



Governor's Jobs for the Future Initiative

**EMERGING INDUSTRIES SKILLS
PARTNERSHIP
(EISP)**

Request for Proposals and Project Guidelines

**Application Deadline
June 22, 2007**

Administered by the
Wisconsin Department of Workforce Development
Division of Employment and Training

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Request for Proposals and Project Guidelines

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Introduction

Governor Doyle has made creating jobs and growing Wisconsin's economy a top priority of his administration since day one. In the past four years, he has enacted a sweeping job creation agenda – leading to 170,000 new jobs for our state – but the job isn't finished yet. That's why Governor Doyle is launching his *Jobs for the Future* Initiative, which has two goals; to ensure that there are enough jobs for our workforce, and that our workforce are prepared for those jobs. The *Jobs for the Future* Initiative will build partnerships between businesses and schools so that our current and future workers are trained for the high tech job market. By investing in high tech industries such as renewal energy or bioindustry, biotechnology and advanced manufacturing, we will produce tomorrow's jobs for tomorrow's workers.

To address the skill needs in these industries, Governor Doyle is providing \$850,000 in Workforce Investment Act funding to create the Emerging Industries Skills Partnership (EISP) Project. This sector-based strategy is a central element of *Jobs for the Future*. The EISP will build partnerships through Workforce Development Boards and educational institutions, business or industry associations to develop new-job training or skill upgrade training. For the purposes of this grant solicitation use the following for the definitions of renewable energy or bioindustry, biotechnology, and advanced manufacturing.

Bioindustry

Bioindustry is a term used to describe the collection of industries that rely on renewable, biobased feedstocks, or "biomass," as their raw material.

- Raw materials consist of plants, crops, wood waste, and/or animal waste

Bioindustry has many facets, many potential industry offshoots, and is best understood by looking at the three stages of industry development:

- Raw product or the biomass feedstock's themselves (e.g. corn, manure)
- Processes used to convert the feedstocks into a higher value-added product (e.g. distillation, anaerobic digestion)
- Final products produced by those processes—Bioenergy, Biofuels, and Bioproducts.

Source from the Center on Wisconsin Strategies (COWS) report titled, *Seeds of Workforce Change, Executive Summary 2006.*

Biotechnology

Biotechnology is the application of biological knowledge and techniques to develop products and services pertaining to:

- Molecular, cellular, and genetic processes

The biotechnology industry, as it defines itself, consists of firms established to develop this knowledge and to exploit it commercially.

Source from The Brookings Institution Center on Urban and Metropolitan Policy report titled, *Signs of Life: The Growth of Biotechnology Centers in the U.S., 2002.*

Advanced manufacturing

Advanced manufacturing is the extensive use of:

- Computers, high precision, and information technologies

Which are integrated with a high performance workforce in a production system capable of:

- furnishing a heterogeneous mix of products in small or large volumes,
- with both the efficiency of mass production and
- the flexibility of custom manufacturing in order to respond rapidly to customer demands.

Source from the National Council for Advanced Manufacturing, 1989 to present.

Part 1: Project Specifications

I. Project Purpose

The overall purpose of this EISP Project is to provide training funds to support and expand skill needs in targeted industries of bioindustry, biotechnology or advanced manufacturing. In addition, the general goals include:

- Addressing the current and future skill needs in bioindustry, biotechnology and advanced manufacturing industry sectors
- Developing industry/sub-industry, supplier, and labor partnerships to promote industry innovation/development, identification of required industry skills and cooperative solutions to addressing skill needs that will support growth and sustainability in these industries
- Developing institutional partnerships for development of effective response capacity
- Developing occupational career pathways for low skilled adults, dislocated workers and current workforce

II. Funding and Grant Applicant Requirements

A. Funding

1. A total of \$850,000 in WIA funds is available for the EISP Project with a maximum individual grant award of no more than \$100,000.
2. The funding period is July 1, 2007 through June 30, 2008. No projects will be authorized to begin incurring costs without a Letter of Intent or receipt of a signed grant from Department of Workforce Development/Division of Employment and Training (DWD/DET).

B. Grant Applicant Requirements

1. Applications must be submitted by Workforce Development Boards (WDBs) and must support existing regional goals. The submitting WDB will serve as fiscal agents/grant recipients and be responsible for administering the grant.
2. All training projects must be paired with at least one public/private accredited Wisconsin educational institution and one business. Industry consortia and partnerships are encouraged to maximize the available funds.
3. To be considered for funding under this grant, all participating WDBs must have a fully approved Workforce Investment Act Title I plan and a certified WDB in place.

III. Industry and Individual Service Eligibility

A. Eligible Industries. The following industries and/or their identifiable business associations, sub-industries and supply chain businesses are eligible under this grant.

1. Bioindustry
2. Biotechnology
3. Advanced Manufacturing

B. Eligible Individuals: The following individuals are eligible under this grant.

1. Incumbent workers
2. Dislocated workers
3. Low-skilled, under/unemployed adult job seeker

IV. Coordination Activities

A. Required Coordination Activities

Projects should demonstrate coordination with other bioindustry, biotechnology and advanced manufacturing industry efforts in the area. At a minimum, projects must demonstrate the following:

1. Collaboration with targeted business/industry representatives that would include primary businesses and key supplier networks, business associations where they exist, and labor representatives as appropriate.
2. If an inventory of the other bioindustry, biotechnology and advanced manufacturing programs/activities has not already been conducted for a recent WIA Incentive grant application or for other purposes, conduct an environmental scan to identify other industry-related programs/activities that may provide opportunities to coordinate planning and delivery of services.
3. Coordination with existing industry alliances and resource planning groups that include other bioindustry, biotechnology and advanced manufacturing industry employers, organized labor representatives, and other sector or regional based initiatives currently active in the region.
4. Where applicable, partnerships with the UW Extension which includes the Wisconsin Entrepreneurial Network (WEN), other post secondary educational institutions; and economic development planning/outreach entities.
5. Coordinated delivery of activities and services through Job Centers, technical colleges and other partner programs to promote efficient use of resources and improved services to employers, incumbent workers, dislocated workers, and job seekers.
6. Include Job Service industry liaisons and DWD regional labor market economists, where applicable, to assist in research, planning, and coordination of activities.

V. Project Components and Related Performance Measures

The EISP provides resources for three industries that are at different stages of maturity. To address this, projects can include one or both of the following components, however a minimum of 50% of the grant proposal must be used to support direct training costs for individuals.

- Infrastructure Development (*primarily targeted at bioindustry and biotechnology*)
- Training (*targeted at all three sectors*)

The following identifies project priorities and describes activities and related performance expectations for each of the project components. Projects will be expected to include goals, measurable objectives, and measures of progress/success in their project narrative.

A. Infrastructure Development for Bioindustry and Biotechnology

1. Key Activities/Elements

- Development and support of regional industry specific skill collaborative/skill panels (see coordination requirements above)
- Development of regional industry specific profile
 - Key entities comprising industry in region (employers, suppliers, labor)
 - Current and projected employment levels
 - Occupations within industry
 - Wage levels, conditions of employment, etc.
 - Critical skills gaps

- Development of industry specific career pathways profile – career advancement opportunities/pathways within and across primary and supplier network, including skill levels, educational levels, and credentialing requirements (including industry-provided credentialing)
- Engaging/informing employers, labor representatives, and people interested in targeted industry careers (e.g., employer/labor orientation and outreach sessions, producing and distributing marketing materials, etc.)

2. Key Accountability Measures

- If skill collaboratives/skill panels created, number of business members
- Number of targeted industry specific career pathways profiles created
- Number of Job Center and partner staff trained
- Number of employers, labor representatives, and people interested in targeted industry career opportunities participating in orientation sessions and other outreach efforts

C. Training Components for all 3 Targeted Industry Sectors

1. Key Activities/Services

- Academic/basic skills training (including training for non-English speaking participants)
- Occupational skills training, including training leading to industry specific credentials

2. Key Accountability Measures

- Number of individuals receiving academic/basic skills training including non-English language training
- Number of individuals receiving industry specific occupational skills training, including training leading to industry specific credentials
- Wage increases resulting from training leading to higher skills

VI. Administrative Requirements

A. Local Leveraged Resources

Project applicants are required to contribute local leveraged resources (LLR) to the cost of the project. This requirement is intended to maximize the funds available, encourage coordination of workforce development services, and ensure local commitment to implementing the EISP project. The guidelines below define what resources are considered LLR, the minimum requirements for LLR, and exceptions to LLR requirements that may offer applicants the flexibility needed to accomplish project goals.

1. Definition of Local Leveraged Resources (LLR)

- LLR are any funds provided through local resources. They include (but are not limited to) funds available to local areas from federal resources (e.g., WIA local formula, state, or federal grants; etc.), state general purpose revenues (e.g., Workforce Advancement Training grants, etc.), local tax revenues (e.g., technical college or K-12 districts), foundation grants, related Dept. of Commerce grants, and employer contributions.
- LLR may be in the form of cash or in-kind contributions unless otherwise specified in these project guidelines.
- LLR must be resources that are not already committed or used as LLR for other concurrent grants.

2. Required Level of Local Leveraged Resources

- Applicants are required to document a minimum of 50% LLR of the total grant funds requested.
- When training is provided to incumbent workers, employers must provide at least half of the total LLR required for that portion of the grant (e.g. if \$25,000 of a \$100,000 grant will be used for incumbent workers, then the portion of the LLR from the employer must be \$6,250)
- For successful applications where the LLR come from various sources, there may be a need for an individual project reviews to determine the appropriate level of LLR required.

B. Monitoring, Reporting and Evaluation

1. EISP grantees are expected to set measurable goals/objectives and accountability/outcome measures for the project and establish methods for regularly tracking and evaluating progress toward meeting them. The method for tracking and evaluating the project goals/objectives and accountability measures must be included in the proposal's project narrative.
2. If local WIA formula funds contribute to the cost of participant services, participant information and outcomes must be reported in ASSET (the DWD's client registration and tracking system for WIA). The accountability measures and methods established to track and evaluate this project should recognize this relationship, and where applicable incorporate ASSET information on participant outcomes into reports required for this grant.
3. Grantees will be expected to report quarterly, following timeframes and reporting guidelines established by DWD/DET. Reports will be expected to address several key issues, including (but not limited to):
 - Progress in meeting project goals/objectives and activity timelines
 - Achievements in partnership development and service delivery coordination
 - Progress in achieving accountability outcome measures
 - Project grant funds and LLR expenditures
 - Number and type of individuals trained and in what industry and occupation
4. Grantees may also be called upon to present information about their EISP Project to the Governor or other interested parties.

C. Allowable and Unallowable Costs

1. Allowable Costs

Allowable costs under this project are those that are specific to the project and are reasonable and necessary to implement key program activities included in the project, consistent with DWD/DET and WIA requirements. Such costs may include (but are not limited to):

- Costs associated with establishing and coordinating an industry skills panel in the targeted industries
- Costs associated with developing industry skills and career pathways profile, though projects are strongly encouraged to involve public sector local economists and labor market analysts
- Training costs for training individuals to increase skills in the targeted industries
- Administrative costs, including staff time, associated with planning, coordinating and administering the EISP project, not to exceed five percent (5%) of total grant-provided project funds

2. Unallowable Costs

Unallowable costs are those that are not related specifically to the EISP Project or are generally not allowable under WIA, which for this grant project includes:

- Purchase of equipment, including IT equipment, personal computers and laptops
- Development of industry-related educational curriculum.

(WIA prohibits use of funds for development of educational curriculum in general. In particular, no funds available for this project will be used to duplicate curriculum already available through technical colleges or others educational institutions.)

- Indirect administrative costs

VII. Proposal Submission, Review and Approval Process

A. Submission Due Date and Process

Applicants must submit an electronic copy of their project application no later than 4:00 p.m. on Friday, June 22, 2007. Applicants must also submit one hard copy (with original signatures) either post-marked by June 22nd or hand-delivered by the 4:00 p.m. deadline.

Please note: DWD restricts e-mail files to 20MB; proposals should be submitted in one file, preferably a PDF file.

Both electronic and hard copies should be submitted to:

Gary Denis, Acting Bureau Director-Workforce Programs
Department of Workforce Development
Division of Employment and Training
201 E. Washington Ave., Room E100
P.O. Box 7972
Madison, WI 53707-7972
Phone: 608-266-6886
Email: gary.denis@dwd.state.wi.us

Applicants must complete the forms and respond to the application questions as specified in Part II: Application Forms and Narrative Instructions. The proposal package must include each completed form, the project narrative, and attachments (if applicable) in the order indicated below.

- | | |
|------------|--|
| Form I | Project Proposal Cover Page and Signatures (form provided) |
| Form II | Project Summary (form provided) |
| Form III | Project Budget (form provided) |
| Form III-A | Project Budget Backup (form provided) |
| Form III-B | Local Leveraged Resources Backup (form provided) |
| Form IV | Project Narrative (list of questions for which responses required provided)
<i>(The Project Narrative should not to exceed 10 pages, the font size should be no less than 11 points, and all pages should be numbered.)</i> |

Applicant attachments, if applicable (following project narrative, clearly labeled, and pages numbered)

B. Application Review Process

1. Basic Compliance Review

DWD/DET and appropriate Finance and Budget staff will review project applications for compliance with basic application requirements, including completeness of submitted application materials, inclusion of required partners, response to specified grant priorities, and compliance with WIA administrative and program requirements.

2. Interagency Content/Quality Review

A state interagency team will conduct a review focused on the narrative components of the project application.

All evaluators will be required to sign off on assurances that they have no conflict of interest in the review process.

C. Review Criteria

1. Evaluation criteria will focus on ensuring basic WIA requirements, project priorities and other requirements are met; the budget is reasonable, appropriate and allowable; goals, objectives, planned activities, measures and levels of accountability, and timetables are clear and achievable; and the monitoring and evaluation process provides a reasonable means for determining project success.
2. The review process will also consider providing extra credit for the following.
 - Proposals that incorporate employer benefit measures and include an appropriate method for systematically tracking and reporting on those measures if the proposal includes employer-specific customized training,
 - Proposals that include career pathway approaches for low skilled workers
 - Proposals that use existing staff costs as Local leveraged Resources rather than charging existing staff costs to the grant
3. The review panel will evaluate applications based on the policy goals, priorities, and emphases set forth in these guidelines. The panel results are advisory in nature, not binding and will serve as the primary basis for selection of applications for funding, in conjunction with other factors such as urban, rural and geographic balance; diversity of industry settings; the availability of funds; uniqueness and innovative aspects of the projects; and are most likely to advance the development of emerging industries in the region in Wisconsin.
4. In addition to the criteria above, the evaluation will consider the quality and strength of the partnerships established to plan and implement the project, and linkages to the GROW and WIRED regional partnerships (including industry alliances and related EISP groups).

Part 2 -- Application Forms and Narrative Instructions

Attached are the forms and project narrative instructions, all of which must be completed and returned. These comprise the proposal application package to apply for WIA funding under the EISP Project. The proposal package must include each completed form and project narrative in the order outlined below.

Form I	Project Proposal Cover Page and Signatures
Form II	Project Summary
Form III	Project Budget
Form III A	Project Budget Backup
Form III B	Local Leveraged Resources Budget Backup
Form IV	Project Narrative

Attachments should follow the project narrative, be labeled and pages numbers.

Applicants must submit an electronic copy of their project application **no later than 4:00 p.m. on Friday, June 22, 2007**. Applicants must also submit one hard copy (with original signatures) either post-marked by June 22nd or hand-delivered by the 4:00 p.m. deadline. **Please note:** DWD restricts e-mail files to 20MB; proposals should be submitted in one file, preferably a PDF file.

Both electronic and hard copies should be submitted to:

Gary Denis, Acting Director Workforce Programs
Department of Workforce Development
Division of Employment and Training
201 E. Washington Ave., Room E100
P.O. Box 7972
Madison, WI 53707-7972
Phone: 608-266-6886
Email: gary.denis@dwd.state.wi.su

**FORM I -- EMERGING INDUSTRIES SKILLS PARTNERSHIP
PROJECT PROPOSAL COVER PAGE**

Project Name: _____ Funds Requested _____

Applicant Organization Information

Organization Name: _____

Mailing Address: _____

Project Contact

Name: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Fiscal Contact (if different from above)

Name: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Applicant and Partner Signatures

Provide the name, title and signature of the person authorized to act on behalf of the applicant organization, the name of the key partner organization(s), and the name, title and signature of individuals authorized to act on behalf of the applicant's key partner(s) in this application for funds. (Add additional partner information/signatures as needed).

Applicant Organization

Name: _____ Title: _____
(Print or Type)

_____ Date: _____
(Authorized Signature)

Partner Organization

Organization Name: _____

Authorized Signature:

Name: _____ Title _____
(Print or Type)

_____ Date: _____
(Signature)

Partner Organization

Organization Name: _____

Authorized Signature:

Name: _____ Title _____
(Print or Type)

_____ Date: _____
(Signature)

FORM II -- PROJECT SUMMARY

Provide a brief overview of the project, responding to each area of information requested below. The project summary should be no more than **two pages**. Be aware that this summary may be the only document reviewed by key leaders in DWD. Therefore, applicants should ensure that this summary provides a clear, concise, well-constructed description of the project in areas indicated..

Project Basics

Project Title: _____

Total Funds Requested: _____ Project Start/End Dates: _____

Applicant Organization: _____

Geographic Area Covered (by WDA and GROW Region if applicable)

I. Project Overview

(Provide a brief overview of your project, including the industries and occupations you will target, key goals and objectives, and key partners and strategies that will be used to coordinate activities supported by this project.)

Targeted Industries and Occupations

Goals and Objectives

Key Partners and Coordination Strategies

II. Project Outcomes

(List the key measures that will be used to determine project success and the outcome level expected by the end of the grant period for each measure.)

FORM III -- PROJECT BUDGET

*Provide a detailed project budget in the categories listed below. Include grant requested funds, local leveraged resources (LLR), and total funds by line item. Indicate NA if no funds are budgeted for a particular line item. **See Form III-A for a description of each line item listed below.***

Note:

- Training funds must comprise at least 50% of the project
- Administrative costs are limited to 5%
- Extra consideration will be given to applicants that cover staff salaries and fringe as LLR rather than charging to the grant

Budget Category	Grant Funds Requested	Local Leveraged Resources (LLR)	Total Project Funds
Program Staff Salaries			
Program Staff Fringe Benefits			
Individual Training			
Employer Services			
Staff Development & Training			
Travel			
Advertising, Public Relations			
Materials, & Supplies			
Administration			
Other			
Total			

FORM III-A -- PROJECT BUDGET BACKUP

Each grant-funded budget line item on Form III must be supported by a detailed description of what is included for that budget line. This form explains what budget details are required for each line item. **Complete the budget detail for each line item included in the project budget, Form III, providing as much detail as possible.** All staff costs included should include title/function, salary/wage, and amount of time charged to project. Other costs should be detailed by type of activity, unit cost, and total units. **Note:** All costs associated with this project must be in compliance with DWD/DWS Workforce Policy Guide, Administration of Workforce Programs Policy and Procedures Manual, http://www.dwd.state.wi.us/dws/manuals/workforce/pdf/wpg_toc.pdf.

Program Staff Salaries (<i>Position title/function of staff assigned to project-specific program services activities, salary/wage, time charged to project</i>)	
Program Staff Fringe Benefits (<i>Type and cost of fringe benefits for each position included in project budget</i>)	
Individual Training (<i>Fees or other training fees; tuition; training materials and other costs related to training of individuals</i>).	
Staff Development/Training (<i>Detail of Consultants; tuition/fees, other costs related to providing and/or attending EISP training to partner staff and teachers/instructors</i>)	
Employer Outreach and Services (<i>Details of outreach activities; other similar employer services</i>)	
Travel (<i>Costs of mileage, lodging, meals and other travel-related costs</i>)	
Advertising, Public Relations (<i>Details of media advertising and other public outreach costs, e.g., newspapers, radio/TV, direct mail, etc</i>)	
Materials, & Supplies (<i>Office, other supplies required to carry out project, detailed by type costs</i>)	
Administration (<i>Direct cost of staff, other direct costs associated with planning, coordinating, monitoring and reporting on project activities, detailed by staff function, time on project, other appropriate detail. Not to exceed 5% of project funding</i>)	
Other (<i>Other items and related costs not included in the above line items that are required to implement the project included as a grant funded item in the budget page.</i>)	

Note:

- Training funds must comprise at least 50% of the project
- Administrative costs are limited to 5%
- Extra consideration will be given to applicants that cover staff salaries and fringe as LLR rather than charging to the grant

FORM III-B -- LOCAL LEVERAGED RESOURCES BUDGET BACK-UP

Provide detail requested for local leveraged resources contributed to this project, by line item as applicable. For in-kind contribution, list the type of in-kind product or service provided. For source of contribution, list whether the resource is federal, state, or local dollars and the specific program and entity providing the contribution. If more than one type and/or source of contribution for a specific line-item is being provided, list all contributions related to that line item separately.

Budget Category	Amount/Value	Type (In-Kind or Cash)	Source		
			<i>Fed, State, Local</i>	<i>Program</i>	<i>Contributing Organization</i>
Program Staff Salaries					
Program Staff Fringe Benefits					
Individual Training					
Employer Services					
Staff Development & Training					
Travel					
Advertising, Public Relations					
Materials, & Supplies					
Administration					
Other					
Total					

Note:

- Training funds must comprise at least 50% of the project
- Administrative costs are limited to 5%
- Extra consideration will be given to applicants that cover staff salaries and fringe as LLR rather than charging to the grant

FORM IV -- PROJECT NARRATIVE

Respond to each question listed below. Responses should be in the order of the questions listed and labeled as the question is labeled. The narrative should be no more than ten (10) pages, with each page numbered. Attachments, including any letters of support that accompany the project, should follow the project narrative and be separately labeled and include page numbers. An index listing attachments and their page numbers is recommended if attachments are referenced in the project narrative.

I. Project Purpose

- A. What is the overall purpose of this project and what key area needs related to EISP will the project address?
- B. How will it contribute to the Governor's stated purpose for use of these funds?
- C. How will it contribute to goals and related efforts to address the workforce needs of employers and job seekers in the WDA and the broader GROW and WIRED regions?

II. Individuals and Industries Served

- A. Who are the individuals targeted for services under this project and how will they be identified/selected for services?
- B. What emerging industries and employers will be targeted for services and how will they be identified?

III. Project Goals, Objectives, Activities and Timetables

- A. What are the goals and measurable objectives for this project, including those related to coordinated planning and service delivery and those related to allowable project components?
- B. What are the key activities funded by this project that will lead to accomplishing the above goals and objectives and what are the project timetables for completing these activities?

(Note: applicants are encouraged to incorporate responses to A and B above into a table or chart format.)

IV. Project Accountability Measures and Measurement Systems

- A. What accountability measures will be used to determine project progress and final success and what numerical levels for each are expected by the end of the project? Include accountability measures related to each project component as applicable to your project.
- B. What other measures of success and expected outcomes will be used to determine project progress and success?
- C. What methods will be used to collect information on project measures, monitor and evaluate progress, and take corrective actions needed to meet project goals, objectives and outcomes of accountability measures?

V. Project Coordination and Linkages

- A. Planning Coordination
 - 1. How are the applicant WDBs, Job Centers, and area technical colleges (and other educational institutions) working together to plan this project? What are the specific roles of each?

-
2. What other entities have been (or will be) involved in planning this project and how have they been (or will be) involved? Address the involvement of business/industry employers and labor organizations, as well as other organizations that are or may be interested in these emerging industries skills partnerships.
 3. How will development of new emerging industries skills partnerships be planned and what roles will the above entities have in their development?

B. Service Delivery Coordination/Linkages

1. What programs that focus on the emerging industries or may provide services to individuals or employers in these industry sectors be participating and what are their respective roles in the project?
2. What specific services available through the above programs will be linked to this project and how will they be coordinated? Address at minimum coordination of the following services:
 - Employer outreach/marketing
 - Participant outreach, information and referral to industry assessment and/or training
 - Participant training services

VI. Project Local Leveraged Resources

- A. What other programs and resources will be supporting this project and what specifically will these resources support?

VII. Special Project Features

- A. What features about the program not addressed above will be included in this project? Among special features to consider are:
1. Measures of employer benefits or other exceptional levels of employer participation and commitment
 2. Unique inter-program coordination relationships
 3. Development of career pathways for low-skilled under/unemployed adults