The Manufacturing Workforce:
How to Invest EDA’s $3 Billion in Your Community
Welcome

Michele Chang
Deputy Assistant Secretary for Policy
Economic Development Administration
U.S. Department of Commerce
Good Jobs Challenge – Visual

Figure 1 – Visualization of a Sectoral Partnership

Strategic Partners
EDA-eligible organizations involved in workforce development

Business alliances / chambers
Other training orgs (e.g., Universities, Community College, K-12)
Workforce boards
Human services organizations
Community-based organizations

Industry Partners
Partnership of employers from the same industry

Backbone Organization
Lead entity of sectoral partnership, usually one of the strategic partners. Applications must identify a backbone organization for each sectoral partnership.

Figure 2 – Illustrative Example of a Regional Workforce Training System

System Lead Entity
Lead entity of a regional workforce training system. Must be an EDA-eligible applicant.

Sectoral Partnership
Ex: Technology sector, with Community-based organization as backbone org

Sectoral Partnership
Ex: Agriculture sector, with Organized Labor as backbone org

Sectoral Partnership
Ex: Healthcare sector, with Community College as backbone org
Good Jobs Challenge – Backbone Orgs

• Convening power in the region
• Committed support of regional executive leadership and stakeholder buy-in
• Relationships and credibility with key industry leaders and knowledge of sector
• Relationships and credibility with key players in workforce ecosystem
• Proven track record of coordinating across the sector
• Strong fundraising capabilities or connection to fundraising system
• Dedicated full-time staff focused on industry’s workforce & economic growth
Good Jobs Challenge – Training Models

- **Skills Training Programs** – Trains workers with foundational skills & prepares workers for employment with career pathways

- **Registered Apprenticeship Model** – On-the-job training under direction of a mentor with related instruction resulting in credential

- **Other Work-and-Learn Models** – Worker is conditionally hired for a specific training period and earns wage while receiving OJT. After completion, worker is hired full-time

- **Certification or Credentialing Program** – Participants receive education and training that results in industry-recognized credential
Good Jobs Challenge – Employer Role

- Employers should be leading partners in the sector partnership and drive the sector partnership agenda
- Sector partnerships are team efforts, but the purpose is to respond to industry
- Business should define priorities and be integrally involved in crafting solutions
- EDA is seeking applications that have firm employer commitment to hire
  - Work & Learn
  - Conditional Hire
  - Full Hire
  - Real Numbers
Good Jobs Challenge – Activities & Outputs

- Establish, strengthen, or expand sector partnerships
- Fund and staff System Lead Entity or Backbone Organization
- Work with employers to identify in-demand occupations & skills and secure employer commitments to hire
- Make information on occupation, training programs, and funding/support opportunities easily accessible for job seekers
- Develop process to translate employer skill needs into training models
- Develop & execute outreach and recruitment plans, particularly from underserved populations
- Develop systems & processes to measure and track key outcomes
- Deliver quality skills training that places workers into quality jobs
- Deliver technical assistance for employers on skills-based hiring
- Secure and offer wrap-around services for workers to participate in skills training
Good Jobs Challenge – Funding Model

• EDA anticipates that most awards be cooperative agreements
• Cooperative agreements bring “substantial involvement” by EDA in the project
• Collaboration between EDA and the recipient on scope of work including administering sub-awards to other eligible entities
• Could also include:
  – Authority to halt immediately an activity if detailed performance specifications are not met
  – Stipulation that the recipient must meet specific procedural requirements before subsequent stages of the project may continue
  – Operational involvement and monitoring during the project to ensure compliance
EDA Investment Priorities

1. Equity
2. Recovery & Resilience
3. Workforce Development
4. Manufacturing
5. Technology-Based Economic Development
6. Environmentally-Sustainable Development
7. Exports & FDI
Good Jobs Challenge – Proposal Details

• 15 total pages in standard format
• Five sections with multiple aspects to each
  – Project Overview
  – Employer Leadership
  – Regional Description
  – Impacts of the Regional Workforce Training System
  – Funding Request and Program Design and Implementation

• Cost share – Not required, but applicants that can demonstrate committed non-EDA funds to leverage grant funds “will be preferred for award.”
Good Jobs Challenge – Review Process

- Development of Plans to Support Sector Partnership or Regional Workforce System (15 points)
- System Lead Entity or Backbone Organization 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)
The Boot Camp
The Boot Camp: Overview

- Regular sessions with leading experts from the Manufacturing Institute to support organizations who are applying to the Good Jobs Challenge
- September – December 2021
- Two meetings per month with office hours with our team during off weeks
- No cost for participation
The Boot Camp: Benefits

- Technical assistance
- Cohort model
- Access to experts on manufacturing and workforce development
- Pacing
- Visioning
- Expertise on employer voice
- Review and feedback from peers
- Provides a path to official endorsement from the Manufacturing Institute for your proposal
The Boot Camp: Who Should Join Us?

- The participants for the boot camp should be the Backbone organization that intends to submit the grant application.
- Focus on manufacturing in application.

Figure 1 – Visualization of a Sectoral Partnership

Strategic Partners
EDA-eligible organizations involved in workforce development

Industry Partners
Partnership of employers from the same industry

Backbone Organization
Lead entity of sectoral partnership, usually one of the strategic partners. Applications must identify a backbone organization for each sectoral partnership.

Other training orgs (e.g., Universities, Community College, K-12)

Workforce boards

Human services organizations

Community-based organizations

Adult basic education

Organized Labor

Business alliances / chambers
The Boot Camp: Structure

• Eight sessions with lessons from experts, discussions, and small group work
• Example topics:
  – Understanding the sector partnerships definitions
  – Regional Strengths and Weaknesses
  – Locating and Collecting Data
  – Training Models and Workforce Development
  – Equity strategies
• Work assigned between sessions will help you build your final proposal by the end of the boot camp
• Key partners to the proposal can be included in specific sessions based on applicability
The Boot Camp: Timeline

- Application Due Aug 31
- Participants Notified Sept 3
- Boot Camp Begins Week of Sept 13
- Boot Camp Ends in Dec
- Good Jobs Application due Jan 26, 2022
The Boot Camp: What's Next?

• Are you the Backbone Organization who will be applying to the Good Jobs Challenge?
• Are you going to be focused on the manufacturing sector?
• Are you prepared to build a strong vision of "what could be"?

• **If you answer yes to these, then it is time to apply for the Boot Camp!**
Application

• Review eligibility

• Application link at MI website - www.themanufacturinginstitute.org

• Second presentation: Monday, August 23

• Application deadline: Tuesday, August 31

• Applicants will be notified by Friday, September 3

• Bootcamp starts week of September 13
Closing

Questions?
GoodJobs@nam.org