

SCORING RUBRIC | Regional Capacity Building for Talent Attraction and Retention

Organizational Questions (15 points)

Instructions: Provide a description of your organization's history with talent attraction and retention and any future commitments to do so by briefly answering the following questions. Provide brief answers to organizational questions to inform MEDC of existing and historical initiatives.

1. What counties do you currently serve? (no points awarded)
2. What counties does this proposal intend to serve (if different from above answer)? (3 points)
 - a. **2-3 points** for identifying multiple counties of service that show a regional network that this proposed funding will support.
 - b. **1 point** for identifying counties of service but that may not be inclusive of the full region.
 - c. **0 points** otherwise.
3. What Talent Attraction and Retention programs, initiatives, and resources do you and your proposal partners currently support within each section of the regional asset maps? Please add answers in the category that best matches goals of the program, initiative, or resource. (4 points)
 - a. Jobseeker Attraction
 - b. Higher Education Graduate Retention
 - c. Workforce Development
 - d. Regional Branding and Awareness
 - e. Entrepreneurship/Small Business Support
 - a. **3-4 points** for having existing programs, initiatives, and resources that the organization is supporting.
 - b. **1-2 points** for supporting a single program but no more in the talent attraction and retention space.
 - c. **0 points** otherwise.
4. What partner organizations do you currently work with on these existing programs, initiatives, and resources? Please identify organization name and main point of contact. (4 points)
 - a. **3-4 points** for describing a network of partners that are activated to support regional talent goals.
 - b. **1-2 points** for identifying a partner that the applicant works with or multiple partners that are not though engaged in talent programming.
 - c. **0 points** otherwise.

5. Do you currently have or are you currently seeking any other grant funding to support relevant talent attraction and retention efforts or the objectives outlined in Section C? (4 points)
- a. **3-4 points** for describing a plan for leveraging MEDC funding into other financial or infrastructure support that advances the proposed work.
 - b. **1-2 points** for identifying some additional funds to be used towards the proposed work.
 - c. **0 points** otherwise.

Proposed Talent Infrastructure Needs (65 points)

Instructions: Provide a brief overview of the proposed programming and capacity needing funding.

1. What is the ecosystem or organizational gap that the requested funding will seek to address? (10 points)
 - d. **7-10 points** for identifying a gap within the regional asset map and describing how proposed funding will help to fill that gap.
 - e. **4-6 points** for identifying a gap without reference to the regional asset map and some description of how proposed funding will help fill that gap.
 - f. **1-3 points** for identifying a gap to solve but no further explanation.
 - g. **0 points** otherwise.
2. What population does the requested funding intend to serve? Check all that apply. (no points awarded)
 - i. In-state talent retention
 - ii. Out-of-state talent attraction
 - iii. Jobseekers
 - iv. Students
 - v. Industry Focuses (if so, open response to explain further)
 - vi. Other. Explain.
3. What is the intended timeline for use of the grant funds? (no points awarded)
4. Describe the communities (geographic, demographic, or occupational) of the region and segments of the economy that will be supported by the requested funding. (5 points)
 - a. **4-5 points** for identifying communities across a regional focus area and specific description of how communities will benefit from proposal.
 - b. **2-3 points** for identifying communities across a regional focus area but with no description of benefit.
 - c. **1 point** for identifying a singular community to be supported.
 - d. **0 points** otherwise.

5. What existing programs, initiatives, or resources will the proposed funding support, if applicable? (10 points)
- a) **7-10 points** for clearly connecting proposed funding to how it enhances what is already being executed in the region.
 - b) **4-6 points** for identifying existing programs, initiatives, or resources but not fully drawing the connection to the proposed funding.
 - c) **1-3 points** for listing programs but no further context.
 - d) **0 points** otherwise.
6. How does the proposed funding support the broader region's talent needs and current status of population growth? (10 points)
- a. **7-10 points** for clearly justifying proposed funding and its impact on the region's goals with vision for what is to be achieved.
 - b. **4-6 points** for identifying outputs and potential outcomes but lacks vision for what can be achieved.
 - c. **1-3 points** for minimal explanation or connection to regional needs or goals.
 - d. **0 points** otherwise.
7. Describe how proposed use of funds will complement existing resources and programs from MEDC's Marketing, Growth, and Talent Solutions offices to support regional needs (i.e. You Can in Michigan marketing campaign, Michigan Career Portal, STEAM Ahead, Michigander Scholars, Make MI Home). (10 points)
- a. **7-10 points** for clearly showing connection of proposed funding and regional efforts leverage MEDC programming.
 - b. **4-6 points** for showing light connection to any of MEDC's talent efforts.
 - c. **1-3 points** for listing program collaboration but with no additional explanation.
 - d. **0 points** otherwise.
8. Please list expected partners that will support and benefit from the requested funding. How will each partner collaborate with the applicant and benefit from the grant activities? (10 points)
- a. **7-10 points** for describing a strong network of partners that will support and benefit from the proposed funding, showing how each partner will be leveraged towards regional goals.
 - b. **4-6 points** for identifying multiple partners that are part of the proposed regional work but answer lacks clarity on how all partners are leveraged and contribute to regional goals.
 - c. **1-3 points** for identifying a single partner to work with or partners identified are not clearly active in proposed activities.
 - d. **0 points** otherwise.

9. Describe how this grant can be leveraged into future funding and sustainability of the proposed infrastructure or programming beyond grant timeline. (10 points)
- a. **7-10 points** for clearly outlining a plan for leveraging MEDC funding into future funding and growth for the proposed programs or resources to support the regional talent ecosystem.
 - b. **4-6 points** for identifying other resources that could be used to continue this work or an organizational commitment to this work beyond the grant terms.
 - c. **1-3 points** for an answer that does not address future funding needs.
 - d. **0 points** otherwise.

Request for Program Funds (20 points)

Instructions: for the program outlined above, we are asking for an overview of the funding you are seeking, broken down by the cost categories below. Outline the costs requested to start the program by cost category. Note that there is a separate category for matching funds at the end, so please do not include matching funds in each cost category. You may adjust line items to fit the description of funding or omit specific line items if not relevant to the program. Include the costs anticipated between January 1, 2026, and June 30, 2027, the date by which all funds should be spent. Contracts are anticipated to be executed prior to January 31, 2026, pending legal review by both organizations.

For each category you request funds, please provide a narrative of the use of funds and return on investment / impact where possible.

MEDC Funding Request – Cost Categories

- I. **Salaries/Personnel** – necessary increase to staff capacity to execute strategy and support program create or expansion.
- II. **Fringe Benefits** – necessary expenses related to Salaries/Personnel category (i.e. health insurance, retirement options. FICA, payroll, etc.)
- I. **Employee Travel and Training** – reasonable and necessary expenses directly related to the grant’s scope of work.
- II. **Supplies and Materials** – inclusive of any marketing collateral or other supplies needed to execute proposed activities.
- III. **Technology and SaaS Products** – technology tools, resources, and platforms that might be used to facilitate grant’s scope and goals.
- IV. **Contractual – Professional Services** – any consulting needs for strategic planning, event execution, or branding/marketing.
- V. **Communications** – implementation costs for regional branding/marketing or promotion of proposed activities.

- VI. Matching Funds** – please include your organization’s intent to match state funds with your own investment or any other grant funds being used to support the program from outside funders or other partners listed within narrative section.
- VII. Indirect Costs** – restricted to a maximum of 15% where necessary.

Ineligible expenses:

- i. Capital Expenditures**

Scoring criteria for budget (20 points)

- a. **17-20 points** for clearly identifying effective use of budget expenses that are tied directly to narrative for proposed capacity building and in support of regional programs and resources.
- b. **12-16 points** for outlining a budget that could support increased capacity for the organization but raises some questions regarding connection of budget request to overall regional ecosystem and asset map.
- c. **8-11 points** for identifying expenses that support the increased capacity of the applicant but don’t necessarily contribute to regional talent ecosystem and proposed goals.
- d. **1-7 points** for providing a budget but it does not necessary support the state goals and scope of the proposal.
- e. **0 points** otherwise.