

GOOD JOBS CHALLENGE RESOURCE GUIDE



EDA's American Rescue Plan \$500 million **Good Jobs Challenge** aims to connect Americans with the training opportunities they need to develop in-demand skills that lead to good jobs and long-term careers. EDA is seeking applications that will build and strengthen industry-led partnerships with a focus on removing barriers to training, particularly for those workers hit hardest by the pandemic, including women and communities of color.

In advance of the Good Jobs Challenge program deadline on **February 10**, EDA continues to provide resources and technical assistance for applicants to enhance their proposals. In December, EDA's Assistant Secretary Alejandra Y. Castillo hosted a session focusing on employer engagement and sectoral partnership strategies. [View a recording of our expert panel at EDA.gov](#). To further support applicants' final preparations, EDA is offering the following compilation of resources and strategies.



MERIT REVIEW CRITERIA

- Development of Key Plans to Support Regional Workforce Training System or Sectoral Partnership (15 points)
- System Lead Entity's or Backbone Organization's capacity (15 points)
- Workers Served and Job Placements expected (15 points)
- Employer partnerships (10 points)
- Identification of Regional Needs (10 points)
- Regional investment and sustainability (10 points)
- Feasibility (10 points)
- Equity (15 points)



"BEFORE YOU SUBMIT": TIPS TO KEEP IN MIND

Have you reviewed in specific detail the 8 merit review criteria in the Good Jobs Challenge [Notice of Funding Opportunity](#), including specific definitions for all key terms? (See NOFO pages 27-29). Based on the requirements of the NOFO, including the merit review criteria, are you considering the following questions:

- Employer partnerships:** Are you engaging with employers as you are putting together your proposal and documenting both your strategic and operational approach to job creation and worker retention? Have you laid out detailed employer commitments or a path to gain them? (See [NOFO](#) page 13-14) Have you considered optional documentation to signal the strength and feasibility of those commitments?
- Roles and responsibilities:** Have you considered the roles and responsibilities across your coalition? Have you focused on how your coalition and program delivery components come together in a clearly coordinated and comprehensive manner to address regional workforce needs?
- Sustainable structure:** Are you taking the time to think about goals, roles, responsibilities, and expectations with your partners to set up a sustainable structure? Have you reviewed [NOFO](#) pages 11 and 12 regarding criteria for an effective System Lead Entity/Backbone Organization?
- Outreach planning:** Do you have a detailed plan for outreach and attracting diverse program participants at the front end and throughout your project?
- Coordinated leadership and capacity building:** Have you shown how your coalition works together as a coordinated group and has strong leadership and governance? Have you considered providing supplemental documentation, such as a memorandum of understanding (MOU) or partnership agreement to show alignment, capacity, and likelihood of long-term support in greater specificity?
- Wraparound services:** Are you thinking about the barriers to participation in the program for workers served—such as transportation, childcare, and language support, or others—and how best to incorporate necessary wraparound services in your proposal to address any barriers to participation and support project goals? As you are developing key plans, are you folding in the stakeholders who can address these issues in your partnership and showing how they are integrated into your plan?

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APPLICATION DEADLINE IS FEBRUARY 10, 2022



"BEFORE YOU SUBMIT": TIPS TO KEEP IN MIND *continued*

- CEDS alignment:** Does the project show a clear connection with economic development, including the alignment with the relevant Comprehensive Economic Development Strategy (CEDS) (or multiple CEDS)? [Locate your CEDS plan here.](#)
- Equity:** Are you utilizing data effectively to describe and contextualize the equity challenge in the labor market(s) you are focused on? Have you woven equity throughout your proposal? For instance, have you described plans for deliberately identifying and engaging with organizations that reach underserved populations?
- Investment priorities:** Have you articulated how the proposed project is consistent with EDA's Recovery and Resilience Investment priority and any of EDA's other [investment priorities](#)?
- Program resources:** Have you reviewed the program [FAQs](#), webinars, and fact sheets which can be [found here](#)?
- Forms and documentation:** Have you reviewed the [summary of required forms and supporting documentation](#)?
- Program templates:** Have you reviewed the [EDA Budget and Staffing Plan Templates](#) which can help you break down budget and staffing needs by phase?
- Project phase(s):** Have you clearly specified in Section 4 (Project Narrative) which one or more of the following components the project proposes—system development, program design, and/or program implementation? (See [NOFO](#) pages 8, 9 and 21)



SAMPLE RESOURCES

- [Implementing the WorkAdvance Model Lessons for Practitioners](#)
- [The Workforce Playbook](#)
- [Workforce Realigned: How New Partnerships Are Advancing Economic Mobility](#)
- [Data for Equity](#)
- [Tools for Building Employer-Educator Partnerships](#), U.S. Department of Education, Office of Career, Technical, and Adult Education
- [The Federal Resources Playbook for Registered Apprenticeships](#)
- [Talent Pipeline Management: A New Approach to Closing the Skills Gap](#), U.S. Chamber of Commerce Foundation
- [Partnership Tools](#)
- [Business and Community College Partnerships](#)
- [Employer Playbook: Best Practices and Tools to Recruit Technology Talent from Nontraditional Sources](#)
- [Work-and-Learn in Action: Successful Strategies for Employers](#)



APPLICATION SUBMISSION ASSISTANCE

Please register early on [Grants.gov](#) and leave ample time to submit the application and avoid any potential technical issues. If you encounter an issue, please contact the [Grants.gov Applicant Support Portal](#) and get a ticket number (available 24/7 except Federal holidays).

1-800-518-4726 (U.S.) | 1-606-545-5035 (International) | support@grants.gov

EDA TECHNICAL ASSISTANCE

Do you have final questions about the requirements for this program, eligibility, or other items that are not addressed in our FAQs? Reach out to our team at GoodJobsChallenge@eda.gov.

Note: This document contains examples, links, and resources created and maintained by non-Federal public and private organizations. This content is provided for the applicant's convenience and should only be used at the applicant's discretion. EDA does not control or guarantee the accuracy, timeliness, or completeness of this outside information. The inclusion of links to these materials is not intended to represent or be an endorsement by EDA of any views expressed.



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