January 10, 2022

MEMORANDUM

TO: Oklahoma Public Schools and Technology Centers

FROM: Russell Ray, Chief Communications and Marketing Officer
       Kylie Moulton, Communications and Marketing Coordinator

SUBJECT: Request for Proposals – Attracting Students to High Quality CTE Grant

Attached is the “Attracting Students to High Quality CTE Grant Request for Proposals” for the 2021-2022 school year utilizing available funds from Advanced CTE through Oklahoma CareerTech. Please note the deadline for submission is January 24, 2022. The RFP, Proposal Submission document and Reviewer’s Rubric are attached.

Schools may be awarded up to $1,000 and may only receive one grant per district.

Please submit your proposals to ctsocialmedia@careertech.ok.gov. You will receive a confirmation email within 24 hours once your proposal has been submitted. If you do not receive a confirmation email, please contact Kylie Moulton at 405-743-5112 or kylie.moulton@careertech.ok.gov.

1500 West Seventh Avenue
Stillwater, OK 74074-4398
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(405) 377-2000 • Fax: (405) 743-6809
ATTRACTING STUDENTS TO HIGH QUALITY CTE GRANT
REQUEST FOR PROPOSALS
FY22 (2021-2022)

Agency Issuing Request for Proposal

The Oklahoma Department of Career and Technology Education (CareerTech) requests proposals from Oklahoma public schools and technology centers for funding a one-time social media marketing campaign to attract students to high quality career technical education.

All proposed expenditures must be related directly to the approved proposal. The request should not supplant current marketing efforts.

For the purpose of this grant request, social media refers to the official Facebook page of the school/technology center.

Eligible Applicants

- Oklahoma public schools or technology centers serving rural populations of less than 50,000 citizens
- Must offer courses related to science, technology, engineering and math
- Must have an official school/technology center Facebook page

Funding Available

Amount available for the Attracting Students to High Quality CTE Grant: $10,000

Grant Award

Maximum award amount of $1,000 per individual public school or technology center.

Grant Period

January 24, 2022 through June 30, 2022
Electronic Application Deadline

Proposals must be received via email at ctsocialmedia@careertech.ok.gov no later than January 24, 2022.

Contact Information

General grant information and grant application information may be obtained by contacting one of the following people:

- Kylie Moulton, Communications and Marketing Coordinator  405-743-5112
  Kylie.moulton@careertech.ok.gov
- Russell Ray, Chief Communications and Marketing Officer  405-743-5108
  Russell.ray@careertech.ok.gov

Specific program questions may be directed to the following people:

- Shawna Nord, Counseling and Career Development Division Manager  405-743-5524
  Shawna.nord@careertech.ok.gov
- Tonja Norwood, STEM Division Manager    405-743-5187
  Tonja.norwood@careertech.ok.gov

Review Procedure

- Proposals will be reviewed by a committee. Notification to schools of awarded Grant funds will be announced on January 31, 2022.

Proposal/Grant Criteria

*Submissions should be grammatically correct, properly punctuated and formatted.*

1. **Letter of Support:**

   A letter of commitment referencing support with sustainability must be signed by the superintendent and on the school or tech center’s letterhead.

   The letter should clearly address the following:

   - The superintendent knows that the applicant is applying for the grant.
   - The superintendent is committed to supporting the grant requirements.
2. **Proposal Submission:**

The applicant must ensure he or she is using the “Attracting Students to High Quality CTE Grant” proposal form.

A. Describe the district/community you serve and student demographics.
B. Describe the educational opportunities in science, technology, engineering and math offered by your school.
C. Describe the current marketing efforts of your school to recruit students into CareerTech and STEM programs.
D. Describe the current difficulties your school faces in recruiting students into CareerTech education.
E. Describe why you are requesting this grant and how it fits in your long-term plan.

### Requirements of Grant Award

- Once funds are awarded, the school/tech center must use the full $1,000 to create a sponsored ad on the official school/tech center Facebook page with the provided graphics and wording. *(Instructions will be provided once winners are announced.)*
- Upon completion of the campaign, receipts and Facebook analytics must be sent to ctsocialmedia@careertech.ok.gov

### NOTES:

- Grant applicants will receive a confirmation email within 24 hours of submitting their proposal. If the applicant does not receive a confirmation email within 24 hours, please contact Kylie Moulton at 405-743-5112 or kylie.moulton@careertech.ok.gov immediately.
- The proposal must be received no later than **January 24, 2022**. Late applications will not be accepted.
Attracting Students to High Quality CTE Grant

PROPOSAL COVER LETTER

FY22 (2021-2022)

Name of school district/technology center: ________________________________

Name of person applying: ______________________________________________

Applicant email: ______________________________________________________

Name of superintendent: ______________________________________________

Superintendent email: _________________________________________________

Name of Facebook account: ____________________________________________
PROPOSAL

NOTE: IN ALL AREAS, PLEASE REVIEW THE RUBRIC FOR GRADING EXPECTATIONS PRIOR TO FILLING OUT THE PROPOSAL. Submissions should be grammatically correct and properly punctuated and formatted.

A. Describe the district/community you serve and student demographics. (10 points); summarize in 500 words or less.
B. Describe the educational opportunities in science, technology, engineering and math offered by your school. (10 points); summarize in 500 words or less.
C. Describe the current marketing efforts of your school to recruit students into CareerTech and STEM programs. (10 points); summarize in 500 words or less.
D. Describe the current difficulties your school faces in recruiting students into CareerTech education (10 points); summarize in 500 words or less.
E. Describe why you are requesting this grant and how it fits in your long-term plan. (10 points); summarize in 500 words or less.
SCORING INFORMATION:

LETTER OF SUPPORT 5

PROPOSAL:

   Section A.  10 points
   Section B.  10 points
   Section C.  10 points
   Section D.  10 points
   Section E.  10 points

GRAMMAR AND PUNCTUATION 10 points

Total Grant Points: 65 points possible