Workforce Opportunity for Rural Communities (WORC) Technical Assistance Webinar

May 21, 2020
Welcome and Opening Remarks

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Federal Co-Chairman, Delta Regional Authority
Your Presenters

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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
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**
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
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.
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
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
GNO, Inc. Overview

GNO, Inc. is the economic development organization serving the 10 parishes of Southeast Louisiana.

GNO, Inc.’s mission is to create a Greater New Orleans with a thriving economy, and an excellent quality of life, for everyone.
GNO, Inc.’s Workforce Vision

In order to create an excellent quality of life, for everyone...

GNO, Inc. must not only bring jobs to the region, but also ensure effective pathways exist for all Greater New Orleans residents to access these jobs.
About GNOu

• Demand-driven workforce development program, coordinated by GNO, Inc.
• Benefits the economy, higher education, and the community

1. **Companies** get the workers they need
2. **Schools** get a market-relevant curriculum
3. **Residents** are better trained for high-demand jobs
GNOu Process

A company, group of companies, or industry association, lets GNO, Inc. know they have a critical workforce need

OR

A university wants to ensure existing or proposed programming meets industry/employer needs

GNO, Inc. brings industry and higher education together to create and implement demand-driven programming at a school(s)
WHO: Schools and Companies

Delgado Community College
Nunez Community College
Northshore Technical Community College

Laitram
McCormick
Elmer Chocolate
WHAT: Program Overview

- Two-year program beginning August 2019
- “Earn-and-Learn” model with leading advanced manufacturers
- Classroom instruction combined with on-the-job training
- Tuition and fees are covered by employer, in addition to full-time salary and benefits
- Provides Mechatronics certification and stackable Industry Based Credentials
WHEN: Two-Year Commitment

YEAR ONE

8 WEEKS
Northshore Technical Community College

8 WEEKS
Chosen Employer*

8 WEEKS
Nunez Community College

8 WEEKS
Chosen Employer*

8 WEEKS
Delgado Community College

8 WEEKS
Chosen Employer*

YEAR TWO

8 WEEKS
Chosen Employer*

8 WEEKS
Delgado Community College

8 WEEKS
Chosen Employer*

8 WEEKS
Nunez Community College

8 WEEKS
Chosen Employer*

8 WEEKS
Northshore Technical Community College
WHERE: Multi-Campus Solution

- Apprentices attend 8-week sessions at each college
- Classes will rotate to all three campuses
- Apprentices employed at **ONE** company throughout the program
HOW: Launching the Program

Q3 2017-Q2 2018: Elmer introduced concept, outreach to peer companies

Q2-Q3 2018: Companies committed and drafted RFP for training provider

Q3 2018 - Q1 2019: Collaborative proposal adopted; program developed

March 2019: MOU Signed, program launched

Q2 2019: Recruitment events, applications received, hiring completed
Funding Situation

• Employers had committed to Apprentice wages + tuition!
• By partnering with 3 community colleges, there was access to variety of equipment and instructor expertise.
• However, we still had equipment needs for delivering the entire 2-year Mechatronics Apprenticeship Program.
• And, we wanted to scale Mechatronics and replicate the apprenticeship/work-based learning model with new programs.
WORC Grant Opportunity

- GNO, Inc.’s Radar: June 11, 2019
- Exploratory Call w/ 3 Comm. College Partners: June 13, 2019
- Planning Meeting w/ 3 Comm. College Partners: June 20, 2019
- Application Deadline: July 15, 2019

First Step Recommendations
1) If applying with partners, determine who will be the Lead Applicant
2) Check Lead Applicant’s Grants.gov log-in, SAM registration, DUNS, and ability to meet fiscal capacity requirements
3) Draft and request Letters of Engagement/Support, as well as an MOU between partners (if applicable)
WORC Grant Opportunity

Then, tackle the Proposal and Budget!

• In 2019, this was a list of questions with a 10-page limit
• For 2020, there is a fillable template that will make the process very straightforward
• For our application, we created 3 phases to simplify/organize:
  1) Launch Mechatronics Apprenticeship Program (MAP)
  2) Maintain/grow MAP + Launch 1st Additional Program
  3) Maintain MAP, Maintain/grow 1st Additional Program + Launch 2nd Additional Program

Final Recommendation: Write project summary (or Abstract) last.
Lessons Learned

• **Employers MUST drive the process**
  • Industry partners shouldn’t be convinced, but must come to the table willingly
  • Build your partnerships to be ready and responsive to funding opportunities
  • Training providers must be flexible and responsive: workforce arms of community colleges are excellent partners
  • If multiple parties are involved, a dedicated facilitator/intermediary is crucial
  • It’s ok to start small
  • Unprecedented programs take time to develop and shouldn’t be rushed
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
✓ Applicant 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 or Optional Attachment A Proposal Summary*
✓ Project Timeline (separate attachment)
✓ Designation of ARC or DRA Region and Service Area Map (separate attachment)
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.

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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?

<table>
<thead>
<tr>
<th>Activities</th>
<th>Participants Served *corresponding with the activities listed</th>
<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>1 GED apprenticeship program developed</td>
<td>100 GED workers/trainees served</td>
<td>100 workers/trainees needing basic education obtain GED.</td>
<td>Workers/trainees improved skills and basic education knowledge</td>
</tr>
<tr>
<td>5 employer trainings on substance abused disorder conducted</td>
<td>50 employers served</td>
<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>Job placement services provided</td>
<td>100 workers/job seekers served</td>
<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>New curriculum developed for accelerated community health worker training program</td>
<td>6 employers served</td>
<td>Accelerated recovery support specialist training program implemented.</td>
<td>Improved talent pipeline to fill critical open recovery support specialist positions</td>
</tr>
<tr>
<td>Long-term Project Benefits and Economic Impacts</td>
<td>*occur after the grant period ends</td>
<td></td>
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<tr>
<td>Increased revenue (taxes) generated by counties/towns as a result of job creation and/or employment obtained by workers/trainees.</td>
<td></td>
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</tr>
<tr>
<td>Increased industry/employer participation and investment in workforce development planning.</td>
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<tr>
<td>Decreased employee turnover rates as a result of more supportive work environments and improved awareness about substance abuse disorder.</td>
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<tr>
<td>Increased talent pipeline for a skilled healthcare workforce enabling communities to meet their healthcare needs.</td>
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<tr>
<td>Continued expansion of apprenticeships funded by industry/employer and community partners.</td>
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</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
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 proposed project will take place in the Delta (DRA) Region.

The area(s) served includes the City of Cape Girardeau County in the State of Missouri illustrated in the map below.
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

- 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