

## **Attachment A: Abstract**

### **Workforce Innovation Fund Application**

**Applicant Name:** KentuckianaWorks (the Greater Louisville Workforce Investment Board)

**Lead Applicant City/State:** KentuckianaWorks – Louisville, Kentucky

**Areas Served:** 13 counties in the Greater Louisville, Kentucky area, including 7 Kentucky counties (Jefferson, Bullitt, Oldham, Shelby, Spencer, Henry & Trimble) and 6 counties in Southern Indiana (Clark, Crawford, Floyd, Washington, Harrison, & Scott)

**Project Name:** Code Louisville

**Funding Level Requested:** \$2,935,813 **project costs**

\$510,000 **evaluation costs**

**Project Type:** Type A

**Description of Proposed Project:** Code Louisville (CL) is an initiative **to expand dramatically the software development talent pool** in the Louisville Metropolitan Statistical Area to meet the area's current and future demand. During the grant period, Code Louisville will serve 1,500 IT job seekers, placing in employment a rising percentage of job seekers that will reach 60% by the third year of the grant.

CL will utilize a “blended MOOC (Massively Open On-line Course)” approach, offering up-to-date, on-line curriculum developed by Treehouse, a national online education partner, and pair it with mentors/instructors from the local tech community who will guide students in small cohorts to learn the material and demonstrate their skills to potential employers. All CL participants will be enrolled in the Workforce Investment Act and will receive a full complement of wraparound job placement services from career specialists knowledgeable about the software development field. An Employer Leadership Committee comprised of CEOs and CIOs of regional tech companies will oversee the project and provide real-time feedback on the

preparation of the students completing the CL/Treehouse courses. If it proves effective, CL will be **scalable at a fraction of the cost of traditional educational programs.**

**Description of Proposed Evaluation Strategy:**

The Code Louisville Evaluation Strategy will include three components: An Outcome Study, an Implementation Study and a Cost Study. **CL outcomes** will be evaluated using a quasi-experimental design using propensity score matching to evaluate whether and the extent to which CL is achieving its desired outcomes, which include an increased likelihood of employment, longer employment tenure, and higher earnings. There will be three groups compared: 1) the Code Louisville group, which is a blended Massive Open Online Course (MOOC) model (i.e., online but using a programming “coach” to augment); 2) the pure MOOC model (i.e., online with no face-to-face coaching or instruction); and 3) the traditional WIA classroom group (i.e., not online—only in-class instruction from a teacher). The **implementation study** will be ongoing throughout the program, and will be used to improve program aspects during the grant period. Four primary tools will be used: tracking student completion rates, focus groups with students and mentors (participants), interviews and focus groups with local firms, and follow-up customer satisfaction surveys for the participants. The **cost study** will be a straightforward exercise of utilizing existing budgetary data associated with the startup and implementation of the program—broken out at the line-item level (e.g., personnel, supplies, equipment) and considering the number of individuals in the program.

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