

**Veterans' Employment-Related Assistance Program
Solicitation for Proposals (SFP)
Proposal Package Instructions**

Funds available under this SFP may only be used to provide employment and training services to veterans. Proposed projects should address the skills needed by veterans, respond to local needs, carry out the objectives of the program, and successfully reintegrate veterans into the workforce. The goal of this proposal is to promote the use of industry sector strategies as the framework for addressing the need for veterans to transition into high-wage, high-growth occupations.

All proposals must include answers to each section below and provide all requested forms. Forms may be downloaded by clicking on the available links below.

1. Cover/Signature Page (Includes Proposal Summary)

The purpose of the [Cover/Signature Page](#) is to record the applicant contact information, the amount of funding requested, amount of match being offered, a proposal summary, and an authorized representative's signature. The Cover/Signature Page, including proposal summary, is limited to two pages and all sections must be completed.

The proposal summary must contain the following information:

- Industry of Focus
- Targeted Participants Served
- Key Partner Highlights
- Project Description
- Proposed Outcomes

2. Proposal Narrative (Maximum 130)

The full [Proposal Narrative](#) contains seven sections as detailed below. Each section will be reviewed and scored individually. The full Proposal Narrative is limited to 15 pages.

Section I – Statement of Need (Maximum 15 points)

1. Describe the targeted region including an estimate number of veterans in the targeted region. Describe the unmet need of the veterans in the targeted region including the gaps in services. Include an explanation of how the unmet need was determined and what factors contributed to the unmet need. (5 points)
2. Describe the targeted industry sector that veterans will be trained and placed into and why this industry was selected. Demonstrate the shortage (demand) for skilled workers in the targeted industry including how the shortage was determined. Cite sources of data. (5 points)
3. Describe the current and projected employment opportunities in the targeted industry sector and the skills gap between what is needed by the industry and the skill levels of

veterans. If possible, provide number of jobs available in the targeted industry. Cite sources of data. (5 points)

Section II - Target Group (Maximum 10 points)

1. Describe the characteristics of the veterans' target population that will be served by this project including barriers, supportive services needs, and basic and occupational skill needs. (5 points)
2. Identify the outreach and recruitment methods that will be used to contact and recruit veterans. Demonstrate how these methods will enable you to reach the targeted veterans' population. (3 points)
3. Complete the chart in Section II of the Proposal Narrative providing the planned total number of veterans to be served and the planned number of recently separated veterans to be served. To receive the full points for this question the applicant must focus at least 50 percent of their services to recently separated veterans. (2 points)

Section III - Planned Approach (Maximum 40 points)

1. Describe the specific types of services and training that will be used to achieve the planned goals and objectives and how the proposed project will enable veterans to attain, retain or advance in the targeted industry, increase their vocational and job readiness skills and link them to career pathways. Include a service process flowchart. **The service process flow chart counts as part of the 15 page limit.** (7 points)
2. Complete the chart in Section III of the Proposal Narrative listing the training component, training provider, length of training and any industry-recognized certificate or degrees that will be attained after completion of the training. Applicants are required to offer at least one certified professional training, which leads to an industry-recognized certificate for each targeted industry cluster described in Section I.2. (5 points)
3. Describe how your service plan will address the barriers of the veterans' population and transition them into employment and/or help them attain ongoing career advancement. Explain what types of mental health services will be available to the veterans and who will provide these services. Demonstrate the availability of a licensed or credentialed mental health counselor/practitioner either on staff or through a partnership. Examples include, but are not limited to, Marriage and Family Therapists, Licensed Clinical Social Workers, and Licensed Educational Psychologists. Provide and attach a copy of the counselor/practitioner license or credentials. (7 points)
4. Identify the outreach and recruitment methods that will be used to reach target employers. Demonstrate how the partnership has actively engaged employers within the selected industry sector to identify industry needs and employment opportunities for veterans. Provide a list of potential employers and their industry sector. (5 points).
5. Describe how transferable skills the veterans obtained while serving in the military will be evaluated and used to enhance their employment opportunities in the targeted

industry. Describe how these transferable skills are needed by the selected industry and provide information on how they were established including involvement of the industry or employers. (6 points)

6. Complete the chart in Section III of the Proposal Narrative with occupations in which participants will be employed based on the training listed in Section III.2. Describe how the occupations listed were determined and include any involvement of the industry or employers. Provide data source. (5 points)
7. Describe how your service delivery plan will achieve the goals and objectives of the project in a timely manner. Complete and attach the [Project Work Plan](#) (SFP Form 1) that includes detailed objectives/activities and timelines. The following are some examples of objectives/activities that may be included. (5 points)

Sample Project Work Plan:

Objectives/Activities	Estimated Dates
Start-up Activities	
Orientation meeting with project partners	May 2012
Negotiate partner contracts	May 2012
Outreach/Recruitment	
Recruitment and community outreach by referrals, walk-ins, and community/faith based organizations	May 2012
Assessment/Enrollment	
Assessment and enrollments into soft skills training to understand workplace culture, employer expectations, and other soft skills necessary to obtain/retain employment	June 2012
Training & Education	
Identify locations where participants will be placed	June 2012
Conduct short term medical assistant technical training	June 2012
Work Activities (Work experience, OJT, Internship)	
Begin OJT	July 2012
Job Placement, Retention & Follow-up	
Connect employer partners with participants who are ready for employment	July 2012 through End of Project
Case managers provide placement and retention services	Ongoing

Section IV – Performance Goals (Maximum 10 points)

1. Complete the [Performance Goals Matrix](#) (SFP Form 2) for the targeted veteran population the proposal will serve. The State has established goals as a point of reference for applicants in developing their project performance goals. If the planned project goals are lower than the State goals, provide an explanation. See Section 8 D of the SFP for the State's WIA Performance Goals for this SFP. Column A of the Performance Goals Matrix contains a description of the performance goals. Individuals may attain multiple goals; therefore, line items 2 through 3 will not sum to line item 1, *Total Participants to Be Served*. For each of the performance goals in Column A, enter the total planned number of participants to obtain each goal in Column B. Column C is a calculated field and will auto populate the percentage of participants that will achieve the goals. Line items 2a through 2e are a subset of line item 2, *Placement in Education or Training*, and will not necessarily sum to line item 2 as individuals may achieve multiple outcomes. Additionally, line items 3a through 3f, *Completed Training*, will not sum to line item 3 because of multiple outcomes. In Column B of line item 4, *Placement in Unsubsidized Employment*, enter the participants that will be placed into employment by this project. Column C is a calculated field and will auto populate the percentage of participants that will achieve these goals. In Column B of line item 5, *Retained Employment (6 months)*, enter the number of participants who will retain employment for at least 6 months. Column C is a calculated field and will auto populate the percentage of participants that will achieve these goals. Line item 6, enter the average annual earnings per participant. (5 points)
2. Provide a description of how the project goals will be measured and demonstrate their impact on the targeted industry and veterans. (5 points)

Section V - Local Partnerships and Leveraged Resources (Maximum 30 points)

Successful applicants for this solicitation will use a sector strategic approach to meet the workforce and training needs of the targeted industries, through creation or expansion of regional partnerships with Local Workforce Investment Boards (Local Board), EDD Workforce Services Branch (WSB) Disabled Veteran's Outreach Program (DVOP) and/or Local Veterans' Employment Representative (LVER), Community Colleges, local veterans' organizations, local training organizations, public/private employers, community and business development organizations, K-12 education, labor organizations and other key stakeholders that serve the targeted groups, including advocacy groups, faith-based and community based organizations, training providers, business and economic development groups. It is strongly encouraged that one of your key partners be a County Veterans Service Office. Additionally, applicants must demonstrate that a high level of coordination already exists or that formalized linkages are in the process of being established.

1. Describe how the lead applicant has successfully formed regional partnerships with the following required partners: 1) the Local Board and 2) the EDD WSB DVOP and/or LVER. Provide descriptions of formal or informal agreements that exist with the partners. Demonstrate that a high level of coordination already exists or that formalized linkages are in the process of being established. (6 points)

2. Describe how the lead applicant has successfully formed partnerships with other partner agencies including Community Colleges, local veterans' organizations, local training organizations, public/private employers, community and business development organizations, K-12 education, labor organizations and other key stakeholders that will be used to coordinate and provide services under this proposal. It is strongly encouraged that one of your key partners be a County Veterans' Service Office. (6 points)
3. Describe how the employers have been engaged in the development of this sector strategy approach and how they will continue to provide industry based advice on curricula, program delivery and employment opportunities. (6 points)
4. Complete and attach the [Partner Roles, Responsibilities, and Resources Chart](#) (SFP Form 3). In Section 1 Required Partners, list the name of the required partner in Column B and describe their role and responsibilities in conjunction with this proposal in Column C. Roles and responsibilities should be clearly defined in terms of specific tasks, services or support that they will provide. (3 points)
5. Complete Section 2, Other Partners, on the Partner Roles, Responsibilities and Resources Chart (SFP Form 3). List the name of the other partners in Column B and describe their role and responsibilities in conjunction with this proposal in Column C. Roles and responsibilities should be clearly defined in terms of specific tasks, services or support they will provide. (3 points)
6. Attach letters of support (non-form letters) from each required partner to demonstrate their specific commitment to the proposed activities as identified in Section II and III including a contact person and phone number. (3 points)
7. A dollar-for-dollar match is required. Complete columns D-F on the Partner Roles, Responsibilities and Resources Chart (SFP Form 3) identifying the cash/in-kind match that will be used to support activities and/or expand or sustain the proposed project. Attach a letter of commitment from the partner describing the match, specifying the dollar amount and identifying a contact person and phone number. **If the applicant is providing a match, a commitment letter from the applicant must be attached.** All commitment letters must contain the amount of match, a contact person and telephone number, and be dated within the months of March or April 2012. Match amounts not included in commitment letters will not be counted. (3 points)

Applicants are required to demonstrate a dollar-for-dollar cash and/or in-kind match. Match may include WIA or non-WIA funds made available to the applicant to be used specifically for this proposal's activities. Match funds will be subject to the reporting requirements contained in WIA Directive [WSD09-11](#), Quarterly and Monthly Financial Reporting Requirements. For more information regarding match requirements, see Section 5 A of the SFP.

Section VI - Statement of Capabilities (Maximum 15 points)

1. Describe your organization's capabilities and knowledge in conducting and administering a veterans' project. Describe your ability to collect and report financial and participant performance data as required. (5 points)
2. Describe your organization's infrastructure and capacity that demonstrates your ability to provide services to veterans. Include your proposed staffing for this project that demonstrates their experience in working with veterans. (5 points)
3. Describe past or present accomplishments in working with a veterans' project and how these funds will build on these successes. Additionally, complete the Past/Present Performance Veterans' Projects Form (SFP Form 6) with actual and planned performance levels as of December 2011, or the end of the project. Include information such as planned/actual number served, planned/actual placed into employment, planned/actual number trained, types of employment, or other pertinent information relevant to the success of this project. (5 points)

For those organizations that have had a WIA 15 Percent Veterans' Project, Past/Present Performance will be considered in making funding recommendations.

Enter the fund source of the project in Column A of the chart. Enter the project award amount in Column B. In Columns C and D enter the project operational dates. Complete Columns E, H, and K, with total planned participant numbers for the project. In Columns F, I, and L, enter actual participant numbers attained as of December 31, 2011, or the end of the project. Enter the total planned expenditure amount in Column N and the actual expenditure amount in Column O as of December 31, 2011, or the end of the project. Columns G, J, M, and P are calculated fields that will auto populate the percentages for the project.

Section VII- Budget Summary Narrative and Plan (Maximum 10 Points)

1. Complete and attach the [Budget Summary Plan](#) (SFP Form 4) that details the specific line item costs of the proposal. Costs must be necessary, reasonable and allowable in accordance with WIA and the applicable Directives and OMB circulars. Column A must contain the requested WIA 15 Percent funds. Column B must contain the requested WIA 25 Percent funds. Under Column C, enter the cash and/or in-kind match resources identified on the Proposal Narrative Form. Column D is a calculated field that will total Column A, B and C. Column C, Cash/In-Kind Match, on the Budget Summary Plan (SFP Form 4) must equal Column D, Total Cash/In-Kind Match, on the Partner Roles, Responsibilities and Resources Chart (SFP Form 3). (5 points)

The amounts on line item Q. *Total Funding* of the Budget Summary Plan (SFP Form 4) must match the amounts provided on the Cover/Signature page.

2. Provide a detailed justification for all line items contained in the Budget Summary Plan (SFP Form 4). For example, staff salaries should include a narrative of the staff

activities and the percent of salary charged to the project. Explanations should include how the proposed costs are necessary and reasonable in terms of benefits to participants. Detailed justification of the Budget Summary Plan (SFP Form 4) is counted against the 15 page limit and should be included as part of the Narrative Form. If submitted as an attachment it will be removed and not reviewed or scored. (5 points)

3. Complete the chart in the Proposal Narrative with the biannual cumulative plan for expenditures and cash/in-kind match. Expenditures and match funds will be subject to the reporting requirements contained in WIA Directive [WSD09-11](#), Quarterly and Monthly Financial Reporting Requirements. If funding is awarded, monthly expenditure and cash/in-kind match plans will be required.

If applicants plan to purchase equipment that has a unit cost of \$5,000 or more and a useful life of more than one year, you must complete the [Supplemental Budget Form](#) (SFP Form 5), Section I. Equipment. All equipment with a unit cost of \$5,000 or more will be subject to prior approval by the Employment Development Department (EDD) as the administrative entity responsible for WIA program administration and will be negotiated in conjunction with contract completion with successful applicants. The EDD has defined the equipment purchase procedures in WIA Directive [WIAD03-9](#), Property–Prior Approval, Purchasing, Inventory and Disposal. Due to the short-term nature of these projects, applicants are encouraged to lease or rent high cost equipment.

If applicants plan to budget contractual services, you must complete the Supplemental Budget Form (SFP Form 5) Section II. Contractual Services.