



# **EDA American Rescue Plan Good Jobs Challenge**

**Applicant Briefing**

August 10, 2022

# Opening Remarks – Assistant Secretary Castillo



# Goals for Today's Briefing

- Provide an overview of the application review process as described in the Good Jobs Challenge Notice of Funding Opportunity
- Provide observations on what made for a strong Good Jobs Challenge application
- Discuss applicant resources and further opportunities

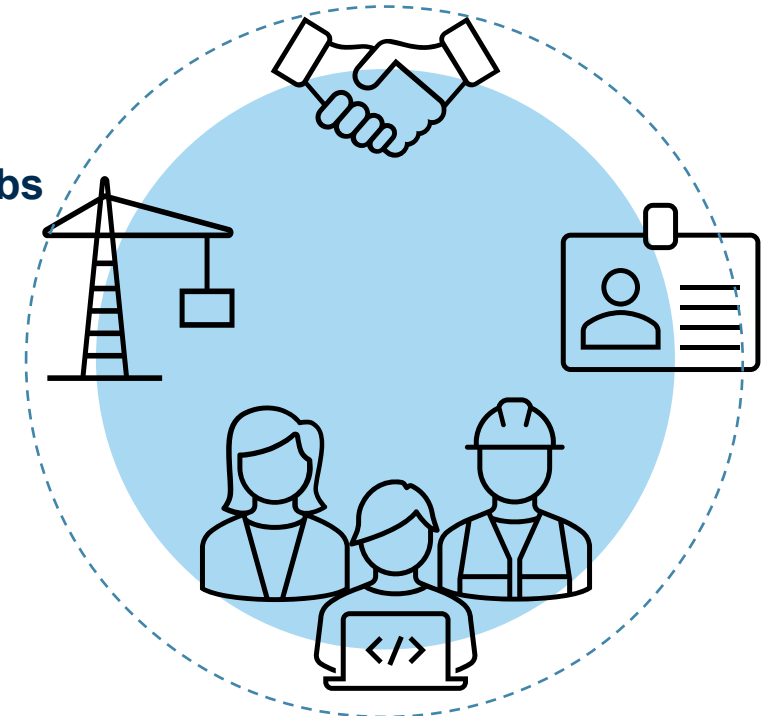


# \$500 million Good Jobs Challenge

*This EDA grant program is funded by the American Rescue Plan and is designed to get Americans into quality jobs by establishing or strengthening regional workforce training systems to train workers with in-demand skills*

## Program Goals

- Provide American workers, particularly those from underserved populations and communities, with **access to good jobs by establishing or strengthening regional workforce training systems**
- Focus on integrated public/private/ community coalitions that implement effective **outreach to underserved communities, high quality training, wrap around supports, and earn and learn programs of all types**
- **Demand/employer driven approach** to workforce development that emphasizes strong employer engagement and commitments to hire
- **Intentional connection of workforce and economic development** by focusing on sectoral partnerships, employer leadership, and alignment with regional strategy



Program was launched in July 2021 and applications were due on February 10, 2022.  
**EDA received 509 applications totaling over \$6 billion.**

# Good Jobs Challenge Portfolio



**32** Applications overall selected for funding across 32 unique states and territories.

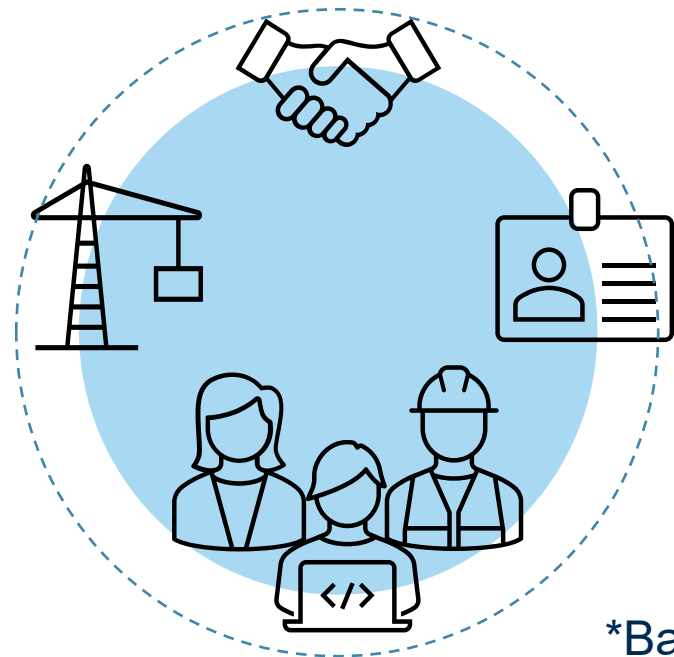
**50,000+** Projected job placements (in 36 months)\*

**15** Unique industries

**16** Union-partnered/union-supporting

**11** Projects are indigenous-serving

**5** Projects are coal-serving



\*Based upon grantee estimates

# Geography Highlights

## GOOD JOBS CHALLENGE AWARDEES



AMERICAN RESCUE PLAN



*Key*  
● LEAD ORGANIZATION LOCATION  
■ STATES/TERRITORIES SERVED



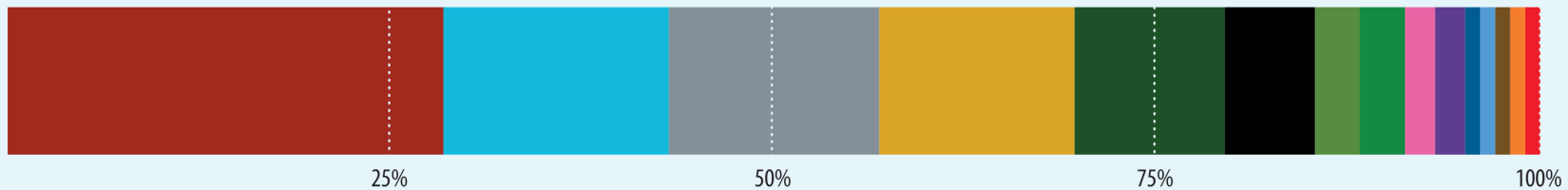
# Industry Highlights

## GOOD JOBS CHALLENGE PROJECTED JOB PLACEMENTS



AMERICAN  
RESCUE PLAN

OVER 50,000 JOB PLACEMENTS ACROSS 15 INDUSTRIES



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



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# Lead Organization Highlights

## 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.



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# Application Review Process

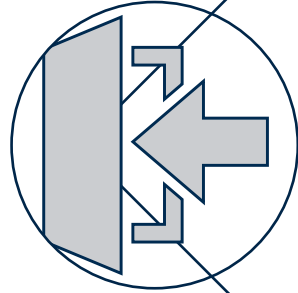


# Outreach Process Pre-Deadline

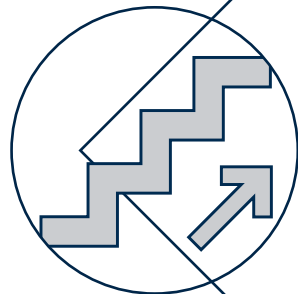
- Following the announcement of the Good Jobs Challenge program in July 2021, EDA began executing an extensive outreach plan to strengthen and diversify the GJC applicant pool prior to the February 10, 2022 deadline.
- EDA held over 40 stakeholder briefings and public webinars, reaching over 5,000 attendees.



# There was intense demand for this highly competitive program

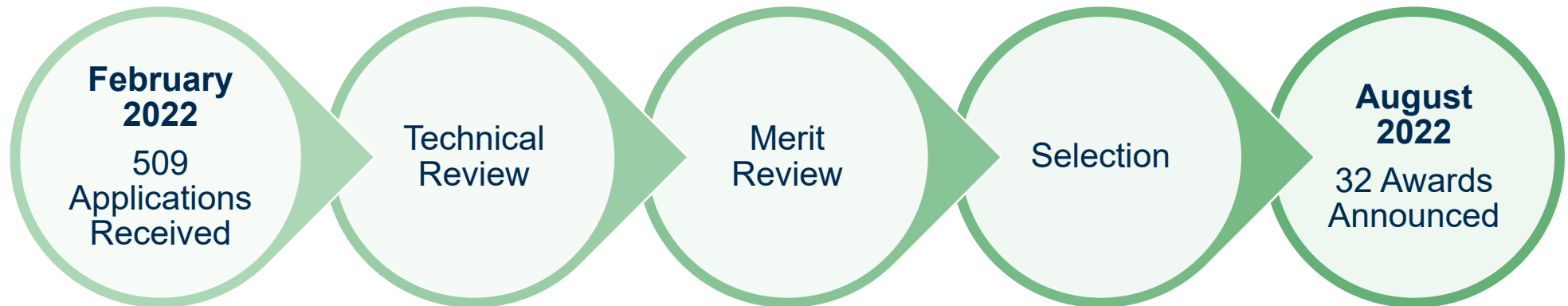


**509 concept proposals received**, \$6.4B in demand from regions in all 50 states and 5 territories



**32 applications selected** for \$500M in funding across 31 states and 1 territory (6% overall acceptance rate)

# Good Jobs Challenge Review Process



# Merit Review Evaluation Criteria

<b>Development of Key Plans to Support Regional Workforce Training System or Sectoral Partnership</b> (15 points)	<b>Employer Partnerships</b> (10 points)	<b>Equity</b> (15 points)
<b>Feasibility</b> (10 points)	<b>Identification of Regional Needs</b> (10 points)	<b>Regional Investment and Sustainability</b> (10 points)
<b>System Lead Entity's or Backbone Organization's Capacity</b> (15 points)		<b>Workers Served and Job Placements Expected</b> (15 points)



# Key Elements of a Strong Application

## *Strong Quality Indicators:*

- **Demand/Employer Driven** – Project is steeped actual, in-demand, quality jobs with specific details on job types, skill requirements, and number of jobs. Strong evidence that employer partners are fully engaged and committed, including committing to job placements.
- **Holistic, Integrated Approach to Interventions Tied to Job Outcomes** – Project includes comprehensive strategies for mitigating barriers to employment (e.g., technical/professional skills, wraparound services).
- **Intentional Connection Between Training and Employment** – Project effectively sets participants up for job success by working closely with employers and other providers to help participants make transition to job (e.g., coaching, onboarding, working with hiring managers, earn-and-learn models).
- **Equity** – Project includes deliberate outreach, recruitment and support strategies to meaningfully reach/support underserved communities and populations.
- **Strong Integrated Coalition** – Project has clear leadership, governance, commitments, capacity and long-term support.
- **Strong Connection Between Workforce Development and Economic Development** – Project ensures alignment with emerging job needs and planning efforts.

*Also See the NOFO, Technical Assistance and GJC Program Resources*



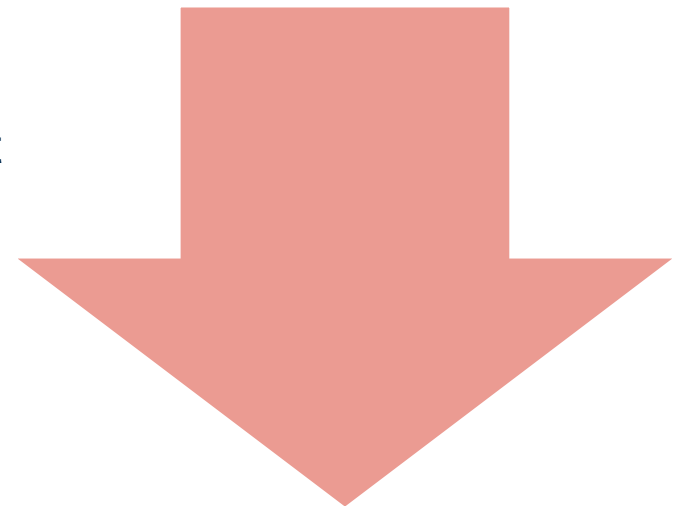
# Merit Review Trends

## Development of Key Plans to Support Regional Workforce Training System or Sectoral Partnership (15 points)



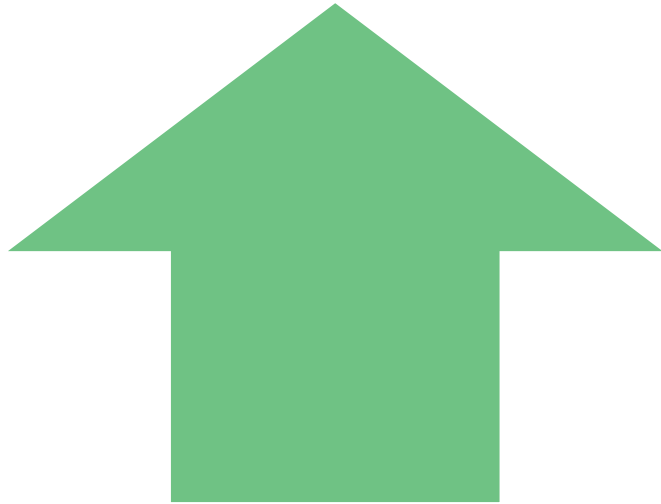
Competitive proposals generally identified a clear rationale behind the sector partnerships with a timeline of progression that considers regional challenges. Diverse set of employers and key stakeholders were “at the table” as evidenced by letters of support and other documentation. Included tailored plans to address barriers faced by underserved populations including through provision of wraparound services.

Weaker proposals generally lacked evidence that sector partnership included the necessary stakeholders to achieve the project’s projections. Lacked clear plans and/or resources to address barriers.



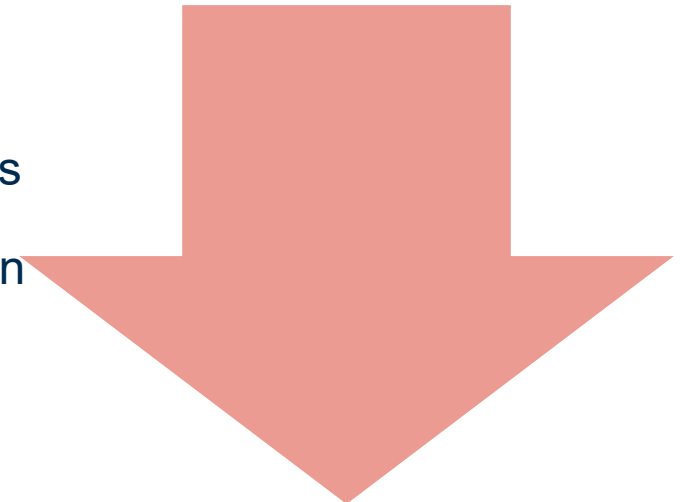
# Merit Review Trends

## Employer Partnerships (10 points)



Competitive proposals generally included letters from several employers with specific commitments, including to provide leadership to the workforce system, implement training including work and learn opportunities, and to hire workers who complete training.

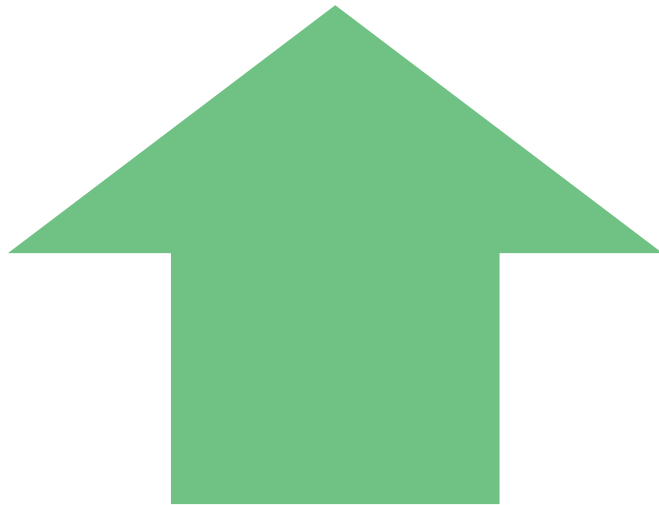
Weaker proposals generally lacked specific letters demonstrating employer partnership and/or did not detail how employers will take a leading role in the workforce system.





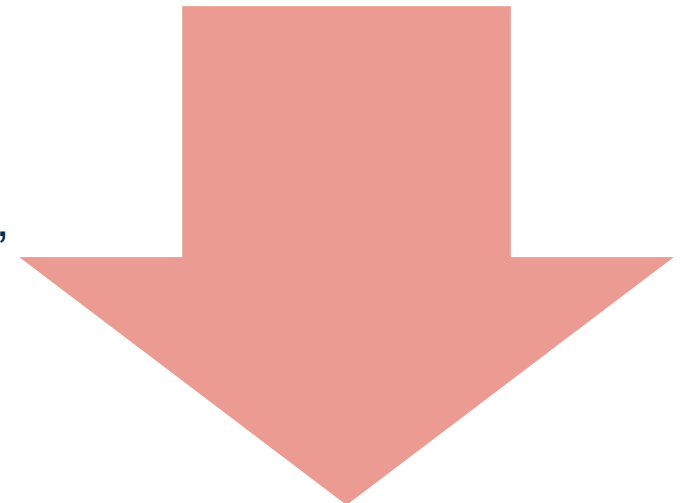
# Merit Review Trends

## Equity (15 points)



Competitive proposals generally demonstrated throughout the application strong commitment to and plans to serve historically underserved populations and communities in their region, including through partnership with local and community-based organizations.

Weaker proposals generally did not effectively demonstrate how outreach, wraparound services, and/or training will be tailored to historically underserved populations and communities.



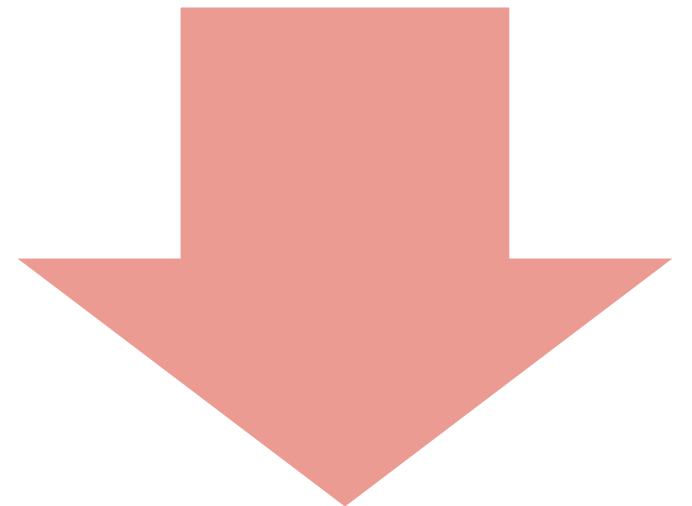
# Merit Review Trends

## Feasibility (10 points)



Competitive proposals generally demonstrated that plans and outcomes could be completed in the grant period within budget.

Weaker proposals generally lacked detailed budget information and/or timelines.



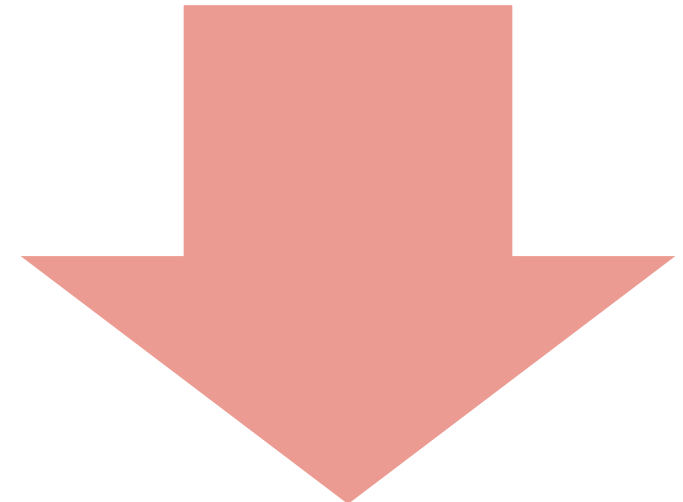
# Merit Review Trends

## Identification of Regional Needs (10 points)



Competitive proposals generally identified regional needs affirmed by employers in the region, engaged partners to assess needs, demonstrated regional CEDs alignment, and substantiated claims of need with specific letters of support and/or other documentation.

Weaker proposals generally lacked evidence of demand from employers and did not connect their proposal to regional economic industry need and/or CEDS.



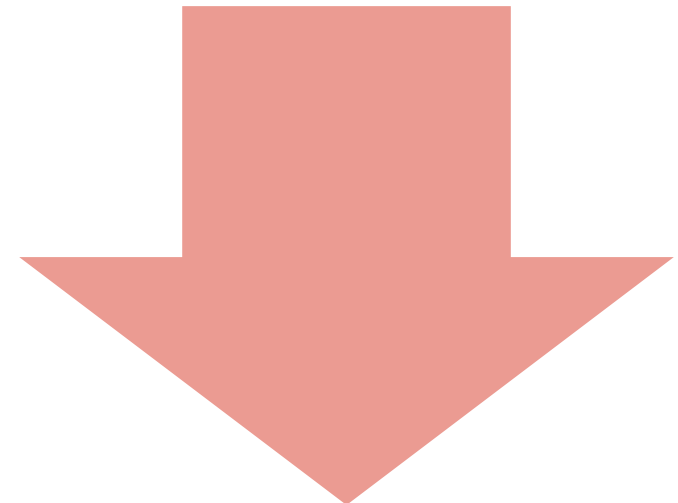
# Merit Review Trends

## Regional Investment and Sustainability (10 points)



Competitive proposals generally showed a track record of fundraising success / ability to leverage other funds, provided clear evidence of “skin in the game” from system stakeholders, and outlined how system would be supported beyond the period of the grant.

Weaker proposals generally lacked letters from stakeholders indicating commitment to sustainability, or other evidence of ability to provide on-going support for participants after completion of the training.



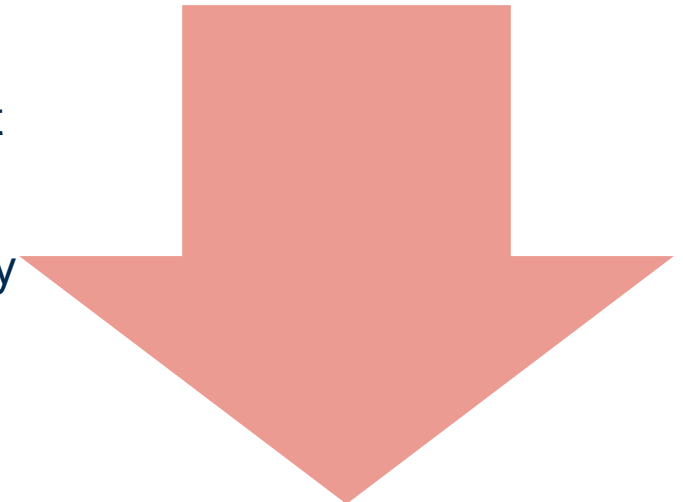
# Merit Review Trends

## System Lead Entity's or Backbone Organization's Capacity (15 points)



Competitive proposals generally were led by entities with a strong record convening and coordinating stakeholders across sectors/partners and driving them to action, demonstrated ability and plans to reach underserved workers and secure commitments from employers and other key stakeholders.

Weaker proposals generally lacked evidence that the lead entity had a track record of success, did not adequately provide concrete commitment letters, lacked specifics regarding staffing and key personnel, and/or had a project plan that did not align with capacity.



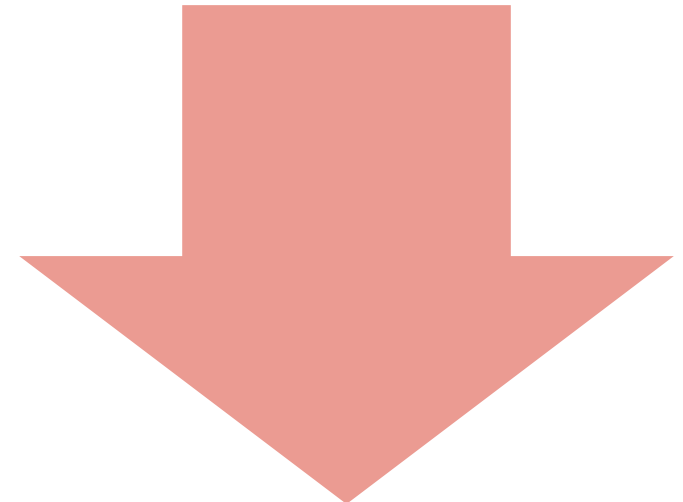
# Merit Review Trends

## Workers Served and Job Placements Expected (15 points)



Competitive proposals generally demonstrated projections of job placements (rooted in evidence provided by employer commitment letters) with details such as demographics, projected wages and job titles. Provided a clear plan to transition workers from recruitment to training to full-time employment in a high-quality job.

Weaker proposals generally lacked employer commitments to train and place workers and/or did not clearly connect placement projections to letters of support. Proposals did not adequately provide clear process to transition workers from recruitment to training to placement.



# Next Steps



# How to engage with EDA going forward

- Opportunities to engage with the Good Jobs Challenge portfolio and other American Rescue Plan programs will be announced in the coming months. Reach out to the EDA team at [GoodJobsChallenge@EDA.GOV](mailto:GoodJobsChallenge@EDA.GOV) to learn more.
- Workforce development is one of EDA's seven investment priorities. Connect with your local Economic Development Representative ([www.eda.gov/contact](http://www.eda.gov/contact)) to learn more about how EDA's other programs might align with your needs.

## Other federal opportunities

- **White House – Talent Pipeline Challenge**
- **Department of Labor**
- **Department of Education**
- **Department of Transportation**

