

Veterans' Employment-Related Assistance Program 2012/13
Solicitation for Proposals (SFP)
Proposal 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 solicitation is to promote the use of industry sector strategies as the framework for addressing the need to help veterans transition into high-wage, high-growth occupations with a focus on recently separated veterans.

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 to be Served
- Key Partner Highlights
- Project Description
- Proposed Outcomes

2. Proposal Narrative (Maximum 105)

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 12 points)

- I.1. Describe the targeted region including an estimated 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. Provide supporting data and sources. (4 points)
- I.2. Describe the targeted industry sector(s) veterans will be trained and placed into and why the industry(ies) were selected. Demonstrate the shortage (demand) for skilled workers in the targeted industry(ies) including how the shortage was determined. Cite sources of data. (4 points)

- I.3. Using valid data sources and analysis, 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 the number of jobs available in the targeted industry. Applicants should use a wide variety of relevant data sources including labor market information, local surveys, consultation with industry associations, etc. Cite sources of data. (4 points)

Section II - Target Group (Maximum 12 points)

- II.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. (4 points)
- II.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)
- II.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. Since the focus of this SFP is on recently separated veterans, to receive the maximum points for this question the applicant must focus the majority of their services to recently separated veterans. The maximum points will be awarded to applicants that focus more than 75 percent of their services to recently separated veterans. Points will be awarded as follows: (5 points)

Percentage of Planned Recently Separated to Total Planned Number Served	Total Points
75% or more	5 pts
50%	2 pts
49% or less	0 pts

Section III - Planned Approach (Maximum 32 points)

- III.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.** (5 points)
- III.2. Applicants are required to offer at least one certified professional training, which leads to an industry-recognized certificate for each targeted industry sector described in Section I.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. Additionally, below the chart explain how the planned approach will enable veterans to obtain the listed certificates and/or degrees. As defined in [Training and](#)

[Employment Guidance Letter 15-10](#), an industry-recognized certificate or credential is awarded in recognition of an individual's attainment of measurable technical or occupational skills necessary to gain employment or advance within an occupation. These technical or occupational skills are based on standards developed or endorsed by employers. **Any grant application that does not offer at least one certified professional training which leads to an industry-recognized certificate will be considered non-responsive and will NOT be reviewed or considered for funding.** (3 points)

- III.3. Complete the chart in Section III of the Proposal Narrative with occupations in which participants will be trained or employed based on the training listed in Section III.2. Provide the expected range of wages per occupation. In addition, provide an explanation below the chart describing how the occupations listed were determined and include any involvement of the industry or employers. Cite sources of data. (4 points)
- III.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)
- III.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. (5 points)
- III.6. Describe how your service delivery 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 at least one licensed or credentialed mental health counselor/practitioner either on staff or through a partnership by providing a copy of the counselor/practitioner license or credentials. Examples include, but are not limited to, Marriage and Family Therapists, Licensed Clinical Social Workers, and Licensed Educational Psychologists. Copies of the license or credentials will not count toward the 15 page limitation. **Any application that does not attach a copy of the mental health counselor/practitioner license or credentials will be considered non-responsive and will NOT be reviewed or considered for funding.** (3 points)
- III.7. Describe in detail how your project will integrate both WIA 15 and 25 Percent funds for a viable veterans' project. Explain what steps will be taken to ensure equal use of both funding sources. (3 points)
- III.8. 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 that will demonstrate how you will achieve the goal of the project. The project work plan has

been categorized by essential program elements. Below are some examples of objectives/activities that may be included under the different program elements. (4 points)

Sample Project Work Plan:

Objectives/Activities	Estimated Dates
Start-up Activities	
Orientation meeting with project partners	June 2013
Negotiate partner contracts	June 2013
Outreach/Recruitment	
Recruitment and community outreach by referrals, walk-ins, and community/faith based organizations	June 2013
Assessment/Enrollment	
Assessment and enrollments into soft skills training to understand workplace culture, employer expectations, and other soft skills necessary to obtain/retain employment	July 2013
Training & Education	
Identify locations where participants will be placed	July 2013
Conduct short term medical assistant training	July 2013
Work Activities (Work experience, OJT, Internship)	
Begin OJT	August 2013
Job Placement, Retention & Follow-up	
Connect employer partners with participants who are ready for employment	August 2013 through End of Project
Case managers provide placement and retention services	Ongoing

Section IV – Performance Goals (Maximum 8 points)

IV.1. Complete the [Performance Goals Matrix](#) (SFP Form 2) for the targeted veteran population you plan to 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. Enter the average annual earnings per participant in line item 6. **Do not delete or enter figures in the calculated fields.** (4 points)

IV.2. Provide a description of how the project goals will be measured and provide further clarification to demonstrate their impact on the targeted industry and veterans. (4 points)

Section V - Local Partnerships and Leveraged Resources (Maximum 22 points)

Successful applicants for this solicitation will use a sector strategy approach to meet the workforce and training needs of the targeted industries, through creation or expansion of regional partnerships with Local Workforce Investment Boards (LWIB), local Employment Development Department (EDD) WSB Veterans program staff, community colleges, local veterans' organizations, local training organizations, public/private employers, community and business development organizations, 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.

V.1. a) Describe how the applicant has successfully formed regional partnerships with the following **required** partners: 1) the LWIB and 2) the local EDD WSB Veterans program staff. 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.

V.1. b) Additionally, the applicant must secure and attach a signed "Partnership Agreement" letter from the required partners noted above. The partnership agreement letter must:

- describe in detail the specific roles/responsibilities each of these partners will have in the grant,
- describe how the services will differ from what already exists locally,
- identify an agency contact person and telephone number,
- be dated within the months of March or April 2013, and
- be signed by an authorized management-level representative of the partner agency.

Applications that don't attach the partnership agreement letters from each required partner will be considered non-responsive and will NOT be considered for funding. (4 points)

- V.2. Describe how the 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, labor organizations and other key stakeholders that serve veterans, including advocacy groups, faith-based and community based organizations, and training providers 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.** (4 points)
- V.3. Describe how employers have been engaged in the development of this sector strategy approach and how they will continue to provide industry based advice on curricula, career pathways, program delivery and employment opportunities. (5 points)
- V.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. (2 points)
- V.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 roles 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. It is strongly encouraged that one of your key partners be a county Veterans Service Office. (2 points)
- V.6. Applicants are required to demonstrate a dollar-for-dollar cash and/or in-kind match. 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 describing the match, specifying the match dollar amount, identifying a contact person and phone number, dated within the months of March or April 2013, and signed by an authorized agency representative. If the applicant is providing a match, a commitment letter from the applicant must be attached. **Match amounts not included in letters of commitment will not be counted. Failure to attach letters of commitment for match may significantly affect your proposal's evaluation and scoring.** (5 points)

Match may include WIA or non-WIA funds made available to the applicant to be used specifically for your proposal's activities. Match funds will be subject to the reporting requirements contained in WIA Directive [WSD12-3](#), Quarterly and Monthly Financial Reporting Requirements. For more information regarding match requirements, see Section 5A of the SFP.

Section VI - Statement of Capabilities (Maximum 12 points)

- VI.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. (4 points)
- VI.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. (4 points)
- VI.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 2012, 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. (4 points)

SFP Form 6 must be completed by the applicant for ALL funding received relating to veterans projects, regardless of the funding source. 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, 2012, 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, 2012, or the end of the project. Columns G, J, M, and P are calculated fields that will auto populate the percentages for the project. **Do not delete or enter figures in the calculated fields.**

Section VII- Budget Summary Narrative and Plan (Maximum 7 Points)

- VII.1. a) 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).

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.

- VII.1. b) Provide a detailed justification for each line item cost 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. (4 points)
- VII.2. Demonstrate how the program will plan for future sustainability beyond the life of the project. (3 points)
- VII.3. Complete the chart in the Proposal Narrative with the semi-annual cumulative plan for expenditures and cash/in-kind match. Expenditures and match funds will be subject to the reporting requirements contained in WIA Directive [WSD12-3](#), Quarterly and Monthly Financial Reporting Requirements. If funding is awarded, monthly expenditure, participant enrollment and cash/in-kind match plans will be required – these and other contract exhibits will be completed as part of contract negotiations.

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 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.