



CUNY Career Success Initiative Overview & Requests for Proposals

OVERVIEW

The City University of New York is pleased to announce a University-wide initiative that will focus on the career success of CUNY students at every college.

CUNY has long been an engine of career mobility for its students. However, we know from an analysis of available data and the insights of our industry partners that our students would benefit further from a more intentional approach to creating strong career foundations for students. The CUNY Career Success Initiative will provide funding and resources to bring together faculty, career services and student services professionals, academic advisors, and other University staff to create a comprehensive model that supports CUNY students throughout their academic journey, and connects their academic pursuits with opportunities to build and explore their career interests.

Our objective is to make it possible for every CUNY campus to take advantage of shared technologies, innovations, resources, and best practices to support the career needs of CUNY students, no matter their academic focus or status.

We invite your college to join the Career Success Initiative by responding to one or both of two new Requests for Proposals (RFP) released by CUNY's Office of Academic Affairs:

1. The **CUNY Career Success Initiative RFP** asks colleges to propose new ideas for career success initiatives at their campuses and identify faculty and staff to participate in a University-wide career success teaching and learning community. This teaching and learning community will meet 4-6 times per academic year and will help implement changes in how students are prepared for and supported in career development. This RFP will award up to \$110,000 to each of 6 colleges in year one, with the potential for funding in years two and three.
2. The **CUNY Career Success Course Innovation RFP** will support the redesign and/or creation of credit and non-credit courses or programs by integrating new content including employer-informed high demand skills and abilities, general and sector-specific career readiness, and applied or experiential learning. This RFP will award 12 grants of \$13,200 to faculty, academic departments, or adult and continuing education units in each six-month grant cycle, with an anticipated total of up to 24 grants each year.

A New Career Success Strategy at CUNY

In 2017 CUNY began implementing a strategic framework that aims to improve college access and readiness, increase graduation rates, and give graduates better tools for achieving career success. Leaders of the career success planning team include University Dean for Continuing Education & Workforce Development Angie Kamath and Interim Vice Chancellor for Student Affairs Chris Rosa. Members of the planning team are faculty and staff from a variety of colleges and the central office. The team has been engaged in developing a new career success



strategy at the University that addresses experiential learning, instructional design, and employment. CUNY has identified twelve key NYC industry sectors to focus on in this career success initiative:

- Art/Creative
- Education
- Energy
- Finance
- Healthcare
- Hospitality
- Industrial/Construction
- Life Sciences
- Nonprofit & Community Organizations
- Public Sector/NYC Government Agencies
- Technology
- Transportation/Logistics

Key goals of the new strategy include:

- (1) Intentional **employer engagement** with a focus on varied sectors:
 - a. Building University-wide capacity to organize students, employers, and faculty in professional development activities specifically for key sectors of the NYC economy
 - b. Creating a clear **entry point to CUNY for employers** that makes it easier for employers to connect with relevant academic programs and well-prepared students wherever they are enrolled across 24 campuses
- (2) Increased **hands-on learning** for students:
 - a. Ensuring that CUNY students have developed and practiced foundational, transferrable, and career readiness skills
 - b. Increasing the number of paid internship placements, full time employment (or the equivalent) placements, contract/freelance work that leads to full time work/wages, and students pursuing post-graduate education
 - c. Making it easier for all students across the University to find career coaching and preparation, and access opportunities relevant to their chosen career path
- (3) **Industry-informed** academic programs and courses
 - a. Cultivating ongoing partnerships between employers and CUNY faculty or academic programs to enhance curriculum, expand student skill sets to meet job market demand, and ultimately place students into internships and jobs
- (4) System-wide **infrastructure & assessment**
 - a. Creating a data and evaluation system that is connected to existing systems and tracks experiential learning, post-graduate employment, and wage earnings
 - b. Securing sustainable public funding of the CUNY Career Success model



REQUEST FOR PROPOSALS

#1. CUNY Career Success Initiative

Awards will be made to up to 6 CUNY colleges that can bring together institutional stakeholders and partners to create innovative and measurable career-oriented programs which can be adapted over time for other CUNY colleges. Awarded colleges will receive up to \$110,000 during year one, with the potential for additional funds during years two and three based on resource availability.

Each participating college will assemble a team of 4-5 staff and/or faculty to lead initiatives focused on career success. Teams will use the grant funds to implement or advance their chosen new programs or approaches in the 2018-2019 academic year. Funds will be available for summer salary where appropriate, and must adhere to Research Foundation and Tax Levy fiscal policy guidelines.

CUNY will expect awarded colleges to participate in a Career Success Teaching and Learning Community that will meet regularly beginning in June 2018 to exchange ideas, offer feedback, discuss planning and implementation, and generate promising practices to be shared University-wide. Thematic areas that the learning community will tackle in year one include the following:

- *Student engagement and community building* – bringing students together to support one another, interact with industry, and deepen their understanding of particular sectors
- *Employer engagement* – building productive relationships with industry partners and creating time efficient and scalable ways to screen and refer students to job and internship opportunities
- *Comprehensive career development* – creating, updating, and implementing a range of activities and supports that help students explore careers and build marketable, transferable skills

Please note that **all** CUNY colleges will be invited to participate in this learning community, not only those awarded funding through this RFP process. In years two and three, we expect to expand funding opportunities to additional colleges.

Guidelines for Applying

- (1) Each college should submit no more than one proposal.
- (2) Proposed plans should focus on campus innovations aligned with the themes of *student engagement and community building*, *employer engagement*, and *comprehensive career development* and discuss their applicability to system-wide change
- (3) Suggested uses of requested funding, which will flow through the Research Foundation, include faculty incentives, program design and implementation, student supports, activities, or events, data analysis, and procurement of technology tools.
- (4) Colleges are encouraged to propose initiatives that address career success of transfer students.

Factors considered in selection:



- New programs or ideas should be based on research and evidence from the college or from the higher education field.
- If there is no evidence base, a clear hypothesis and theory of change to be tested should be proposed.
- New programs or ideas must clearly offer equal access to all students at the college.

Application process & timeline

Interested colleges should submit a narrative proposal of no more than 10 pages by 5pm on May 11, 2018, including the following sections:

- I. PROPOSED IDEA(S): Present ideas for campus-level innovations starting in Fall 2018 that will build on your successes, address your constraints, and advance CUNY’s career success system change goals. (75%)
- II. COLLEGE CONTEXT: Present your College’s career development and industry engagement strategies that have been effective. Include metrics and data to illustrate scale, scope, and impact. Examples can include: industry/employer partnerships; student and alumni outreach and engagement; industry-informed courses/programs; experiential learning opportunities. Additionally, please also be candid about any constraints or impediments that have limited the ability of your college to prioritize or focus on career success. (15%)
- III. CAREER SUCCESS TEAM: Each awarded college’s Career Success Team will be accountable for implementing change at the college and working across teams and departments to form an integrated approach to career success for students. This team will also be expected to participate in the Career Success Teaching and Learning Community. Name the 4-5 faculty and staff who would be on your team and explain why they were selected. (10%)

This narrative should be accompanied by a year one budget for \$110,000.

Budget Template:

| Budget Line Items | Cost |
|---|--------------|
| Personnel (please note release time or summer salary) | |
| Fringe | |
| Total Personnel Costs | |
| OTPS | |
| Total OTPS Costs | |
| Total Direct Costs | |
| Indirect Cost at 10% | \$10,000 |
| Total Grant Request | \$110,000.00 |

Questions and proposals should be emailed to Angie Kamath, University Dean of Continuing Education and Workforce Programs, at angie.kamath@cuny.edu by May 11, 2018.

Timeline

- April 2: Release date
- April 16 @ 11:30-12:30pm: RFP Webinar and Q&A



- May 11: Submission deadline by 5pm
- May 12 - May 21: Review period - colleges with priority plans will be asked to meet with the review committee
- May 25: Awardees selected
- June 2018: Teaching and Learning Community convened
- Fall 2018-Spring 2019: New activities and programs launched

#2. CUNY Career Success Course Innovation Request for Proposals

Introduction

CUNY will provide 12 grants totaling up to \$13,200 in two grant cycles every six months. Funds will be used for colleges to develop new or update existing credit and non-credit courses focused on:

- Industry-specific applied learning in partnership with employers, professional associations, or other sector representatives
- General or industry-specific career readiness (i.e.: interviewing, resume building, networking, etc.)
- Foundational or core skills (including but not limited to: critical thinking, leadership, professionalism, oral/written communications)

RFPs will be released bi-annually to solicit proposals for the Fall and Spring semesters. The new or updated courses should prepare students for internships and/or jobs in one or more of 12 key New York City industry sectors:

- Art/Creative
- Education
- Energy
- Finance
- Healthcare
- Hospitality
- Industrial/Construction
- Life Sciences
- Nonprofit & Community Organizations
- Public Sector/NYC Government Agencies
- Technology
- Transportation/Logistics

In addition, the courses should include one or more of the following learning outcomes:

- Develop solutions to real-world business, industry, or job-search scenarios
- Understand and effectively use current industry technologies, tools, or practices such as team-based product delivery
- Produce a tangible product or action
- Produce a resume, practice interviewing, write cover letters, or otherwise professionally communicate and demonstrate mastery of foundational skills



All proposed courses should be implemented in the 2018-2019 academic year and materials may be shared among campuses. Colleges will have until December 31, 2018, to spend down the funds in this first cycle. The Round Two Course Innovation RFP will be circulated in Fall 2018.

Guidelines for applying

- (1) Individual faculty and/or groups of faculty or departments may answer this RFP
- (2) Multiple proposals from a single college are permitted
- (3) Recommended uses of funding, which will flow through the Research Foundation, include: faculty incentives (such as release time), instructional costs, equipment or materials that will directly support project-based or applied learning, and industry engagement activities
- (4) Resulting course outlines will be shared with all CUNY colleges, in compliance with guidelines on intellectual property policy

Selection criteria:

- Preference will be given to proposals that explicitly incorporate foundational skills and experiential learning opportunities into academic programs that are not already explicitly linked to a specific professional industry
- An academic course that leads to internships or job placements is strongly preferred
- Industry-informed or sector-specific courses must be developed in collaboration with at least one employer partner or industry intermediary

Application process & timeline:

Interested faculty or academic departments should submit a narrative proposal of no more than 3 pages by May 11, 2018, at 5pm. Proposals should include:

- I. AN OVERVIEW OF THE PROPOSED COURSE. Please detail whether the course is new or updated; the academic department or adult and continuing education unit in which the course will reside; its industry focus; the applied learning or career readiness strategies that will be the learning outcomes; the number of students anticipated in Fall 2018; key indicators of success (75%)
- II. INDUSTRY/PARTNERSHIP RATIONALE: For example, labor market information and industry-specific evidence that demonstrate a need for the course; employer partners who will participate in course development (letters of support are encouraged) (25%)

This narrative should be accompanied by a budget for up to \$13,200 (to be spent by December 31, 2018).

Template Budget:

| Budget Line Items | Cost |
|---|------|
| Personnel (please note release time or summer salary) | |
| Fringe | |
| Total Personnel Costs | |
| OTPS | |
| Total OTPS Costs | |
| Total Direct Costs | |



| | |
|---------------------|-------------------|
| Indirect of 10% | \$1,200 |
| Total Grant Request | Up to \$13,200.00 |

Questions and proposals should be emailed to Valerie Payne, valerie.payne@cuny.edu, University Director of Workforce Development, by May 11, 2018.

Timeline

- April 2: Release date
- April 16 @ 11:30-12:30pm: RFP Webinar and Q&A
- May 11: Submission deadline
- May 12 - 18: Review period
- June 8: Awardees selected
- 2018-2019 Academic Year: New and updated courses launched