

CALL FOR PROPOSALS: FACULTY-INITIATED RECRUITMENT PROGRAM (FIRP)

The Faculty Budget Priority Committee of the Faculty Senate is issuing a university-wide call for proposals as part of a new Faculty-Initiated Recruitment Program (FIRP). The FBPC has been allocated \$25,000 to fund proposals that support outreach and recruitment of potential Wright State students, both undergraduate and graduate.

In order to optimize recruitment efforts, FIRP aims to fund a diversity of projects across colleges, prioritizing those that:

- Impact a significant number of potential students relative to cost
- Demonstrate potential for long-term sustainability
- Directly promote Wright State programs
- Provide increased visibility for the Wright State brand
- Foster connection between potential students and Wright State campuses
- Benefit the Wright State community
- Integrate post-event student recruitment efforts and follow-up

Requests may be of any amount up to the budgeted allocation; requests over \$5000 must provide thorough evidence that program has a history of significantly impacting recruitment efforts.

Proposals will be accepted on a rolling basis, with review beginning on **February 10, 2020**. Completed proposals should be submitted to facultyoffice@wright.edu and contain the following materials in one PDF:

Narrative (no more than two pages) should include:

- Detailed description of recruitment event or activity
- A summary of recruitment goals
- Specific benefits to university programs
- Expected number of potential students impacted
- Plans for promotion and coverage of event or activity (print press or social media)
- Description of plans to follow-up with potential students post-event
- If applicable: summary of program history and evidence of proven effectiveness (students reached, press attained)

Budget (one page) should include:

- Breakdown of costs
- Committed funding from alternative sources
- Total expected cost

Post-Award Assessment

Successful proposals will submit a report to the FBPC after the event or activity detailing the number of students reached, a description of program held, report of post-event recruitment efforts, and collected student evaluations (models for such evaluations will be provided by FBPC).