Good Jobs Challenge
Office Hours
December 9, 2021
December 13, 2021
EDA’s APRA Good Jobs Challenge: Designed to Get Americans Back to Work

Investment areas - $500M Total for 25 to 50 awards

- **System Development**: developing and strengthening regional workforce training systems that support sectoral partnerships
- **Program Design***: designing sectoral partnerships
- **Program Implementation***: implementing sectoral partnerships that will lead to high quality jobs

**Goal**
- To create and support effective training programs that will connect the in-demand and emerging skills needs of employers with qualified workers and help workers find and keep quality jobs and advance along their chosen career path.

*National Fund’s proposal limited to these two stages

[NOFO: EDA-HDQ-ARPGJ-2021-2006964](https://www.grants.gov/web/grants/view-opportunity.html?oppId=334720)
EDA Good Jobs Requirements

- **Respond to Negative Impacts of COVID**
  - Focus on “Quality Jobs”
    - Exceeds the local prevailing wage for an industry in the region,
    - Includes basic benefits and/or is unionized,
    - Helps the employee develop the skills and experiences necessary to advance along a career path.

- **Support Economic Development**
  - Alignment with region’s Comprehensive Economic Development Strategy (CEDS)
  - Contribute to the resiliency and growth of regional economies
  - Involve proactive employer engagement, mobilization and commitments to hire
  - Build and deliver training programs for unemployed and underemployed or incumbent workers

- **Equity**
  - Encouragement to reach underserved populations and areas, BIPOC, women and others facing labor market barriers
  - 15% of evaluation based on equity: project’s benefits are shared across all affected communities and between employers & workers
EDA’s Reporting & Evaluation Requirements

- **Likely Metrics:**
  - Number of workers participating in program broken down by key demographics,
    - Demographic information on participants may include age, gender, race, ethnicity, income, disability status, justice-impacted status, and military status.
  - Number of workers who complete the program broken down by key demographics,
  - Number of workers placed into jobs broken down by key demographics,
  - Average wages of job placements,
  - Average wage growth of job placements,
  - Retention of workers placed,
  - Amount spent on wraparound services, and
  - Total average cost spent per worker.

- **Track engagement activities & related outcomes within scope of work**

- **Participate in third-party evaluation, if EDA elects to coordinate one**
  - *Could* involve random assignment
EDA Content and Form of Application

**Project Narrative** – no more than 15 total pages

1. Project Description & Overview

2. Employer Leadership and Commitments, including number of committed job placements
   - Other Stakeholders and Partnerships

3. Regional Description, including key industries, “difficult-to-meet” skills needs & alignment with CEDS

4. Impacts of the Regional Workforce Training System, what is problem project aims to solve? Number, type, compensation of jobs available to training graduates, demographics of target population, why project is achievable

5. Funding Request and Program Design and Implementation
   - Provide budget for each phase
   - Describe projects
   - Identify anticipated barriers and plans for wrap-around supports
Nation Fund Overview

Why This Grant and Why Apply Now?

- Significant federal investment in good jobs aligned with our model.

- To deepen investment in existing regional workforce interventions across NF’s four solutions and/or expand existing promising practices across the network.

- Through this RFP, the National Fund seeks to competitively procure multiple collaboratives that it will identify as proposed subrecipients in its proposal to EDA.

Timeline


- Proposals Due: Monday, December 20, 2021

- Anticipated Grantee Selection Date: By Friday, January 7, 2022

- Grant Start Date: TBD

- Anticipated Grant Period: 30–32 months.

- Anticipated Award Range: Up to $900,000 to $1.8M per collaborative over three-year period
The National Fund will develop and submit a proposal that:

1. Meets the requirements outlined in the NOFO

2. Incorporates its four integrated solutions and associated tools that address workforce problems

3. Funds industry partnerships in healthcare, construction & skilled trades and/or manufacturing

4. Advances racial equity and inclusion.
<table>
<thead>
<tr>
<th>Solution</th>
<th>Non-exhaustive list of possible activities</th>
<th>Existing Resources</th>
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<tbody>
<tr>
<td><strong>Equip Workers for Success</strong></td>
<td>Includes the full range of skills development and supports: Training, upskilling, apprenticeships, wraparound services, and interventions that promote worker engagement, voice, satisfaction, and well-being.</td>
<td><a href="#">A Trauma Informed Approach to Workforce</a> ; <a href="#">CareerSTAT Resource Center</a> ; <a href="#">Financial Wellness Guide</a></td>
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<tr>
<td><strong>Change Systems for Improved Outcomes</strong></td>
<td>Incorporation of systems thinking into the development and delivery of interventions. Assessment and evaluation of root causes; development and delivery of strategies to change systems, especially those that contribute to racial disparities.</td>
<td><a href="#">Systems Change Toolkit</a> ; <a href="#">Advancing Workforce Equity: A Guide for Stakeholders</a></td>
</tr>
<tr>
<td><strong>Activate Employers to Make Jobs Better</strong></td>
<td>Engaging and activating employers and industry partnerships to make jobs better. Provide technical assistance to employers to assess job quality, center worker voice and adopt new or improved practices that support recruitment, retention and advancement, especially of workers of color.</td>
<td><a href="#">Toolkit for Developing High-Performing Industry Partnerships</a> ; <a href="#">Job Design Framework</a> ; Job Quality Maps, and Evaluation Framework.</td>
</tr>
<tr>
<td><strong>Co-Invest for Impact</strong></td>
<td>Bring together local investors around a shared strategic vision for workforce development. Pool or align resources from philanthropic, corporate, public, and other funders to support the Good Jobs proposal.</td>
<td><a href="#">Characteristics of a High Performing Collaborative</a> ; <a href="#">Sustainability Guide for Funder Collaboratives</a></td>
</tr>
</tbody>
</table>
NFWS Good Jobs Challenge RFP

- **Purpose of RFP**
  - Allows the National Fund to select sites and develop a collaborative proposal that can answer specific questions related to targeted regions, industries, jobs

- **Learning & Evaluation**
  - EDA may require comprehensive, third-party evaluation.
  - NFWS will require collaboratives to track and report on several shared outputs and outcomes- disaggregated by race and gender- and may organize third-party evaluation

- **Racial Equity & Inclusion**
  - NFWS and selected grantees will co-create and implement one or more strategies to advance REI
Good Jobs Challenge RFP – Proposal Content

- Limit response to no more than three pages, use bullet points, may exceed page limit if it facilitates response

- Questions intend to assess current capacity, existing employer relations and activities already underway. No new content!

1. **Industry (Sector) Partnerships** or employer relationships. Importance of industry, description of members, their participation, target occupations, level of commitment (40 points)

2. **Economic Development.** Can you get a letter of support? (5 points)

3. **Racial Equity & Inclusion.** Your experience, commitment to and expertise promoting REI (15 points)

4. **Co-Investment.** Identify current annual budget for target industries & top investors (1:1 match not required but leveraged resources) (15 points)

5. **Capacity and Qualifications.** Experience managing federal or other public funds, accounting and data tracking systems, whether you need capacity building assistance (25 points)
Good Jobs Challenge RFP FAQ

Highlights of Questions Received as of 12/8/21

- **Participating Industries**: Healthcare, construction and skilled trades, and manufacturing

- **Joining the National Fund Application**: Federal rules require grantees to competitively procure any subgrantee(s)

- **Number of Sites Included**: Will be driven by volume and quality of responses

- **Grant Amount**: Anticipating up to $900,000 to $1,800,000 per collaborative (3 yr. grant)

- **Match Required**: No, but encouraged

- **NF Network Member**: Collaboratives should be currently part of NF network or need to join NF network by grant period (late summer 2022)
Submission Information

- Applications are due to the National Fund on December 20, 2021, by 8:00 p.m. Eastern

- Applications may be submitted via Word or PDF

- All materials should be submitted electronically to the National Fund’s general email address (info@nationalfund.org) and cc’d to Abby Wood, program manager at awood@nationalfund.org

Next and Final Good Jobs Challenge Office Hour Call:
Monday, December 14, 2021, from 4:00 – 5:00 p.m. Eastern
Questions?

Questions about the RFP? Please contact:

- Chief Program Officer – Michelle Rafferty (mrafferty@nationalfund.org)
- Director of Development – Andrea Kippur (akippur@nationalfund.org)

The National Fund will respond in writing to all questions raised during applicant conferences (office hours) or submitted by December 13, 2021; questions and answers will be shared with all prospective applicants.

Good Jobs RFP & FAQ can be found on National Fund’s website