Workforce Opportunity for Rural Communities (WORC) Technical Assistance Webinar

May 19, 2020
Welcome and Opening Remarks

Chris Caldwell
Federal Co-Chairman, Delta Regional Authority
Your Presenters

Aury Kangelos
Program Manager
Delta Regional Authority

Kagan Coughlin
co-Founder & Trustee
Base Camp Coding Academy

Alex Holland
Senior Advisor
Delta Regional Authority
AGENDA

1. 2020 DOL’s Workforce Opportunity for Rural Communities (WORC): Grant Program Overview
2. 2019 U.S. DOL WORC Grantee Presentation
3. 2020 DOL Workforce Opportunity for Rural Communities (WORC): Funding Opportunity Announcement (FOA)
4. Q & A
5. Final Thoughts & Closing Remarks
Acronym Definitions

DOL: U.S. Department of Labor

ETA: Employment and Training Administration

FOA: Funding Opportunity Announcement

WORC: Workforce Opportunity for Rural Communities Grant Program

SUD: Substance Use Disorder
OVERVIEW

Partners
- U.S. Department of Labor-Employment and Training Administration
- Appalachian Regional Commission

Funding Opportunities
- Workforce Opportunity for Rural Communities (WORC) Grant Program - $29.2 million
  - Award Ceiling: $1.5M
  - Award Floor: $150k

Technical Assistance
- 3 Regional Workshops
- 3 Webinars
- FOA section-by-section videos
- Post-award technical assistance for successful applicants
Getting Started

• Visit grants.gov to download application
• Review FOA and mandatory attachments
• Check SAM.gov registration
DATE, TIME, AND PROCESS

- Applications must be submitted via grants.gov by **July 29, 2020** no later than **3:00pm Central Time**

- **NEW GUIDELINE:** DOL will **not** accept hardcopy submissions
PROGRAM PURPOSE

Goals

• “...demonstrate the alignment of regionally driven, comprehensive approaches to addressing economic distress and the necessary workforce development activities to ensure a workforce capable of succeeding in current and future job opportunities.”

• “...create economic prosperity and gainful employment opportunities for eligible residents in the Appalachian and Delta regions, enabling them to remain and thrive in these communities.”
PROGRAM PURPOSE

Objectives

1. Implement innovative, sustainable service delivery strategies to address economic and workforce-related impacts

2. Provide training, placement, and support activities to Dislocated Workers, New Entrants in the Workforce, Incumbent Workers, and those affected by SUD

3. Align and integrate workforce development initiatives with state, regional, or community economic development strategies

4. Develop and expand industry partnerships

5. Provide or facilitate delivery of support services
Award Information

AWARD TYPE AND AMOUNT

• Total Program Funding: Approx. $29.2 million

• Award Ceiling: $1.5 million

• Award Floor: $150,000

• Funding will be provided in the form of a grant
PERIOD OF PERFORMANCE

- No more than 36 months
- Anticipated start date: September 30, 2020
- This period includes all necessary implementation and start-up activities
Eligibility Information

ELIGIBLE APPLICANTS

• State/County/City Government
• Special District Government
• Institution of Higher Education (Public/Private)
• Regional Organization
• State/Local Workforce Development Boards
• Non-profit Organizations
• Independent School District
• Public/Indian Housing
• Indian/Native American Tribal Government or Designated Organization
Eligibility Information

• Applicants **must** demonstrate collaboration/engagement with **at least two** employer/industry partners

• Applicants **must** demonstrate that they are serving eligible participants who live and work in the **DRA/ARC regions**

• Applicants may train for jobs outside DRA/ARC region, but **must** clearly demonstrate successful employment **will not** require relocation outside of DRA/ARC region
Eligibility Information

COST SHARING AND LEVERAGED RESOURCES

• WORC does **not** require cost sharing or matching funds

• It is *strongly encouraged* for projects to leverage resources with partners and other stakeholders

• Resources contributed to the project beyond the funds provided by the agency considered leveraged resources
Eligibility Information

NUMBER OF APPLICATIONS

• Only one application from each organization will be considered for funding

• Applicant organizations can be included as a partner on other applications
Eligibility Information

ELIGIBLE PARTICIPANTS

• **New Entrants**: Individuals who have never worked before or have been out of the workforce long enough time to make it as if they are entering the workforce for the first time.

• **Dislocated Workers**: Individuals who were terminated or laid-off or have received a notice of termination or lay-off from employment; or those who were self-employed but now unemployed (WIOA sec. 3(15)).

• **Incumbent Workers**: Individuals who are currently employed and need training to secure full-time employment, advance in their careers, or retain their current positions.
Eligibility Information

ELIGIBLE ACTIVITIES

• Training and Work-based Learning Models
• Other Employment-Related Activities
• Innovative Service Delivery Strategies
• Participant Support Services
• Employer Support Services
• Purchasing Equipment and Making Renovations (Require Prior Approval)
Eligibility Activities

Training and Work-based Learning Models

• Traditional classroom training; or
• Work-based learning such as apprenticeships, customized training programs, incumbent worker training, on-the-job training, internships, or other work experiences.
Training and Work-based Learning Models

2019 WORC Project Example

• Northshore Community College
  • Greater New Orleans Opportunity + (GNOu+)
  • Replicating and scaling work-based learning programs

• Hinds Community College
  • The Manufacturing, Engineering, Logistics, and Transportation Training Solutions (MELTTS)
  • Create and enhance a national model for manufacturing and logistics training
Eligibility Activities

Other Employment-Related Activities

Allowable activities include:

• Employability training such as punctuality, personal maintenance, and professional conduct;

• In-depth assessment and evaluation to identify employment barriers and development of individual employment plans; and

• Career planning (that includes a career pathway approach), job coaching, and job matching services.
Other Employment-Related Activities

2019 WORC Project Example

- Arkansas Northeastern College
  - Arkansas Delta Workforce Opportunity for Rural Communities (ADWORC)
- Peer coaches, counseling, and mentoring
- Case management
Eligibility Activities

Innovative Service Delivery Strategies

• Aim to overcome existing challenges that exist in the region

• Might include application of new business models, products, services, or technology
Innovative Service Delivery Strategies

2019 WORC Project Example

• University of West Alabama
  • Leveraging Integrated Networks for Change and Sustainability (LINCS)
• Customized training program in advanced manufacturing skills and technologies
• Mobile training unit
Eligibility Activities

Participant Support Services

• Activities or resources enabling individuals to participate in career and training services or to gain or retain employment
• Grant recipients may offer support services to participants directly or through partner organizations
Participant Support Services

2019 WORC Project Example

- Southeastern Louisiana University
  - Rural Nurses Career Advancement Pathway (RN-CAP)
- Stipends for trainees,
- Training supplies, and
- Certification testing costs
Eligibility

Activities

**Employer Support Services**

- Emphasis on small and medium-sized employers
- May focus on individual employer or cluster/sector-based approach
- What other role can the industry partner play?
2019 WORC Project Example

• Northshore Community College
  • Greater New Orleans Opportunity + (GNOu+)
  • Replicating and scaling work-based learning programs
• Madisonville Community College
  • Jointly create and deliver a four-week Commercial Driver’s License (CDL) training course
  • Expand lineman training program
Eligibility Information

Eligible Activities

*Purchasing Equipment and Making Renovations*

- Capital expenditures, such as the purchase of equipment or capital improvements
  - Improvements to buildings or equipment
  - Minor alterations, renovations, or rearrangements of buildings/facilities/equipment
- Leasing space for training, education, and related activities

*Note: New construction is not an allowable activity!*
Purchasing Equipment and Making Renovations

2019 WORC Project Example

- Base Camp Coding Academy
  - Everest
  - Northwest Community College
  - Renovate abandoned garment factory

- Panola County, MS
  - The Concourse
  - Northwest Community College
  - Renovate abandoned shopping center
2019 WORC Grantee Presentation

Kagan Coughlin
co-Founder & Trustee, Base Camp Coding Academy
In a Nutshell:

• Fast-paced, focused vocational training in computer programming to support the technology needs of local and regional employers.

• Focusing on under-advantaged youth with high motivation, classes beginning immediately after high school graduation.

• 11.5 months, 40 hours each week, 2,000 hours of total instruction time. Zero cost to the students.

• Located in Water Valley, MS. Population 3,400.

• 501c3
Pilot: 2016-2019

Classes during the Pilot:
2017: 12 Graduated
   **100% Employed**
2018: 9 Graduated
   **100% Employed**
2019: 11 Graduated (May 12th)
   10 Employed, 1 enrolled in college.

Regional Market Demand (Opportunities) for Base Camp Graduates?
2017: 3 Regional Companies extended offers
2018: 6 Regional Companies extended offers
2019: 5 Regional Companies extended offers

*Cost of locally sourcing highly skilled software developer: $15,000.*
## It Takes a Village.

<table>
<thead>
<tr>
<th>Students</th>
<th>Instructors</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston&lt;br&gt;Coffeeville&lt;br&gt;Grenada&lt;br&gt;Bruce&lt;br&gt;Water Valley&lt;br&gt;Pontotoc&lt;br&gt;South Pontotoc&lt;br&gt;North Panola&lt;br&gt;Tupelo&lt;br&gt;Lafayette&lt;br&gt;Oxford&lt;br&gt;Mooreville&lt;br&gt;Hernando&lt;br&gt;Coldwater&lt;br&gt;Ingomar&lt;br&gt;Horn Lake&lt;br&gt;Stone Memorial</td>
<td>Sean Anthony,&lt;br&gt;Executive Director&lt;br&gt;Nate Clark,&lt;br&gt;Senior Technical Director&lt;br&gt;John Terrenzio,&lt;br&gt;Software Developer in Residence&lt;br&gt;Fernae Ellard, Instructor</td>
<td>C Spire&lt;br&gt;CoreLogic&lt;br&gt;FedEx&lt;br&gt;Mtrade&lt;br&gt;Elliot Logic&lt;br&gt;Matilda LLC&lt;br&gt;University of Mississippi&lt;br&gt;_____________________&lt;br&gt;Renasant Bank&lt;br&gt;MorganWhite Group&lt;br&gt;Facebook</td>
</tr>
</tbody>
</table>
Board of Trustees

Kagan Coughlin – Co Founder
10 years in mortgage finance and technology with Fannie Mae and FNC, Inc. as an analyst and Director of Product Management, respectively. 10+ years in historic preservation and creative economy initiatives in Mississippi.

Glen Evans – Co Founder
35+ years banking, financial services and financial technology experience including 19 years at First Tennessee bank and 10 years in current role as Executive, Valuation Technology for CoreLogic (NYSE: CLGX), a leading global property information, analytics and data-enabled solutions provider.

Carla Lewis
CTO of C Spire . Over 20 years in Information Technology, including leading all aspects of innovative software development, infrastructure, database, network operations, quality assurance and support operations as well as commercial data center and cloud services. Ranked as a top technology innovator in the nation.

Sage Nichols
Currently leads the sales organization for CoreLogic’s Valuation Technology Platforms. 15+ years experience in the financial technology space with responsibilities focused on maximizing revenue growth, client relationships, financial planning and analysis, and business intelligence.

Bethany Cooper
National talent recruiter for CoreLogic with a focus on college and tech recruiting efforts. Experienced in a broad range of responsibilities including HR strategy, talent sourcing, benefit and leave management, training and development, and wellness and innovation programming. Prior to her role at FNC, she spent ten years working in higher education.

John Marsalis
Over 15 years in the technology industry leading highly productive engineering teams and organizational transformation in the adoption of agile practices and methodologies. Passionate about culture, technology excellence, and innovation. John currently leads development and testing resources at CoreLogic’s flagship valuation technology platform.
Mississippi’s First
Rural Education and Innovation Hub

Base Camp Coding Academy
Northwest Mississippi Community College
Corporate Partners
Startup / Incubator Facilities
Everest

**New Facility: Budget: $4.7 m**

**Public Funds (Approximately 60% of total budget):**
- The City of Water Valley (as near as) donating the facility to this initiative.
- New Market Tax Credits (Federal and State)
- Historic Tax Credits (Federal and State)
- USDA: Facilities ($50k) and Distance Learning ($500k)
- ARC grant: $325k
- DRA grant: $325k
- TVA: $130k
- Brownfield Redevelopment grant
- DOL WORC grant: ??
Sponsors: Private Sector

One Time Facility contributions:
- CoreLogic: $250k
- MorganWhite Insurance: $250k
- Renasant Bank: $150k

Base Camp Annual Operating contributions:
- CSpire: $75k
- Corelogic: $75k
- MorganWhite Insurance Group: $75k
- Renasant Bank: $75k
- FedEx: $75k
<table>
<thead>
<tr>
<th>Training Outcomes</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coding</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>IT Support Desk</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Project Manager (Tech)</td>
<td>8</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Business Analyst (Tech)</td>
<td>8</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Carpentry</td>
<td>15</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Electrical (Residential/Commercial)</td>
<td>20</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Plumbing</td>
<td>10</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Manufacturing (Production)</td>
<td>20</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Manufacturing (Leadership)</td>
<td>10</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Customized Workforce Training</td>
<td>50</td>
<td>60</td>
<td>75</td>
</tr>
<tr>
<td>Adult Education</td>
<td>30</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL PROJECTION</strong></td>
<td><strong>216</strong></td>
<td><strong>269</strong></td>
<td><strong>302</strong></td>
</tr>
</tbody>
</table>
WORC Grant

Grant Opened: 5/15/2019

Everest Operations Fundraising: 100%
Everest Facility Fundraising: 86.5% ($4,065,000 of $4.7mm.)

Application Deadline: 7/15/2019
WORC Grant Application Process...

Grant Components:
1) SF-424
2) SF-424A
3) Letter of Engagement
4) Application Region
5) Key Staff Resumes
6) Financial System Assessment
7) Project Narrative
8) Abstract
9) Budget Narrative
10) Project Timeline
WORC Grant Application Process...

**Practical Steps: Non-Profit?**

1) SF-424
   1) SAM.gov / DUNS # / Grants.gov
2) SF-424A
3) Letter of Engagement
   1) Partner: NWCC President
   2) Corporate Partner #1, #2, #3, Local Machine Shop
   3) Civic #1 (City Mayor) Civic #2 (County Board)
   4) Senator (Federal) / Representative (State)
4) Application Region
5) Key Staff Resumes
   1) Full: Kagan, NWCC lead, Base Camp staff
   2) Light: BCCA board
6) Financial System Assessment
The Hard Part:

1) Project Narrative: Factual, compelling, story. *In 10 pages.*
   a) Statement of Need and Strategic Alignment
      1) Community Need
      2) Service Area
      3) Employer Need
      4) Strategic Plan
      5) Opportunity Zones
   b) Expected Outcomes, Outputs, and Sustainability
   c) Project Description
      i. Project Design
         i. Are these Outcomes and Outputs possible otherwise?
         ii. Project Timeline
      ii. Project Partners / Application Consortium
   d) Organizational, Administrative, and Fiscal Capacity
WORC Grant Application Process...

Derivatives of the Project Narrative:
1) Abstract
2) Budget Narrative
3) Project Timeline

Upload to Grants.gov. Before the deadline!
2020 DOL Workforce Opportunity for Rural Communities (WORC): Funding Opportunity Announcement (FOA)

Alex Holland
Senior Advisor, Delta Regional Authority

Aury Kangelos
Program Manager, Delta Regional Authority
Application Screening Criteria

✓ Application package submitted by July 29, 2020 no later than 4:00pm EST
✓ Applicant is an eligible organization
✓ Application is submitted in an uncorrupted, specified format
✓ Funding request is within the $150,000 to $1,500,000 funding range
✓ Active registration has an active registration on SAM.gov
✓ SF-424 – Application for Federal Assistance, including DUNS Number
✓ SF-424A – Budget Information Form
✓ Budget Narrative
✓ Project Narrative*
✓ Project Timeline (separate attachment)
✓ Designation of ARC or DRA Region and Service Area Map (separate attachment)
Eligibility Information

ELIGIBLE PARTICIPANTS

• **New Entrants**: Individuals who have never worked before or have been out of the workforce long enough time to make it as if they are entering the workforce for the first time

• **Dislocated Workers**: Individuals who were terminated or laid-off or have received a notice of termination or lay-off from employment; or those who were self-employed but now unemployed (WIOA sec. 3(15))

• **Incumbent Workers**: Individuals who are currently employed and need training to secure full-time employment, advance in their careers, or retain their current positions
Eligibility Information

ELIGIBLE ACTIVITIES

• Training and Work-based Learning Models
• Other Employment-Related Activities
• Innovative Service Delivery Strategies
• Participant Support Services
• Employer Support Services
• Purchasing Equipment and Making Renovations (*Require Prior Approval*)
Project Narrative – Scoring Criteria

1. Statement of Need and Strategic Alignment – 18 Points
2. Project Description – 30 Points
3. Expected Project Results and Sustainability – 30 Points
4. Organizational, Administrative, and Fiscal Capacity – 10 Points
5. Budget and Budget Narrative – 12 Points
Statement of Need and Strategic Alignment

18 Points

- Description of Community(ies) and Needs – 3 Points
- Demonstration of Inclusion of Opportunity Zone – 2 Points
- Description of Workforce Needs – 5 Points
- Target Population – 4 Points
- Alignment with Strategic Plans – 4 Points
Alignment with Strategic Plans

1. Local or regional plan
2. DRA Federal Plan (RDP 3)
3. DRA State Plan
4. WIOA State Plan
Project Description

30 Points

- Project Design - 20 Points
- Project Partners - 10 Points
Project Design

20 Points

• Project activities and implementation
  • Needs and challenges
• WORC initiative goal
• Skills gap
  • Employer needs
• Project activities → Project timeline
• Project activities → Budget narrative
• Timely implementation + desired outcomes/results
Project Partners

10 Points

• Information for each partner
• Types of partners
• Strength of partnerships
• Shared resources and alignment
• Supporting documentation
• Letter of need from employers
Project Results and Sustainability

30 Points

- Short- and Medium-Term Results (Outputs) – 6 Points
- Short- and Medium-Term Results (Outcomes) – 16 Points
- Long-Term Benefits (Sustainability) – 8 Points

Must include number of participants obtaining new or improved employment opportunities
### Output or Outcome?

#### Short- and Medium-Term Output

<table>
<thead>
<tr>
<th>Activities</th>
<th>Participants Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 GED apprenticeship program developed</td>
<td>100 GED workers/trainees served</td>
</tr>
<tr>
<td>5 employer trainings on substance abused disorder conducted</td>
<td>50 employers served</td>
</tr>
<tr>
<td>Job placement services provided</td>
<td>100 workers/job seekers served</td>
</tr>
<tr>
<td>New curriculum developed for accelerated community health worker training program</td>
<td>6 employers served</td>
</tr>
</tbody>
</table>

#### Short- and Medium-Term Outcomes

<table>
<thead>
<tr>
<th>Short-term Results *corresponding with the identified outputs * achieved during the grant lifecycle</th>
<th>Medium-term Results *corresponding with the short-term results. * achieved by the grant end date</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 workers/trainees needing basic education obtain GED.</td>
<td>Workers/trainees improved skills and basic education knowledge</td>
</tr>
<tr>
<td>50 employers attend trainings and gain awareness of strategies to support employees affected by substance abuse disorder.</td>
<td>Employer support for employees impacted by substance abuse disorder improved</td>
</tr>
<tr>
<td>25 participants placed in jobs and 50 enrolled in on-the-job training programs.</td>
<td>75 workers/trainees receiving new or improved employment opportunities</td>
</tr>
<tr>
<td>Improved talent pipeline to fill critical open recovery support specialist positions</td>
<td></td>
</tr>
</tbody>
</table>
Long-Term Benefits (Sustainability)

<table>
<thead>
<tr>
<th>Long-term Project Benefits and Economic Impacts *occur after the grant period ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased revenue (taxes) generated by counties/towns as a result of job creation and/or employment obtained by workers/trainees.</td>
</tr>
<tr>
<td>Increased industry/employer participation and investment in workforce development planning.</td>
</tr>
<tr>
<td>Decreased employee turnover rates as a result of more supportive work environments and improved awareness about substance abuse disorder.</td>
</tr>
<tr>
<td>Increased talent pipeline for a skilled healthcare workforce enabling communities to meet their healthcare needs.</td>
</tr>
<tr>
<td>Continued expansion of apprenticeships funded by industry/employer and community partners.</td>
</tr>
</tbody>
</table>
Organizational, Administrative, and Fiscal Capacity

10 Points

• Financial and Management Documentation to Demonstrate Organizational and Fiscal Capacity – 5 Points

• Resumes or Job Descriptions to Demonstrate Administrative Capacity – 5 Points
Budget and Budget Narrative

12 Points

Budget
- SF-424
  Application for Federal Assistance
- SF-424A
  Budget Information Form

Budget Narrative
- Personnel
- Fringe Benefits
- Travel
- Equipment
- Supplies
- Contractual
- Construction***
- Other
- Indirect Costs
Applicants may submit the Proposal Summary in lieu of the Project Narrative and requested attachments.
Mandatory Forms

- SF-424 Application for Federal Assistance
- SF-424A Budget Information
Requested Attachments to Project Narrative

• Designation of ARC/DRA Region
• Abstract
• Project Timeline
• Evidence of Required Partnerships
• Indirect Cost Rate Agreement
• Key Staff Resumes or Job Descriptions
• Financial System Assessment Information
• The applicant’s name;
• The project title;
• A description of the area to be served;
• The number of participants to be served;
• The funding level requested;
• The total cost per participant;
• A list of the counties/parishes included in the project area
  • Opportunity Zone?
• Type of participants to be trained;
• Projected number of participants that will obtain new or enhanced current employment; and
• A brief summarization of the proposed project including, but not limited to, the scope of the project and proposed outcomes.
Project Narrative vs. Attachment A

- SF-424*
- SF-424A*
- Budget Narrative*
- Applicant Designation (ARC or DRA region – including map of service area)*
- Abstract
- Project Timeline
- Evidence of Required Partnerships (at least 2 employer letters)*
- Indirect Cost Rate Agreement*
- Key Staff Resumes or Job Descriptions
- Financial System Assessment form/Audit/IRS Form 990*

*Required with Project Narrative and Attachment A
Application Review

• You MUST include all information identified in the table in Section III.C.1—failure to include any item in the table will result in your application not being reviewed.

• Applications are reviewed by a panel and scored individually against the elements in the FOA in section V.A.

• The total number of grants awarded will depend upon the number of competitive applications and the amounts requested.
Questions about the FOA?
Jenifer McEnery, Grants Management Specialist
Mcenery.Jenifer@dol.gov
(202) 693-2815

Questions about projects?
Aury Kangelos, Program Manager
Workforce@dra.gov
Final Thoughts & Closing Remarks

Alex Holland
Senior Advisor, Delta Regional Authority