

# Grant Applications 101: A Plain English Guide to ETA Competitive Grants

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Region 6 Southern California Technical Assistance & Training Forum  
May 27, 2010  
Los Angeles, California



U.S. Department of Labor  
**EMPLOYMENT AND TRAINING ADMINISTRATION**

# Agenda

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- ❖ Background: ETA Grant Making
- ❖ Finding Grant Opportunities
- ❖ Submission Process
- ❖ Tips and Tools
- ❖ Questions



# Becoming familiar with ETA Grant-Making

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- ❖ ETA oversees workforce development programs throughout the country.
- ❖ ETA funding is distributed either by formula, or by open competition for grants.
- ❖ Competitive grants are typically awarded to organizations to create or expand innovative workforce development programs for workers and employers.

## **ETA MISSION STATEMENT**

The mission of the Employment and Training Administration is to contribute to the more efficient functioning of the U.S. labor market by providing high quality job training, employment, labor market information, and income maintenance services primarily through state and local workforce development systems.



# Finding Grant Opportunities

# A number of ETA grant opportunities have appeared this year with more on the way.

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- ❖ WANTO Advancing Apprenticeship - \$1 million (closed 4/29/10)
- ❖ Community Based Job Training - \$125 million (closed 4/29/10)
- ❖ ARRA Healthcare Virtual Career Platform - \$13.2 million (closes 5/7/10)
- ❖ Grants Serving Young Adult Offenders and High School Dropouts in High-Poverty, High-Crime Communities - \$20 million (closes 5/10/10)



# Finding open grant funding opportunities.

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- ❖ Grant competitions are formally announced through Solicitation for Grant Applications, or SGAs.
- ❖ SGA's are published:
  - In the Federal Register – <http://www.gpoaccess.gov/fr/>
  - On the Grants.gov web site – <http://grants.gov>
  - On the ETA's Grants and Contracts web site – [http://www.doleta.gov/grants/find\\_grants.cfm](http://www.doleta.gov/grants/find_grants.cfm)
- ❖ Sign up for e-mail alerts for new SGAs on the home pages of these web sites.



# Grants.Gov lists grant opportunities across the entire federal system.



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## FOR APPLICANTS

- Applicant Login
- Find Grant Opportunities
- Get Registered
- Apply for Grants
- Track My Application
- Applicant Resources
- Search FAQs, User Guides and Site Information

## APPLICANT SYSTEM-TO-SYSTEM

## FOR GRANTORS

- ABOUT GRANTS.GOV
- HELP
- CONTACT US
- SITE MAP

## Find. Apply. Succeed.

Grants.gov is your source to FIND and APPLY for federal grants. The U.S. Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community. [Learn more](#) about Grants.gov and determine if you are eligible for grant opportunities offered on this site.

Grants.gov does not provide personal financial assistance. To learn where you may find personal help, check [Government Benefits](#), [Student Loans](#) and [Small Business Start-up Loans](#).



In response to The American Recovery and Reinvestment Act or Recovery Act, Grant-making agencies are posting Recovery Act specific grant opportunities on Grants.gov. [View all opportunities >](#)

Other information and opportunities regarding the Recovery Act is available. [Learn more >](#)

Update-to-date information on the state of recovery. [Learn more >](#)



[Feature Stories](#)

Recovery Act Grant Opportunities

Archived Webinars

## What's New at Grants.gov

### New Opportunities This Week

Grants.gov Contact Center scheduled closing

Important CCR Update

View Recovery Act Webinar for Nonprofits

Verify if your Adobe Reader version is compatible with Grants.gov

Sign-up for our "Succeed" Quarterly Newsletter

## Quick Links

Latest News!  
[Grants.gov Blog](#)

[\[Exit Disclaimer\]](#)

## FOR APPLICANTS

- Grant Search
- Grant Email Alerts
- Get Registered
- Applicant Login
- E-Biz POC Login
- Track My Application

## FOR GRANTORS

- Grantor Login
- New Agency Users
- Resources

# DOLETA/Grants lists grant opportunities from the Employment and Training Administration.

The screenshot shows the website for the Office of Grants & Contracts, part of the U.S. Department of Labor's Employment and Training Administration. The page features a navigation menu with options like 'About ETA', 'Find Job & Career Info', 'Business & Industry', 'Workforce Professionals', 'Grants & Contracts', 'ETA Library', 'Foreign Labor Certification', 'Performance & Results', and 'Regions & States'. The main content area is titled 'Office of Grants & Contracts' and includes a sidebar with a list of links: Resources & Info., Find Grants, Grants Awarded, Find Contracts, Contract Resources, Financial Reporting, Payment Information, and Grant Closeout. The main area contains eight circular buttons: Resources & Info., Find Grants, Grants Awarded, Find Contracts, Contract Resources, Financial Reporting, Payment Info., and Grant Closeout. A 'What's New' box on the right highlights 'Grant Resources - Grant Applications 101 - 03/2010' and 'New Grant Solicitations - 2010'. A green arrow points from the 'What's New' box to the 'Find Grants' button.

**Click here to list grant solicitations for 2010!**

# A list of grant solicitations will appear with a link to view the entire Solicitation for Grant Announcement.

## GRANTS FOR 2010

Number and Title

Summary Description

Closing date for applications

Link to detailed notice!

### Office of Apprenticeship and the Women's Bureau; Women in Apprenticeship and Nontraditional Occupations (WANTO) Grants (SGA/DFA PY-09-03)

The Women's Bureau (WB) and the Employment and Training Administration's (ETA) Office of Apprenticeship (OA), U.S. Department of Labor (DOL or Department), announce the availability of approximately \$1,800,000 to establish a grant program for the purpose of assisting employers and labor management organizations in the placement and retention of women in apprenticeship and nontraditional occupations. This Program Year (PY) 2009 and 2010 SGA is authorized under the WANTO Act of 1992, Public Law 102-530, 29 USC 2501 et seq. To that end, the OA and WB plan to disburse PY 2009 and 2010 WANTO grant funds to six community-based organization (CBO)/registered apprenticeship program (RAP) consortia to conduct innovative projects to improve outreach, recruitment, hiring, training, employment, and retention of women in apprenticeships in the nontraditional occupations.

**Issue Date: March 30, 2010**

**Closing Date: April 29, 2010**

[Full Announcement](#) (pdf format)

### Workforce Investment Act (WIA) - Indian and Native American Employment and Training Programs; Solicitation for Grant Applications (SGA) - Final Grantee Award Procedures for Program Years (PY) 2010 and 2011 (SGA/DFA PY 09-04)

The Department of Labor (DOL, or the Department) announces the availability of approximately \$53 million dollars (\$53 million for Comprehensive Services and \$14 million for Supplemental Youth Services) in grant funds authorized by Section 166 of the Workforce Investment Act (WIA) to serve the employment and training needs of Indian and Native American adults and youth through competitive two-year grant awards with Indian tribes, tribal organizations, Alaska Native entities, and Indian-controlled organizations serving Indians or Native Hawaiian organizations.

**Issue Date: March 12, 2010**

**Closing Date: April 12, 2010**

[Full Announcement](#) (pdf format)

### Young Adult Offenders and High School Dropouts in High-Poverty, High-Crime Communities - SGA/DFA PY 09-05

The Employment and Training Administration announces the availability of approximately \$20 million for two grants to serve

# Understand the SGA

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- ❖ *Step 1: Read the SGA thoroughly and become familiar with all of its contents and requirements!*
  - The SGA provides you with the framework for your grant application.
  - Applications that don't meet all requirements may be deemed “non-responsive” and may not be reviewed or considered for funding.
- ❖ **Critical questions for Your Initial Review**
  - *Do you have time to respond before the closing date?*
  - *Are these the types of projects that your organization is in a position to support?*
  - *Is your organization among those eligible to apply for grant funding?*



# Understand the SGA: Informational Opportunities for Applicants

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- ❖ Often, ETA will host webinars or other events about new SGAs for prospective applicants.
  - These will be discussed in the SGA.
- ❖ These events offer you the opportunity to learn more about the specifics of a particular grant competition.
- ❖ ETA point-of-contact is identified in the SGA.



# **Submission Process: Application Highlights**

# Understand ETA's Evaluation of Grant Applications: An Overview

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- ❖ Each application is evaluated by a technical review panel of Federal staff and other workforce development experts.
- ❖ Reviewers evaluate and score applications based solely upon the evaluation criteria in the SGA.
- ❖ Ranked application scores serve as the primary basis for ETA's selection of applications for funding.
  - The SGA will note other evaluation considerations, which may include geographic and organizational diversity.



# Understand ETA's Evaluation of Grant Applications: Sample Criteria

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- ❖ Statement of Need: 15 points
- ❖ Project Management and Organizational Capacity: 15 points
- ❖ Strategy and Project Work Plan: 50 points
- ❖ Outcomes and Deliverables: 15 points
- ❖ Suitability for Evaluation: 5 points



# Develop Your Application: Understand the Context

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- ❖ Demonstrate familiarity with existing programs, models, and strategies.
  - Don't ask for funding to “reinvent the wheel.”
- ❖ To learn more about existing programs and competitive grants awarded in the past, visit:
  - Workforce3One: [www.workforce3one.org](http://www.workforce3one.org)
  - ETA Grants and Contracts page: [http://www.doleta.gov/grants\\_awarded.cfm](http://www.doleta.gov/grants_awarded.cfm)



# Develop Your Application

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- ❖ Be sure that your application is comprehensive, clear, and easy for reviewers to follow.
- ❖ Demonstrate your capacity and a clear project plan.
  - Show the “how,” don’t merely tell the “what.”
- ❖ Avoid using jargon and acronyms.
- ❖ Don’t merely reiterate language from the SGA.



# Develop Your Application: Use Data to Establish Need

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- ❖ Document your need for Federal funding with authoritative data, not anecdotes.
  - Bureau of Labor Statistics: <http://www.bls.gov>
  - Census Bureau: <http://factfinder.census.gov>
  - ETA Catalogue of Workforce Information Sources: <http://www.doleta.gov/Programs/pdf/environmental-scan-report-final.pdf>
  - State and local workforce system partners: <http://www.servicelocator.org/contactspartners.asp>



# Develop Your Application: Align Your Project with the SGA

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- ❖ Your project plan and strategies should directly address the challenges outlined in your application's statement of need.
- ❖ Your proposed project and project activities should reflect the funding opportunity description and allowable activities discussed in the SGA.
- ❖ Don't propose activities not called for in the SGA.



# Develop Your Application: Demonstrate Experience and Capacity

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- ❖ Demonstrate your project management expertise and organizational capacity to manage a Federal grant.
  - Previous Federal grant management experience should be discussed but is not required for ETA grants.
- ❖ Discuss your previous relevant grant management success and results.
  - Show how you will bring previous management experience to scale in support of this Federal investment.



# Develop Your Application: Provide Evidence of Partnerships

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- ❖ Provide evidence of robust strategic partnerships that can support your project.
  - Don't merely "list" potential partners.
  - Don't provide generic "form" letters of commitment.
- ❖ Describe in detail:
  - Relationships among partners;
  - Each partner's role;
  - Partners' specific resource commitments; and
  - How each partner's strengths and resources will be leveraged and coordinated for the grant effort.



# Develop Your Application: Discuss Outcomes and Deliverables

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- ❖ Proposed outcomes should be appropriately challenging, reasonable, and attainable.
- ❖ Outcomes should align with your statement of need, your project plan, and your budget.
- ❖ Provide targets for all performance measures noted in the SGA.
- ❖ Specific strategies, budget, outcomes and deliverables proposed in your application will be incorporated into your formal grant agreement if you are funded.



# Develop Your Application: Offer a Reasonable Budget

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- ❖ Your funding request should be reasonable relative to your statement of need, level of effort, project activities, and outcomes.
  - Don't request more than you can manage.
  - Don't request "contingency" funding.
- ❖ Budget form and budget narrative.
  - Make sure amounts are consistent throughout.
  - Justify all budget line items in your budget narrative.



# Finalize and Submit Your Application

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- ❖ Do a final review of your application, project plan, and checklist.
- ❖ Submit your application on time and through the acceptable method(s) noted in the SGA.
- ❖ ETA will contact applicants selected for funding directly.
  - Awarded grants are announced on ETA's web site at <http://www.doleta.gov>.
- ❖ If you are unsuccessful, request the review panel's feedback from ETA's Grants Office.



# **Additional Resources and Tips**

# Most Common Applicant Pitfalls

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- ❖ Failure to address all evaluation criteria
- ❖ Failure to adhere to SGA format
- ❖ Weak statement of need
- ❖ Unreasonable outcomes and deliverables
- ❖ Timeliness, page limit, submission channels
- ❖ Proposing unallowable activities and/or ineligible targeted populations



# Resources– The Goal

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- ❖ Stakeholders are integrally involved in the development of these tools
- ❖ Create a tool that provides contextualized and plain English guidance
- ❖ Increase the competitiveness of entities that are new to ETAs grant process



# ETA Competitive Grants: A Web-Based Toolkit for Prospective Applications

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## Applying for ETA Competitive Grants: A Web-Based Toolkit for Prospective Applicants

[http://www.workforce3one.org/page/grants\\_toolkit](http://www.workforce3one.org/page/grants_toolkit)

1. Online narrated tutorial
2. Annotated sample SGA
3. Applying for ETA Grants: A Guide to the Competitive Grant Process

**Let's take a look!**



# Online Narrated Tutorial: Grant Applications 101- A Plain English Guide to ETA Competitive Grants

- ❖ Complete online tutorial with more detailed information.
- ❖ Audio narrated.
- ❖ About 36 minutes in length.

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**Grant Applications 101- A Plain English Guide to ETA Competitive Grants**  
Posted by Nuno Albuquerque - On March 02, 2010 (EST)

An interactive, self-paced Web guide on ETA's grant-making process, designed specifically for small community organizations and first-time applicants for ETA funding. The guide addresses ETA's grant-making mission; its funding priorities; the Agency's grant application solicitation and evaluation processes; and "how-to" guidance on crafting responsive and potentially competitive grant applications.

- Podcast: Grant Applications 101: What You Need to Know
- Toolkit Homepage

**View Page Now**

**Related Resources**

- (Podcast) Grant Applications 101:  
Posted On : 03/29/10 06:07 AM
- PowerPoint and Script  
Posted On : 03/02/10 02:02 PM

**Information**

March 02, 2010

## Grant Applications 101:

### A Plain English Guide to ETA Competitive Grants

U.S. Department of Labor  
EMPLOYMENT AND TRAINING ADMINISTRATION

Grant Applications 101: A Plain English Guide to ETA Competitive Grants

Outline	Time	Notes	Search
1. Grant Applications ...	00:00		
2. Guide Player Layou...	00:42		
3. Purpose and Introd...	01:31		
4. Guide Learning Obj...	00:43		
5. Guide Overview: T...	00:37		
6. Become Familiar w...	01:03		
7. Find Open Grant C...	01:35		
8. Understand the SO...	01:21		
9. Understand the SO...	01:41		
10. Understand the S...	00:29		
11. Understand the S...	01:20		
12. Understand ETA's ...	01:24		
13. Understand ETA's ...	00:40		
14. Outline and Plan f...	01:54		
15. Outline and Plan f...	02:16		
16. Develop Your App...	01:03		
17. Develop Your App...	01:40		
18. Develop Your App...	01:27		
19. Develop Your App...	01:27		
20. Develop Your App...	00:40		
21. Develop Your App...	01:11		
22. Develop Your App...	01:02		

18 Minutes 41 Seconds Remaining

Slide 1 / 33 | Stopped



U.S. Department of Labor  
EMPLOYMENT AND TRAINING ADMINISTRATION

# Annotated Sample SGA Resource Tool

Interactive or printable versions available.

Annotations contain helpful reminders and tips.

The screenshot displays a web browser window with a sidebar on the left containing a 'Bookmarks' section. The main content area shows a document from the Federal Register, dated July 22, 2009, titled '36258 Federal Register / Vol. 74, No. 139 / Wednesday, July 22, 2009 / Notices'. The document is titled 'II. Award Information' and 'A. Award Amount'. The text describes the awarding of approximately \$220 million in grant funds to prioritize health care projects. Annotations are present throughout the text, including a yellow callout box pointing to the text 'include identifying potential participants, connecting and placing participants with employers that have existing job openings, and providing supportive services to help participants overcome barriers to training or employment.' and another yellow callout box pointing to the text 'Broadly speaking, robust strategic partnerships are essential to most applications for ETA grant funding. Here, the SGA clearly states the required strategic partners, as well as desired additional partners.' A third yellow callout box points to the text 'One of the most common weaknesses in grant applications is a failure throughout the application to describe partnerships meaningfully and in detail. Funders may look for demonstrated evidence of existing partnerships that can be brought to'.

Bookmarks

- Annotated SGA: Background and Introduction
- American Recovery and Reinvestment Act of 2009; Notice of ADDRESSES
- SUMMARY
- Background
- A. Recovery Act: Competitive Grants for Worker
- B. Health Care and Other High Growth and Emerging Industries
- C. Working With Other Recovery Act Programs

36258 Federal Register / Vol. 74, No. 139 / Wednesday, July 22, 2009 / Notices

**II. Award Information**

**A. Award Amount**

Under this SGA, ETA intends to award approximately \$220 million in grant funds. To prioritize health care projects, ETA expects to allot approximately \$125 million of the designated funds for projects in the health care sector. However, the Department reserves the right to change this amount depending on the quantity and quality of applications submitted under this SGA. The remaining balance of funds will be allotted for projects in other high growth and emerging industries. ETA intends to fund 45-65 grants ranging from approximately \$2 to \$5 million. ETA does not expect to fund projects for less than \$2 million. However, this does not preclude funding grants at a lower amount based on the type and the number of quality submissions. ETA will not fund projects for more than \$5 million, and applications requesting more than \$5 million will be considered non-responsive. Within the funding ranges specified above, applicants are encouraged to submit proposals for quality projects at whatever funding level is appropriate to the project.

Approximately \$25 million of the total funds available through this Solicitation will be reserved for projects serving communities impacted by automotive-related restructuring, though the Department reserves the right to change this amount depending on the quantity and quality of applications submitted under this SGA. See Attachment I for a list of counties impacted by automotive-related restructuring. The Center for Automotive Research identified the attached list of 312 U.S. counties that either have an automotive assembly plant or parts manufacturer employing regional residents. Only communities that are included on The Center for Automotive Research list will qualify for this status.

**B. Period of Performance**

The period of grant performance will be up to 36 months from the date of execution of the grant documents. This performance period includes all necessary implementation and start-up activities; the completion of training

ensuring full transparency and accountability for all expenditures.

**III. Eligible Applicants**

**A. Eligible Applicants**

Eligible applicants are public entities or private nonprofit entities. Applicants must be legal entities and may include local Workforce Investment Boards and their One Stop Systems, Tribal organizations, education and training providers, labor organizations, health care providers, and faith-based and community organizations. The applicant must be the fiscal agent for the grant. An organization may not submit multiple applications in response to this SGA. However, an organization that submits an application for this SGA is not precluded from participating as a partner in applications submitted by other applicants in response to this SGA.

**B. Strategic Partnerships**

To be eligible for funding under this SGA, applicants must demonstrate that the proposed project will be implemented by a robust strategic partnership.

**i. Required Partners**

The strategic partnership must include at least one entity from each of the following three categories:

- The public workforce investment system, such as local Workforce Investment Boards and their One Stop Systems;
- Public and private employers as health care providers when appropriate, and industry-related organizations; and
- The education and training community, which includes the continuum of education from secondary schools to community and technical colleges, four-year colleges and universities, apprenticeship programs, technical and vocational training institutions, and other education training entities.

By including all of these types of organizations in a comprehensive partnership, applicants can ensure that they are maximizing available resources and organizational expertise for each and that individual participants in the project have all of the support needed to successfully complete training

include identifying potential participants, connecting and placing participants with employers that have existing job openings, and providing supportive services to help participants overcome barriers to training or employment. Employers and industry-related organizations, such as Federally Qualified Health Centers and other health care employers, should be actively engaged in the project and may contribute to many aspects of grant activities, such as defining the program strategy and goals, identifying necessary skills and competencies, providing resources to support training (equipment, instructors, funding, internships, or other work-based learning activities or situations) and, where appropriate, having program participants partner with employer and/or industry-related organizations to ensure that activities

**Importance of Comprehensive Partnerships**

Broadly speaking, robust strategic partnerships are essential to most applications for ETA grant funding. Here, the SGA clearly states the required strategic partners, as well as desired additional partners.

One of the most common weaknesses in grant applications is a failure throughout the application to describe partnerships meaningfully and in detail. Funders may look for demonstrated evidence of existing partnerships that can be brought to



# A Guide to the Competitive Grants Process:

<http://www.doleta.gov/grants/resources.cfm>

## Resources & Information

- **Workforce 3 One Financial Management Training Tutorials**  
(Note: - Registration is required for most courses)

### Grant Applications 101- A Plain English Guide to ETA Competitive Grants

Introduction to Financial Reporting	Financial Management Principals	Introduction to Grant Applications and Forms
Introduction to Procurement Requirements	Applying for State/Local Government Indirect Cost Rate	Audit Requirement
Cash Management	Cost Allocation, Cost Pooling & Time Distribution	Cost Classification, Administrative & Program
Leveraged Resources, Match & Intellectual Property	Memoranda of Understanding and Resource Sharing Agreements	Monitoring

**Guide available from  
DOL/ETA web site.**

- **Applying for ETA Grants:**  
A Guide to the Competitive Grant Process - Provides seasoned and first time grant applicants with general information on programs.
- **Grants.gov:**  
A link to a web site that lists all Federal grant programs.
- **Grants.gov Applicant Resources:**  
There are several tools, documents, user guides, animated tutorials and other useful information available.
- **Catalog of Federal Domestic Assistance:**  
A listing of federal programs available to all levels of government; public and private, profit and nonprofit organizations and other institutions and individuals.
- **Center for Faith-Based & Community Initiatives:**
- **Federal Audit Clearinghouse:**  
Provides audit information and support for Office of Management and Budget (OMB) oversight, including federal award audit requirements and OMB A-133 requirements.

**Many other online  
resources available.**

# Additional Resources with Grant Applications

## [http://www.workforce3one.org/page/grants\\_resources](http://www.workforce3one.org/page/grants_resources)

### Resources for Applying for ETA Competitive Grants

#### ETA Resources

[Applying for ETA Grants: A Guide to the Competitive Grant Process](#): This guide provides both seasoned and first-time grant applicants with guidance on grant programs, the competitive grant application process, developing a competitive grant application, and ETA's application review process.

[ETA's Grants and Contracts Page](#): ETA's central location for open grant opportunities, information about grants awarded, and grant administration resources.

[Introduction to Grant Application Forms Web Course](#): This interactive, self-paced course offers four lessons on completing required grant application forms, such as the Application for Federal Assistance (Standard Form 424), the Budget (Standard Form 424A) and corresponding Budget Narrative, and other required grant application forms and components. Please note that you must be registered on and logged into [Workforce<sup>3</sup>One](#) in order to view this course.

[Workforce<sup>3</sup>One](#): Workforce<sup>3</sup>One is an interactive communications and learning platform designed to build the capacity of the workforce system and its partners to develop and implement innovative strategies and models. A key component of Workforce<sup>3</sup>One is its [Workforce Solutions Catalogue](#), which houses hundreds of solutions developed by successful ETA competitive grantees. The platform also offers archived webinars of previous virtual prospective applicant conferences.

#### Sample Grant Application Documents

[Sample Grant Application Project Plan and Timeline Document](#): This sample project plan and timeline is intended to provide applicants with a

[ETA Library](#): The Library catalogues relevant legislation and regulations; policy issuances; ETA program, budget, and performance information; and research and evaluation publications.

[America's Service Locator](#): This portal offers comprehensive employment and training information and resources, including directories of local Workforce Investment Boards and One Stop Career Centers.

[Catalogue of Workforce Information Sources](#): This catalogue is a compilation of public and private sources of workforce and economic information that may be helpful in the grant application development process.

**Even more resources...**

**Project Plan and Timeline Tool**

# Next Steps

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- ❖ Other Possible Resources?
- ❖ Other Dissemination Ideas?
- ❖ Tools are live right now at [http://www.workforce3one.org/page/grants\\_toolkit](http://www.workforce3one.org/page/grants_toolkit)





**Any questions?**

**Thank you for attending!**

**Todd Yamamoto, ETA/Region 6, Regional Director, Office of  
Special Initiatives & Demonstrations**

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