



# An Introduction to Title V Applications

Presented by Teri Erickson

Title V Best Practices Grantsmanship Institute

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# Workshop Overview

- What is Title V?
- What should you know about it?
- What should a successful application include?
- What pitfalls in your application can cost you points?
- What is the most effective way to write Title V objectives?

# What is Title V?

- A capacity building program for Hispanic-Serving Institutions
- Provides an opportunity to expand educational opportunities for, and improve the academic attainment of, Hispanic students
- Offers opportunities to apply as an individual institution or as part of a cooperative arrangement (two or more HSIs)

# Things You Should Know

- To be eligible for Title V funding, an institution must apply for designation through the Department of Education in each year during which an application will be submitted. Designation does not carry forward from one year to the next.
- An institution may submit both an individual development grant application and serve as the lead of a cooperative development application in the same year, but may only be awarded one or the other.

# Things You Should Know, cont.

- An institution serving as the lead on a cooperative grant may not serve as the lead on a second cooperative grant in a five-year period
- Cost sharing is not required unless you include an endowment component, which requires a 1:1 match
- Title V grants are for five-year periods

# The Application Process (historically)

- Typically due in early summer
- Applications accepted through [grants.gov](https://www.grants.gov) or e-grants
- In the past few years, the turn-around time for submitting applications has been 30 days
- Page limits: 50 (individual) or 70 (cooperative) pages
- Double space except tables, charts, titles, graphs, etc.

# Criteria (historically)

- Quality of Comprehensive Development Plan (25 points)
- Quality of Activity Objectives (15 points)
- Quality of Implementation Strategy (20 points)
- Quality of Key Personnel (7 points)
- Quality of Project Management Plan (10 points)
- Quality of Evaluation Plan (15 points)
- Quality of Budget (8 points)

# General Tips

- Read the RFP carefully before putting together your application to ensure nothing has changed
- Use section headers in your application that are consistent with the RFP and in the same order
- Be concise but clear
- Cite best practices whenever possible (who else is doing it and why is it working for them?)

# Comprehensive Development Plan

- Must include:
  - An identification and analysis of the institution's strengths, weaknesses and significant problems as they relate to academic programs, institutional management and fiscal stability
  - An outline of institution goals based on identified strengths, weaknesses and significant problems
  - Measurable objectives related to each goal, along with timeframes

# CDP, continued

- A discussion of the methods and resources that will be used to institutionalize practices and improvements under the proposed project.
- An institutional five-year plan addressing the improvement of services to Hispanic and low-income students (one page).

# Common Pitfalls in the CDP

- Not identifying how strengths, weaknesses and significant problems were identified (including listing individuals involved in the process)
- Not involving students in the CDP process
- Being too general about the analysis process
- Not writing measurable objectives

# Common Pitfalls in the CDP, continued

- Providing a five-year plan with little detail
- Not providing any back-up information regarding why your significant problems must be fixed
- Not addressing what will happen if significant problems are not addressed
- Focusing objectives on numbers served rather than impact
- Not addressing institutionalization

# Activity Objectives

- Provide a brief overview of each activity planned
- Provide objectives for each activity in measurable terms, using performance indicators to show how these objectives will be met



# Common Pitfalls in Activity Objectives

- Not providing target dates for when each objective will be met
- Being unrealistic in when goals will be met, including not increasing the amount of success anticipated as the grant moves forward
- Not making objectives measurable
- Including too many activities
- Not organizing the objectives into a readable format



# Implementation Strategy and Timetable

- Provide an overview of each activity
- Outline the rationale for implementing each activity in this way, using statistics and other data to back it up
- Provide best practices (who else is doing it this way and how has it been successful?)
- Give a clear timetable that is realistic



# Common Pitfalls in the Implementation Strategy

- Not providing rationalization for your plan
- Using data that is more than five years old
- Not providing enough information for the reviewers to understand what you are doing and why
- Not including specific tasks in your timetable
- Not using a budget period of Oct. 1-Sept. 30 for the timetable

# Key Personnel

- Key personnel are identified as the project director and activity director
- Identify individuals if their identities are known
- Outline past experience, minimum requirements for the position and a job description
- Discuss how much time will be spent on the project and why this is sufficient

# Common Pitfalls in Key Personnel

- Not being clear about the project or activity directors' experience with federal grants and, specifically, Title V
- Not correlating experience to the activities outlined in the grant
- Not providing a specific job description that outlines duties
- Not discussing briefly other staff and their importance to the project

# Project Management Plan

- Identify how the project will be managed
- Discuss how management will be both efficient and effective
- Illustrate that the Project Director has significant authority to conduct the project effectively

# Common Pitfalls in Project Management

- Having the Title V project buried too far in the institutional hierarchy (without immediate access to the president)
- Not inserting an organizational chart
- Being vague about what administrative systems are in place and how they work within your institution
- Not illustrating that project oversight rests with the Project Director

# Evaluation Plan

- Identify how this project will be monitored and evaluated
- Provide a clear plan with internal and, if applicable, external components
- Explain how success will be measured
- Describe data analysis collection procedures

# Common Pitfalls in the Evaluation Plan

- Not explaining how the Project Director will oversee evaluation of the project
- Not being specific about the components of the evaluation plan

# Budget

- Demonstrate that proposed costs are necessary and reasonable in relation to the project objectives and scope

# Common Pitfalls in the Budget

- Not including a complete explanation for each line item, including identifying and justifying large equipment purchases
- Not showing institutionalization within the budget
- Not including required costs such as travel to Title V trainings

# Workshop Overview

- Why are objectives important and how do they help your application?
- How do you determine what objectives to include in an application?
- How do you write measurable objectives that make sense to reviewers?
- Although these tips will work for every grant, we'll concentrate on Title V grants for our discussion purposes.

# What is an Objective?

- Very simply, something you want to accomplish through your grant project. The “Effect” of a “Cause.”
- Sometimes also called a “Goal.”
- For our purposes today, a goal is more general and an objective is more specific.
  - Goal: To increase student achievement.
  - Objective: By Oct. 1, 2011, decrease the number of students required to take remedial education courses by 10%.
- An objective can be measurable (quantitative) or process (qualitative).
  - Our discussion today will focus on measurable objectives.

# What Makes an Objective SMART?

- Specific
  - Measurable
  - Attainable
  - Results-based
  - Time-bound
- 
- All well-written objectives should meet these guidelines.

# Why use SMART objectives?

- They are based on data and are continuously monitored for impact.
- They are developed collaboratively and assure shared understanding and commitment to achievement.
- They focus on specific priorities and bring the greatest impact.
- They focus on the result instead of the process of getting there.
- They give a grant reviewer the greatest insight into what you are planning to do and how you plan to get there.

# So, How Do You Write A Measurable Objective?

- Decide where you want to be (Specific)
  - We want to increase our graduation rate.
- Is there a figure you can use as a guide (Measurable)?
  - We want to increase our graduation rate by 25%.
- Has your administration thought out if this is doable (Attainable)?
  - What will you need (resources) to ensure this happens
- Look at past results and statistics to guide your prediction (Results-bound).
- When do you want to accomplish this (Time-bound)?



**Objective: By Fall 2013, increase by 80% the number of faculty and staff participating in professional development activities.**

# How can you add credibility to an objective?

- Use performance indicators to further break down your plan.
  - Dissect each objective
  - Determine specific steps for making an objective work
  - What components will you need for the objective to come together effectively?

# Objective using performance indicators

Objective: By Fall 2014, positively influence student outcome criteria by increasing student passing grades, retention rates, graduation rates and transfer rates.

## Performance Indicators:

1. By Fall 2010 and each year thereafter, increase by 10% the number of students passing general education courses with a C average or better.
2. By Fall 2010 and each year thereafter, semester-to-semester and year-to-year retention rates of Hispanic students will increase by 10%, so there is no statistical difference in retention rates between Hispanic students and all students.
3. By Fall 2010 and each year thereafter, increase by 5% the overall and minority graduation rates.
4. By Fall 2010 and each year thereafter, increase by 5% the number of students successfully transferring to four-year institutions.

# Objectives in Title V Applications

- A Title V application will have measurable objectives in two different places:
  - Within the Comprehensive Development Plan, you must outline your measurable objectives and timeframes as they relate to your identified significant problems. These are institutional goals that relate to your Title V activities
  - Title V Activity Objectives. These are the things you specifically want to accomplish with Title V funding.

# Keeping These Objectives Straight

- CDP objectives:
  - Directly address your significant problems.
  - Shows an institutional approach to improving, regardless of whether or not Title V funding is received.
  - Can include several goals with related objectives.
  - Should focus on solving a problem and not just serving more students.
    - Example: Instead of saying “We will increase the number of students who successfully complete remedial math courses,” say “We will lower the

## Institutional Goals and Objectives

Goals for 2009-2014	Objectives
<p>Goal #1: Develop a learning-centered environment to address issues of recruitment, retention and attrition.</p>	<p><b>Objective 1.1:</b> By Fall 2014, show an increase in minority enrollment of 15%.</p> <p><b>Objective 1.2:</b> By Fall 2014, increase by 50% the capacity of the college to provide tutoring and advising services.</p> <p><b>Objective 1.3:</b> By Fall 2010, and annually thereafter, show a 5% improvement in student academic performance, retention, graduation and transfer rates, resulting from increased assistance in tutoring, advising and outreach.</p> <p><b>Objective 1.4:</b> By Fall 2014, increase by 20% over baseline the number of Latino and other low-income students taking part in outreach/intervention programs.</p>
<p>Goal #2: Improve the skills of OJC employees through professional development activities.</p>	<p>Objective 2.1: Increase the number of faculty and staff trained in instructional strategies for today's college students by 20 percent annually and 100 percent by Spring 2014.</p>



- **Activity Objectives:**

- These are related specifically to what you are going to do with grant funds.
- Make sure there is an objective to cover every budget line item in some way.
- Seem to be most effective when addressing one over-arching broad goal, such as “Establish college-wide practices that enable students to successfully enter and complete college.”
- Use objectives to be more specific about what you want to do with grant dollars.
- Under each objective, determine how you will know if you met it. These are performance indicators or baby steps to each objective.

**Activity Goal: Establish college-wide practices that enable students to successfully enter and complete college.**

**Component I: Develop the Student Success Center**

Major Objectives in Measurable Terms	Performance Indicators
<p><b>Objective IA:</b> Increase by 30% the number of students utilizing existing resources in the Student Success Center.</p> <p><b>Significant problem addressed:</b> 1.</p>	<ol style="list-style-type: none"><li>1. By Fall 2010 and each year thereafter, increase by 6% over baseline the number of students receiving tutoring services.</li><li>2. By Fall 2010 and each year thereafter, increase by 6% over baseline the number of students receiving career counseling services.</li></ol>
<p><b>Objective IB:</b> Increase by 500 students (100 per year) utilizing new resources developed within the Student Success Center.</p> <p><b>Significant problems addressed:</b> 1, 3</p>	<ol style="list-style-type: none"><li>1. By Fall 2010 and each year thereafter, train 60 students in technology competency through the development of a new program (300 total students).</li><li>2. By Fall 2010 and each year thereafter, a minimum of 25 students enrolled in distance learning courses will utilize the distance learning professional in the Success Center (125 total students).</li></ol>

# General Tips for Writing Title V Objectives

- If you do use process objectives, be sure to identify them as such.
  - Process Objective 1: Develop a plan to grow endowment fund dollars.
- Keep them succinct. Less is more.
- Make sure they are understandable.



**Questions?**