



Request for Proposals

Share Our Strength

Historically Black Colleges and Universities (HBCUs) as Nutrition Hubs

Issue Date: December 1, 2022

Closing Date: January 6, 2022

Award Date: On or around - January 20, 2023

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INTRODUCTION

Share Our Strength is the leading national organization dedicated to ending childhood hunger in the United States. By ensuring that kids have access to critical federal nutrition programs and teaching their families how to cook healthy, affordable meals, Share Our Strength's No Kid Hungry campaign surrounds children with healthy food where they live, learn and play. State- and city- based No Kid Hungry campaigns are the hallmark of the national No Kid Hungry strategy. No Kid Hungry campaigns are public-private partnerships that set measurable goals for increasing participation in specific federal nutrition programs and nutrition education, identify and implement strategies for achieving those goals, and use data to track progress and refine tactics.

BACKGROUND

As a new body of work for the Center for Best Practices (CBP), Senior Program Manager, Valeria Hawkins will develop a strategy to **address childhood hunger in rural communities with persistent poverty**. For the purpose of this scope of work, **rural communities with persistent poverty** are considered rural by the USDA and located in counties designated as persistent poverty. Persistent poverty is a term used to describe counties and parishes where 20% or more of the population has lived below the poverty line over the past three decades.

One in four rural people are people of color. Share Our Strength is committed to working alongside communities of color to advance food equity. We believe that Historically Black Colleges and Universities (HBCUs) are an important partner in our work in rural communities with persistent poverty because of their reach within these communities and their expansive impact on communities of color. In the landmark study, commissioned by UNCF's Frederick D. Patterson Research Institute, HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities, it shows that the economic benefits of HBCUs extend beyond the students they educate. These institutions are key driving forces and equally important to the regions and communities they have served for more than 100 years.

We are interested in exploring the viability of partnering with HBCUs to expand the work and lessons we have learned in our K-12 model, Schools as Nutrition Hubs, to support community food security in rural and persistent poverty communities with ties to HBCUs.

PROJECT CONTEXT

We are seeking a – HBCU Consultant to help support a new body of work focused on Historically Black Colleges and Universities (HBCUs) following the model we have already tested in the K-12 setting. This project aims to support HBCUs located in or serving rural communities and communities experiencing persistent poverty as “Nutrition Hubs”. For the purpose of this project: “Nutrition Hubs” are anchored and trusted institutions within the communities they serve, working on their campuses and collaboratively through partnerships within their communities to ensure families have access to food, federal benefits programs and other resources to reduce and eliminate food insecurity.

“**HBCUs** were established primarily in the post-Civil War era to meet the educational needs of Black Americans. They provide pathways to upward social mobility and have a long-standing commitment to promoting academic success and students’ health and well-being. But persistent funding inequities at both the state and federal levels actively undermine those commitments and leave the sector particularly vulnerable during the coronavirus (COVID-19) pandemic. Researchers surveyed nearly 5,000 students from 14 private and public HBCUs in the fall of 2020 and found that 46 percent of them didn’t have enough food in the 30 days prior to the survey.”¹

Also, this initiative will build on Share Our Strength’s investment in increasing SNAP participation among parenting college students. Parenting students have higher barriers to SNAP access because of outdated SNAP policy yet the outcomes of receiving this benefit are increased ability to complete their education, setting up more economic mobility, and better long-term outcomes for their families and children. Focusing on HBCUs prioritizes this work in institutions with the least support and funding for college student basic needs efforts while allowing us to identify replicable opportunities that are applicable to other minority-serving higher education institutions.

¹ Dahl, S., Strayhorn, T., Reid, M. Jr, Coca, V., & Goldbricker, S. (2022, January). Basic needs insecurity at Historically Black Colleges and Universities: A #RealCollegeHBCU report. The Hope Center for College, Community, and Justice and the Center for the Study of HBCUs.

TASKS & DELIVERABLES

The role of the HBCU Consultant will be to provide a landscape analysis of efforts to support food security through HBCUs, facilitate listening sessions and assist with identifying key partnerships and collaboration opportunities to address food access for HBCUs working to reduce and eliminate food insecurity on campus and in their broader communities. Ultimately, the results and findings made by the consultant will help Share Our Strength determine ways to provide financial and in-kind support to HBCUs with their food security efforts.

PROJECT MANAGEMENT

- Virtual kick-off meeting with project team at Share Our Strength, with the contractor leading the agenda and discussion
- Subsequent regular check-in calls with Share Our Strength to discuss project plans and progress
- A minimum of (2) virtual presentations on results to Share Our Strength staff and key stakeholders

STRATEGIC PLAN DEVELOPMENT PROCESS

Landscape Analysis

[The landscape analysis should capture a national scope but with emphasis on the three pilot states (MS, AL, SC) and southern/persistent poverty states.]

The landscape analysis should address the following questions:

- What ways do HBCUs engage with and support their broader communities particularly those in rural settings?
- How are HBCUs currently addressing food insecurity on their campuses and within their broader communities? Does this differ between universities and those that are community colleges?
- How are HBCUs tracking food insecurity and/or identifying at-risk students? Are parenting students being identified and supported at HBCUs?
- What ways are HBCUs currently connecting students and/or the broader community to public benefits like SNAP, WIC and economic supports? What are opportunities to expand these efforts?

- What are the ways Share Our Strength/No Kid Hungry can support HBCU institutions in their work to address student and community food security?
- Are there currently any coalitions or groups of HBCUs meeting to address food insecurity on or off campus?
- Are there any state-level or national organizations supporting HBCUs working to address food insecurity?

Deliverable Due Date: March 2023

Partner Identification

Identify key issues, questions, and choices to be addressed as part of the strategic planning effort as the *HBCUs as Nutrition Hubs initiative is launched, and clarify the following as part of the strategic plan:*

The HBCUs For Engagement:

- Provide guidance on which HBCUs campuses in the pilot states of Mississippi, Alabama and South Carolina are best situated to engage in strengthening their food security on and around campus
- Develop a partnership engagement and criteria selection framework
- Help identify potential new external partners for ongoing work and collaboration with a focus on partners we could engage as grantees for HBCU nutrition hub work.

Deliverable Due Date: April 2023

Listening Sessions:

- Host virtual listening sessions in each of the (3) pilot states, Mississippi, Alabama and South Carolina with leaders from HBCUs within those states.

Deliverable due: May 2023

FINAL REPORT & RECOMMENDATIONS

- Final report and Executive summary synthesizing the listening sessions and creating a PowerPoint presentation to be used for future presentations.

Deliverable Due Date: Mid- May 2023

PROJECT TIMELINE

RFP Release Date December 1, 2022

Written proposal due to Share Our Strength: January 6, 2022

Notification of award of work: January 20, 2023

Project begins: February 1, 2023

Tasks & Deliverable Due

- Project Management – Ongoing
- Strategic Plan Development Process
 - Landscape Analysis – March 31, 2023
 - Partner Identification April 28, 2023
 - Host (3) Virtual Listing Sessions May 15, 2023
- Final Report- May 31, 2023
- Project Completed – June 15, 2023

BUDGET

The budget is not to exceed \$50,000. Proposals should take the budget into consideration. The budget should include a maximum of 10% in indirect expenses. It should include travel costs for in-person site visits with an option for virtual site visits.

PROPOSAL GUIDELINES

A cover letter/summary overview (1 page)

Description of proposed project approach. (3-6 pages)

- Proposed detailed project work plan, timeline and deliverables.

Project organization (2 pages)

- Project team personnel chart
- Description of key personnel roles in project and bios
- Organizational/research team capabilities

- Budget

Appendices – Appendices should include summaries of similar projects, and CVs of key project staff.

Qualifications

- Bachelor's or Master's degree preferred in political science, public policy, public health, public administration or a related field.
- Experience conducting literature reviews and landscape analyses.
- Established relationships with leaders at HBCUs and organizations working to address poverty or hunger in rural areas is a plus.
- Experience working in and on behalf of rural communities and communities experiencing persistent poverty and higher education settings, in particular, HBCU campuses is a plus.
- Lived experience within rural communities or those experiencing poverty is a plus
- Excellent verbal and written communication skills.
- Ability to leverage quantitative and qualitative data effectively.
- Demonstrated ability to synthesize large amounts of information and communicate findings in a clear and concise manner.
- Proficiency in Microsoft Office Suite.

CONTACT

Please send questions related to this RFP to No Kid Hungry's Center for Best Practices at vhawkins@strength.org. Submit completed proposals to vhawkins@strength.org using the subject line "RFP Submission: HBCU Consultant".