Items

Please make the following clarifications in the Narrative sections:

A. Clarify the description of alternative breaks for college students versus the single day of service.

The purpose of the 2012 MLK Collegiate Challenge is to mobilize students, community members, and community organizations to observe MLK Day not as "day off" but a "day on". The focus of the 2012 MLK Collegiate Challenge remains on the MLK Day of Service and the activities that will take place on that day. However, during the mini-grant application process, special emphasis will be placed on and preference given to applicants who assure the selection committee that the volunteers that they recruit for their MLK Day projects make a long-term commitment to service 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 as co-applicants.

-encouraging the volunteers to sign a pledge to commit to 100 additional hours of service throughout

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-connecting MLK Day volunteers to other service opportunities that will take place before or after the day of service. (For those applicants who plan to emphasize disaster services in their local community on the day of service, an alternative break to a place affected by a disaster would be an opportunity to continue their commitment to service.)

B. Clarify the steps that will be taken to conduct the mini-grant process.

Once Wisconsin Campus Compact is notified of receiving the award a request for proposals (RFP) will immediately be released to potential subgrantees in the five (5) regional CNCS clusters. Campus Compact is a network of over 1100 colleges and universities with 35 state offices located in each geographic region of the country. Campus Compact is in a unique position to connect with states in every region. (Note: Prior to submitting this grant application multiple conference calls were convened to discuss a potential application for the 2012 MLK Day of Service grant. A significant amount of interest has been shown by Campus Compact State Offices in each CNCS regional cluster.) Subgrantees will have one (1) week to complete and return their applications to Wisconsin Campus Compact.

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Each cluster subgrantee will receive \$15,000 to conduct their own competitive mini-grant process. Each subgrantee will be responsible for appointing a cluster coordinator who will solicit and lead the review of mini-grant applications from campuses in their respective clusters. The cluster coordinator will convene a review committee comprised of no less than five (5) members. One (1) member will represent a non-competing non-profit organization located in the cluster, one (1) member will represent a non-competing institution of higher education in the cluster, one (1) member will represent a business in the cluster. The cluster coordinator (1) as well as the Program Director from Wisconsin Campus Compact (1) will also be on the review committee bringing the total number of members to five (5).

Members of the review committee will be required to sign a conflict of interest form ensuring for a fair review process. Wisconsin Campus Compact will provide the selection criteria as laid out in the application and ensure that each selection committee is well versed in the goals of the 2012 Martin Luther King, Jr day of service.

During this process Wisconsin Campus Compact will routinely confer and correspond with the CNCS Program Officer to ensure that the mini-grant selection process remains open, competitive, and transparent.



## Narratives

C. Clearly identify the geographical area that the applicant proposes to serve.

Campus Compact is a network of over 1100 colleges and universities. We have 35 state offices located in each geographic region of the country and are in a unique position to be able to connect with states in every region. We anticipate having very similar geographical impacts to that of North Carolina Campus Compact (38 states).

D. Broad question: Campus compact is comprised of a huge number of AmeriCorps alumni. How many of the volunteers will be pre-existing volunteers versus those new volunteers engaging in service for the first time?

The MLK Day of Service will be student- & student organization-led events under the direction of a lead staff member and in collaboration with a minimum of (2) community organizations. Students will be required to plan, organize, and implement the day of service on their campus recruiting community members, their peers, and students at local primary and secondary schools to participate. 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. The mini-grant review committee will be advised to give special consideration to communities & campuses that are located in areas that may not have previously hosted a CNCS sponsored MLK Day of Service.

E. Clarify your proposed approach to accomplish the mobilization of the 15% minority participation.

## Narratives

The MLK Day of Service will be student- & student organization-led events under the direction of a lead staff member and in collaboration with a minimum of (2) community organizations. Connecting to community partner organizations such as neighborhood associations, community centers, churches, and YMCA's with a focus to mobilize minority communities. During the sub-grantee & mini-grant review process, preference will be given to applicants that identify and specify how they will mobilize minority participation in their MLK Day activities.

### (3) Performance Measure Clarification Items

Clarification on capturing significant program impacts in the following areas:

A. Describe your project's planned outputs for the MLK day of service.

The specific deliverables for the 2012 MLK Collegiate Challenge will include the "Organize for Disaster Toolkit: Preparing Your University or College to Assist With Natural Disaster Response". The toolkit will combine the collective best practices of those student-led projects on the MLK Day of Service that focus on Disaster Preparedness. The intent of this resource is to provide a framework for community colleges and universities, who are at the center of many small communities across the country, to begin to or further prepare for the inevitable.

Another deliverable will be an "Alternative Break Toolkit". The toolkit will combine the collective best practices of student-led service projects on the 2012 MLK Day of Service of the projects that focus on how to use the service events on MLK Day as a spring board to encouraging college students to answer the call of service beyond their community and commit to an alternative break serving a location affected by disaster.

The specific knowledge and experience outcomes of the 2012 Collegiate Challenge will consist of

## Narratives

ensuring reflection activities on MLK's Life and Dedication to service, instilling a desire in volunteers to continue answering the call to service their community and country, and to become more aware of opportunities to continue to serve.

B. Describe the specific measurable outcomes you propose to improve.

The 2012 MLK Collegiate Challenge will recruit 12000 volunteers to serve their communities on the Martin Luther King, Jr. Holiday Weekend. All volunteers on the MLK Day of Service will be required to sign in to the event before serving. These lists will then be electronically entered by the project coordinator into the Campus Compact MLK Event Database to be located at <http://www.wicampuscompact.org/mlk/>. The cluster coordinator and Wisconsin Campus Compact Project Director will review and approve the data before reporting the number of recruits to CNCS. All mini-grant recipients will be required to attend an informational conference call/webinar that will train them on the financial and programmatic reporting expectations and will be hosted by Wisconsin Campus Compact.

Five (5) disaster preparedness trainings and service opportunities will be held on the 2012 MLK Day of Service. These student-organized trainings will be collaborative events with the local disaster relief organizations (Red Cross, Salvation Army, etc.) to ensure that communities are prepared for the inevitable. During the review process preference will be given to mini-grant applicants that plan on hosting a disaster preparedness training. Mini-grant recipients offering a disaster preparedness training will be required to attend an informational conference call hosted by Wisconsin Campus Compact prior to the event.

The 2012 MLK Collegiate Challenge will connect with over 300 community partners. Each minigrant will be required to closely collaborate with two (2) community partners to host the Day of Service. They

## Narratives

will also be required to contact a minimum of five (5) community partners to recruit and advertise the day of service. All mini-grant recipients will be required to attend an informational conference call/webinar on engaging the community in the MLK Day of Service hosted by Wisconsin Campus Compact.

C. Describe the availability of relevant data and your approach to assess whether your investments caused improvement in the proposed measurable outcomes.

Wisconsin Campus Compact ensures a wonderful working relationship with our fellow Campus Compact member and previous MLK Day of Service grantee, North Carolina Campus Compact. Wisconsin Campus Compact will work closely with them in improving on the data they have collected over the past 3 years and providing longitudinal impact data for the MLK Day of Service.

Pre and post surveys will be given to those campuses hosting an MLK Day of Service. Wisconsin Campus Compact will use also use data from Campus Compact's yearly national survey to identify the impact that the MLK Day of Service has had on the campus and community. Mini-grantees will report on their activities to sub-grantees and the Campus Compact MLK Day Web Site. Sub-grantees will be required to collect and submit their impact data on the Wisconsin Campus Compact MLK Day web site (<http://www.wicampuscompact.org/mlk/>).

An email follow-up survey to MLK Day participants & volunteers will gather further reflection and impact data from participants and partner organizations. Focus will be on the outcomes of the MLK Day event to impact the community partner and increase volunteerism. The success of the 2012 MLK Collegiate Challenge will hinge on meeting the specific measurable outcomes and being able to answer

## **Narratives**

the following questions: Are campuses more prepared to assist in the event of a disaster? Have community organizations been positively impacted by the MLK Day of Service? Have college students become more engaged in their communities and community organizations as a result of the MLK Day of Service? Have volunteers & participants committed to continue serving their communities beyond the MLK Day of Service? Have we successfully engaged communities, campuses, and individuals that have not previously hosted a CNCS sponsored MLK Day of Service?

For Official Use Only

## Required Documents

Document Name

Status