Workforce Development Challenge Information Session

December 7, 2020
How did Buffalo get to the Billion?

- **2011**: NYS Regional Economic Development Councils are formed
- **2012**: Strategy for Prosperity wins $100M for WNY
- **2012-2016**: Buffalo Billion Phase I announced
- **2017**: Buffalo Billion Phase II

**Informed by community input, detailed research and analysis**
How are we implementing?

Strategies for WNY

Placemaking  Innovation  Workforce

To promote and invest in innovative approaches to workforce training

Workforce Development Challenge
How has the Buffalo Billion invested in workforce development to date?

- Northland Workforce Training Center
- Burgard Advanced Manufacturing Program
- Say Yes Buffalo
What workforce challenges do we continue to face?

• Demand from employers;
• Looming retirement cliffs;
• Decrease in labor participation rate in the region;
• High underemployment rates;
• High demand on workforce trainers;
• Expand Buffalo Billion investments to additional sectors and populations.
What new challenges do we face as a result of the COVID-19 pandemic?

- Greater need to upskill and reskill the workforce, especially the newly unemployed;
- Developing alternative methods for job training, to adapt to new social distancing norms;
- Increasing opportunities that create a more diverse and inclusive workforce across all sectors.
Aligning training with industry demand

• Up to $11.5 million will be provided to expand the workforce pipeline in target industry sectors ripe for growth.

• $5.65 million was awarded to 10 organizations in Rounds 1 & 2.
Priority actions in Advanced Manufacturing:

- Target newly unemployed and people of color;
- Develop and encourage short term training programs, and expand on-the-job training opportunities that can be used to upskill incumbent workers;
- Pilot and expand flexible, innovative apprenticeship models;
- Expedite educational pathways, continuing training during summer months and holiday breaks.
• Create a farming apprenticeship program;
• Build diversity and inclusion programs to emphasize farmers of color and women in the sector;
• Expand education—from technical, hands-on work, to business development and ownership—in the sector.
• Better connect curricula to sector needs.
What are the goals of the Workforce Development Challenge?

- Expand workforce pipeline to support target industry sectors ripe for growth;
- Prepare unemployed and underemployed populations;
- Ensure opportunities extend to all populations;
- Provide direct placement into jobs and career ladder opportunities through partnerships with industry;
- Be responsive to industry/workforce challenges from the COVID-19 pandemic;
- Increase the capacity of community-based organizations
  Invest in innovative approaches to workforce training with industry partners.
Applicant Eligibility

Applicants must:

- Be not-for-profit corporation with Section 501(c)(3) status
- Have an established track record of effective training and trusted relationships in communities in the region
- Be located in or provide services to Erie, Niagara, Cattaraugus, Chautauqua, and/or Allegany counties
- Demonstrate the development and financial management expertise to successfully implement the project
- Capital project must demonstrate ownership or site control of real estate
**Project Eligibility**

- Focus on the region’s target industry sectors – advanced manufacturing, health & life sciences, tourism & hospitality, clean energy, and agriculture; or prepare workers for tech occupations.
- Be developed in partnership with industry.
- Train populations that are out of the labor force, unemployed, underemployed/working poor, and/or employed workers seeking upskilling, upgrades and/or career advancements. Preference for projects that specifically target historically underrepresented people, underemployed populations and employed populations seeking career advancement.
- Prepare participants for entry and advancement with a preference for high-demand, living wage jobs with career advancement.
- Be a new program or expansion of existing program.
- Include supports that reduce barriers to training.
- Include multiple workforce strategies.
Eligible Activities

- Activities not typically served by other sources of federal, state, or local funding such as those available through a Workforce Investment Act
- Working capital or programmatic expenses related to a new program or expansion of existing program such as:
  - curricula development
  - instruction and instructional materials
  - marketing
  - trainee supports, etc.
- Capital improvements such as:
  - purchase and/or installation of machinery/equipment, furniture, and/or fixtures
  - fit-out or in-kind renovation of an existing building
  - new construction or expansion limited to no more than 4,000 SF on property already owned or controlled by the applicant
  - soft costs of up to 15% to total project cost, and planning and feasibility studies related to a specific capital project
Use Restrictions

Funding cannot be used for:

• General operating expenses or general staff expenses of the applicant organization related to a capital project
• An existing program that doesn’t demonstrate substantial expansion
• A program that only trains the applicant’s existing employees for advancement within the organization
• A program that doesn’t extend beyond credit bearing curricula (for college and university applicants)
• Scholarships or financial assistance for program participants
• Recapitalization/refinancing
• Endowments
• Religious purposes or improvements to structures owned by religious or private membership-based organizations
• Fundraising
• Political or lobbying activities
• Activities that have occurred prior to the start of the program
Minimum amount requested is $250,000

There are no matching requirements, but strong priority will be given to projects that have matching funds from sources beyond public funds.

Follow on funding may be awarded one time for the same project to grant recipients that:

- demonstrate progress toward goals
- can provide a 1:1 match, preferably from an industry partner
Review Criteria

- Project concept and readiness (20%)
- Project budget (10%)
- Project partnerships and innovation (15%)
- Project impact and outcomes in relation to WDC goals (15%)
- Demonstration of need (15%)
- Organizational track record and capacity (15%)
- Support Services provided (10%)
Guidelines and Application Information


(NEW) LETTER OF INTENT DEADLINE
December 18, 2020
4:00 PM

APPLICATION DEADLINE
March 5, 2021
4:00 PM
Program application portal

https://www.cfgb.org/nonprofits/grants/wdc-esd/

**Workforce Development Challenge**

Designed to promote and invest in innovative approaches to workforce training for underserved populations, the Workforce Development Challenge (WDC) was created to ensure the region’s workforce pipeline is responsive to industry demands. The WDC will help scale up organizations doing high-impact, results-oriented workforce training that can demonstrate strong outcomes in training, job placement, and retention. It will facilitate partnerships with community and neighborhood-based organizations with proven track records for outreach and recruitment. It will also support target sectors ripe for growth in jobs and career ladder opportunities for entry-level and mid-skill workers, while funding best practice models that maximize collaboration between business and workforce trainers. To qualify for funding, projects must foster workforce development in at least one of the region’s target industry sectors: advanced manufacturing, health and life sciences, tourism and hospitality, clean energy, and agriculture. In addition, the region sees a growing need for investments in the tech sector, and as all aspects of our economy have become more reliant on the sector during the pandemic, projects that prepare workers for tech occupations across all industry sectors are also encouraged.

The WDC was created by *Empire State Development* (ESD)—New York’s chief economic development agency, whose mission is to promote a vigorous and growing economy, encourage the creation of new jobs and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. The *Ralph G. Wilson, Jr. Foundation*, with a focus on skills training and education leading to sustainable career pathways and good paying jobs for young adults and families is a funding partner. The *Community Foundation for Greater Buffalo* is the WDC’s grant administrator.

**How to Apply**

Applications must be submitted electronically online through the Community Foundation for Greater Buffalo’s Foundant Grant Lifecycle manager. Only applications submitted online through Foundant will be accepted.
**Project Description**
Provide a brief description of the project.

1,080 characters left of 1,080

**Available Supports**
Describe supports that are available or will be made available to program participants to reduce barriers to training.

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**Partners**
Name the private sector company or companies you are partnering with for this initiative and explain their specific role(s) in the project.

750 characters left of 750

Due by 12/18/2020 04:00 PM EST
QUESTIONS?

Email questions to John Risio at John.Risio@esd.ny.gov by December 11th.

Responses will be posted at https://esd.ny.gov/western-ny-workforce-development-challenge