



CUNY Career Success Initiative
Course Innovation Grant in
Data Analytics and Cybersecurity
Request for Proposals (RFP)

(Released 5.8.2019)

Introduction

The CUNY Career Success Initiative is excited to announce a special Course Innovation grant opportunity specifically for faculty interested in developing, revising, or enhancing courses in cybersecurity and data analytics in partnership with the Business Roundtable, a national business organization (<https://www.businessroundtable.org/about-us>). Several of the BRT member companies in NY, NJ, and CT have growing workforce needs in cybersecurity and data analytics. As a part of Workforce Partnership Initiative (WPI), BRT regional partners would like to collaborate with CUNY faculty to help educate and prepare young talent in these areas.

As a part of this special grant opportunity, faculty awardees will have the opportunity to collaborate with BRT member companies to develop content and update courses. They will also have the opportunity to engage the member companies' subject matter experts, as well as explore possibilities for guest lecturing, curriculum review, and other activities.

Companies currently participating and interested in partnering with CUNY faculty include (but not limited to) *JP Morgan Chase, Guardian Life, IBM, UPS, Pitney Bowes, and Mastercard.*

All RFP responses are due Sunday, June 23, 2019.

Overview

CUNY has long been an engine of career mobility for its students. However, we know from an analysis of available data and the insights of our industry partners that our students would benefit from a more intentional approach to creating strong career foundations for throughout the academic experience.

The CUNY Career Success Initiative provides funding and resources to bring together faculty, career services and student affairs professionals, academic advisors, and other University staff to create comprehensive learning and education models that support CUNY students throughout their academic journey, and connects their academic pursuits with opportunities to build and explore their career interests.

We invite college faculty to join in the work of the Career Success Initiative by responding to this Request for Proposals (RFP) for the CUNY-BRT Course Innovation Grant Opportunity in Cybersecurity and Data Analytics released by CUNY's Office of Academic Affairs.

The **CUNY- BRT Career Success Course Innovation RFP** will support the redesign and/or creation of credit-bearing cybersecurity and data analytics courses or programs by integrating new content including employer-informed high demand skills and abilities, general and sector-specific career readiness, foundational skills, and applied/experiential learning. This RFP will award



approximately 8-10 grants to \$10,000 to faculty academic departments.

A New Career Success Strategy at CUNY

In 2017 CUNY began implementing a strategic framework that aims to improve college access and readiness, increase graduation rates, and give graduates better tools for achieving career success. Leaders of the career success planning team include University Dean for Continuing Education & Workforce Development Angie Kamath and Interim Vice Chancellor for Student Affairs Chris Rosa. Members of the planning team are faculty and staff from a variety of colleges and the central office.

The key goals of the new strategy include:

- (1) Intentional **employer engagement** with a sectoral focus:
 - a. Building University-wide capacity to organize students, employers, and faculty in professional development activities specifically for key sectors of the NYC economy
 - b. Creating a clear **entry point to CUNY for employers** that makes it easier for employers to connect with relevant academic programs and well-prepared students wherever they are enrolled across 24 campuses
- (2) Increased **hands-on learning** for students:
 - a. Ensuring that CUNY students have developed and practiced foundational, transferrable, and career readiness skills
 - b. Increasing the number of paid internship placements, full time employment (or the equivalent) placements, contract/freelance work that leads to full time work/wages, and students pursuing post-graduate education
 - c. Making it easier for all students across the University to find career coaching and preparation, and access opportunities relevant to their chosen career path
- (3) **Industry-informed** academic programs and courses:
 - a. Cultivating ongoing partnerships between employers and CUNY faculty or academic programs to enhance curriculum, expand student skill sets to meet job market demand, and ultimately place students into internships and jobs
- (4) System-wide **infrastructure & assessment**:
 - a. Creating a data and evaluation system that is connected to existing systems and tracks experiential learning, post-graduate employment, and wage earnings
 - b. Securing sustainable public funding of the CUNY Career Success model

CUNY- BRT Career Success Course Innovation Request for Proposals

CUNY faculty and BRT member companies collaborate to develop, revise, and/or enhance coursework in cybersecurity and data analytics to better align to industry skill and competency needs for entry-level talent.

CUNY will provide grants totaling up to \$10,000 (including indirect costs) in two grant cycles semi-annually. Funds will be used for colleges to develop new or update existing credit courses focused on:

- Industry-specific applied learning in partnership with employers, professional associations, or other sector representatives



- General or industry-specific career readiness
- Foundational or core skills (including but not limited to: critical thinking, leadership, professionalism, oral/written communications)

In addition to these curricular goals, our BRT company partners and their subject matter experts are interested in ongoing collaborations around the following curriculum-related activities:

- Identifying and strengthening key foundational skills in data analytics and cybersecurity that employers look for in entry-level hires
- Alignment of lessons/class/curriculum and current industry skills and trends in cybersecurity and data analytics;
- Integrating real-world datasets and/or “industry problems” existing coursework/curriculum, including faculty-industry collaboration around the integration of real-world tools and industry practice into the classroom;
- Co-creation of classroom experiences that simulate real-world learning;
- Identification of relevant badges and certifications recognized and in-demand by industry;
- Regular guest lecturing about specific topics and trends and direct participation in classroom and engagement with students (where possible);
- Site visits with faculty to company partners
- Access to industry learning platforms, content including interactive and video, and licenses for tools and technology (where possible);

Where possible, CUNY and BRT will work to match faculty and company partners with shared interests for collaboration.

In addition, courses should include one or more of the following learning outcomes:

- Develop applied solutions to real-world business and industry scenarios
- Understand and effectively use current technologies, tools, or practices such as team-based product delivery to produce a tangible product
- Competency in multiple career readiness areas including: Critical thinking/problem solving, oral/written communication, leadership, global/intercultural fluency, digital technology, professionalism, and career management among others identified by the National Association of Colleges and Employers, ([NACE](#)).

All proposed courses should be implemented in the 2019-2020 academic year. Awardees should anticipate publishing course outlines and other relevant materials created through the support of this grant via the CUNY Open Education Resources system so that it can be shared among campuses. *Colleges will have until June 30, 2020 to spend down the funds.*

Guidelines for applying

- I. Individual faculty and/or groups of faculty or departments may answer this RFP
- II. Multiple proposals from a single college are permitted
- III. Recommended uses of funding, which will flow through the Research Foundation, include: faculty incentives (such as release time), instructional costs, equipment or materials that will directly support project-based or applied learning, course development support costs, and industry engagement activities



- IV. Resulting course outlines will be shared with all CUNY colleges via CUNY's Open Educational Resources (OER) system, in compliance with guidelines on intellectual property policy

Selection criteria:

Preference will be given to proposals that:

- Explicitly incorporate foundational skills and/or experiential learning opportunities into academic programs that are not already explicitly linked to a specific professional industry;
- Will serve 25 or more students in a single class or via multiple sections;
- Can show clear connections between an academic course content and current internship/career opportunities;
- Are industry-informed or sector-specific courses that will be developed in collaboration with at least one employer partner or industry intermediary;

Application process

Interested faculty or academic departments should submit the accompanying online form via the link in this RFP. Proposals should include:

- I. LEARNING/PROGRAM OBJECTIVES (15%)
- II. AN OVERVIEW OF THE PROPOSED COURSE (50%)
Please detail whether the course is:
 - a) new or updated; the academic department;
 - b) its industry focus;
 - c) the applied learning or career readiness strategies that will be the learning outcomes (ie what is the curriculum or course innovation being proposed and how will it be achieved?);
 - d) the number of students anticipated in Fall 2019/Spring 2020;
 - e) key indicators of success for student learning outcomes
- III. INDUSTRY/PARTNERSHIP RATIONALE (25%)
 - a) labor market information and industry-specific evidence that demonstrate a need for the courses
 - b) employer partners who will participate in course development (letters of support are encouraged)
- IV. EXPECTED COURSE/PROGRAM OUTCOMES (10%)
 - a) Target enrollment
 - b) Target completion
 - c) Target number of students participating in summer or academic year internships after the course/program*
 - d) Target number of students referred to jobs/internships*
 - e) Target number of faculty engaged in project*
 - f) Target number of staff/admin engaged in project*
 - g) Target number of faculty/staff in professional development activities*
 - h) Target number of active industry/employer partners engaged in project*



This narrative should be accompanied by a budget for up to \$10,000 (including indirect costs and to be spent by June 30, 2020) completed in the approved template. **Please use only the approved template sent with this email.** If there is no template attachment, please contact Nakisha.evans@cuny.edu.

Community of Practice

In addition to providing funding and institutional support to innovative industry and faculty course and curriculum development, this course innovation opportunity will act as an anchor a community of practice between CUNY and the BRT members companies. This community will meet 3-4 times year for approx. 2.5 hours to share their innovations, best practices, and lessons learned through this collaboration. Furthermore, this community will provide a standing forum for mutual discussion and exchange of information between faculty and BRT member companies regarding current trends and talent needs happening in this field from both the academic and business perspective. All awardees should be available and plan to participate in these community convenings.

Proposal Due Dates

All proposals are due Sunday, June 23, 2019. To apply, please complete the online application found here: https://cunysud.formstack.com/forms/proposal_submission.

Proposed budgets (using the attached template) and any letters of support can be uploaded.

Award Announcement

CUNY anticipates contacting awardees no later than July 31, 2019.

Questions?

Questions regarding the course innovation proposal should be emailed to Nikki Evans, Director of Workforce Partnerships at Nakisha.evans@cuny.edu.

Deadline for Questions/Clarifications for the RFP is Sunday, May 19, 2019