

The Million Dollar Community College Challenge FAQs

Can I start and save my application?

No, your application must be completed online in a single sitting. We recommend using the PDF version of the application to prepare your responses ahead of time in a Word document, which allows you to cut and paste responses.

How do I know that I have submitted my application successfully?

After submitting an application online, you will see a confirmation pop-up. The contact person you listed also will receive an email.

How will I know if my college is selected as a finalist?

Grant contacts and community college presidents will be notified April 27 by email.

What if my college is not selected?

If you are not selected as a finalist, your contact person will receive an email.

What happens if my college becomes a finalist?

All colleges receiving financial awards must first complete Lumina Foundation's grant process, which includes providing a written grant proposal, budget, and other documentation.

How can the grant money be spent?

You can use Lumina's funds for brand-building and marketing activities with emphases on enrolling adult students. See the rules for further detail.

What is the time frame of the grants?

The million-dollar grant will run from August 2022 through August 2024.
The nine, \$100,000 grants will start at the same time and run through August 2023.

How does Lumina define adult students?

Adult students are at least 25 years old.

Where should I write if I have questions?

Please write us at challenge@luminafoundation.org.

What are the reporting requirements for grantees?

A project budget will be required, as will mid-year and final grant reports and a final budget report. Measures of progress will be determined based on the proposed project scopes.

Can you please provide us with your power point to review later?

The recording is posted at LuminaFoundation.org/Challenge



In Question 11, what does the “other” bullet under Vision mean?

The “other” bullet has been included to create a space for you to share additional information with Lumina necessary to understand how your college would spend \$1 million to transform its brand-building efforts.

Should the marketing plan focus solely on adults (25 or older), or should we point out this part of the marketing plan within our entire strategy?

While your marketing plans can support the enrollment of all students, the focus of this grant opportunity is how you plan to appeal to adult students. These efforts should be emphasized in your application.

Should we submit our application through our foundation?

No, your college should submit its application directly.

Can our college’s foundation apply for the grant?

Yes. If your college requires grant funds to be received through the college’s foundation, note this requirement in the final (Vision) section of the application. However, the college must submit the initial application and respond to application questions from the college’s point of view.

Should budgets be addressed in the application?

No. We are not asking for a budget in the initial round. If your college is a winner, you will be required to submit a spending plan during the formal grant process.

If our college is awarded a grant, will the branding and marketing plan we develop be publicly disclosed by Lumina?

Lumina will not share specific college brand-building and marketing plans. However, colleges receiving grants will be spotlighted for their efforts and featured in news reports, and lessons from the initiative will be captured, distilled, and shared broadly for the benefit of community colleges. In addition, the videos that finalists submit might appear on Lumina’s website and in social media campaigns.

Can our college be considered if we have a previous or current grant with Lumina?

Yes.

Does Lumina's definition of adult students include non-credit students?

Yes. The challenge encompasses marketing to students in both credit and non-credit programs.

