



**DELTA**  
**WORKFORCE**  
  
**PROGRAM**

Workforce Opportunity for  
Rural Communities  
(WORC) Technical  
Assistance Webinar

May 19, 2020



# Welcome and Opening Remarks

**Chris Caldwell**

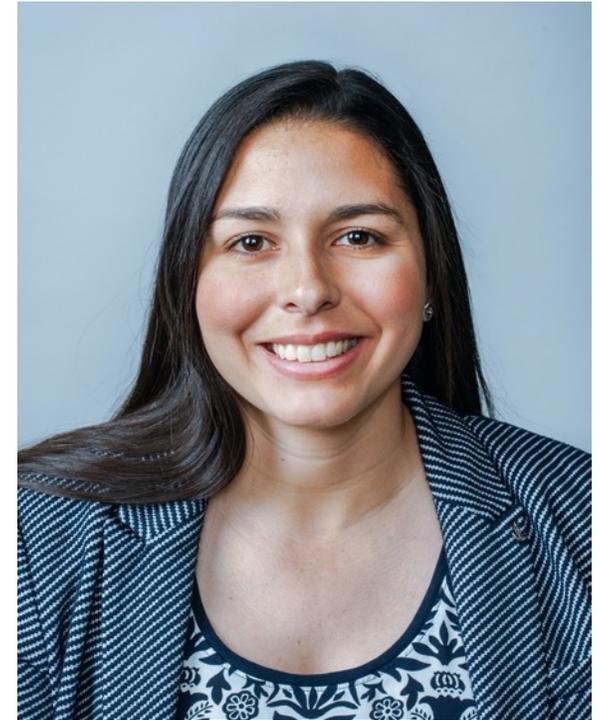
Federal Co-Chairman, Delta Regional Authority



**Aury Kangelos**  
Program Manager  
Delta Regional Authority



**Kagan Coughlin**  
co-Founder & Trustee  
Base Camp Coding Academy



**Alex Holland**  
Senior Advisor  
Delta Regional Authority

# Your Presenters

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# AGENDA

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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



**APPALACHIAN  
REGIONAL  
COMMISSION**



# Getting Started

- Visit [grants.gov](https://www.grants.gov) to download application
- Review FOA and mandatory attachments
- Check [SAM.gov](https://www.sam.gov) registration

# Application Submission

## 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

# Funding Opportunity Description

## 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.”*



# Funding Opportunity Description

## 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

# Award Information

## PERIOD OF PERFORMANCE

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

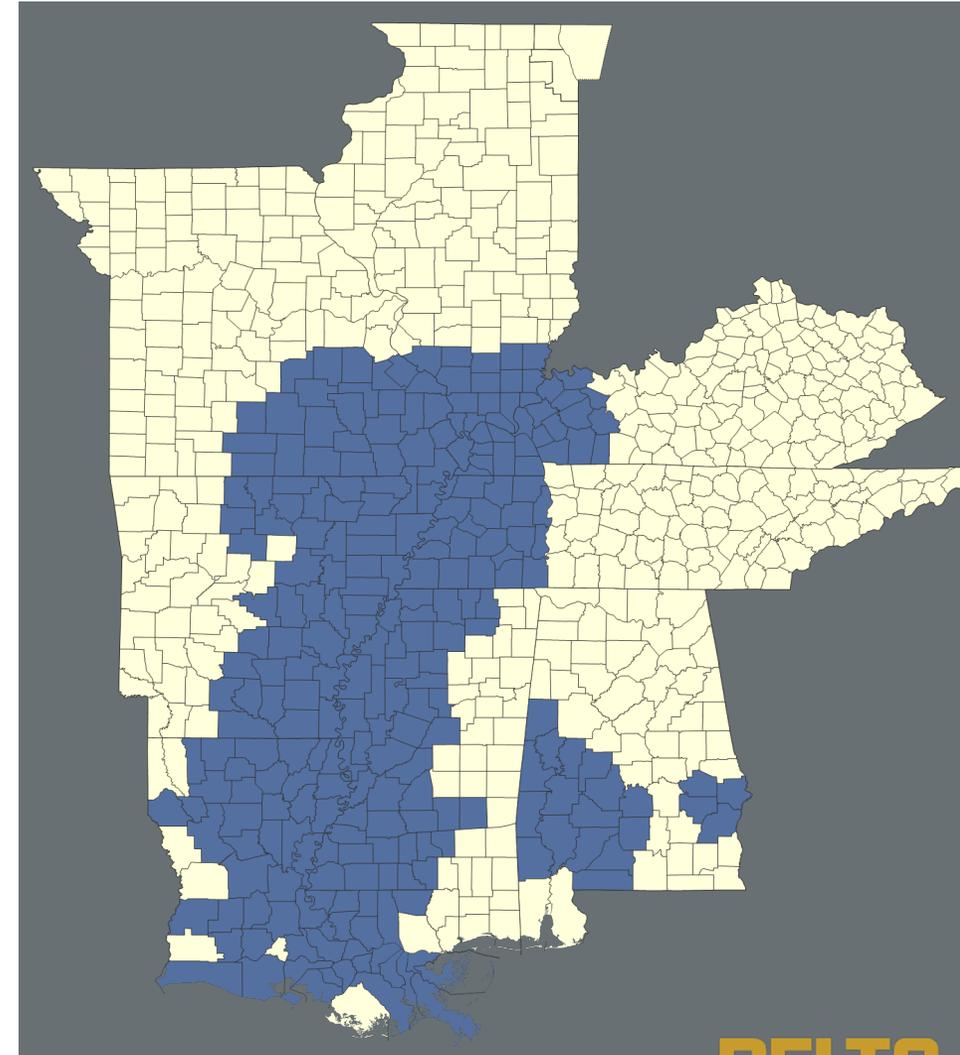
# Eligibility Information

## 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?

# Employer Support Services

## 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*



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 12<sup>th</sup>)

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.***



# Class of 2017



# Class of 2018



# Class of 2019



# Class of 2020



# It Takes a Village.

## Students | Instructors | Employers

Charleston  
Coffeeville  
Grenada  
Bruce  
Water Valley  
Pontotoc  
South Pontotoc  
North Panola  
Tupelo  
Lafayette  
Oxford  
Mooreville  
Hernando  
Coldwater  
Ingomar  
Horn Lake  
Stone Memorial

Sean Anthony,  
Executive Director

Nate Clark,  
Senior Technical Director

John Terrenzio,  
Software Developer in Residence

Fernae Ellard, Instructor

NWCC

C Spire  
CoreLogic  
FedEx  
Mtrade  
Elliot Logic  
Matilda LLC  
University of Mississippi

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Renasant Bank  
MorganWhite Group  
Facebook



# 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.*



**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.*



**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.*



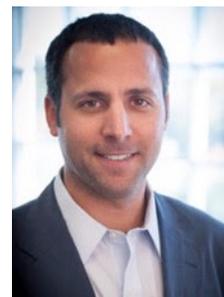
**Bethany Cooper**

*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.*



**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.*



**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



# 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



# Rural Workforce Impact 2020-

<b>Training Outcomes</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Coding	25	25	25
IT Support Desk	10	10	10
Project Manager (Tech)	8	12	16
Business Analyst (Tech)	8	12	16
Carpentry	15	20	20
Electrical (Residential/Commercial)	20	25	25
Plumbing	10	15	15
Manufacturing (Production)	20	25	25
Manufacturing (Leadership)	10	15	15
Customized Workforce Training	50	60	75
Adult Education	30	40	50
Entrepreneurship	10	10	10
<i>TOTAL PROJECTION</i>	<i>216</i>	<i>269</i>	<i>302</i>



# 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



# WORC Grant Application Process...

## 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!







base camp

</CODING ACADEMY>





# 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

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- ✓ 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

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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



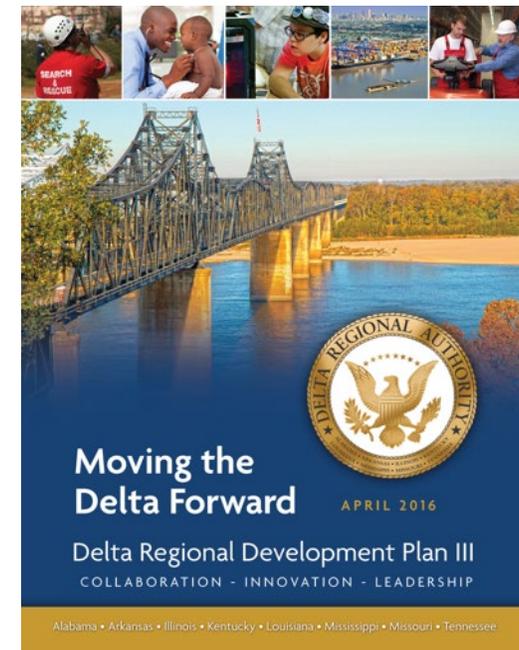
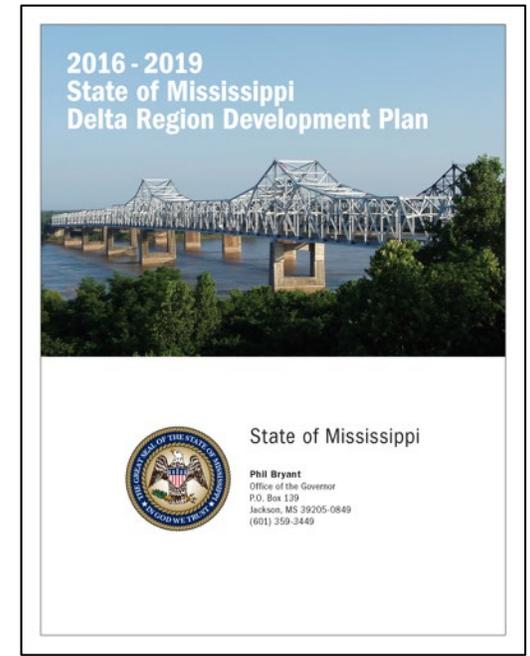
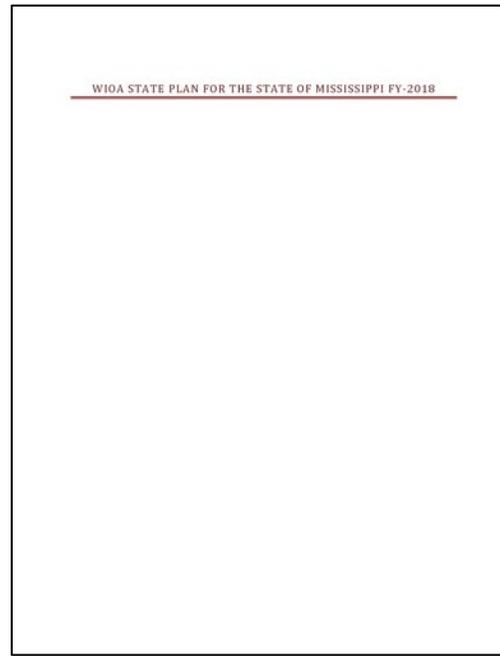
Target Population – 4 Points



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

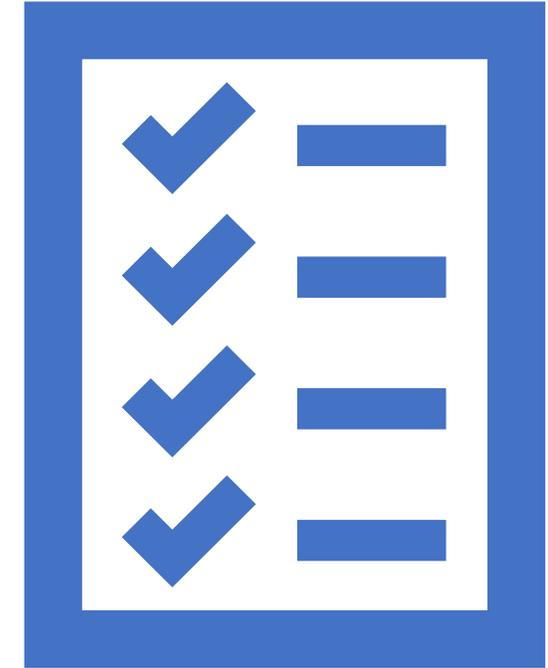


Project Partners - 10 Points

# 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

Activities	Participants Served <i>*corresponding with the activities listed</i>
1 GED apprenticeship program developed	100 GED workers/trainees <b>served</b>
5 employer trainings on substance abused disorder conducted	50 employers <b>served</b>
Job placement services provided	100 workers/job seekers <b>served</b>
New curriculum developed for accelerated community health worker training program	6 employers <b>served</b>

## Short- and Medium-Term Outcomes

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

# Long-Term Benefits (Sustainability)

## Long-term Project Benefits and Economic Impacts

**\*occur after the grant period ends**

Increased revenue (taxes) generated by counties/towns as a result of job creation and/or employment obtained by workers/trainees.

Increased industry/employer participation and investment in workforce development planning.

Decreased employee turnover rates as a result of more supportive work environments and improved awareness about substance abuse disorder.

Increased talent pipeline for a skilled healthcare workforce enabling communities to meet their healthcare needs.

Continued expansion of apprenticeships funded by industry/employer and community partners.

# 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

# Optional Attachment A Proposal Summary

Applicants may submit the  
Proposal Summary in lieu of  
the Project Narrative and  
requested attachments

## ATTACHMENT A

U.S. Department of Labor Employment and Training Administration

### PROPOSAL SUMMARY

Workforce Opportunity for Rural Communities (WORC)

#### INSTRUCTIONS

Applicants may submit the Proposal Summary in lieu of the *requested attachments* referenced in Section IV.B.4 of the FOA.

To meet all of the FOA requirements by submitting the Proposal Summary, applicants must:

1. Complete all requested information for General Information, Project Summary, and Sections 1 through 5. All responses must be double-spaced, with 12-point text font and meet any limitations set forth in each section. Information provided in each section should consistently reflect the WORC goal and objectives, clearly align with responses provided in prior and subsequent sections of the Proposal Summary, and address relevant FOA requirements.
2. Complete the Tables included within Sections 1 through 5. Each Table helps to summarize and align project details required in the FOA at a glance. Content provided in the Tables should be concise and formatted for easy review. Examples given (e.g.) demonstrate the type and extent of information expected. Additional rows may be added to each Table if needed.
3. Submit the following information as attachments: 1) Applicant Declaration including Designation of ARC/DRA Region with Map and identification of organization size; 2) Required letters of engagement from at least two Employer/Industry Partners; 3) Financial Assessment Form, IRS Form 990, or most recent audit report; and 4) Budget (SF-424, SF-424A) and Budget Narrative.

# 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

# Abstract

- 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

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- 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

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- 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

# Agency Contacts

*Questions about the FOA?*

Jenifer McEnergy, Grants Management  
Specialist

[Mcenery.Jenifer@dol.gov](mailto:Mcenery.Jenifer@dol.gov)

(202) 693-2815

*Questions about projects?*

Aury Kangelos, Program Manager

[Workforce@dra.gov](mailto:Workforce@dra.gov)





# Q & A



# Final Thoughts & Closing Remarks

Alex Holland

*Senior Advisor, Delta Regional Authority*



236 Sharkey Avenue, Suite 400  
Clarksdale, MS 38614



[www.dra.gov/workforce](http://www.dra.gov/workforce)



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