The First-Generation College Celebration (FGCC) Grant Opportunity is designed to aid recipients in reaching more first-gen college students and graduates; engaging more stakeholders; launching or scaling first-gen-specific initiatives; and/or providing additional services surrounding FGCC.

Volunteer reviewers will indicate whether the submission presents **significant evidence; clear evidence; some evidence;** or **no evidence** of the following **eight elements**:

1. **Innovation**
   - The celebration leverages creative programmatic approaches, partnerships, and/or technologies to engage its audience. Innovative celebrations may be those that incorporate unique institutional, regional, or cultural traditions to enhance efforts.

2. **Celebratory Messaging**
   - The celebration promotes an asset-based narrative and creates community for those holding the first-gen student or graduate identity.

3. **Strategic Alignment**
   - The celebration advances the host institution or organization’s strategic plan.

4. **Stakeholder Engagement**
   - The celebration contributes to a culture of celebration by engaging senior leaders, faculty, staff, alumni, families, and community partners in professional development and celebratory programming.

5. **Intersectional Approach**
   - The celebration incorporates ways of acknowledging the intersectionality within the institution’s first-gen college student population. The proposed celebration intentionally engages stakeholders that serve "first-gen plus" students.
6. Communication Strategy
   ◦ A detailed and intentional marketing plan that leverages existing institutional or organizational communications personnel and infrastructure support the celebration.

7. Budget Construction
   ◦ The proposal and associated budget clearly articulate the purpose and anticipated use of grant funds. Proposed expenditures support efforts related to the First-Generation College Celebration.

8. Demonstrated Need
   ◦ The proposal clearly articulates the need for additional funds to execute essential components of the proposed celebration. Without an award, the institution or organization will impact significantly fewer first-generation college students through its efforts.

Following the review period, NASPA and COE staff will compile the submitted ratings and feedback, which will inform their selection of this year's Grant Opportunity recipients.

We look forward to receiving all FGCC Grant Opportunity applications—particularly those from institutions that enroll a large proportion of first-generation students, including:

- Community and Technical Colleges (CTCs);
- Historically Black Colleges and Universities (HBCUs);
- Tribal Colleges and Universities (TCUs);
- Hispanic-serving Institutions (HSIs); and
- Minority-serving Institutions (MSIs)