

Persistence Plus requests a full MBE waiver as our project, whose scope is outlined below, will have no subcontracting opportunities.

**1) Persistence Plus will design and deliver interactive and personalized mobile nudges to up to 6000 students in health career pathways to increase college persistence and success throughout the 2021-22 academic year.**

- Persistence Plus will customize its nudges for the Malcolm X College context and student services, as well as for specific sub-populations including:
  - Students in AAS health career pathways. Nudges will support persistence and equity within these pathways and support students who are not accepted into applied programs to pursue alternative paths that meet their goals
  - Undecided health students. Nudges will expose students to the range of health pathways at Malcolm X College and support them to persist in their studies and move onto a pathway
  - Students in a stackable CTE credential program, including adult education bridge programs. Nudges will help students navigate the admissions process and move successfully into a program, as well as support them in completing these short-term programs and earning a certificate.
- Persistence Plus will collaborate with Malcolm X College on analyzing the impact of nudges on persistence, completion, and equity outcomes, as well as surfacing student voice and insights about the student experience.

**2) Persistence Plus will engage Malcolm X College faculty and staff in sustained professional development to integrate behavioral science into their program design and student communications.**

The budget of \$85,000 for this project will cover:

<b>Malcolm X Budget Estimate</b>		
	Scope	Expense
P+ Behavioral Science Experts	Responsibility for developing and refining behaviorally- and psychologically-informed content that is tailored to students in the AAS health career pathways, undecided health students, and students in a stackable credential program as well as the unique context of Malcolm X	25,000
P+ College Support Team	Responsibility for collaborating with Malcolm X on implementation and the adoption of best practices	20,000
P+ Technology Support	Responsibility for customizing intelligent platform for Malcolm X context, and providing data analytics	20,000
P+ Professional Learning Team	Responsibility for developing professional development opportunities for staff and faculty to apply behavioral science into program design and student communications	15,000
P+ Leadership/Administration	Responsibility for general leadership and oversight	5,000
Total Expense		85,000