

# 2021

## Workforce Development Initiative

### Consolidated Funding Application (CFA)



### Introductions

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## Workforce Development Initiative

- \$175 million Workforce Development Initiative, with funding from SUNY, CUNY, ESD, the NYS Department of Labor and the NYS Energy Research and Development Authority
- Announced in Governor Cuomo's 2018 State of the State and released in the FY 2019 Enacted Budget
- The Office of Workforce Development was established to coordinate, and improve transparency of, workforce development efforts across state entities
- Priority focus on projects that support the regional workforce development strategy, serve populations with barriers to career advancement, and/or improve the flexibility of workforce systems to address industry needs
- Over \$70 million awarded to approximately 225 recipients from launch through April 2020

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## 2021 Second Call for Applications

- Consolidated Funding Application portal opened on August 2<sup>nd</sup> with \$48 million available
- Four agencies providing funding under 8 programs; NYSERDA providing workforce development funding through a separate application process
- Most programs will accept applications on a continuous basis until funding is exhausted; some programs have application deadlines
- Application process streamlined to provide for simultaneous REDC and agency review
  - Funding agency determines potential eligibility for funding and overall program fit
  - REDC determines alignment with REDC or statewide workforce development priorities, the REDC regional strategy, or a clearly defined local employer need

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## Application Process



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## Evaluation Criteria

Successful applicants will have a clearly articulated proposal that addresses a workforce problem faced by the region and a comprehensive implementation strategy

In addition, applications may be evaluated based on the following criteria:

- The role of local and regional partners
- Project cost; the extent of leveraged funds
- Performance targets that are measurable and achievable
- Transferable nature of the training or accreditation
- Description of any public/private partnerships and how they will expand workplace learning

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## Evaluation Criteria

- On July 6<sup>th</sup>, Governor Cuomo declared the first-in-the-nation gun violence disaster emergency as part of a new, comprehensive strategy to build a safer New York. This year applications that are targeted to the zones designated under the Governor's Gun Violence Prevention Initiative and that incorporate strategies designed to engage young at-risk New Yorkers in these areas with opportunities that will realize their potential and cultivate skills in high-demand, good-paying jobs will be awarded additional points in agency scoring.

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## Workforce Funding Options

### Public-Private Partnerships to Advance 21st Century Skills (SUNY / CUNY)

A mix of capital and operational funding to expand the infrastructure and capacity of SUNY and CUNY to produce skilled talent that meets the needs of regional employers

Three SUNY / CUNY programs that provide funding for:

- SUNY Future of Work Centers: Create new short-term, non-degree credential programs to quickly address employer skill needs and prepare job seekers
- Workforce Development Training Grant/Contract Courses: Business/industry-partnered training workshops
- Apprenticeship Program: Development and operation of Registered Apprenticeship programs in growing or in-demand industries

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## Workforce Funding Options

### Employer-Driven Skills (ESD, DOL)

Resources will provide direct funding or tax credits to train incumbent workers and to recruit and train entry-level workers

- ESD Employee Training Incentive Program previously was included in REDC CFA process, and incents employers to invest in incumbent worker training
- NYS Department of Labor (DOL) Unemployed/Underemployed Worker Training program funds efforts to support full or part-time employment for unemployed or underemployed works

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## Workforce Funding Options

### Workforce Solutions (DOL)

- Provide flexible funding for innovative workforce development projects.
- Funds will support strategic regional efforts that meet businesses workforce challenges including:
- Addressing long-term industry needs
- Improve regional talent pipelines
- Enhance flexibility and adaptability of local workforce entities
- Expand apprenticeships

Examples of successful applications could include sector and industry-cluster based strategies that regionally address a worker shortage or projects that have the potential to rapidly deploy and meet the demonstrated demand for jobs open currently or imminently

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## Examples of Potential Projects

- Direct support of companies in industry sectors targeted by the REDC
- Funds to support workforce development and innovation in college and university settings
- Projects addressing the opportunities and challenges posed by automation, artificial intelligence and robotics
- Educational activities that are part of job training and workforce preparation initiatives, particularly when focused on key local economic sectors
- Research on workforce needs, including employer surveys and market studies
- Curriculum development for career- or job-specific purposes

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## Excluded Uses

The following types of uses will generally not be eligible for funding:

- Broad-based public infrastructure, as distinguished from infrastructure needed to support an otherwise eligible project
- Speculative real estate development
- Buy-outs and roll-ups
- Establishment or development of retail and personal service businesses
- Establishment or development of gaming businesses engaged in gaming activities as defined in paragraph 5 of section 101 of the Racing, Pari-Mutuel Wagering and Breeding Law
- Support for general education unless it is related to a workforce development initiative
- Other uses that are inconsistent with the goals and objectives of the WDI

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## Mid-Hudson Region Funded Projects Examples

### **DOL New Hire Training Program (NHT)**

**Award Recipient:** Community Based Services (CBS)

**Number of individuals trained:** 5

**Description:** To promote employment opportunities for its clients, CBS created an integrated work environment where Good Reasons dog treats are manufactured, packed and prepared for distribution. Funding was used to provide a variety of vocational training for staff.

### **SUNY Future of Work Centers**

**Award Recipient:** Westchester Community College

**Number of individuals trained:** 3,500

**Description:** This project supports experiential and skills-based learning for students enrolled in health care, information technologies, advanced manufacturing/engineering technologies, and financial and professional services.

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## Mid-Hudson Region Funded Projects Examples

### **DOL Unemployed/Underemployed Worker Training Program (UWT)**

**Award Recipient:** Westchester Care at Home

**Number of individuals trained:** 60

**Description:** Individuals received training to become Home Health Aides, filling critical staffing needs in the region.

### **DOL Existing Employee Training Program (EET)**

**Award Recipient:** Caribbean Food Delights

**Number of individuals trained:** 25

**Description:** Employees received leadership training with the goal of creating career pathways for them to move into mid-level and management positions.

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QUESTIONS?

WEBSITE: [www.ny.gov/workforcedevelopment](http://www.ny.gov/workforcedevelopment)

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