

## Excellence in Economic Education

Funded by *The United States Department of Education, Office of Innovation and Improvement*  
Advancing K-12 Economic & Financial Education Nationwide, Award #:U215B050005-09

### 2009 Request for Proposals (RFP) Non-Research Programs

#### BACKGROUND

The United States Department of Education's Office of Innovation and Improvement has designated the Council for Economic Education (The Council) as the agency to implement the *Excellence in Economic Education* (EEE) Program during 2009-2010. The goal of the grant is to promote economic and financial literacy among all K-12 students by: increasing students' knowledge of, and achievement in, economics to enable them to become more productive and informed citizens; strengthening teachers' understanding of economics to enable the teachers to increase student mastery of economic principles and the practical application of those principles; encouraging economic education research and development; disseminating effective instructional materials; promoting the replication of best practices and exemplary programs that foster economic literacy; assisting states in measuring the impact of education in economics; and leveraging and expanding increased private and public support for economic education partnerships at the national, state and local levels.

As part of the *Excellence in Economic Education* federal grant, funding will be available for the Council to award sub-grants on a competitive basis to qualified organizations for project activities that relate to the above-mentioned goals. *Sub-grant awards are contingent upon the continuation of funding of the Council for Economic Education's grant award under the Excellence in Economic Program from the U.S. Department of Education. The Council will notify all applicants in the unlikely event that the project has not been funded.*

Applicants are required to show how they will match the federal grant with an *equal* amount of funds from *non-federal* funding. Matching funds may be in the form of cash or in-kind; in-kind payments may include plant, equipment, and services, and must be fairly evaluated. All funds from this grant must be used to supplement and not supplant other federal, state, and local government funds expended to support activities appropriate for this grant.

#### PROGRAMS

The Council intends to provide grant funding to organizations that work with K-12 students for the following activities.

- Replication of Best Practices (BP)
- Distribution of Curriculum and Teaching Materials (MD)
- School-based Student Activities (SA)
- Teacher Training Programs (TT)

The program schedule, description of eligible organizations, and the guidelines for the activities follow.

#### SCHEDULE

<b>Schedule for Application Process:</b>	
Online Proposal Due	June 2, 2009
Notification of Grant Award/Denial	August 14, 2009

<b>Schedule for Funded Projects</b>	
Decision / Letter of Agreement Due	September 17, 2009
Completion of Project	May 14, 2010
Final Report Due*	June 11, 2010
Teacher Training Final Report Due:	January 21, 2011

## **ELIGIBLE ORGANIZATIONS**

*Any state education agency, local education agency, or state or local economic, personal finance, or entrepreneurial education organization that works with K-12 students may respond to this RFP.*

Eligible **Grantee Organizations** serve K-12 students, and categories include:

- a. a state educational agency<sup>†</sup>
- b. a local educational agency<sup>‡</sup>
- c. a state/local organization promoting economic education
- d. a state/local organization promoting personal finance education
- e. a state/local organization promoting entrepreneurship education
- f. an organization promoting personal finance or entrepreneurial education

The Council strongly encourages including an implementing partner, although it is not required. Eligible **Partner Organizations** include:

- a. a private sector entity
- b. an institution of higher education
- c. a state educational agency
- d. a local educational agency
- e. an organization promoting economic development
- f. an organization promoting educational excellence
- g. an organization promoting personal finance or entrepreneurial education

## **QUESTIONS**

A list of questions and answers is posted on the application website for your reference. Please visit <http://www.councilforeconed.org/ea/eee/faq2.php> to view frequently asked questions. Please direct all other questions to Kevin Gotchet at [kgotchet@councilforeconed.org](mailto:kgotchet@councilforeconed.org).

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\* *Teacher Training Grantees will have their interim report due June 11, 2010, and their final report evaluating the success of the project due January 21, 2011.*

<sup>†</sup> *State Educational Agency* means the state board of education or other agency or officer primarily responsible for the supervision of public elementary and secondary schools in a state. In the absence of this officer or agency, it is an officer or agency designated by the Governor or state law. For a complete listing of eligible SEAs please go to this site: [http://wdcrocolp01.ed.gov/Programs/EROD/org\\_list.cfm?category\\_ID=SEA](http://wdcrocolp01.ed.gov/Programs/EROD/org_list.cfm?category_ID=SEA)

<sup>‡</sup> *Local Educational Agency* means:

- a. A public board of education or other public authority legally constituted within a state for either administrative control or direction of, or to perform service functions for, public elementary or secondary schools in:
  1. A city, county, township, school district, or other political subdivision of a state; or
  2. Such combination of school districts or counties a State recognizes as an administrative agency for its public elementary or secondary schools; or
- b. Any other public institution or agency that has administrative control and direction of a public elementary or secondary school.
- c. The term also includes any other public institution or agency that has administrative control and direction of a vocational education program.

**REQUEST FOR PROPOSALS**  
**Replication of Best Practices**  
**Application Guidelines and Project Narrative Form**

Applicants wishing to apply for funding under the **Replication of Best Practices** program will develop a proposal for a project activity that encourages the replication of best practices to promote economic and financial literacy. Activities included for consideration may include, but are not limited to, state economic education conferences for teachers, development and coordination of local conferences, publication of journals or newsletters, teacher recognition and awards programs, and state, local and/or district-wide teacher in-service programs.

The Council anticipates awarding approximately 15 grants of \$5,000 to \$10,000 each in this funding category.

Sub-grant awards are contingent upon the continuation of funding of the Council for Economic Education's grant award under the Excellence in Economic Program from the U.S. Department of Education. The Council will notify all applicants in the unlikely event that the project has not been funded.

*Please provide the information requested below for your proposed project activity. Enter your responses in the online application facility at <http://www.councilforeconed.org/ea/manage>. Proposals that do not address these issues will not be accepted for review.*

1. Describe the proposed project activity, including the need(s) the proposed activity intends to address and what the project aims to accomplish; details on the replication activity format; the target audience, how they will be selected, and how many are anticipated to be impacted by the activity; and how the replication will take place.
2. Explain and provide evidence of how the proposed activity qualifies as a best practice for promoting economic and financial literacy.
3. Explain the expected outcome and potential impact of this project activity.
4. Provide a proposed timeline for the project activity.
5. Describe any follow up activities planned for the proposed project activity.

The Council will review competing applications for financial assistance against the following criteria:

Project plan (30 points): The applicant identifies a service or programming gap and demonstrates a clear plan for addressing that need. The proposed activity identifies a specific and appropriate audience and demonstrates a coherent strategy for impacting this audience. The applicant involves a relevant implementing partner or partners in carrying out the proposed activity.

Evidence of best practice (10 points): The applicant demonstrates that the activity is a best practice in comparison to potential alternate activities.

Outcome and impact (20 points): The applicant clearly describes the proposed results expected to be achieved. Proposed outcomes are measurable, and ambitious but achievable. The project demonstrates a broader potential long-term impact beyond the targeted intervention.

Timeline (10 points): The applicant has a systematic and realistic plan for meeting the project outcomes.

Evidence of follow-up (10 points): The applicant identifies a strategy for implementing follow-up activities upon completion of the project.

Budget Justification (20 points): The budget is reasonable, understandable and appropriate to the proposed project. The applicant demonstrates a capacity to meet the match requirements.



**REQUEST FOR PROPOSALS**  
**Distribution of Curriculum and Teaching Materials**  
**Application Guidelines and Project Narrative Form**

Applicants wishing to apply for funding under the **Distribution of Curriculum and Teaching Materials** program will develop a project activity that provides resources to school districts seeking to incorporate economics, personal finance, and/or entrepreneurship into the curricula of the schools in those districts.

In the final report, grant recipients will be asked to provide email addresses of the recipients of the distributed resources to be contacted for feedback on the program.

The Council anticipates awarding approximately 15 grants of \$5,000 to \$10,000 each in this funding category.

Sub-grant awards are contingent upon the continuation of funding of the Council for Economic Education's grant award under the Excellence in Economic Program from the U.S. Department of Education. The Council will notify all applicants in the unlikely event that the project has not been funded.

*Please provide the information requested below for your proposed project activity. Enter your responses in the online application facility at <http://www.councilforeconed.org/ea/manage>. Proposals that do not address these issues will not be accepted for review.*

1. Describe the proposed project activity, including the need(s) the proposed activity intends to address and what the activity aims to accomplish; a listing/description of the materials to be distributed (and confirmation of permission to distribute if the materials are copyrighted); rationale for the selected materials and how they are to be used; the target audience; and how many materials are to be distributed.
2. Explain any related training that teachers will receive associated with the distributed materials.
3. Explain the expected outcome and potential impact of this project activity.
4. Provide a proposed timeline for the project activity.
5. Describe any follow up activities planned for the proposed project activity.

The Council will review competing applications for financial assistance against the following criteria:

**Project plan (30 points):** The applicant identifies a service or programming gap and demonstrates a clear plan for addressing that need. The proposed activity identifies a specific and appropriate audience and demonstrates a coherent strategy for impacting this audience. The applicant involves a relevant implementing partner or partners in carrying out the proposed activity.

**Evidence of training (10 points):** The applicant presents a clear plan for training teachers who receive materials under this project.

**Outcome and impact (20 points):** The applicant clearly describes the proposed results expected to be achieved. Proposed outcomes are measurable, and ambitious but achievable. The project demonstrates a broader potential long-term impact beyond the targeted intervention.

**Timeline (10 points):** The applicant has a systematic and realistic plan for meeting the project outcomes.

**Evidence of follow-up (10 points):** The applicant identifies a strategy for implementing follow-up activities upon completion of the project.

**Budget Justification (20 points):** The budget is reasonable, understandable and appropriate to the proposed project. The applicant demonstrates a capacity to meet the match requirements.



**REQUEST FOR PROPOSALS**  
**School-based Student Activity**  
**Application Guidelines and Project Narrative Form**

Applicants wishing to apply for funding under the **School-based Student Activity** program will develop a project activity that will create and conduct a school-based student activity that promotes consumer, economic, and personal financial education and encourages awareness and student academic achievement in economics. Such activities might include, but are not limited to, participation in business or stock market simulations, academic competitions, mentoring, and community activities.

In the final report, grant recipients will be asked to provide outcomes from the activity such as a participant list, rating of the value of the activity, results from an evaluation conducted by the grantee, or any other relevant information.

The Council anticipates awarding approximately 18 grants of \$5,000 to \$10,000 each in this funding category.

Sub-grant awards are contingent upon the continuation of funding of the Council for Economic Education's grant award under the Excellence in Economic Program from the U.S. Department of Education. The Council will notify all applicants in the unlikely event that the project has not been funded.

*Please provide the information requested below for your proposed project activity. Enter your responses in the online application facility at <http://www.councilforeconed.org/ea/manage>. Proposals that do not address these issues will not be accepted for review.*

1. Describe the proposed project, including the need(s) the proposed activity intends to address and what the activity aims to accomplish; details on the student activity and its format; target grade levels; anticipated number of student attendees and recruitment strategy; how the activity will promote consumer, economics or personal finance education; and how the activity will promote awareness of student academic achievement.
2. Explain how you plan to evaluate the effectiveness of your proposed activity on the participating students. You are strongly encouraged to post-test students using one of the following testing instruments, either in part or in total:
  - The Basic Economics Test (BET): a nationally normed and standardized test for measuring the economic understanding of upper elementary and lower middle school students (fifth and sixth grade).
  - The Test of Economic Knowledge (TEK): a nationally normed and standardized test for measuring the economic understanding of students near the end of middle school and at the beginning of high school (eighth and ninth grades).
  - The Test of Economic Literacy (TEL): a nationally normed and standardized test for measuring the achievement of high school students in economics.

- The Test of Understanding of College Economics (TUCE): a nationally normed and standardized test for assessing college students' understanding of the principles of microeconomics or macroeconomics.
- Financial Fitness for Life (FFFL-UE, FFFL-MS, and FFFL-HS): standardized tests for measuring the achievement of elementary, middle, or high school students in courses that emphasize instruction in personal finance.

In your explanation of evaluation provide detail on which test—or portion of a test—you will use. If you choose not to use one of the above tests, provide a copy of the instrument that will be used as well as evidence that the instrument will be a reliable and valid measure.

3. Explain the expected outcome and potential impact of this project activity.
4. Provide a proposed timeline for the project activity.
5. Describe any follow up activities planned for the proposed project activity.

The Council will review competing applications for financial assistance against the following criteria:

**Project plan (30 points):** The applicant identifies a service or programming gap and demonstrates a clear plan for addressing that need. The proposed activity identifies a specific and appropriate audience and demonstrates a coherent strategy for impacting this audience. The applicant involves a relevant implementing partner or partners in carrying out the proposed activity.

**Evaluation (10 points):** The applicant demonstrates a clear plan for evaluating the activities' effectiveness on student learning. The testing tool to be used is appropriate.

**Outcome and impact (20 points):** The applicant clearly describes the proposed results expected to be achieved. Proposed outcomes are measurable, and ambitious but achievable. The project demonstrates a broader potential long-term impact beyond the targeted intervention.

**Timeline (10 points):** The applicant has a systematic and realistic plan for meeting the project outcomes.

**Evidence of follow-up (10 points):** The applicant identifies a strategy for implementing follow-up activities upon completion of the project.

**Budget Justification (20 points):** The budget is reasonable, understandable and appropriate to the proposed project. The applicant demonstrates a capacity to meet the match requirements.



**REQUEST FOR PROPOSALS**  
**Teacher Training Program**  
**Application Guidelines and Project Narrative Form**

Applicants wishing to apply for funding under the **Teacher Training Program** will design a project activity that establishes and implements training programs for kindergarten through grade 12 teachers using effective and innovative approaches to the teaching of economics, personal finance, and entrepreneurship. Workshops may be in-person teacher training workshops, web-based delivery of instruction, other forms of teacher professional development, or some combination of any of these. The proposed teacher training program must:

- Involve the training of teachers at one or more K-12 grades
- Encourage teachers from disciplines other than economics and financial literacy to participate in such a program
- Include a plan to assess the impact of teacher training on students.

The Council anticipates awarding approximately 25 grants in amounts between \$10,000 and \$25,000 for each proposal approved for conducting a Teacher Training Program.

Sub-grant awards are contingent upon the continuation of funding of the Council for Economic Education's grant award under the Excellence in Economic Program from the U.S. Department of Education. The Council will notify all applicants in the unlikely event that the project has not been funded.

*Please provide the information requested below for your proposed project activity. Enter your responses in the online application facility at <http://www.councilforeconed.org/ea/manage>. Proposals that do not address these issues will not be accepted for review.*

1. Describe the proposed project activities, including the need(s) the proposed activity intends to address and what it aims to accomplish; details on the training format; proposed date(s)/location; target grade levels and content areas; teaching materials to be used; anticipated number of attendees; teacher recruitment strategy, including teachers in disciplines other than economics and personal finance; and tentative program agenda.
2. Explain how you plan to evaluate the effectiveness of your proposed teacher training project. Applicants must describe how they will carry out two required evaluation activities: 1) a pre- and post-content knowledge test of the teachers who are trained; and 2) a post-content knowledge test of students who are taught by the teachers who are trained. Identify how you plan to pre-test and post-test teachers and how you will ensure that a significant sample of the teachers post-test student knowledge. One of the following instruments should be used for both teacher and student testing.
  - The Basic Economics Test (BET): a nationally normed and standardized test for measuring the economic understanding of upper elementary and lower middle school students (fifth and sixth grade).
  - The Test of Economic Knowledge (TEK): a nationally normed and standardized test for measuring the economic understanding of students near the end of middle school and at the beginning of high school (eighth and ninth grades).

- The Test of Economic Literacy (TEL): a nationally normed and standardized test for measuring the achievement of high school students in economics.
- The Test of Understanding of College Economics (TUCE): a nationally normed and standardized test for assessing college students' understanding of the principles of microeconomics or macroeconomics.
- Financial Fitness for Life (FFFL-UE, FFFL-MS, and FFFL-HS): standardized tests for measuring the achievement of elementary, middle, or high school students in courses that emphasize instruction in personal finance.

If a test from the Council in its entirety is not deemed an appropriate measure, the applicant must provide a rationale for using an alternative instrument, such as a selection of items from a Council test (using at least half of the test) or another instrument. If you choose not to use a Council test, provide a copy of the proposed instrument as well as evidence that the instrument will be a reliable and valid measure.

3. Explain the expected outcome and potential impact of this project activity.
4. Provide a proposed timeline for the project activity. Note that teacher training projects have an interim and final reporting requirement.
5. Describe any follow up activities planned for the proposed project activity.

The Council will review competing applications for financial assistance against the following criteria:

**Project plan (30 points):** The applicant identifies a service or programming gap and demonstrates a clear plan for addressing that need. The proposed activity identifies a specific and appropriate audience and demonstrates a coherent strategy for impacting this audience. The applicant involves a relevant implementing partner or partners in carrying out the proposed activity.

**Evaluation (10 points):** The applicant demonstrates a clear plan for evaluating the project's effectiveness. The testing tool(s) to be used are appropriate.

**Outcome and impact (20 points):** The applicant clearly describes the proposed results expected to be achieved. Proposed outcomes are measurable, and ambitious but achievable. The project demonstrates a broader potential long-term impact beyond the targeted intervention.

**Timeline (10 points):** The applicant has a systematic and realistic plan for meeting the project outcomes.

**Evidence of follow-up (10 points):** The applicant identifies a strategy for implementing follow-up activities upon completion of the project.

**Budget Justification (20 points):** The budget is reasonable, understandable and appropriate to the proposed project. The applicant demonstrates a capacity to meet the match requirements.

## APPLICATION PROCESS

Please read the general application guidelines below.

- **READ THIS RFP CAREFULLY.** It includes detailed information about the Excellence in Economic Education sub-grant category you selected to help applicants determine their eligibility and understand the application requirements.
- **GATHER INFORMATION FOR THE ONLINE APPLICATION:** You do not need to complete your online application in one sitting. Once you have begun the online process you will be able to return and make changes to your application(s). For your convenience find a list of the information you will need to submit a complete application.
  - Project Title
    - ✓ The unique ID your project is assigned will be the primary means of identification for all reporting, but a descriptive title is useful for both reviewers and grantees.
  - Grant Primary Contact
    - ✓ This is the person who must sign the Letter of Agreement (LOA), and who will be responsible for the successful execution of the project.
  - Primary Contact Institution
    - ✓ This is where official correspondence and other materials will be mailed.
  - (Optional) Fiscal Agent
    - ✓ If a different individual/institution/authority is responsible for payments than is responsible for completing the project, a separate fiscal agent should be entered.
  - Major Project Partner(s)
    - ✓ The Council strongly encourages including an implementing partner, although it is not required.
    - ✓ A Letter of Collaboration must be submitted as part of your online application for each partner that is participating in project implementation.
  - Itemized Budget
    - ✓ Matching funds from non-federal sources must equal or exceed the funding requested in the grant.
    - ✓ Line items must be categorized and sources of matching funds should be clearly indicated, including any match to be raised by a project partner.
    - ✓ Funds from this grant must be used to supplement and not supplant other federal, state, and local government funds expended to support activities appropriate for this grant.
    - ✓ Administrative costs may comprise a maximum of 5% of awarded funds.
  - Project Narrative
    - ✓ The criteria for each sub-grant category are included in this document
    - ✓ The project narrative must be entered in the online application facility at <http://www.councilforeconed.org/ea/manage> to be considered.\*
- **COMPLETE THE ONLINE APPLICATION by June 2, 2009, 9:00 pm Eastern Time. APPLICATIONS SUBMITTED AFTER THIS DATE AND TIME WILL NOT BE CONSIDERED.**
- The Council will recruit a team of highly qualified leaders in the fields of economics and education as well as from the business, banking, and finance communities to conduct the proposal review to evaluate and make funding recommendations for the proposals.
- The Council welcomes proposals for multiple project activities from one organization. However, each proposed project must be applied for separately. *Each* proposed project must have an application completed online.
- When the proposal review process is completed, the Council will issue a letter of grant approval or rejection to each confirmed applicant by August 15, 2009.

## GRANT TERMS

- Projects must begin after the EEE notification date of **August 15, 2009.**

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\* Applicants who cannot complete an online application may request a paper version:

- In order for a paper version of a proposal to be considered, applicants must mail a letter to the Council explaining why they are unable to complete the online application.
- The Council will then mail a proposal form to organizations that have a reasonable explanation.
- Only proposals that comply with the form will be considered, and proposals must be received at the Council by the regular deadline.
- The Council will input the information from your form into the official online RFP system for you.
- Paper proposals will not be considered for review if they do not meet the conditions:
  1. A request was made in writing to the Council, AND approved by the Council.
  2. The proposal strictly follows the format of the forms mailed by the Council to your organization
  3. The proposal was RECEIVED at the Council by the deadline, June 2, 2009.

- Each *Best Practices*, *Materials Distribution*, and *Student Activities* grant recipient must conclude the funded project activity by **May 14, 2010**.
- *Best Practices*, *Materials Distribution*, and *Student Activities* final reports including survey of completed activities, and budget expenditure report must be submitted by the grant recipient to the Council upon completion of each funded project but no later than **June 11, 2010**.
- There is no designated completion date for *Teacher Training* projects, but all projects must submit an interim report by **June 11, 2010**, and a final report with assessment/evaluation results submitted to the Council by **January 21, 2011**.
- Recipients of *Teacher Training Program* awards must satisfy requirements to report results of student testing as outlined in the *Application Guidelines and Project Narrative Form for Teacher Training Program* and specified in their *Letter of Agreement* with the Council. The Council will provide the necessary reporting forms via email to grant recipients.
- For approved proposals other than Teacher Training programs, the Council will issue a *Letter of Agreement* to be signed by the applicant. The Council will award an initial grant of half the total grant amount upon submission of the signed *Letter of Agreement*. The second half of the grant amount will be awarded once the project activity has been completed and the final report—which includes the narrative, financial, and survey reports—has been received by the Council.
- For approved Teacher Training projects, the Council will issue a *Letter of Agreement* to be signed by the applicant. The Council will award an initial grant of one-third of the grant amount upon submission of the signed *Letter of Agreement*. The second third of the grant amount will be awarded once the Council receives an interim report. The last third of the grant amount will be awarded once a full final report and student test results have been received by the Council.

#### **APPLICATION SUBMISSION INFORMATION**

The Council will only review applications from candidates who submit their proposals as outlined in this RFP. Incomplete proposals will not be reviewed.

Submit the *Online Application* by **June 2, 2009, 9:00 pm Eastern Time**, at <http://www.councilforeconed.org/ea/manage>. **APPLICATIONS SUBMITTED AFTER THIS DATE AND TIME WILL NOT BE CONSIDERED.**

Proposals must be completed using the online system (<http://www.councilforeconed.org/ea/manage>) and will not be accepted by mail without prior authorization by the Council for Economic Education.

For additional information on the Council for Economic Education, please visit our website at <http://www.councilforeconed.org>. For the latest news and additional information on the Excellence in Economic Education Program go to <http://www.councilforeconed.org/eee/>.

#### **QUESTIONS**

A list of questions and answers will be posted on the application website for your reference. Please visit <http://www.councilforeconed.org/ea/eee/faq2.php> to view frequently asked questions. Please direct all other questions to Kevin Gotchet at [kgotchet@councilforeconed.org](mailto:kgotchet@councilforeconed.org).