

## Agenda

- Intro to WTFP
- Eligibility Requirements
- Recent Changes
- Current Grant Options
- Express Grant Overview
- General Grant Overview
- Resources and Support

# Workforce Training Fund Program



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# Building Skills for a Strong Economy.

Commonwealth Corporation fosters workforce equity in Massachusetts by delivering innovative and collaborative professional development solutions that help diverse communities and employers succeed.

Invest in the  
Future Workforce

Develop an Immediate  
Pipeline Workers

Train & Upskill the  
Current Workforce

## Workforce Training Fund Program

Largest growth among smallest businesses.

WTFP seeks to maintain the economic strength and viability of the Commonwealth's businesses by upskilling our incumbent workforce. Last year (FY 24) over \$37 million in grants were awarded to **1,600+** businesses to train over **27,000** workers. WTFP is funded by Massachusetts employers via surcharge on **Unemployment Insurance**.

Maximum \$8.40 / employee annually.



# Training Topics

## Workforce Training Fund Program

- English for Speakers of Other Languages (ESOL)
- Climate Change Resiliency
- Technical and Business software
- Quality Systems
- Diversity, Equity, Inclusion and Belonging (DEIB)
- Sales and Customer Service
- Productivity Skills
- Management / Leadership
- Project Management
- Lean / Process Improvement
- Adult Basic Education (ABE)
- IT Administration
- Technical Skills
- Communication
- & Much More

## ELIGIBILITY REQUIREMENTS

- Only employers with **W2** payroll employees in Massachusetts are eligible.
  - Cannot train temps or contractors
- Company must be compliant with obligations to all State agencies:
  - Department of Industrial Accidents
  - Department of Unemployment Assistance
  - Office of the Attorney General
- Certificate of Good Standing from the Dept. of Revenue
- Employees must be paid regular wages as they go through training (*i.e., training occurs on company time*)

# Workforce Training Fund Program

APPLICANTS MUST CONTRIBUTE TO THE FUND THROUGH MASSACHUSETTS UNEMPLOYMENT INSURANCE (UI) PAYMENTS:

### Eligible

All for-profit companies

Non-profits who make regular, quarterly UI payments using a 'contributory method'

### Not Eligible

Federal, State, or municipal government

Non-profits who make UI payments using the 'reimbursable method' (i.e. self-insured)

# Workforce Training Fund Program

## 2024 POLICY CHANGES:

Policy Changes:	Express Program	General Program
Reduction of the Express Program annual maximum from \$20,000 to \$15,000 per business, per calendar year (January 1-December 31).	√	
Reduction of the General Program grant maximum from \$200,000 to \$125,000.		√
Average cost per trainee in General Program grants shall not exceed \$3,000*		√
WTFP Express and General Program investment in training shall not exceed \$300 per instructor hour. Businesses are responsible for covering instructional costs beyond this cap.	√	√
Express Program reimbursement rates have been revised according to business size: <ul style="list-style-type: none"> <li>• 100% reimbursement for orgs w/ up to 50 MA employees</li> <li>• 50% reimbursement for orgs w/ 51 to 100 MA employees*</li> </ul>	√	



# Workforce Training Fund Program

Grants to eligible\* Massachusetts employers to train current and newly hired employees

**Express Program:** Up to \$15,000 per org, per calendar year & \$3,000 per employee per course.

- Limited to eligible businesses with 100 or fewer MA employees
- Streamlined Process for Easy Access:
- Choose from a directory of pre-approved courses
- Apply any time until funds are exhausted
- Approval w/in 21 days on first come-first-served basis
- Training takes place on company time

**General Program:** \$10,000 to \$125,000 grants for two-year customized training:

- Available to any size MA employer (or Consortium of employers)
- Applicants source training vendors and design custom training plans
- Applications are awarded competitively
- Apply any time until funds are exhausted
- Applications typically decided within 60 days
- Grants must supplement but not replace private investment in training
- Employers must match \$1-to-\$1 (wages count as match)

Reimbursement

Orgs w/ Up to 50 MA employees:

Up to 100% of approved training costs reimbursed

Reimbursement

Orgs w/ 51-100 MA employees:

Up to 50% of approved training costs reimbursed



# Workforce Training Fund Program

EXPRESS PROGRAM

## SIX STEPS TO EXPRESS GRANTS:





# Workforce Training Fund Program

## EXPRESS PROGRAM

AUTOMATIC APPROVAL:



Org. Eligibility  
Determined



Course From  
Training Directory



Approval

### FY 2024:

- \$17.3M AWARDED
- 1,400+ EMPLOYERS SERVED
- 16,500+ WORKERS TRAINED
- 57% OF GRANTS WENT TO ORGS WITH 25 OR FEWER WORKERS

## Course Directory

400+ Providers & 4,000+ Courses

Here is our [Express Program Course Directory](#) to assist with your application. You must select a pre-registered course from this directory when you apply. Training providers may request to add a course to the directory. Please see the course registration process for more information about registering a new course.

**Note:** As of November 1, 2024, Express Program award limits changed to account for the surge in interest in the Workforce Training Fund Program. Use our [Express Subsidy Estimator](#) to see how much in reimbursement your company may be eligible to receive for each approved course.

The screenshot shows the Express Program Course Directory website. It features a search bar at the top with filters for Express Course ID, Course Name/Description/Keywords, Training Provider ID, Training Category, Training Topic, and Training Provider Name. Below the search bar, there are tabs for DEI Courses, ESOL Courses, and Climate Change Courses. A search button is located below the filters. The main content area displays a list of Express Courses with columns for Express Course ID, Course Name, Training Provider No., Training Provider ID, Training Category, Training Topic, Course Description, and Course Keywords. Three courses are visible in the list:

Express Course ID	Course Name	Training Provider No.	Training Provider ID	Training Category	Training Topic	Course Description	Course Keywords
C-1086	Emotional Intelligence	Impact Skill Sets		Personal & Team Mastery Skills	Listening and Communication	Emotional Intelligence is d...	Self Awareness, Self Mana...
C-1227	Customer Service Excellence	Impact Skill Sets		Marketing/Sales/Customer Service	Customer Service Training	In today's customer-orient...	
C-1269	Constructive Conflict Resolution	Impact Skill Sets		Personal & Team Mastery Skills	Conflict Management	Constructive Conflict Reso...	

# GENERAL PROGRAM

## FY 2024:

- \$19.9M AWARDED
- 199 EMPLOYERS SERVED
- 11,403 WORKERS TRAINED

**General Program:** \$10,000 to \$125,000 grants for two-year customized training:

- Available to any size MA employer (or Consortium of employers)
- Applicants source training vendors and design custom training plans
- Applications are awarded competitively
- Apply any time until funds are exhausted
- Applications typically decided within 60 days
- Grants must supplement but not replace private investment in training
- Employers must match \$1-to-\$1 (wages count as match)

## Will this grant...

- Increase the skills of low-wage, or low-skilled workers;
- Create / preserve jobs at wages sufficient to support a family;
- Result in net growth in employment in MA;
- Supplement, rather than replace, private investments in training;
- Provide training making the organization more productivity and competitiveness;
- Provide workers with transferrable skills, increased opportunity and compensation;
- Provide training expected to prevent off-shoring;\*

## Whether the employer ...

- Is a small business;
- Has made a commitment to provide significant private investment in training during the duration of the grant and after the grant;
- Has recently relocated its business in the Commonwealth.\*

# Workforce Training Fund Program

## GENERAL PROGRAM



## SUCCESS STORY: PIANTEDOSI BREAD CO.

The Piantedosi Bread Company was founded in 1916 by an Italian immigrant and has remained a family business with the 4th generation now transitioning into leadership. The company produces over 500,000 units of bread and rolls per day and is sold nationally at restaurants and retail locations. The company employees approximately 200 people, the majority of whom are immigrants from over 20 countries.

### THE CHALLENGE

- Traditionally managed in silos, with little collaboration across departments; sought to reset the culture to be more proactive vs. reactive.
- Even as demand has grown, efficiencies have not kept pace; needed to operate more efficiently to stay competitive.
- Wanted to minimize communication breakdowns that can affect productivity, quality, and safety.

### THE SOLUTION

Training included: Leadership skills for Sr. Managers, Mid-level and Emerging Leaders, and Supervisors. (e.g. Interpersonal Communication, Team Building)  
Process improvement (e.g. Value Stream Mapping, Root Cause Analysis, Problem Solving)  
Advanced ESOL, Literacy (writing and math)



“ I came to the US in 1996 from El Salvador and English class has been good for me and gave me more opportunity. I'm not scared to speak to my boss and other people. My daughter is proud of me and told me “you speak so much English now”.

Reyna Gladamez, Participant

### BUSINESS IMPACT

Reduced raw material waste  
**25%**

Safety record for 2020 was the best in company history 🏆

Reduced complaints re: freshness from 49 to 3

**Eight** employees were promoted



# STRATEGIES FOR SUCCESS

## Dos:

- ESOL - WTFP Priority
- Focused Approaches
  - Narrow & Clear Objective > Directly Related Training > Quantifiable KPIs
- Broad Participation & Transferable Skills
  - To maximize # of workers engaged
  - Front-Line, Production, Admin., etc.
  - Low-Wage Workers
- Job Growth & Wage Impact
- Cost-Effective Approaches
- Strategic Matching Investment
- Steer-Clear of Training Similar to Past Grants

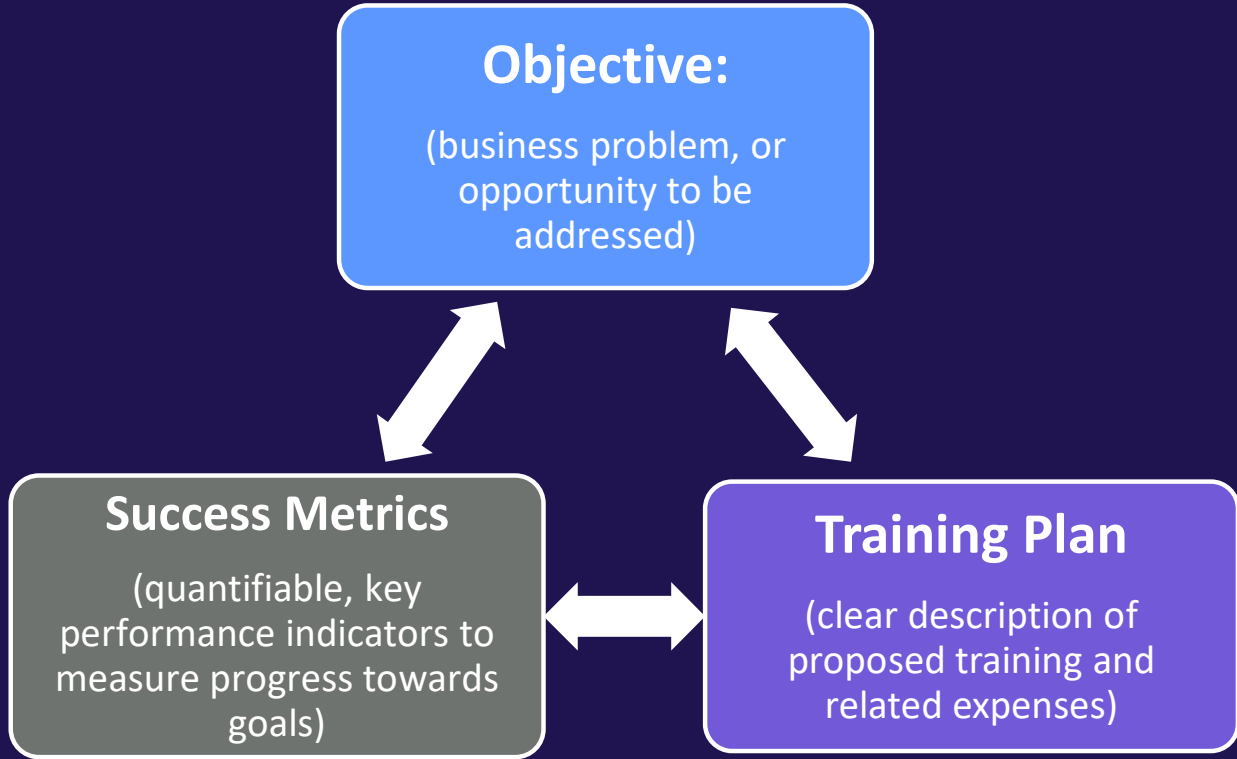


## Don'ts:

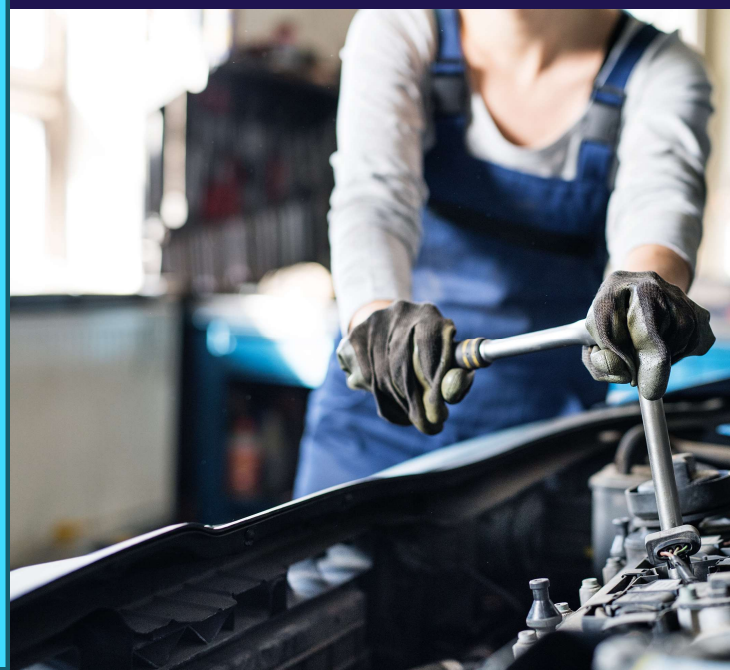
- Unfocused / Kitchen Sink Training Plans
- Top-Heavy Training Plans
- Low Trainer : Trainee Ratio (small group size)
- Subject Matter Previously Covered
- Training that would take place without a grant
  - “supplement but not replace private investment”
  - identify a new capability that didn't exist previously
- Creative Writing Workshops

**Workforce Training  
Fund Program**

# GENERAL PROGRAM APPLICATION








## Workforce Training Fund Program



# GENERAL PROGRAM APPLICATION: OBJECTIVE



What is the business problem or opportunity that you believe can be accomplished through employee training?

-  Describe training
-  Explain why the objective is meaningful to the organization
-  Don't assume reviewers already understand what you do; explain
-  Include training not directly related the objective
-  Include a variety of objectives that are not closely related;

**Workforce Training  
Fund Program**

# GENERAL PROGRAM APPLICATION: OBJECTIVE



## Widget World Example:

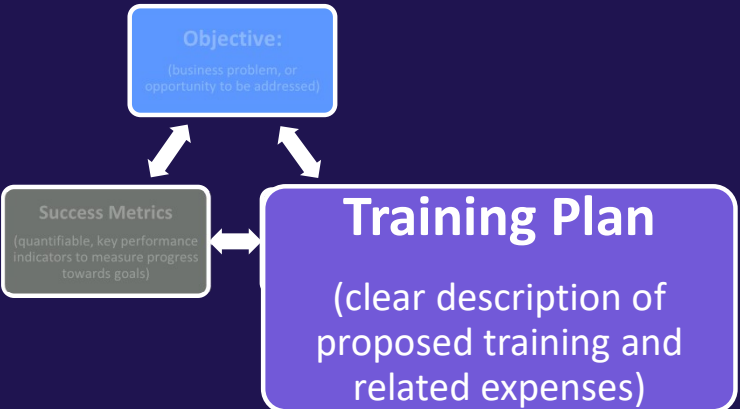
- Growing Pains: Promotions & Turnover of Key Roles
  - Improve Customer Communication Problems
  - Reduce Operational Inefficiencies / Breakdowns
  - Improve Customer Satisfaction
  - Improve Retention of Production Leads

What is the business problem or opportunity that you believe can be accomplished through employee training?

- ❌ Describe training
- ✅ Explain why the objective is meaningful to the organization
- ✅ Don't assume reviewers already understand what you do; explain
- ❌ Include training not directly related this objective
- ❌ Include a variety of objectives that are not closely related; everything but the kitchen sink



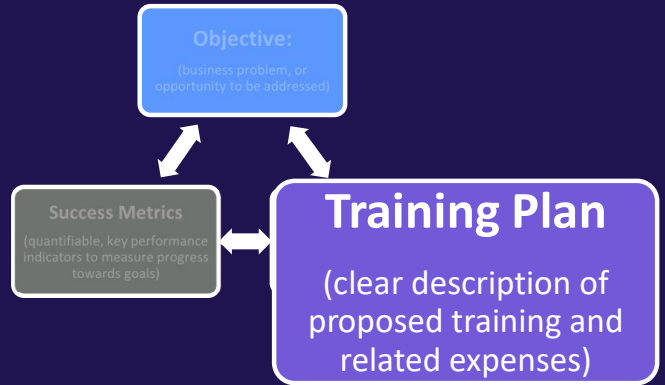
# GENERAL PROGRAM APPLICATION: TRAINING PLAN



What is the training plan you are proposing to address this objective?

-  Includes training topics covered in previous grants
-  Training included is directly related to your objective & success metrics
-  Course descriptions provided a clear outline of training with specific activity, methodology, & time distribution with clear & competitive costs
-  Includes training that would be conducted without a grant
-  Subsidizes established training commitments or expected costs for ongoing operations
-  Includes training that provides transferable skills valued both within your org and beyond

# GENERAL PROGRAM APPLICATION: TRAINING PLAN



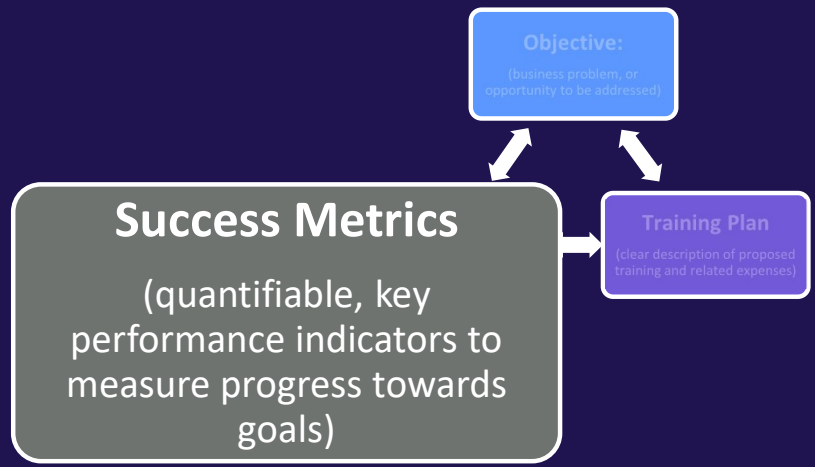
What is the training plan you are proposing to address this objective?

Widget World Example:







- ✓ Module 1: Improving Communication with Internal & External Customers
  - 1.1: Internal Customer Service
  - 1.2: Communicating Effectively w/ Customers
- ✓ Module 2: Standardization
  - 2.1: Intro to Standardization
  - 2.2: Developing Standardized Job Instructions & Procedures
- ✗ Module 3: AwesomeJob™ ERP System Training
  - 3.1: How to operate AwesomeJob
  - 3.2: AwesomeJob Admin Certification Training

- ✗ Includes training topics covered in previous grants
- ✓ Training included is directly related to your objective & success metrics
- ✓ Course descriptions provided a clear outline of training with specific activity, methodology, & time distribution with clear & competitive costs
- ✗ Includes training that would be conducted without a grant
- ✗ Subsidizes established training commitments or expected costs for ongoing operations
- ✓ Includes training that provides transferable skills valued both within your org and beyond

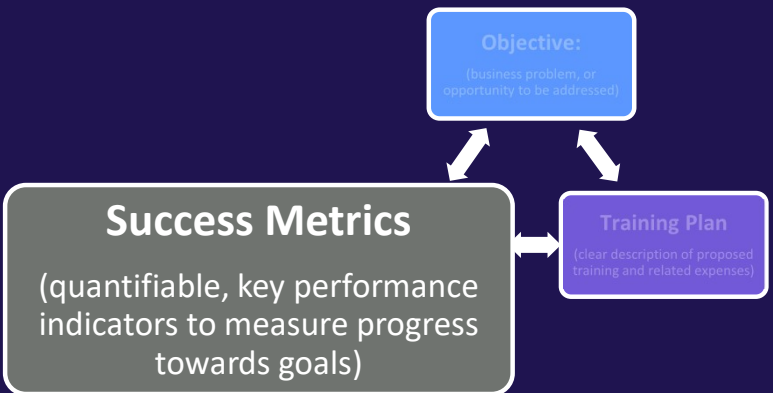
# GENERAL PROGRAM APPLICATION: SUCCESS METRICS



How does your organization measures success towards this objective?







-  Considers completing training to be an outcome
-  Includes quantifiable and objective business metrics that are directly related your training plan and your objective
-  Metrics are defined clearly to reviewers and both baseline measures (prior to training) and end goals expected to be reached by the end of the grant are included
-  Includes training that would be conducted without a grant
-  Subsidizes established training commitments or expected costs for ongoing operations
-  Includes training that provides transferable skills valued both within your org and beyond

# GENERAL PROGRAM APPLICATION: SUCCESS METRICS



How does your organization measures success towards this objective?

WidgetWorld Module	KPI 1	KPI 2	KPI 3
1: Improving Communication w/ Internal & External Customers	Improve NPS (Net Promoter Score) from 64 to 72.	Increase Production lead retention from 50% to 75%.	
2: Standardization	Reduce scrap by 15% from 2,978 / 10,000...	Increase on-time delivery ...from 73% to 93%	Reduce average time to quote 33% from 9 days to 6
3: Awesome Job ERP System Training	Complete implementation of ERP system ... intro training completed by all.	Completion of "Awesome Job Admin Certification Training"	

-  Considers completing training to be an outcome
-  Includes quantifiable and objective business metrics that are directly related your training plan and your objective
-  Metrics are defined clearly to reviewers and both baseline measures (prior to training) and end goals expected to be reached by the end of the grant are included
-  Includes training that would be conducted without a grant
-  Subsidizes established training commitments or expected costs for ongoing operations
-  Includes training that provides transferable skills valued both within your org and beyond

# GETTING STARTED:

## Application Process Overview

Applications are accepted and grants are awarded on a rolling basis throughout the year, subject to availability of funds. Award decisions are expected within 60 days of submitting a complete application.

- Applicants will be notified of the decision via email to the contact person provided.
- If an application is not approved, review findings will be provided in writing, and eligible applicants may resubmit a revised application at any time.

Applicants must provide a variety of information about the company, the purpose and impact of the training plan proposed, a detailed description of the plan and related expenses, and information about the training providers proposed.

[Sample Application](#)

[Sample Course Description](#)

[Guidelines and Instructions](#)

[Apply Here](#)

<https://commcorp.org/subprogram/wtfp-general-program-apply/>

# TWO-PART PROCESS

## A- Organization Info

The screenshot shows a web form titled "Edit WidgetWorld" with a sub-header "Required Information". The form is divided into two columns. The left column contains fields for: Organization Name (WidgetWorld), Doing Business As, EIN (98-765432), DUA Id Number, Primary Address (with a search icon and "Search Address" text), Primary Street (14 Glenside Avenue), Primary City (Boston), and Primary State/Province (MA). The right column contains fields for: Website (commcorp.org), Has Parent Company (No), Parent Organization (with a search icon and "Search Organizations..." text), and Industry (Manufacturing).

## B- Grant Application

The screenshot shows a web form titled "General Program Grant Application". On the left is a vertical sidebar with a list of steps: Welcome, 1. Grant Information: History (highlighted in green), 2. Company Contacts, 3. About Your Training Plan: Summary, 4. About Your Training Plan: Wage & Estimate, 5. Training Plan: Training Providers, 6. About your Training Plan: Module Objectives, 7. Training Plan: Training Breakdown, courses, 8. Final Grant Budget, and File & Attachments. The main content area shows the "1. Grant Information: History" step. It contains two questions with radio button options: "Have you participated in a grant through the Workforce Training Fund in the last 5 years?" (Yes/No) and "Is this a revised application that addresses the relevant findings relayed following a previous application decision?" (Yes/No). A "SAVE & NEXT" button is located at the bottom of the form.

# GENERAL PROGRAM APPLICATION

Welcome

1. Grant Information: History

2. Company Contacts

3. About Your Training Plan: Summary

4. About Your Training Plan: Wage & Estimate

5. Training Plan: Training Providers

6. About your Training Plan: Module Objectives

7. Training Plan: Training Breakdown, courses

8. Final Grant Budget

File & Attachments

Preview

Print

Submit

## 3. About Your Training Plan: Summary

Training Plan Summary \*

In 1,000 characters or less, please provide a brief, summary-level description of your training plan. This concise summary will be used as a short-form depiction of the proposed training activity for public release. You should not include financial, proprietary or other sensitive information

Needs Assessment, how did you assess your training needs across all levels of the organization? \*

Describe your company's on-going training activities and explain how the proposed training is different from, and will enhance, rather than replace those activities? \*

# GENERAL PROGRAM APPLICATION

## SECTION 7: TEMPORARY WORK-AROUND REQUIRED

- 3.About Your Training Plan: Summary
- 4.About Your Training Plan: Wage & Estimate
- 5.Training Plan: Training Providers
- 6.About your Training Plan: Module Objectives
- 7.Training Plan: Training Breakdown, courses
- 8.Final Grant Budget

### 7. Training Plan: Training Breakdown, courses

**Instructions:**  
Section 7 involves a three step process:

1. First you will use the link below to download and complete a "WTFP GP Course Detail & Budget Worksheet", an Excel workbook used to record course details and complete budget calculations.
2. Using the figures produced by the WTFP GP Course Detail & Budget Worksheet, complete section 7 below.
3. Before you submit your application you must go to the "File & Attachments" section to upload your WTFP GP Course Detail & Budget Worksheet renamed as follows: "[Your Organization Name] Course and Details Budget"

[Click here for guidance and to download a WTFP GP Course Detail & Budget Worksheet](#)  
Contact [wtfp@commcorp.org](mailto:wtfp@commcorp.org) for support.

**Course Overview**

Training Providers \*

Training Modules \*

Clipboard Font Alignment Number

E6 Improving Communication with Internal & External Customers

### Course Overview

\*\*Please enter all data highlighted in green onto your online application\*\*

Training Module Name:

Course Name:

Module #  Course #  Course ID

### Training Participant Breakdown:

Please list the # of trainees from each category

\*\*Please enter all data highlighted in green onto your online application\*\*

Managers & Executives	<input type="text"/>	Production / Construction	<input style="background-color: #90EE90;" type="text" value="11"/>
Professional & Technical	<input type="text"/>	Service	<input type="text"/>
Sales & Marketing	<input type="text"/>	Admin / Clerical	<input type="text"/>

Total Participants in this course

### Total Course Budget and Match (calculated from data entered above)

\*\*Please enter all data highlighted in green onto your online application\*\*

<b>Total Grant Cost of Instruction (Grant Funds Requested \$):</b>	<input style="background-color: #90EE90;" type="text" value="\$ 1,600.00"/>	<b>Hourly Rate (Grant \$)</b>	<input style="background-color: #90EE90;" type="text" value="\$ 200.00"/>
<b>Company Matching Funds: Instruction</b>	<input type="text" value="\$ -"/>	<i>Amounts calculated may differ from amounts requested based on the \$300 maximum hourly training rate.</i>	
<b>Matching Funds: Wages</b>	<input type="text" value="\$ 8,580.00"/>		
<b>Total Matching Funds: Wages &amp; Instruction</b>	<input type="text" value="\$ 8,580.00"/>		



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## Workforce Training Fund Program

- Visit [commcorp.org](https://commcorp.org) to visit learn more about Commonwealth Corporation
- [General Program Application Process Steps Infographic](#)
- Visit <https://commcorp.org/program/workforce-training-fund-program/> for WTFP Guidelines, Applications, Searchable FAQs / Knowledge Bank: [WidgetWorld Example](#)

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