

**Appendix A- Cover Sheet**

**AMERICAN BAPTIST COLLEGE**



**Veteran Reconnect Grant Program**

**Dr. Renita J. Weems, Academic Vice President & Dean  
Interim Project Director**

**1800 Baptist World Center Drive**

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**E-mail Address: [rjweems@abcnash.edu](mailto:rjweems@abcnash.edu)**

**Funding requested:**

**\$100,000.00**

**President/Director of Higher Education Institution**

**Project Director**

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U. S. Small Business Administration, Tennessee District Office

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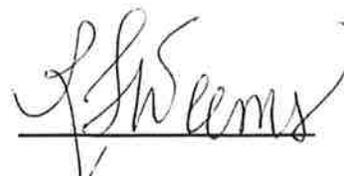
E-mail Address: [rjweems@abcnash.edu](mailto:rjweems@abcnash.edu)

Funding requested:

\$100,000.00



**President/Director of Higher Education Institution**



**Project Director**

About American Baptist College

American Baptist College (ABC), established in 1924, is one of the country's pivotal Historically Black Colleges and Universities—providing services to students who have gone on to become notable social justice advocates and change-makers. Often, our students are first-generation college graduates who come to us with excitement and great potential, despite also having educational challenges which require a unique approach.

With the enactment of the Post-9/11 Veteran's Assistance Act, or the Post-9/11 GI Bill, considered one of the most significant instruments for active-duty and veteran students since the passage of the original GI Bill, American Baptist College is positioning itself to assist an anticipated influx of Tennessee veteran students.

With our close proximity to Fort Campbell, Kentucky, many Tennessee veterans will be leaving the military and in great need of the intimate and supportive educational experience for which American Baptist College is known.

The Post-9/11 GI Bill offers new opportunities for thousands of returning Tennessee service members who have served in the Iraq and Afghanistan conflicts by providing generous support for educational expenses. Research done by the American Council on Education, the National Association of Veteran's Program Administrators, the National Student Affairs Administrators in Higher Education indicates that there will be a significant upturn in the number of veterans and military personnel enrolling in higher education.

ABC stands ready to serve these veterans with dedicated faculty and innovative programs. Because we are a Christian college, the additional benefit for veteran students is the strengthening of their spirituality in order to face transitional challenges

**SECTION I—PROGRAM NEED**

Campus-Specific Data Demonstrating Need

*Current Number of Enrolled Student Veterans*

ABC has a current student enrollment of 161 students, of which 14 have been identified as veterans.

*Challenges Facing Student Veterans On Campus*

The particular challenges which have been faced at ABC are identical to the results found in research published in the 2012 report, "From Soldier to Student II: Assessing Campus Programs for Veterans and Service Members" by the American Council on Education. The top challenges include: student retention, degree completion, and the demand for financial aid and tuition-assistance counseling.

Proposed Program and Intervention to Address Challenges

Research confirms that veteran students often have unique challenges that other nontraditional students do not face. Veteran students who will come to ABC after having served in combat may experience social and cognitive dissonance as they adjust to the civilian college environment. According to research, some veterans return from combat with physical or psychological readjustment challenges and require academic and disability accommodations to successfully reintegrate. ABC has recently renovated a premier campus building, Griggs Hall, which is a living-learning-activity space that is fully accessible.

Although, as beneficiaries of the new GI Bill which will mitigate the financial burden of college attendance, ABC's Student Veteran Coordinator and our Office of Financial Aid will provide specialized assistance to any veteran students who struggle to overcome

bureaucratic, informational, or enrollment hurdles as they transition into higher education at our campus.

#### How Our Approach Supports Tennessee Future Labor Needs

Entrepreneurs drive America's economy, accounting for the majority of our nation's new job creation and innovations. According to the U. S. Census Bureau's Survey of Business Owners, self-employed individuals who have no paid employees operate three-fourths of U.S. businesses. The U. S. Small Business Administration reports that America's 25.8 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.

Since Tennessee is a microcosm of America, our programmatic emphasis on training for *Vetpreneurs* and our degree program in Entrepreneurial Leadership will result in several veterans creating their own businesses and taking advantage of federal government and corporate preferences for veteran-owned small businesses.

#### Clear Linkages to Program Needs

The curriculum currently provided by ABC and the enhanced services being proposed address the deficits of the veteran students we will serve in the following ways:

- Our Behavioral Studies degree program includes practicums which emphasize preparing students for counseling professions. These practicums can serve as a pipeline for students who wish to pursue positions with nonprofits, in the corporate sector, or with the federal government (such as military chaplaincies or counseling positions within the Veterans Administration).
- ABC degree programs which support the intent of this project and meet the

needs of the veteran student population include the following:

- ✓ Bachelor of Arts Degree in Behavioral Studies
- ✓ For students who would like to pursue a field of study to help prepare them to gain practical knowledge of professions that allow
- ✓ Bachelor of Arts Degree in Entrepreneurial Leadership Studies
- ✓ Bachelor of Arts Degree in Bible and Theology
- ✓ Bachelor of Theology Degree

Our bible and theology degree programs and our partnership with the National Baptist Convention, USA, Inc., which has an active professional development institute for chaplains will all veteran students finishing these programs to seek careers as hospital or military chaplains, counselors and social workers.

ABC also has a partnership connection with Teach for America (formal documentation can be provided). In the last year, we have hosted several of their teacher events and placed several students with their program, fast tracking them into local classrooms as teachers.

#### Vetpreneur Education

Drawing upon our partnership with the Tennessee District Office of the U. S. Small Business Administration (agreement attached), ABC will launch a detailed training series for veterans designed to help them start their own businesses.

**SECTION II—PROGRAM PLAN**

Detailed Project Timeline and Month-by-Month Overview

*July, 2015*

Immediately following notification of selection: Recruitment of Student Veteran Coordinator  
Pre-Start Mandatory Meeting—July 30, 2015

*August, 2015*

Student Veteran Coordinator (new hire) commences  
New student veteran marketing and outreach strategies developed  
Action Plan developed to identify and respond to student veteran needs  
New students are enrolled  
Staff and faculty training conducted

*September, 2015*

Inform student veterans of opportunities to participate in the Peer Support Group  
Special academic success support services are initiated for veteran students  
Development and utilization of a needs assessment; further clarify ABC's student veteran needs

*October, 2015*

Vetpreneur training series commences and continues throughout program  
Coordination occurs with recruitment staff to identify veteran student prospects

*November, 2015*

Program assessment meetings are held with students and staff to determine if programmatic changes are required.  
Student Veteran Success webinars are developed to ensure ongoing program success.

*December, 2015*

Veteran students are enrolled for spring semester

*January, 2016*

Mid-program evaluations are shared. Staff and faculty refresher training conducted.

AMERICAN BAPTIST COLLEGE

*February, 2016*

Partner summer internship and job opportunities are identified and matched to students

*March, 2016*

Conduct veteran student satisfaction surveys; analyze and share results

*April, 2016*

Examine retention, transfer, and degree completion outcomes

*May, 2016*

Appreciation event held for all staff, faculty, student veterans and partners.

*June, 2016* Project evaluation and final report concluded and submitted.

Training for Faculty and Staff

ABC will provide training for all faculty, financial aid staff, and academic advisors on the transitional issues faced by veteran students.

Measurable Objectives

Success will be measured using the following means:

Quarterly Reports of Number of Veterans Enrolled

Veteran Persistence Rates—Improving Student Veteran Retention Rates/Degree Completion

Establishment of the Peer Support Group

Success in Making Necessary Counseling Referrals

Attendance of Staff and Faculty at Workshops

Successful Career/Entrepreneurship Exploration by Student Veterans

Hiring of New Student Veteran Coordinator

ABC hereby certifies that grant funds will not be comingled with payment for existing staff member duties. Salary funds taken from the grant will be dedicated and used exclusively for the execution of the new duties, as outlined in this proposal.

### Student Veterans to be Served

Number of unduplicated veterans to be served: 110

20 new student veterans will be enrolled during the project year into ABC's 2-year associate degree or 4-year degree programs and will receive educational success counseling

10 current students will be incorporated into the program to receive support services

30 veterans will be identified as prospective students and will receive both pre-enrollment educational success counseling, enrollment application assistance, financial aid counseling, counseling referral—if required, and peer support services.

50 veterans will participate in ABC's small business training series designed specifically for veteran entrepreneurs

### Project Governance & Accountability Plan

Our plan for project governance includes (a) hiring the Student Veteran Coordinator as a single point of contact to coordinate comprehensive support services for veteran students; and (b) establishing the Veteran Success Committee as the comprehensive veteran student support team, including individuals from admissions, registration, financial aid, academic advising, student health, faculty, and any other office at ABC which can provide support to veteran students on campus.

The Coordinator's primary responsibility will be to provide oversight for the project, monitor the rates of veteran student enrollment, and ensure the success of all project activities.

### System of Tracking Veterans

In addition to our sophisticated on-line student management system, ABC will utilize the Toolkit for Veteran-Friendly Institutions which was developed by the American Council on Education to help track our veteran students.

We anticipate avoiding the challenges of getting student veterans to identify themselves because we realize that it is difficult to serve this population's specific needs if we cannot successfully identify our applicants or enrolled students as veterans. We will also utilize transcript data, self-identification, benefit certification, and FAFSA information. Since all students must fill out an on-line application for enrollment, we will include a new set of questions to identify veteran-status and veteran-dependent status.

Veteran-Specific Interventions (supported by research as effective strategies)

Through our entrepreneurship education component, veteran students will learn organizational skills, including time management, leadership development and interpersonal skills, all of which are highly transferable skills.

Other positive outcomes from the entrepreneurship training are expected to include:

- improved academic performance and educational attainment
- increased problem-solving and decision-making abilities
- enhanced social psychological development

Ongoing research commissioned by the National Foundation for Teaching Entrepreneurship (NFTE) to evaluate the effectiveness and impact of its programs found that when students participating in entrepreneurship programs:

- interest in attending college increased 32 percent
- occupational aspirations increased 44 percent
- leadership behavior increased 8.5 percent
- belief that attaining one's goals is within one's control (locus of control) increased.

**SECTION III—BUDGET PLAN**

Grant Budget Line Item Detail

*Salaries and Wages*—Grant funds are requested only for the Student Veteran Coordinator at a total salary of \$42,840

*Employee Benefits & Payroll Taxes*—The benefit and tax amount is 12% of the employee's salary, or \$5,160.

*Total Personnel Expenses*—\$48,000

*Professional Fees*—None

*Supplies, Telephone, Postage and Shipping, Equipment Rental and Maintenance, Printing and Publications*—total amount, \$20,000

*Insurance*—additional costs, \$1,000

*Specific Assistance to Individuals*—direct cash assistance to indigents, emergency transportation assistance, etc., \$1,000

*Other Non-Personnel*—\$14,000 for additional program supplies and equipment; student veteran transportation expenses using the ABC vehicle.

*Conference & Meetings, Conference registration and travel, transportation—including local travel, meals, lodging, and per diem*—\$4,000

(Please also see Appendix B)

**SECTION IV—SUSTAINABILITY**

ABC is committed to sustaining the grant activities beyond this initial year of funding and will seek federal, private, and other sources of funding to continue the effort to significantly impact the educational outcome of student veterans.

Our plan is to immediately partner with our current corporate supporters to also engage them in financially supporting this initiative. And, as a Historically Black College, ABC can attract the support of corporate organizations with a commitment towards diversity.



**APPENDIX B - BUDGET**

**GRANT BUDGET LINE-ITEM DETAIL:**

<b>PROFESSIONAL FEE, GRANT &amp; AWARD</b>	<b>AMOUNT</b>
Specific, Descriptive, Detail (Repeat Row As Necessary)	0
<b>TOTAL</b>	<b>0</b>

<b>INTEREST</b>	<b>AMOUNT</b>
Specific, Descriptive, Detail (Repeat Row As Necessary)	0
<b>TOTAL</b>	<b>0</b>

<b>DEPRECIATION</b>	<b>AMOUNT</b>
Specific, Descriptive, Detail (Repeat Row As Necessary)	0
<b>TOTAL</b>	<b>0</b>

<b>OTHER NON-PERSONNEL</b>	<b>AMOUNT</b>
Additional Program Supplies and Equipment; Veteran Student van transportation expenses	14,000
<b>TOTAL</b>	<b>0</b>

<b>CAPITAL PURCHASE</b>	<b>AMOUNT</b>
Specific, Descriptive, Detail (Repeat Row As Necessary)	0
<b>TOTAL</b>	<b>0</b>



# Strategic Alliance Memorandum

*with the*

**United States Small Business Administration**

*and the*

**American Baptist College**

## I. **PURPOSE**

The United States Small Business Administration (SBA) and the **American Baptist College** (each a "Party" or, collectively the "Parties") are joined by a common mission; **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

**American Baptist College is a Historically Black College and University located in Nashville, TN. The school was founded in 1924 as American Baptist Theological Seminary for the training and educating of students for Christian leadership, service and social justice in the world. As a private institution of higher education, it is one of the nation's most recognized establishments dedicated to promoting higher education through a Christ centered vision of the world for students.**

**Today, the school offers a quality educational program with a liberal arts emphasis, equipping diverse students intellectually, morally, spiritually, socially and theologically. The degree programs include Certificates in the Bible and Christian Training, Diploma of Theology, Associate of Arts Degree, General Studies, Bachelor of Arts Degree in Behavioral Studies and Human Services, Bachelor of Theology, and Master's degree in Pastoral Studies.**

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and **American Baptist College** in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits **American Baptist College** to use the SBA logo or seal. The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to **American Baptist College**.

In order to further their common goals, the Parties agree to the following:

## II. SCOPE AND RESPONSIBILITIES

### **SBA Undertakings:**

Within the limits of its available and/or appropriated resources, the SBA through its **Tennessee District Office** will:

- Provide **American Baptist College** with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, Women's Business Centers (WBCs) and the Veteran Business Outreach Centers (VBOCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise **American Baptist College** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in **American Baptist College** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite **American Baptist College's** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at **American Baptist College's** location when appropriate.
- Provide a text-only hyperlink from SBA's website to **American Baptist College's** website pursuant to SBA's linking policies.
- Provide information to **American Baptist College's** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and **American Baptist College**.

### **American Baptist College Undertakings:**

Within the limits of its available resources, the **American Baptist College** will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform **American Baptist College's** small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from **American Baptist College's** website to SBA's website.
- Assign a local point of contact to serve as liaison between **American Baptist College** and SBA.

## III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

**IV. AMENDMENT**

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

**V. TERMINATION**

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

**VI. RELATIONSHIP**

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to American Baptist College and SBA.

**VII. RESPONSIBLE OFFICIALS**

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

**American Baptist College:**

Dr. Forrest E. Harris, Sr.  
President  
1800 Baptist World Center Drive  
Nashville, TN 37207  
(615) 256-1463  
[officeofthepresident@abcnash.edu](mailto:officeofthepresident@abcnash.edu)

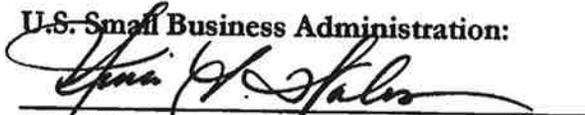
**U.S. Small Business Administration:**

Walter Perry  
District Director  
2 International Plaza Drive, Suite 500  
Nashville, TN 37217  
(615) 736-5039  
[walter.perry@sba.gov](mailto:walter.perry@sba.gov)

**VIII. SIGNATURES**

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization:

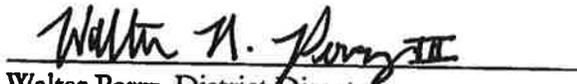
**U.S. Small Business Administration:**

  
Mira Wales, Deputy Assistant Administrator  
Office of Communications and Public Liaison

12-12-13  
Date

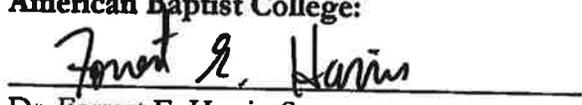
Cassius Butts, Regional Administrator  
Region IV

Dec. 11, 2013  
Date

  
Walter Perry, District Director  
Tennessee District Office

Dec. 6, 2013  
Date

**American Baptist College:**

  
Dr. Forrest E. Harris, Sr.  
President

Dec 6, 2013  
Date



United States Small Business Administration  
Tennessee District Office  
2 International Plaza, Suite 500  
Nashville, TN 37217-2023

Tel: 615-736-5881  
Fax: 615-736-7232  
[www.sba.gov/tn](http://www.sba.gov/tn)

December 30, 2013

Dr. Forrest E. Harris, Sr.  
President  
American Baptist College  
1800 Baptist World Center Drive  
Nashville, TN 37207

Dear Dr. Harris:

The U.S. Small Business Administration is pleased to enclose the final executed Strategic Alliance Memorandum Agreement with American Baptist College. We are now able to officially work together to offer the resources of the Small Business Administration in support of the mission needs of ABC.

We welcome the opportunity to support your esteemed institution in ways that will enable us to mutually benefit. SBA looks forward to this journey as we chart a new path of collaboration.

Sincerely,

A handwritten signature in black ink, appearing to read "Walter N. Perry", is written over a faint, illegible typed name.

Walter N. Perry  
District Director  
615-736-5039  
[walter.perry@sba.gov](mailto:walter.perry@sba.gov)

Enclosure – Strategic Alliance Memorandum