



# Request for Proposals

INSTITUTIONAL HOST FOR THE

## NCA Center for Communication, Community Collaboration, and Change

**THE NATIONAL COMMUNICATION ASSOCIATION** (NCA) invites applications from college and university Communication Departments and/or Communication Centers to serve as host of NCA's Center for Communication, Community Collaboration, and Change (CCCC) for a two-year period.

The CCCC seeks to facilitate partnerships with community-based organizations that create sustainable change for underrepresented and/or vulnerable communities through the production and application of communication-related scholarship and practice that lead to measurable outcomes for its community partners. The CCCC believes that when the best of communication *praxis* is coupled with community-based social justice efforts, communities tend to benefit.

The CCCC supports its mission (through its host institution) in three ways:

- A micro-grants funding program that supports community-based projects with potential for significant community impact. These projects must involve close partnerships among university partners, community partners, and organizations serving those communities (when relevant).
- An NCA Annual Convention preconference at which grant recipients share the results of their community-based partnership research. The preconference occurs during the second year of the two-year hosting period.
- An NCA publication that is tied to the funded projects and created for public consumption.

The selected host university will host the CCCC during its initial two-year pilot period. It will appoint a Communication faculty member from the institution as CCCC Director, and will select a theme that is oriented toward the community and represents particular strengths of Communication and/or Communication-related faculty and students in the host institution. The host is responsible for developing a call for proposals associated with the selected theme, awarding five mini-grants (\$20,000 each, see budget-sharing plan below), working with grant recipients to facilitate maximum community involvement and impact, and evaluating project outcomes. Each grant recipient must provide a final report clearly explaining project goals, outcomes, and community impact.

Proposed micro-grant projects must include a faculty member affiliated with the host university as the Principal Investigator and local community partners with whom the faculty member has an established working relationship. Proposed projects may also include faculty partners with shared research interests from other universities, or other regional or national organizations that work closely on the community-based issue(s) being addressed in the proposal. All proposals must include rationales that are situated within the Communication literature and that position improvements in communication processes and/or improvements in communication-related outcomes as central to the community impact being sought.

The host must commit to organizing multiple, regular, and ongoing theme-related opportunities (e.g., speaking events, film events, artistic events, activist events, enriching spaces for community engagement) that facilitate exchange between university members and broader community members. These exchanges must reflect collaborative efforts between the university and community and must vary in the location in which they are held (i.e., on campus, off campus).

The host is also responsible for co-organizing (with assistance from NCA) a preconference to be held at the NCA Annual Convention during the second year of the CCCC hosting, and for ensuring preconference attendance by representative researchers and community partners from all projects. The preconference is intended as a space for disseminating progress on the CCCC's work to Communication scholars and to larger publics. It is also intended as a space in which successful collaborative partnerships between academics and community partners are modeled for the broader discipline, and as a networking opportunity for community partners, regional or national non-profits or NGOs, and community-facing academics.



Finally, the host (with assistance from NCA) is responsible for producing and distributing a publication (e.g., best practices guide) intended for public consumption. The publication is an important component of the public face of the CCCC and is a method to ensure distribution of knowledge generated by the CCCC and its funded projects. An annual report of CCCC activities, including an accounting of expenditures and a summary of all activities, is also required.

## REQUIRED DETAILS FOR PROPOSALS

The following criteria are required of all applications:

1. The host university must be an accredited, postsecondary institution, and there must be demonstrated evidence of enthusiasm from both upper administration and the chair of the Communication Department (or related discipline) at that institution for hosting the CCCC for two years. There must be explicit agreement with the financial and other commitments tied to hosting the CCCC.
2. The proposal must designate a project Director for the two-year period and must agree to give the Director a two-course release each year. (See budget plan section—NCA will provide \$5,000 annually toward indirect costs associated with the operation of the grants program, which may be used to support partial teaching buyout of the Director.) Competitive applications will reflect a commitment from the host institution to provide a minimum of \$10,000 each year in the form of a Director stipend, along with financial support to the department to cover replacements tied to the course buyouts.
3. The proposal must include and describe the proposed theme for the two-year period, elaborate on the need for attention to that theme, and clearly situate the theme within strengths (or promise for growth in strengths) of the institution, the Communication faculty, and the local challenges faced in the institution’s surrounding community.
4. The proposal must articulate the host’s commitment to the activities of the CCCC, as outlined in the background materials of this RFP, and must make a case for why the institution is particularly well-suited to serve as host and further the CCCC’s mission.

In addition to the above, all proposals must include a discussion of the existing infrastructure at the institution to support the CCCC and its activities, evidence of support for the CCCC and its budgetary commitments from the host university from both upper administration and the Communication department chair, evidence of existing collaborative efforts with local community partners, and plans for the type of exchange opportunities that the university and CCCC would offer, among other evidence that makes the case that the host university (and proposed Director(s)) is well-situated to host the NCA Center for Communication, Community Collaboration, and Change.

## BUDGET

The cost-sharing commitments that NCA offers and the financial expectations from the host university to which proposals must commit are as follows:

Budget Parameters			
YEAR 1	NCA	HOST MATCH FUNDS	TOTAL
Small Grants <sup>1</sup>	\$50,000	\$50,000	\$100,000
Indirect Costs <sup>2</sup>	\$5,000	\$10,000	\$15,000
Subtotal	\$55,000	\$60,000	\$115,000
YEAR 2	NCA	HOST MATCH FUNDS	TOTAL
Preconference	\$10,000	\$10,000	\$20,000
Publication	\$5,000	\$5,000	\$10,000
Travel Scholarships <sup>3</sup>	\$35,000	\$0	\$35,000
Indirect Costs	\$5,000	\$10,000	\$15,000
Subtotal	\$55,000	\$25,000	\$80,000
<b>GRAND TOTAL</b>	<b>\$110,000</b>	<b>\$85,000</b>	<b>\$195,000</b>

<sup>1</sup> There will be \$100,000 total (from NCA and Host funds) in micro-grants funds. Each micro-grant will be \$20,000, at least half of which must go toward fulfilling the goals of the funded scholarly project, as opposed to covering indirect costs (e.g., teaching buyouts for project PIs).

<sup>2</sup> Indirect costs include teaching buyouts for CCCC Director.

<sup>3</sup> For community partners to attend the NCA Annual Convention.

**APPLICATION DEADLINE:** April 1, 2019. Send applications and inquiries to LaKesha Anderson at [landerson@natcom.org](mailto:landerson@natcom.org).

