

# GREATER WASHINGTON WORKS REQUEST FOR PROPOSALS

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**RELEASE DATE:** December 2, 2016

**AMOUNT AVAILABLE:** Grants will range from \$50,000 to \$125,000 per year and will last 24 months with the potential for renewal at the close of the initial grant period.

**TO APPLY:** Qualified applicants are invited to submit an application package at [https://www.grantrequest.com/SID\\_5491?SA=SNA&FID=35029](https://www.grantrequest.com/SID_5491?SA=SNA&FID=35029) no later than 6pm Monday March 6<sup>th</sup>, 2017. Two FAQ webinars for prospective applicants will be held in January 2017. All applicants are strongly encouraged to participate. To register, please see Page 7 for details, below.

**QUESTIONS?** Please email [dleary@cfncr.org](mailto:dleary@cfncr.org) or [bmurphy@cfncr.org](mailto:bmurphy@cfncr.org) with any questions you may have. No calls, please.

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## PROGRAM OBJECTIVE

The Greater Washington Workforce Development Collaborative is a partnership comprised of local foundations, philanthropists, and businesses. Our workforce investments help workers acquire the skills and credentials they need to launch successful, family-sustaining careers, and help businesses attract, retain, and advance the skilled workforce they need to provide critical services to our community and remain globally competitive. Our work is focused on low-income, underemployed, and unemployed residents of the Metropolitan Washington region.

**Greater Washington Works** is The Collaborative's new grantmaking initiative focused on supporting industry sector partnership approaches to addressing IT and Healthcare workforce development needs of local employers. The initiative's goal is to both help meet the talent needs of local IT and Healthcare employers as well as support low-income individuals with significant barriers to employment to launch or advance in living-wage careers.

The Workforce Collaborative seeks applications from interested parties for grant awards of \$50,000 to \$125,000 per year for two years. Additional requirements are below. Proposals are due no later than 6pm on Monday, March 6<sup>th</sup>, 2017 via the Community Foundations online submission portal at [https://www.grantrequest.com/SID\\_5491?SA=SNA&FID=35029](https://www.grantrequest.com/SID_5491?SA=SNA&FID=35029).

## BACKGROUND

An initiative of the Community Foundation for the National Capital Region, the Greater Washington Workforce Development Collaborative (“The Collaborative”) brings together local foundations, individual philanthropists, and businesses around a shared vision for a Metropolitan Washington region where every individual has an opportunity to realize their potential, secure a family-sustaining job, and both benefit from and contribute to our regional economic prosperity. Current Workforce Collaborative partners include the Community Foundation, JPMorgan Chase & Co., Capital One, the Consumer Health Foundation, the Morris and Gwendolyn Cafritz Foundation, the Eugene and Agnes E. Meyer Foundation, the Scheidel Foundation, the Moriah Fund, Kaiser Permanente, Northern Virginia Health Foundation, Patricia Weiss Fagen, United Way of the National Capital Area, and the Washington Area Women’s Foundation.

Since its launch in 2007-2008, the Greater Washington Workforce Development Collaborative has invested over \$8.3 million in local workforce efforts, building a strong reputation for leading lasting, systemic change efforts that expand opportunity and reward hard work. The Collaborative supports programs focused on low-income individuals as well as programs that prepare workers for careers in occupations and industry sectors where there is a strong demand for entry- and mid-level workers as well as opportunities for career advancement. To date, our grantees have:

- Assisted over 6,200 workers and their families.
- Helped regional employers fill 2,300+ job vacancies.
- Empowered more than 1,600 individuals to earn a post-secondary credential.
- Provided professional development workshops for more than 100 workforce practitioners from nonprofits, schools, and government agencies.

## GREATER WASHINGTON WORKS RESEARCH

The Collaborative has funded new research on workforce development opportunities in the IT and Healthcare industry sectors. The report, *Greater Washington Works: IT and Health Careers with Promise*, provides valuable background, demographic, and labor market information on IT and Healthcare occupations that meet a set of focusing criteria determined by The Collaborative, which include:

- Living wage jobs, defined as occupations with median earnings of at least \$15 per hour.
- Accessible jobs, defined as occupations typically requiring more than a high school diploma but less than an associate's degree.
- In-demand jobs, defined as occupations with projected growth and sufficient current hiring in majority of Greater Washington region.

Using these criteria, the report focuses on the occupations listed below. Please note that some employers have alternate titles for these occupations. A good resource to learn more about these occupations, including alternate titles, is [www.onetonline.org](http://www.onetonline.org). O\*Net SOC codes for these occupations are listed below:

### *Healthcare*

- Medical Secretaries (SOC 43-6013.00)
- Medical Records and Health Information Technicians (SOC 29-2071.00)
- Licensed Practical and Licensed Vocational Nurses (SOC 29-2061.00)
- Medical Assistants (SOC 31-9092.00)

### *Information Technology*

- Computer User Support Specialists (SOC 15-1151.00)

Interested applicants should review the report findings and recommendations to inform possible programmatic activities to be supported by this grant award. While it is expected that successful applications will undertake work focused on at least one or more of the above occupations, The Workforce Collaborative is open to proposed work that includes additional occupations not specifically listed above. The applicant will be required to make a compelling case that there is a current or projected demand for workers in the occupations they wish to target, and that the occupations meet the focusing criteria listed on page 2.

Proposed work focused on one or more of the report's specific recommendations, including work focused on closing skills and employment gaps for low-income communities and communities of color, is encouraged. The full report will be available on The Workforce Collaborative's website beginning on Monday, December 5<sup>th</sup> at [www.gwwdc.org](http://www.gwwdc.org).

## **INDUSTRY SECTOR PARTNERSHIPS**

Greater Washington Works will help low-income workers launch or advance in living-wage IT or Healthcare careers. Greater Washington Works grantees will be expected to undertake this work using an **Industry Sector Partnership** approach.

The National Fund for Workforce Solutions defines Industry Partnerships as differing from traditional workforce development programs in several important ways. In general, they have a dual customer orientation, engage employers and other partners in identifying workforce needs, align funding from various sources, and provide or broker services that address the career advancement needs of employers and lower-skilled adults. Their solutions extend beyond training or education programs; they also include better ways to provide these services and programmatic improvements to systems or policies. They also offer job training and career supports that meet the needs of both employees and employers in industry sectors that are critical to local economies.

Industry partnerships are primarily partnerships of employers from a particular industry and education, training, and other service providers may be invited to participate, organize, or managed by sectoral intermediaries that:

- Develop and maintain employer leadership;
- Produces excellent outcomes for individuals and employers;
- Serves low-skill, low-wage individuals;
- Promotes career advancement;
- Promotes industry-recognized credentials;
- Communicates key information to stakeholders; and,
- Operates with knowledgeable staffing provided by or through an intermediary.

To learn more about Industry Sector Partnerships, The National Fund for Workforce Solutions has created a number of helpful resources available on their website at the links below:

- <https://nationalfund.org/learning-evaluation/publications/characteristics-of-a-high-performing-industry-partnership/>
- [https://nationalfund.org/wp-content/uploads/2016/10/NFWS\\_EmployerEngagement\\_011111\\_0.pdf](https://nationalfund.org/wp-content/uploads/2016/10/NFWS_EmployerEngagement_011111_0.pdf)
- [https://nationalfund.org/wp-content/uploads/2016/10/NFWS\\_workforce\\_guidance\\_tool\\_111110.pdf](https://nationalfund.org/wp-content/uploads/2016/10/NFWS_workforce_guidance_tool_111110.pdf)
- [https://nationalfund.org/wp-content/uploads/2016/10/Partnership\\_Guidebook\\_CommCorp\\_May2013.pdf](https://nationalfund.org/wp-content/uploads/2016/10/Partnership_Guidebook_CommCorp_May2013.pdf)

## GRANT REQUIREMENTS

Greater Washington Works will provide support for programs that use the Industry Sector Partnership model to both support employers' ability to meet hiring needs as well as support local individuals to launch or advance in living-wage IT and Health careers. Successful applicants will propose work to include, at a minimum:

- Identification of at least one IT or Healthcare occupation to focus efforts around. Applications that identify multiple selected occupations, a group of occupations along a career pathway, or occupations that cross over between IT and Healthcare are eligible.
- Regular convening of a Sector Partnership leadership group of stakeholders to discuss project management, align efforts and resources to increase participant success, and address issues and challenges relating to the program or facing individual stakeholders.
- Employer leadership and engagement in specific industry sectors through strategies including (but not limited to) deepening understanding of sector workforce needs and labor market trends; strengthening/updating sector-focused curricula; facilitating the hiring of program graduates; providing post-placement supports, including work-based learning and on-the-job training to participating workers; and/or working with other employers to aggregate demand for training, education, or support services.
- Job training, work readiness, career advancement or associated activities supporting individuals in the targeted population to build their skills and credentials to launch or advance in IT and/or Healthcare careers. Eligible strategies can include (but are not limited to) a focus on on-ramps to

job training programming for high barrier populations as well as support for training and credential attainment for incumbent workers.

- Job placement and retention supports for program participants and graduates.
- Work to address barriers to employment or post-secondary success for program participants.
- Rigorous data collection with the goal of continual quality improvement, including qualitative and quantitative evaluation of outcomes.

## Population to Be Served

Greater Washington Works seeks to support workforce development through an equity lens to close skill and employment gaps for low-income people and communities of color. The primary target population for this grant is working poor adults who reside in the metropolitan Washington region. Specifically, the Partnership must serve individuals who:

- Are 18 or older.
- Have less than a two-year post-secondary credential, including individuals without a high school credential. “Credentials” include industry-recognized noncredit and credit-bearing certificates and degrees.
- Have at least one barrier to employment or post-secondary success (e.g., English literacy, academic readiness, etc.).
- Reside in the District of Columbia, Suburban Maryland (Prince George’s County; Montgomery County), and Northern Virginia (Arlington County, the City of Alexandria, Loudoun County, and Fairfax County + sub-jurisdictions).
- Have some work experience but find themselves stagnating in low-wage employment and wish to advance their careers and wages. This can include employed, under-employed, and unemployed individuals.

## Data Collection and Evaluation

This is a performance-based grant. Successful applicants will describe their capacity and plan to execute an evaluation to assess the impact of the project. Grantees who fail to demonstrate reasonable progress may have their funding reduced or terminated. Specific performance measures will be customized for each grantee, but the core measures for this initiative are as follows:

1. Participants served and services received
2. Participants completing training
3. Secondary and/or Post-secondary credential attainment
4. Job placement in target sector
5. Job retention (at 90, 180, 360 days post-placement)
6. Wage at placement
7. Post-placement promotions, wage gain, or increase in hours
8. Receipt of employer-supported benefits
9. Employer satisfaction

All grantees will be required to track demographic, activity, and outcomes data for all program participants. Although grants are limited to 24 months or less, The Collaborative recognizes that some of the outcomes listed above may occur after the 24-month grant period has ended. To ensure that the outcomes of this initiative are well documented, each grantee will be asked to continue to monitor participant outcomes for one year beyond their grant period.

### Additional Activities and Resources

The Workforce Collaborative expects to reserve resources to support technical assistance and convening activities to support the grantees' ability to network, share best practices, and discuss shared challenges or opportunities. More information on these activities will be made available during the planned webinar for prospective applicants on December 20<sup>th</sup>.

## ELIGIBILITY AND GRANT AWARD DETAILS

Only Partnerships comprised of multiple partners are eligible to apply for this project. A 501(c)3 nonprofit organization, post-secondary institution or 501 (c)6 industry association must serve as the lead applicant and fiscal agent for each partnership. Please note that:

1. ALL applications must include a minimum of two to three employers in the targeted industry sector as a core partner.
2. ALL applications must demonstrate an impact and focus on at least two jurisdictions in the greater Washington region, as described above.
3. Additional partners may potentially include government agencies, organized labor, Workforce Development Boards, and for-profit intermediaries. As a part of the application package, all partners (including employers) must submit a signed MOU outlining expected roles and responsibilities.
4. The lead applicant for all proposals must have a physical location in the metropolitan Washington region and have been operating in the metropolitan Washington region for at least one year.

Grants will range from \$50,000 to \$125,000 per year and will last 24 months with the potential for renewal at the close of the initial grant period. Successful applicants must demonstrate at least a 2:1 committed match of new funds from Industry Sector Partnership participants or other sources. Up to 50% of this match may be in the form of in-kind services or resources. Pledge letters of commitment from each funder demonstrating the required match must accompany this proposal.

## TIMELINE

**December 2, 2016:**

RFP Issued

**January 5 & 16, 2016:**

Applicant information webinars will be held January 5<sup>th</sup> and 16<sup>th</sup> at 1pm. All applicants are strongly encouraged to participate. To register, use the link below:

Thursday, January 5<sup>th</sup>, 2017, 1pm:  
<https://cc.readytalk.com/r/f4ydydmxh5dq&eom>

Monday, January 16<sup>th</sup>, 2017, 1pm  
<https://cc.readytalk.com/r/3v2cfro648av&eom>

**March 6, 2017:** Application packages due. Proposals must be submitted via The Community Foundation's online portal at [https://www.grantrequest.com/SID\\_5491?SA=SNA&FID=35029](https://www.grantrequest.com/SID_5491?SA=SNA&FID=35029).

**Week of March 27, 2017:** Site visits with selected applicants.

**Week of April 24, 2017:** Final award decisions completed.

**June 1, 2017:** Expected grant start date.

Applications will be reviewed by a committee comprised of Workforce Collaborative donors and workforce development experts. Key criteria the review committee will use to evaluate and score each application include:

1. Organizational capacity and fiscal fitness;
2. Whether the proposed activities meet the standards of the Industry Sector Partnership approach;
3. The breadth and quality of services each applicant is capable of providing;
4. The number of individuals each partnership anticipates it will be able to serve;
5. The Lead Applicants' ability to demonstrate a history of success in improving workforce outcomes for local residents;
6. Applicants' ability to make a compelling case that there is a current or projected demand for workers in the targeted industries/occupations;
7. Applicants' ability to make a compelling case that they can provide training in a way that produces better outcomes for both the target population as well as employer partners;
8. The strength of the proposed strategies for employer leadership and engagement; and,
9. Organizational capacity to use data to monitor outcomes and continuously improve service delivery.

In order to provide broad access to as many individuals as possible, the review committee will also consider geographic distribution and expertise in serving specific populations when making awards.

## FOR ADDITIONAL INFORMATION

Please contact Benton Murphy or Dawnn Leary at [bmurphy@cfncr.org](mailto:bmurphy@cfncr.org) or [dleary@cfncr.org](mailto:dleary@cfncr.org).

# HOW TO USE THE COMMUNITY FOUNDATION'S ONLINE GRANT APPLICATION SYSTEM

## System Requirements

Applicants must have a functioning Internet connection and one of the following browsers, with cookies enabled:

Internet Explorer v7 or higher  
Firefox v3 or higher

**Safari and Google Chrome are not compatible**

1. To begin your application, cut and paste the link below into your web browser:  
[https://www.grantrequest.com/SID\\_5491?SA=SNA&FID=35029](https://www.grantrequest.com/SID_5491?SA=SNA&FID=35029)
2. If you are new to this grantmaking system, you will be prompted to create a Blackbaud Outcomes account. Create an account login with an email and a password. You will need to verify your email in order to continue.
3. Once you have completed creating your account and verified your email, you can access the application form by re-entering the link listed above into your browser.
4. Enter data. As needed, update any organizational information in the fields provided.
5. Upload proposal attachments. The online application system allows you to upload the required proposal attachments.
  - a. Each required attachment must be individually uploaded into the system. Only one document may be uploaded for each required attachment.
  - b. Documents will only be accepted in PDF file format.
  - c. Please do not use special characters (!, @, #, \$, etc.) in the names of these attachments.
4. Save and finish later. At the bottom of any page of the application, you can click Save & Finish Later to save the data entered thus far and return later to complete the application prior to the submission deadline. To access your account and finish your partially completed application click here:  
[https://www.GrantRequest.com/SID\\_5491?SA=AM](https://www.GrantRequest.com/SID_5491?SA=AM)
5. Submit your application. Carefully review your application for completeness. Click the submit button to send your application to The Community Foundation. You will receive an email confirming receipt of your application. **If you do not receive a confirmation, please check your spam filter/folder.**

The online system will be available beginning Friday, December 2<sup>nd</sup> at 9:00am.

***Proposals that do not include all required elements will not be considered for funding. Proposals that are incomplete or illegible will not be reviewed or considered for funding. If you have any questions, contact Benton Murphy or Dawnn Leary at [bmurphy@cfncr.org](mailto:bmurphy@cfncr.org) or [dleary@cfncr.org](mailto:dleary@cfncr.org).***