NCAA CHOICES
Alcohol Education Grant
www.ncaa.org/CHOICES

Purpose
The NCAA CHOICES 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 Grant is made possible through a donation from Anheuser-Busch Inc., 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 $5000 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.

2017 Submission Deadline – February 15, 2017 at 5pm ET

NCAA Contact
Mary Wilfert, Associate Director, Sport Science Institute
317-917-6319 mwilfert@ncaa.org
Notice of Award

Awarded projects will be notified on April 13, 2017. All submissions will receive a letter postmarked April 14, 2017.

Reporting and Sharing of Project Outcomes

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.**

**Note:** 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, Inc. to demonstrate the impact of funding provided in support of the NCAA CHOICES Grant program. By accepting the award, institutions are giving the NCAA permission to share these materials with Anheuser-Busch and to publicize them.

A final report of the project is due at the NCAA by August 30 at the completion of the three-year grant period.

To apply, member schools must complete and submit a copy of the following cover page, abstract and proposal questions. These forms are available and must be submitted through the [NCAA Program Hub](#) not later than 5 p.m. Eastern Time on February 15, 2017:
NCAA CHOICES GRANT PROGRAM
Proposal Cover Page

Name of Institution: _____________________________________________

NCAA Division: __________________________________________________

Project Title: ___________________________________________________

Program Coordinator Contact:
Name:___________________________________________________________
Title:____________________________________________________________
Mailing Address:__________________________________________________
City, State Zip:  ___________________________________________________
Phone:__________________________________________________________
Email address:____________________________________________________

Sponsored Programs/Grants Office Contact:
Name:__________________________________________________________
Title:___________________________________________________________
Mailing Address:_________________________________________________
City, State Zip:  __________________________________________________
Phone:_________________________________________________________
Email address:___________________________________________________

Required Signatures:

(1) _______________________________________________________________________
Chancellor/President Signature

Name/Title Printed Above Date

(2) _______________________________________________________________________
CFO or Grants/Contracts Administrator Signature

Name/Title Printed Above Date

(3) _______________________________________________________________________
Director of Athletics or Conference Commissioner Signature

Name/Title Printed Above Date
Abstract

Create a one-page abstract in the space provided below. The abstract should be presented independently on one page. Include a paragraph describing the demographics of the institution, identifying the number of athletics teams, number of student-athletes and total undergraduate population. Present a concise description of the objectives and scope of the program. The abstract of those programs awarded an NCAA CHOICES grant will be posted on the NCAA Web site.
Proposal

Provide your response to the following 10 items using the space provided below each item. Use as much space as you require.

1. **Program Goals.** Provide a detailed summary of the program to include: 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; and a plan to share the program’s results. Include a brief summary of existing alcohol-education program(s) and activities in place in 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 funding and/or support for the program 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 3-year budget summary identifying 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):

a. Personnel. New positions will not be funded, but rather grant funds may be used to support additional duties of existing staff.

b. Equipment. Institutions are encouraged to use existing campus resources. In most cases, the NCAA will not fund major equipment purchases.

c. 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 Conference at least once during the project period** (see [www.appleathletics.org](http://www.appleathletics.org)).

d. 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.

e. Evaluation expenses. Proposals must include a budget item for internal evaluation.

f. 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, including both process and outcome evaluation. The proposal should identify measurable objectives, procedures and who will provide evaluation assistance. Costs associated with the internal evaluation (required) must be reflected in the budget. The NCAA provides an evaluation resource, IMPACT, at [www.ncaa.org/choices](http://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 (IRB).
SAMPLE CHOICES Proposal Review Form

The following scoring sheet is used by reviewers to score CHOICES Proposals.

A. PROPOSAL CRITIQUE. On a one (1) to five (5) scale, with (1) being poor and (5) being excellent, please rate the content of this proposal.

___ 1. Clearly states the purpose, objectives and procedures.
___ 2. Involves athletics as a partner with campus prevention in the project.
___ 3. Identifies target audience(s) appropriate to the program.
___ 4. Addresses alcohol issues as it main focus.
___ 5. Includes a timeline that details program methods, procedures, and accomplishments, and an evaluation of program objectives for all three years of the program.
___ 6. Includes a plan of action for continuity and/or expansion after NCAA funding expires.
___ 7. Identifies well-qualified, knowledgeable program staff.
___ 8. Includes a complete budget appropriate to the needs of the program. The budget must include funding for internal evaluation and travel to the APPLE Conference within the grant period.
___ 9. Presents a detailed evaluation plan appropriate to the proposed methods and procedures that assesses the extent to which project objectives are achieved.
___ 10. Includes student involvement in program development, implementation and evaluation.

____ TOTAL POINTS (50 points maximum)

B. RECOMMENDATION. Check one of the recommendations below:

____ Fund enthusiastically. Identify key component contributing to this recommendation.

___________________________________________________________________________________
___________________________________________________________________________________

____ Fund with reservations.

____ Do not fund.

If you checked either of the bottom two categories, briefly describe why this project should not be funded, or what you reservations are. (Please attach an additional page if needed.)