



Health Resources and Services Administration Minority Serving Institutions and Community Colleges Initiative

BOOSTING CAPACITY TO WIN FEDERAL GRANTS

MEETING THE NEED

The Health Resources and Services Administration (HRSA) partnered with Bizzell to boost the capacity of Historically Black Colleges and Universities (HBCUs) and Minority Serving Institutions (MSIs) to win and manage federal grants.

ADDRESSING THE CHALLENGE

Colleges and universities account for nearly 40 percent of federal research and development that occurs outside of the federal government. This research informs public policy and builds an evidence base for industry best practices. In 2022, of the 858 public and not-for-profit U.S. colleges and universities with a Historically Black Colleges and Universities (HBCU), Tribal Colleges and Universities (TCUs), or Minority Serving Institution (MSI) designation, only 34% (i.e. 300) institutions with these designations received federal research funding.

HRSA created this initiative to reduce capacity constraints, recognizing that increasing federal funding to historically Black, Tribal, and Minority-Serving colleges and universities broadened and strengthened research outcomes, fostered U.S. global competitiveness, bolstered investment in under-resourced institutions and communities, and supported economic mobility. HRSA sought Bizzell's support to boost the capacity of HBCUs and MSIs to win and manage federal grants.

SOLUTION



Bizzell created an integrated, multichannel strategy for the first year of the project to enhance the organizational capacity of HBCUs to source, apply for, and manage federal grants. Bizzell tapped industry experts in grant capture and management to support the HBCUs. The team conducted extensive outreach efforts to inform HBCUs about the resources available, from personal introductions to electronic newsletters to exhibits at industry conferences. A virtual learning management system served as the hub for project resources and trainings. Notable aspects of the project included:

- Quarterly boot camps provided foundational knowledge and best practices for grant applications and management. Boot camp graduates were eligible for additional support.
- Monthly touchpoints offered informal learning and engagement opportunities.
- Industry experts led a small-group Mentor-Protégé Community of Practice focused on strategic planning.
- Regional Roundtables fostered strategic partnerships among institutions while promoting student success and retention in health professions.



RESULTS

79 HBCUs represented

597 HBCU administrators, faculty, and staff trained

359 Boot camp graduates