AMERICAN RESCUE PLAN

GOOD JOBS CHALLENGE FACT SHEET

32 Awardees to Develop and Grow Industry-Led Workforce Training Partnerships

On August 3, 2022, the U.S. Department of Commerce's Economic Development Administration (EDA) announced grant awards to 32 industry-led workforce training partnerships in 31 states and Puerto Rico as part of the $500 million Good Jobs Challenge funded by President Biden's American Rescue Plan. These awardees will develop and grow industry-led workforce training systems, **placing over 50,000 American workers into quality jobs and supporting regional economies with the skilled, diverse workforce necessary to compete in the 21st Century**.

In the wake of the COVID-19 pandemic, the Good Jobs Challenge was created to meet the needs of both American workers and industry by breaking down historical silos in workforce training systems. By bringing workforce stakeholders together in every step of the talent development process, the Good Jobs Challenge is placing people into quality jobs[1] and spurring equitable economic growth.

The Good Jobs Challenge is part of a suite of American Rescue Plan programs developed by EDA to equitably distribute its $3 billion allocation to assist communities nationwide in their efforts to build a better America by accelerating economic recovery from the coronavirus pandemic and building more resilient, shockproof local economies.

In close partnership with the Department of Commerce and EDA, the 32 Good Jobs Challenge awardees are designing and implementing projects across 15 industries that are:

1. Powering regional competitiveness and inclusive economic growth

2. Expanding equitable job opportunities across underserved populations and communities

3. Building worker-centered, employer-led workforce training systems

4. Integrating diverse, local stakeholders into workforce training partnerships

GOOD JOBS CHALLENGE AWARDEES — AMERICAN RESCUE PLAN

Key
LEAD ORGANIZATION LOCATION
STATES/TERRITORIES SERVED

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[1] A quality job (or a "good-paying job") is a job that exceeds the local prevailing wage for an industry in the region, includes basic benefits (e.g., paid leave, health insurance, retirement/savings plan) and/or is unionized, and helps the employee develop the skills and experiences necessary to advance along a career path. "Prevailing wage" is defined by the Department of Labor as "the average wage paid to similarly employed workers in a specific occupation in the area of intended employment."

CORE THEMES

Powering Regional Competitiveness and Inclusive Economic Growth

Together, these 32 awardees will train workers in 15 key industries that are essential to U.S. supply chains, global competitiveness, regional development, and equitable economic growth. The coordination and intentional alignment of these public-private partnerships will jumpstart the design, development, implementation, and expansion of training programs that are tailored specifically to each community and create workforce systems that allow regional economies to grow and thrive.
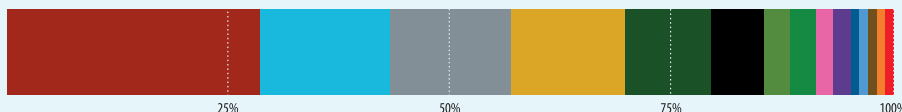
- **Strengthening American supply chains**
  Building resilient supply chains that can withstand future shocks is crucial to our nation's prosperity. 12 Good Jobs Challenge awardees are strengthening and diversifying worker pipelines in critical supply chain industries, including preparing workers for shipbuilding jobs, upskilling manufacturing workers, and training people in rural communities to work in the logistics industry.

- **Supplying the workforce needed to implement the Bipartisan Infrastructure Law**
  As the federal government implements historic infrastructure projects, the Good Jobs Challenge will join other federal government agency initiatives in investing in training programs that place Americans into high-quality infrastructure jobs. With projects in electric vehicle production, skilled construction trades and logistics, this program will help rebuild American infrastructure and achieve steady, stable growth in communities across the country. These 13 projects advance the goals of the President's Talent Pipeline Challenge that calls on employers, education and training providers, states, local, Tribal and territorial governments, and philanthropic organizations to make commitments that support equitable workforce development opportunities for infrastructure jobs.

- **Strengthening the care and public health workforce**
  The pandemic placed unprecedented strains on America's care and public health systems. Every American community requires skilled, well-paid healthcare professionals to withstand the next public health crisis. In order to build economically resilient communities, we must also invest in our child and elder care workforce. Across the nation, Americans who need child or elder care are unable to pursue good jobs due to care restraints. To address this, 15 of the Good Jobs Challenge awardees will build training programs in the care and healthcare sectors.

- **Expanding America's information technology workforce**
  In an era of increasingly sophisticated cyberattacks and an advancing digital economy, a skilled information technology and cybersecurity workforce is vital to the country's competitiveness and national security. Working with leading technology employers, the Good Jobs Challenge will advance integrated workforce ecosystems across 11 awardees to expand and diversify the pool of information technology and cybersecurity professionals.

- **Building the climate-resilient workforce of tomorrow**
  Without a skilled workforce, our nation cannot pursue its climate goals. With eight awardees focused on climate-related industries, the Good Jobs Challenge will supply thousands of skilled workers with the tools to help address the climate crisis, including developing a clean energy sector partnership to train workers in distressed counties and developing statewide infrastructure for training residents in forestry and fire safety careers.

GOOD JOBS CHALLENGE PROJECTED JOB PLACEMENTS

AMERICAN RESCUE PLAN

OVER 50,000 JOB PLACEMENTS ACROSS 15 INDUSTRIES

HEALTHCARE 29%	ENERGY and RESILIENCE 13%	FINANCIAL and PROFESSIONAL SERVICES 3%	BIO-MEDICAL 2%	AGRICULTURE and FOOD PRODUCTION 1%
INFORMATION TECHNOLOGY 15%	TRANSPORTATION, DISTRIBUTION, and LOGISTICS 10%	FORESTRY and FIRE SAFETY 3%	WATER and BLUE ECONOMY 1%	AEROSPACE and DEFENSE 1%
MANUFACTURING 14%	BUILDING and CONSTRUCTION 6%	CHILDCARE 2%	EDUCATION 1%	FILM, ARTS, and MEDIA 1%

25% 50% 75% 100%

Job placement projections based on applicant estimates over the grant period.

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Expanding Equitable Job Opportunities Across Underserved Populations and Communities

EDA built the Good Jobs Challenge with intentionality and a commitment to a worker-centric approach—recognizing that the path to a good job is not "one-size-fits-all." The 32 awardees have all built proposals with holistic equity strategies. Each awardee will tailor the programs they implement, the services they provide, and the partners they engage with to reach historically underserved communities in their local area.

- **Creating pathways to good jobs in distressed communities**
  The Good Jobs Challenge grantees will implement projects in some of the most distressed areas of the country, including rural communities, urban cores, and disaster-impacted regions. 11 awardees will serve Indigenous communities and five will serve coal communities. For far too long, distressed communities have been excluded from training and education opportunities that lead to economic mobility. This program is intentionally designed to build pathways to good jobs that are tailored to the unique needs of these communities.

- **Recruiting from historically underserved populations**
  Diversity is America's greatest strength, but only if every American has a fair shot at opportunity. The Good Jobs Challenge is intentionally designed to recruit and retain populations that have been historically left out of job training opportunities. Many awardees have partnered with community-based organizations to ensure that the programs they design and the outreach they conduct will meet the needs of the communities they intend to serve.

- **Providing childcare, transportation, and other support services**
  The Good Jobs Challenge recognizes that far too many Americans who want to upskill into higher paying jobs lack the support they need to start and complete a training program. In response, all 32 awardees will provide a variety of tailored services to remove systemic barriers for workers to participate in training programs. A vast majority of the grantees will offer childcare and transportation, while others will offer technology or language support to training program participants.

Building Worker-Centered, Employer-Led Workforce Training Systems

The Good Jobs Challenge is creating opportunities for hard-working Americans to secure quality jobs by bringing committed and effective employers to the table. Successful workforce systems require employers to lead the way by identifying in-demand skills and job positions, co-designing training curricula, implementing paid work-and-learn opportunities, and committing to hire those who complete training. By integrating employers in every step of the talent development process, the Good Jobs Challenge is breaking down silos between the public and private sectors, and as a result, helping create achievable and connected pathways to good jobs and economic prosperity.

- **Employer commitments to American workers**
  Across 32 awardees, EDA received 824 total letters of employer commitments. These letters came from a range of large, medium, and small businesses—from major American employers including Boeing, Ford, Google, Siemens, Newport News Shipbuilding, and Cox Health, as well as local employers including Interior Community Health Center in Fairbanks, Alaska and Quick Connect Electrical Services in Marble Hill, Texas. Employer letters included commitments to hire well in excess of the projected 50,000 placements and additional contributions to these sector partnerships.

- **Investing in work-and-learn training**
  One of the most effective strategies to ensure Americans gain in-demand employment skills and make transitions to employment more successful is through a quality work-and-learn training experience with a local employer. Many Good Jobs Challenge grantees will build and expand work-and-learn opportunities with leading employers, including entry-level learn and earn manufacturing programs, on-the-job clinical training, and paid internships for home building jobs.

Integrating Diverse, Local Stakeholders into Workforce Training Partnerships

The Good Jobs Challenge is bringing together diverse partners and local leaders—some for the first time—in regions across the country. Economic development organizations, workforce organizations, leading 2- and 4-year higher education institutions, local government partners, labor unions, community-based organizations, local chambers of commerce, and other key stakeholders have come together with large and small employers as coalition partners to create shared strategies and solutions to address the talent needs of regional economies.

EDA's 32 lead applicants and 99 Backbone Organizations[2] represent a diverse group of local organizations that are bringing together robust and connected regional coalitions across multiple sectors.

- **Partnering with organized labor**
  Organized labor is an important stakeholder throughout the Good Jobs Challenge, coming together with employers and other community partners in aligned coalitions to create high-quality training programs that lead to high-quality jobs. Half of the grantees have already committed to partnering with labor unions or building training pathways into unionized jobs. In total, 41 unions or union-affiliated organizations have signed letters of support for these grantees. Union partnerships include co-creation of programs, recruiting through union networks, and placing jobseekers into union apprenticeships.

- **Partnering with leading education/training institutions**
  The Good Jobs Challenge grantees are led by some of the top education and training providers in the country—institutions that are well-prepared to deliver high-quality training experiences to thousands of Americans, including Historically Black Colleges and Universities, Hispanic Serving Institutions, State Colleges and Universities, Community Colleges, Asian American and Native American Pacific Islander Serving Institutions, and local workforce training centers.

GOOD JOBS CHALLENGE LEAD ORGANIZATIONS   AMERICAN RESCUE PLAN

A DIVERSE SET OF SYSTEM LEAD ENTITIES _and_ BACKBONE ORGANIZATIONS

- BUSINESS ASSOCIATION
- NATIONAL OR COMMUNITY-BASED NON-PROFIT
- UNION ORGANIZATION
- CHAMBER OF COMMERCE
- REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION
- UNIVERSITY / FOUR-YEAR COLLEGE
- COMMUNITY COLLEGE / TWO-YEAR COLLEGE
- REGIONAL WORKFORCE NETWORK
- WORKFORCE BOARD
- LOCAL GOVERNMENT
- STATE GOVERNMENT

A System Lead Entity (also known as a lead applicant) manages a workforce training system with one or more sector partnerships. A Backbone Organization directly manages a single sector partnership and serves as an intermediary across all stakeholders in the partnership. Please note that some System Lead Entities are also serving as Backbone Organizations.

E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

[2] Grantees often have a regional workforce training system made up of several sectors / industries. A **System Lead Entity** (lead applicant) leads and convenes a multi-sector regional workforce training system, while a **Backbone Organization** leads and convenes a single-sector sector partnership.

For more information about the Good Jobs Challenge, please visit www.eda.gov/arpa/good-jobs-challenge/.