



NCAA CHOICES Alcohol Education Grant Program 2019 Application and Program Guidelines www.ncaa.org/CHOICES

About the NCAA CHOICES Alcohol Education Grant Program

Purpose:

The NCAA CHOICES Alcohol Education Grant Program provides funding for NCAA member institutions and conferences to integrate athletics into campus-wide efforts to reduce alcohol abuse. NCAA CHOICES projects must partner athletics with other campus departments in the development and implementation of effective campus-wide alcohol-education projects.

Theme:

The NCAA chose the theme “CHOICES” because college students are confronted with a variety of choices on a daily basis, some of which have lasting effects on their lives. The NCAA believes that programs implemented through this grant program will help create an environment that supports and encourages personal choices that are legal, healthy, appropriate and safe. Proposed programs should be designed to emphasize the reality that college students must make difficult decisions about alcohol use. Programs will affirm unequivocally the importance of complying with the law; for those 21 and over, programs should be oriented toward helping students make informed choices. The NCAA will not fund any educational program that is inconsistent with campus, NCAA, local, state and federal regulations and laws. It is the institution’s responsibility to comply with all applicable laws and NCAA regulations.

Engaging Athletics:

The NCAA recognizes that the abuse of alcohol may occur in conjunction with athletics events. Further, the NCAA recognizes that athletics can be a partner with campus prevention efforts. Programs that have been developed through NCAA CHOICES have engaged with athletes or leveraged athletics events to deliver the educational program to the broader campus. These programs target the larger environment and the broader student body rather than provide programs solely for student-athletes. Collaboration between the athletics department and other campus departments involved in alcohol education is a vital element of an NCAA CHOICES project.

Funding:

The NCAA CHOICES Alcohol Education Grant Program is made possible through a donation from the Anheuser-Busch Foundation, and provides funding for a three-year project, with a maximum award of \$30,000; payments are made in annual installments of no more than \$15,000 for the first year, \$10,000 for the second year, and \$5,000 for the third year. The intent of this payment schedule is to encourage institutionalization of the campus project to continue engaging athletics in the broader campus prevention effort.

Project Outcomes Reporting and Sharing Requirements

At the completion of each year of the grant period, an annual report must be submitted electronically to the NCAA by August 30. A template for this report will be provided. The report will include an assessment of the achievements of the program objectives to date, a description of how money has been spent, contact information for any change in personnel and a justification of a shift in the focus of the project, if applicable. This report should be accompanied by a cover letter on institutional letterhead that requests the next year's payment and identifies the amount. A final report of the project is due at the NCAA by August 30 at the completion of the three-year grant period.

Additionally, each award recipient will be required to submit representations of their project achievements developed through the grant, including video clips and other multimedia, that may be shared with Anheuser-Busch, to demonstrate the impact of funding provided in support of the NCAA CHOICES Alcohol Education Grant Program. By accepting the award, institutions are giving the NCAA permission to share these materials with Anheuser-Busch and to publicize them.

Applications for the 2019 NCAA CHOICES Alcohol Education Grant Program must be submitted not later than 5 p.m. ET, February 13, 2019 via the NCAA Program Hub.

Questions? Contact:

The NCAA Sport Science Institute | ssi@ncaa.org

Instructions for Submitting a Proposal

Applications for the 2019 NCAA CHOICES Alcohol Education Grant Program must be submitted not later than February 13, 2019, at 5 p.m. ET. One person from each applying institution must submit a proposal for the CHOICES program through the [NCAA Program Hub](#). An applicant who already has a Program Hub account will login with his or her credentials. Applicants who do not have a Program Hub account must create a new account and profile. For help on how to create a profile, a reference document is available at the bottom of the Program Hub home page titled “Download Reference Guide on Creating a Profile.”

NCAA CHOICES applicants must complete the following three sections:

Section 1. Cover Page: Download and complete the cover page form from the NCAA website, then upload it into Program Hub. The cover page must bear the signatures of the institution’s chief executive officer, chief financial officer and director of athletics; or for conferences, the signature of the conference commissioner.

Section 2. Abstract: Download and complete the abstract form from the NCAA website, then upload it into Program Hub. Applicants should present a concise description of the objectives and scope of the program for which they are requesting funding. They should also include a paragraph that describes the demographics of their institution in which they identify the number of athletics teams, number of student-athletes and total undergraduate population. The abstract of those programs awarded an NCAA CHOICES grant will be posted on the NCAA website.

Section 3. Proposal: Download and complete the proposal form from the NCAA website, then upload it into Program Hub. Applicants will be asked to answer each of the following 10 questions. A sample proposal review form is available at www.ncaa.org/choices that defines the scoring system by which proposals will be evaluated. See the following guidelines for each question:

1. **Program Goals.** Provide a detailed summary of the program that includes: a clear statement of purpose; description of target audience; clear and measurable program objectives; methods and procedures to accomplish these objectives; process and outcome evaluation measures; a plan to share the program’s results; and a brief outline of existing alcohol-education program(s) and activities in place within the athletics department and/or on campus.
2. **Athletics as Prevention Partner.** Describe how the project includes strategies to collaborate, partner, or otherwise engage with the athletics department in campus-wide alcohol abuse prevention.
3. **Target Audience.** Describe the beneficiaries of the project, which must not be limited to student-athletes nor target them in isolation, and preferably includes a large segment of the student body.

4. **Alcohol Abuse Prevention Focus.** Describe how the proposed strategies address alcohol abuse and its negative consequences.
5. **Timeframe.** The proposal must include a three-year strategy. Provide a one-page list of milestones and projected dates of completion and a year-by-year description of goals and expected outcomes.
6. **Continuity and Post-Grant Funding.** Include a plan to provide program funding and/or support for the time period after NCAA funding is exhausted. Letters of support are an important indicator of institutional commitment to the project.
7. **Program Staff and Qualifications.** Provide the name and title of the principal program developers and a brief biographical sketch indicating their qualifications to develop and implement the program. List all campus organizations and community organizations involved with the program, and list the names of any students known to be participating in its development and implementation.
8. **Budget.** Provide a one-page, three-year budget summary outlining the funding requested. The policy of the NCAA is to provide funding for operational expenses, such as program planning, educational materials development, advertising, implementation and evaluation. Grant funds to any one program will not exceed \$15,000 for the first year, \$10,000 for the second year and \$5,000 for the final year of the grant. Also, provide an itemized budget and budget narrative for the use of the funds. The budget should address the following categories (where appropriate):
 - *Personnel.* New positions will not be funded, but rather grant funds may be used to support additional duties of existing staff.
 - *Equipment.* Institutions are encouraged to use existing campus resources. In most cases, the NCAA will not fund major equipment purchases.
 - *Travel.* Only travel necessary to the implementation of the program will be considered. **The budget should reflect travel costs to send a prevention team to the [APPLE Institute](#) at least once during the project period.**
 - *Consultant costs.* Fees paid to consultants should be kept to a minimum. In most cases, expertise to develop, implement or evaluate programs is available on campus.
 - *Evaluation expenses.* Proposals must include a budget item for internal evaluation.
 - *Other expenses* (specify). **The NCAA will not fund indirect costs.**
 - The NCAA reserves the right to exclude any portion of the proposed program funding that is deemed by the NCAA to be unnecessary to the success of the program.

9. **Evaluation.** Include a detailed plan for evaluating the program that incorporates both process and outcome evaluation. The proposal should identify measurable objectives and procedures, and who will provide evaluation assistance. Costs associated with the internal evaluation must be reflected in the budget. The NCAA provides an evaluation resource, IMPACT, at www.ncaa.org/choices.
10. **Student Involvement.** Indicate how students are involved in the program's development, implementation and evaluation. *Note: Research on student behaviors, including surveys, may require approval through the school's Institutional Review Board.*