

What's excellent about your community college?

Lumina mini-grant opportunity

Grant opportunity

Tell us what's excellent about your college for an opportunity to receive a \$50K mini-grant to improve your digital outreach.

Who can apply?

- Public, two-year, nonprofit, regionally accredited community colleges in the United States and United States territories.
- Individual community colleges only. System offices, district offices, state higher education agency offices, and community education partners are not eligible to apply.

How much and how many awards?

- Up to six colleges will each receive \$50,000 to advance their digital outreach efforts.
- The grant period is July 2024 to July 2025.

Selection criteria

- A strategic vision for improving the college's digital outreach using social media.
- A creative and persuasive 90-second Instagram Reel describing what's excellent about your college.

Digital mini-grant application

To apply, please complete the application below.
Please save the application as a PDF, named “[Your college] Digital mini-grant”.
Please send completed PDFs via e-mail to challenge@luminafoundation.org by 5:00 p.m. (ET) on April 30, 2024.

Application Contact Information:

Community College Name

Street Address

City

State

Zip/Postal

EIN or Tax ID Number

Contact Name

Contact Role

Contact Phone

Contact Email

College Instagram Handle

College President’s Name

College President’s Email

Two-part application

Step 1 — Instagram Reel submission

Here's what you need to do:

Create and post a 90-second Instagram Reel using the hashtag #whatsexcellent. The goal of the Reel is to market your college and should creatively respond to one of these prompts:

- Tell employers what's excellent about your college.
- Tell prospective students what's excellent about your college.
- Tell the community what's excellent about your college.

Instagram Reel link

Step 2 — Vision question submission

Here's what you need to do:

Please respond using 300 words or less.

- How will your college use grant funds to improve its digital outreach?

Digital outreach summary

Be creative, don't overthink the process!

Email any questions to challenge@luminafoundation.org.

[Read the full mini-grant rules here.](#)