



# Alabama Commission on Higher Education

Request for Proposals from Public Institutions for Developing  
Digital Content related to the All in Alabama Campaign

**Proposals due by September 26, 2022**

**Deliverables completed by December 15, 2022**

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## **I. PURPOSE AND OVERVIEW**

The Alabama Commission on Higher Education (ACHE), the coordinating board for public higher education in Alabama, invites proposals from public postsecondary institutions (public universities and community/technical colleges) to develop digital content to support the [All in Alabama campaign](#).

For its initial phase, the All in Alabama campaign will target current undergraduates at Alabama's public postsecondary institutions with content about living and working in Alabama after graduation. [Results from surveys](#) of undergraduates conducted in Spring 2021 and Spring 2022 indicate that a majority of students want to stay in Alabama, but their post-graduation plans are strongly influenced by career prospects and economic factors, followed by a sense of community and access to outdoor activities. This phase of the campaign aims at raising students' awareness of job opportunities in the state and showcasing the level of talent at Alabama's public higher education institutions to prospective employers.

## **II. INSTITUTIONAL GRANT OPPORTUNITY**

ACHE seeks to partner with public institutions who have academic program offerings in graphic design, advertising, digital/multimedia communication, marketing, and/or related fields. Grants of up to \$5000 are available to support work-based/experiential learning opportunities for undergraduate students in developing digital content to be used as part of the All in Alabama campaign. Grantees must be affiliated with a campus unit, such as an academic department, student-led design agency, student professional organization, or administrative office within an institution, as grants cannot be awarded to individuals. ACHE anticipates making 8-10 awards under this grant.

## **III. GRANT DELIVERABLES**

Grantees will engage undergraduates in designing and producing digital content to be used as part of the All in Alabama campaign. Deliverables may include videos, images, graphics, posters, social media posts, influencer engagement, software or web-based applications, or other collateral materials that can be posted, amplified, and otherwise published to enhance the All in Alabama digital campaign. As undergraduates are the primary target audience for the campaign, ACHE invites institutional partners to recommend deliverables beyond what is imagined here.

#### **IV. PROPOSAL STRUCTURE**

Interested institutions are invited to submit brief proposals (2-3 pages) by **Monday, September 26, 2022**. Specifically, proposals should include the following information:

- Name of campus unit that will administer the grant
- Primary contact responsible for grant administration (this should be an employee of the institution)
- Description of scope of work and proposed deliverable(s)
- Description of how undergraduate students will be engaged in the design and production of deliverables
- Timeframe for delivering products on or before December 16, 2022 (note that products may be delivered in stages rather than all at once)
- Overview of how grant funds will be used (see section on “Use of Grant Funds” below)
- Links to samples of prior work, if available

#### **V. USE OF GRANT FUNDS**

ACHE’s grant funds are to be used for direct (rather than indirect) expenses. Allowable expenses include the following:

- Stipends for faculty/staff overseeing the grant and/or deliverables
- Stipends for undergraduate students contributing to the project
- Purchase of software licenses, equipment, and/or other materials used to produce deliverables
- Rental of space, equipment, or other materials used to produce deliverables
- Advertising placement or other vendor fees, as appropriate
- Other expenditures approved by ACHE

#### **VI. OWNERSHIP**

Deliverables submitted to ACHE under this RFP shall become and remain the property of ACHE for uses and purposes as deemed appropriate by the State.

#### **VII. GRANT PERIOD, DEADLINE, AND QUESTIONS**

Grantees must submit deliverables by **Friday, December 16, 2022**, unless otherwise agreed upon. Any extensions of grant period will require approval from ACHE.

Institutions may submit multiple proposals in response to this RFP, though available funding will be prioritized to include as many institutions as possible. Proposals will be accepted until 5:00 pm CT on **Monday, September 26, 2022**. Please send an electronic copy of the proposal to Dr. Robin McGill, Deputy Director for Academic Affairs, [robin.mcgill@ache.edu](mailto:robin.mcgill@ache.edu). Questions may also be directed to Dr. McGill.