

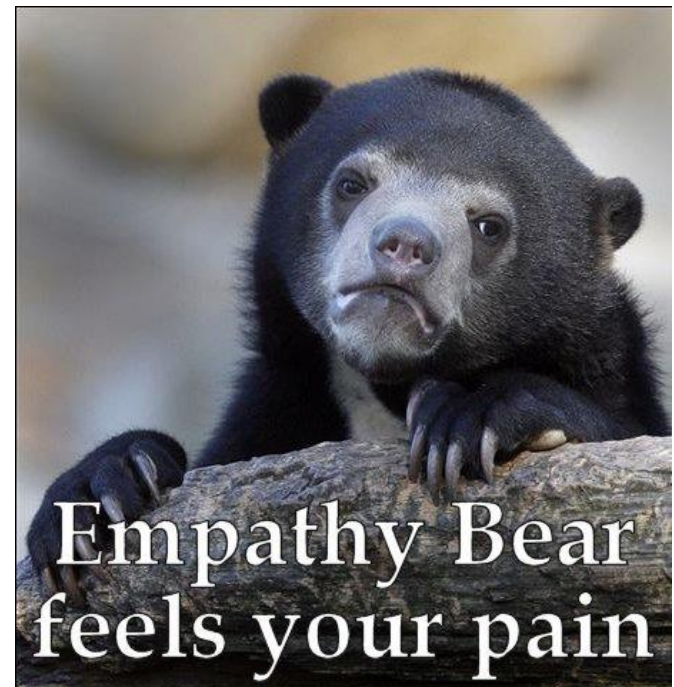
# Request for Proposals Round #5

## Bidders Conference

August 29, 2017

# Agenda

1. Atlanta CareerRise
2. Industry Partnership Model and Characteristics
3. Investment Strategy
4. Proposal Requirements
5. Submission Details
6. Q&A



# ATLANTA CareerRise

Increasing regional prosperity by strengthening partnerships that meet employer needs for skilled talent and connect metro Atlanta residents to sustainable wage careers.

REGIONAL  
FUNDER  
COLLABORATIVE  
STRATEGIES

## LONG-TERM OUTCOMES

Employee – *Individual economic security*

Employer – *More capable workforce*

System – *Better coordinated workforce system*



# Leveraging a Proven Approach With National Results



- The National Fund Model
  - ✓ Regional Funding Collaboratives
  - ✓ Workforce Partnerships
  - ✓ Systems Change
  - ✓ Evidence-Based Practices
- One of 35 regional collaboratives in the US
- Launched with seed NFWS/SIF grant in 2011
- Raised over \$4.6 million in investment to date

## Local Investors

Annie E. Casey Foundation  
Bank of America Foundation  
Community Foundation for Greater Atlanta  
IHG® Foundation  
JPMorgan Chase Charitable Trust  
MUFG Union Bank  
SunTrust Foundation  
United Way of Greater Atlanta (managing partner)  
WorkSource Metro Atlanta

## 2. Industry Partnership Model



A collaborative group of employers, service providers, educators or other intermediaries that work together to meet the needs of both employers and employees to develop and scale best practices for

training low-skilled workers for career ladders within an industry sector that is critical to a region's economy

# Characteristics of High Performing Industry Partnerships

1. Develops and maintains employer leadership
2. Produces excellent outcomes for individuals and employers
3. Serves low-skill, low-wage individuals
4. Promotes career advancement
5. Promotes industry –recognized credentials
6. Communicates key information to stakeholders
7. Operates with knowledgeable staffing

# Levels of Employer Engagement



## AFFILIATE LEVEL Employers:

- Receive program services such as job vacancy fulfillment
- DO NOT perform any of the additional activities that distinguish partner and core level employers



## PARTNER LEVEL Employers:

- Receive program services such as job vacancy fulfillment
- *Consistently participates* in partnership discussions, BUT
- DOES NOT DO ANY of the following:
  - contribute resources\*\* to help achieve partnership goals
  - contribute regularly to strategic decision-making
  - change practices in pursuit of partnership goals



## CORE LEVEL Employer "Champions":

- Receive program services such as job vacancy fulfillment
- *Consistently leads, contributes, and participates* in partnership discussions, AND
- DOES ONE OR MORE of the following:
  - contribute resources\*\* to help achieve partnership goals
  - contribute regularly to strategic decision-making
  - change practices in pursuit of partnership goals
  - Participates in workforce advocacy at state or national level
- \*Each partnership must have formal commitment from at least 1 CORE employer.



# 3. Investment Strategy



- Provide **gap funding** consistent with a dual customer focus
- Implement through **employer-driven** sector partnerships
  - Test innovative approaches and scale successful models
  - New and existing projects
  - Flexibility to address specific funding gaps that are ineligible for public workforce development funding
- Prioritize projects **targeting underprepared populations with barriers** to accessing the workforce system
- Lead to **entrance and/or advancement in career pathways paying living wages** in growing occupations



# Two Categories of Projects

- **Local Industry Partnership Funding**
  - Employer-driven partnerships
  - Localized or place-based in scope
- **Regional Innovation Funding**
  - Innovative approaches in potential region-wide partnerships
  - Established coalitions of stakeholders
  - Leverage significant additional investment
  - Incentivize new “on-ramps”, bridges and collaborations inclusive of lower skilled adults and aligned with regional WIOA strategy

# 4. Proposal Requirements

- **Demonstrated and significant employer engagement**
- Designated **project management partners**
- Clearly articulated **systems change goals** (of the employers, education system, workforce system, and/or enhanced job quality)
- **Leverage, alignment, and braiding** of other funding and services
- Industries/occupations with projected **job stability, full-time hours and benefits, and growth trends**;
- Clear **career pathways** to middle skill occupations
- **Commitments to participate** in CareerRise's training, technical assistance, and evaluation activities

# Proposal Requirements

- **Eligibility**

Lead Partner to coordinate all aspects of the workforce partnership, collecting outcome data, reporting, and fiscal management

- **Geography**

- **Funding Available**

- \$300,000 investment pool
- Individual proposals \$75,000 maximum request
- 1:1 co-investment required
- Request should be in proportion to scope, scale, leverage and partners in the project
- Second year renewal possible subject to performance and funding availability

- **Projected Start Date**

November 1, 2017 to January 15, 2018.



# 5. Submission details

- **Mandatory Letter of Intent - September 22, 2017**
  - Nonbinding in project details
  - Content: Need, Project Description, Goals, Partners, and Activities to be Funded
  - Submit as a pdf via email
  - Any feedback will be provided by September 29



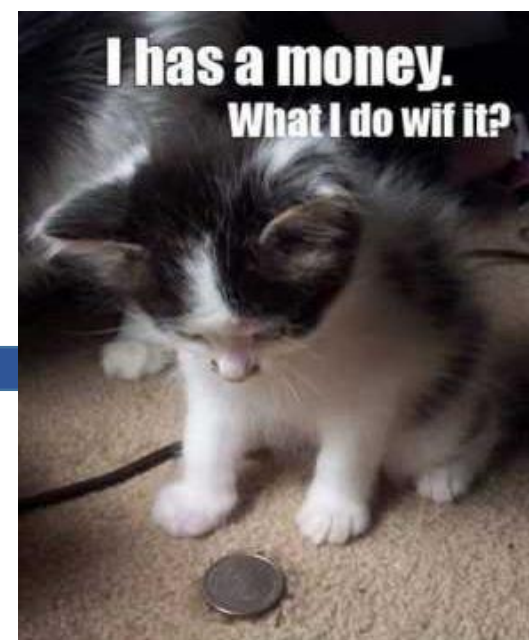
# Submission Details

- **Proposal - October 10, 2017**

- 10 page max for narrative
- Content: Please follow outline in RFP
- Budget and budget narrative
  - Co-invested/match funding source and use
  - Specific source and how the value was calculated.
  - Match must direct relate to the proposed project work plan
  - Documented by a letter from the source
  - Attachments – support letters and other info (no page limit)
- Submit as less than 8MB file via email as pdf or word file

| Scoring Rubric   | Points |
|--|--------|
| <p><b>Analysis of Problem to Be Addressed</b></p> <ul style="list-style-type: none"> <li>• Clear description of the problem and evidence of <b>employer verification</b></li> <li>• Career pathway documentation</li> <li>• Analysis of barriers and unmet needs</li> <li>• Clear <b>systems change goals</b> for the project</li> </ul>   | 20     |
| <p><b>Partnership and Activities to Date</b></p> <ul style="list-style-type: none"> <li>• Appropriate breadth, roles and commitments of partners</li> <li>• Partnership management and <b>harmonization</b> plan</li> </ul>  | 10     |
| <p><b>Project Plan</b></p> <ul style="list-style-type: none"> <li>• Preliminary results, if applicable</li> <li>• Clear goals, strategies and action with timetable and accountabilities</li> <li>• Appropriate recruitment and assessment plan</li> <li>• Clear work supports, <b>coaching and retention engagement</b></li> <li>• Viable systems change objectives and plan</li> </ul> | 25     |
| <p><b>Projected Outcomes and Results</b></p> <ul style="list-style-type: none"> <li>• Appropriate quantitative goals for participants</li> <li>• Specific and measurable objectives for the partnership</li> </ul>   | 15     |
| <p><b>Budget, Leverage and Budget Justification</b></p>  | 10     |
| <p><b>Documentation and Extent of Employer and Partner Commitments</b></p>   | 20     |

# Implementation



- Decisions expected October 24, 2017.
  - May ask for presentations/Q&A to review committee prior to October 24
- Funding awarded through subcontract with United Way of Greater Atlanta
- Typically disburse funds quarterly dependent on meeting reporting requirements and performance milestones
- Brief quarterly report and data entry required
- Annual reporting to National Fund online in December 2018 (assisted by CareerRise)



# Questions?

Q&A will be documented and posted as FAQs on CareerRise.org website

