



NYCETC Tech Bridge Grant: Proposal Guide

The goal of this document is to demonstrate how NYCETC Tech Bridge Grant proposals can solidify and advance partnerships between skilling organizations and service providers to develop effective bridge programs, pre-apprenticeships, pre-professional experiences, work-based learning experiences, and wraparound support.

While the RFP was developed to welcome a broad range of proposals for consideration, we recognize that in order for the tech ecosystem to increase representation across the board, tech skilling programs must be resourced to expand participation rates with marginalized communities and develop new or expanded partnerships with complimentary service providers. **With this commitment to partnership, grantees will create links between skilling organizations and service providers that allow for an equitable pipeline of candidates who have been historically underrepresented in these kinds of training opportunities.**

To meet the aforementioned interests, significant consideration will be given to proposals that focus on the following strategies and approaches:

- Innovations in tech training provider models to better partner with wraparound service providers, including addressing skills/training gaps and opportunities.
 - **For example:** A nonprofit organization that serves veterans partnering with a tech-skilling provider to co-create culturally responsive program recruitment, onboarding, and ongoing wraparound services for participants completing a coding bootcamp and securing employment.
- Projects that support tech training providers and social services agencies to better collaborate.
 - **For example:** An ecosystem map of digital skill service provision and literacy supports that allows providers to more easily find each other and identify potential partnerships.
- Tools, guides, curricula, or other resources that can support tech workforce providers in supporting underrepresented communities.
 - **For example:** 1) Partnering with an existing provider or academic institution which specializes in culturally responsive curriculum development; 2) Developing universal assessment tools and creating more robust referral systems to reduce redundancies across organizations

To review the full RFP, [click here](#) or read below. [RSVP](#) for our info sessions on Friday 7/21 and Tuesday 7/25 here, and submit your proposals [here](#) by August 30 at 5pm.



Request for Proposals - Growing and Sustaining An Equitable and Inclusive Tech Training Ecosystem

The [New York City Employment & Training Coalition](#) (NYCETC), in collaboration with Google, invites proposals from workforce development-focused service providers, education, training, and technical assistance institutions, New York State and New York City colleges, advocacy and resource networks and intermediaries, and non-profit community-based organizations to support the development of pilot and/or innovations within existing bridge programs, pre-apprenticeships and wraparound support into tech training programs, with the ultimate goal of increasing underrepresented communities in the tech industry.

New York City's tech ecosystem is a driving force for economic development across the entire city – offering high-wage opportunities for jobs that do not necessarily require a four year college degree. However, significant investments need to be made to bolster tech industry efforts to recruit more women and workers of color into these high-wage opportunities. Based on our [analysis and reflection](#), we believe efforts to increase diversity within the tech sector cannot solely rely on accessibility to specific credentials and/or degrees.

BACKGROUND

As the largest city-based workforce development association in the country, the [New York City Employment and Training Coalition](#) (NYCETC) supports the workforce and economic development community to ensure that New Yorkers have access to the skills, training and education needed to thrive in the local economy; and that every business is able to maintain a highly skilled workforce. Founded in 1997 as the membership organization for NYC workforce providers, NYCETC convenes its membership to share information and best practices, and support, initiate, and champion programs and partnerships that advance efforts to address the siloed and under-funded workforce development [ecosystem](#). The value and impact of NYCETC can be found in its commitment to increasing access to job security and financial stability for underserved New Yorkers—primarily individuals who live in under-resourced neighborhoods, identify as BIPOC, and have low to moderate incomes.

[With support from Google](#), NYCETC will distribute \$750,000 in 2023 to spark new and innovate existing tech skilling and bridge programs to increase access and employment opportunities for currently underrepresented demographics in the tech industry. [Bridge programs](#) prepare individuals for entry into advanced credential and certification programs, thereby providing greater access points into the tech sector.

GRANT OPPORTUNITY

NYCETC seeks proposals that offer new, creative solutions to creating pathways for underrepresented communities in the tech sector—including but not limited to Black and Latinx communities, women of color, Veterans, justice-involved individuals, out-of-school/out-of-work (OSOW) youth, people with disabilities, individuals from communities/neighborhoods with limited broadband access, and/or people who come from non-traditional work backgrounds—towards securing employment in technology jobs. Solutions that can be utilized and analyzed to influence the re-orientation and reorganization of the current tech ecosystem for the purpose of improving equity and inclusivity will be prioritized.

Examples of successful proposals include, but are not limited to:

- Ideas for creating, researching, supporting or implementing innovative solutions aimed at providing marginalized New Yorkers who are not already served by tech skilling providers with job-ready digital skills.
- Proposals for new collaborations. For example, a nonprofit organization that serves an underrepresented demographic in the tech sector collaborating with tech-skilling and service providers to co-create wraparound services or bridge opportunities into tech careers.
- Efforts to create and sustain digital accessibility and tech training solutions for under-resourced and underserved neighborhoods and/or neighborhoods where there is anticipated [economic development over the next 5-10 years](#).
- Approaches to map and/or connect digital skill service provision and literacy supports that assist job seekers with technology-focused workforce development programs.
- Strategies to establish “service hubs” and/or “learning platforms” that are coordinated and resourced to accelerate tech occupation training and/or preparation for tech occupation interviews, and/or serve as the centralized location for employers to seek and secure talent.
- The development of tools, guides, curricula, or other resources that can support tech workforce providers in supporting underrepresented communities.

Applicant Eligibility

NYCETC will consider proposals from coalition members and organizations operating in New York City that are engaged in, or endeavor to engage in, the NYC tech ecosystem. Grantees must be a 501(c)(3) organization, have a 501(c)(3) financial administrator, and/or serve as part of the City University of New York. If you are not a member of NYCETC, and have an interest in becoming a member, you can find information about membership [here](#).

Grant Amount and Term

NYCETC will award a total of \$750,000 in grants through this initiative, and anticipates awarding one-time grants averaging \$150,000 in size; however, the final grant sizes and number of awards will be determined by the quality and depth of proposals received. As such, applicants are encouraged to request the true amount needed to complete their proposed projects. Grants will cover a 12- to 18-month project period. Awards will be announced in September 2023. A celebratory in-person event will be held in October 2023 for all applicants (whether awarded or not) to support current and future tech ecosystem connections and alignment. NYCETC will work with successful projects to support fundraising efforts beyond this grant period.

Selection Criteria

Grants will be selected by a grantmaking committee of NYC workforce development funders, providers, and intermediaries coordinated by NYCETC. To support the sustainability of funding for the efforts of grant recipients and the sector as a whole, we encourage proposals that embed one or more of the following focal points:

1. Implementation of performance evaluation strategies that will influence the tech ecosystem and supports quality wages, quality training, and quality jobs;
2. Introduction and access to [social capital and professional networks](#) that prepare/position tech training and/or digital literacy program recipients for success by maximizing access to mentoring, interview and job performance guidance, workplace culture, etc.;
3. Improvements in accessibility to [tech occupations](#) in tech industries, non-tech occupations in tech industries, and tech occupations in non-tech industries; and
4. Existing and/or planned partnerships and/or collaborations between employers/employer intermediaries and education, training, and technical assistance providers centered on “incoming” tech opportunities and industries.

We highly encourage applications from organizations proposing new collaborative partnerships.

Grantee Expectations

Grantees will be required to participate in a quality assurance and improvement (QAI) learning community led by NYCETC, which will include quarterly peer learning meetings and regular check-ins with NYCETC staff. This community will take an active role in measuring the impact and value of current tech sector training in New York City and assisting in the development of a blueprint that can be used to evaluate and improve training and expand the awareness of programs among employers. This effort will include convenings, discussion, and reporting expectations to assist the development of:

1. A common set of data delivery/measurement tools to ensure consistency and accuracy of reporting;

2. Monthly/quarterly/annual progress reports; and
3. Communications to improve access to public-private funding to expand high-performing and/or promising employer and tech training provider partnerships.

NYCETC is committed to ensuring the success of these projects and will provide technical assistance, strategy, and fundraising support for grantee projects where possible.

APPLICATION INSTRUCTIONS & TIMELINE

All applications must be submitted online via the [Google form here](#) by 5:00 pm EST on August 30, 2023.

- NYCETC Tech Bridge Grant RFP released on **Thursday, July 12, 2023**.
- NYCETC will host two virtual RFP information sessions on [Friday, July 21 from 10am to 10:45am](#) and on [Tuesday, July 25 from 3pm to 3:45pm](#). Register in advance to attend.
- [NYCETC Tech Bridge Grant Applications are due via Google form](#) by **5:00 pm EST on August 30, 2023**.
- Grantees will be identified and notified no later than **September 29, 2023**. Funds will be disbursed in two installments: Within 21 days following receipt of signed grant agreement and within 21 days of the receipt of a satisfactory Interim Report.
- All applicants will be invited to an in-person celebration in **October 2023 (date TBA)** to acknowledge the grant opportunity and to connect with tech industry professionals.

If you require assistance or accommodations, please contact MJ Delgado at MDelgadoUreche@nycetc.org or (646) 866-7134.

PROPOSAL QUESTIONNAIRE

Organizational Information

- Lead Organization's Legal Name: This should match the legal name of the organization as indicated in the 501c3
- Tax ID Number
- Address
- Website
- Social Media handles
- Executive Director Name
- Primary Application Contact Name
- Contact Email
- Contact Phone
- Organization Mission and Vision
- Budget for proposed project

- Grant request amount

If applicable:

- Partner organization(s) name(s)
- Address
- Website
- Social Media handles
- Executive Director Name & email
- Organization Mission and Vision

Proposal Narrative

1. From your organization's perspective, what's missing in the tech workforce development sector that's keeping underrepresented communities from entering the tech industry? Please cite specific data, if possible. What ways can you/your company/organization/institution/coalition provide support in this area?
2. Who is your target population for this project? Why are you best equipped to serve this population through this project?
3. If multiple organizations are collaborating on this project:
 - a. Who are the primary partners on this proposed project?
 - b. Are these primary partners currently working in alignment on this proposed project?
 - i. If so, how are you working together? How long have you been working together? How are you currently defining your value and impact?
 - ii. If not, how do you anticipate the primary partners working in alignment? Who will you define your value and impact?
4. Project plan and activities
 - a. Please provide an outline of your project plan and activities
 - b. How does your project aim to engage underrepresented communities in tech?
 - c. Please list 3-5 short-term goals
 - d. Please list 3-5 long-term goals
 - e. What is your intended impact for your project? How will you know if you're succeeding?
 - f. What are some key project milestones for your project over the next 18 months?
 - g. If multiple organizations are collaborating on this project: What are the specific roles and responsibilities of your organizations and any planned partners associated with this project? What activities will you and any planned partners provide?

- h. What specific tools are you currently using to track outcomes? What do you feel is your current capacity to track outcomes? What additional resources do you need to successfully track outcomes?
 - i. What support, guidance, and/or resources would be beneficial to receive from NYCETC in order to support your project?
 - j. How do you anticipate using the results of this project to influence the further development of an equitable and inclusive tech ecosystem?
5. How do you anticipate that this project will be sustained at the end of the grant period?

Attachments

Label each pdf attachment with your organization's name:

– For primary organizational applicant:

- a. Organizational public charity and tax-exemption status
- b. IRS Form 990
- c. List of Executive Staff and Officers/Directors/Trustees
- d. Latest annual audited financial statement
- e. General Operating Budget [Previous and Current Fiscal Year]
- f. Received and expected funding sources [Previous and Current Fiscal Year]

– Project budget with detailed breakdown of expenses, brief budget narrative, confirmed and potential funding to date (if applicable)

– Biographies and roles of primary personnel who will carry out your proposed project