



PLANNING GRANT

PRE-PROPOSAL CONFERENCE

OCTOBER 18, 2013

Goals

- ▶ What is EARN Maryland?
- ▶ Review of Competitive Process and Timeline
- ▶ Review of Planning Grant Solicitation
- ▶ Q&A



What is EARN Maryland?

- ▶ New and innovative \$4.5 million State grant program
- ▶ A **paradigm shift** -- Industry collaboration with critical and diverse partners to meet changing workforce needs and skills shortages
- ▶ A new way of creating sustainable employment and careers for working families in Maryland
- ▶ Targets incumbent workers as well as low and no-skilled workers to eliminate barriers and create responsive career pathways



How is EARN Maryland different?

- ▶ Industry drives the process – without industry at the table in a robust and meaningful way, EARN funds will not be awarded
- ▶ Collaboration and partnerships are key



Two-Phase Competitive Process

1. PLANNING GRANT – CURRENT SOLICITATION
 2. IMPLEMENTATION GRANT
- ▶ Both are competitive, open solicitation processes

Two-Phase Competitive Process

PLANNING GRANT

- ▶ Identify industry's high priority skills and workforce needs
- ▶ Create a strong Partnership of industry and other organizations – an emerging **Strategic Industry Partnership**
- ▶ Develop skills training and education solutions – **Strategic Industry Partnership Workforce Training Plan**



Two-Phase Competitive Process

IMPLEMENTATION GRANT

- ▶ Funds awarded to implement the SIP Workforce Training Plan
- ▶ Planning Grant awardees must apply for Implementation Grant Funds



Key Dates

- ▶ October 15, 2013 -- Planning Grant Solicitation Release
- ▶ November 12, 2013 -- Planning Grant Proposal Deadline
- ▶ Late December, 2013 -- Planning Grant Awards
- ▶ January 2, 2013 -- Planning Grant Disbursement
- ▶ January 2 – March 31, 2014 -- Planning Period for Awardees



Key Dates

- ▶ January 2014 -- Implementation Grant Solicitation
- ▶ March 31, 2014 -- Completion of Planning Grant Work Product: **SIP Workforce Training Plan**
- ▶ March 31, 2014 -- SIP Workforce Training Plan Submitted in response to IG Solicitation
- ▶ May 2014 -- Implementation Grant Awards

Planning Grant Proposal

Basic components:

- ▶ PG Applicant Group = at least two employers *and* two diverse partner entities at application submittal
- ▶ Lead Applicant (also Fiscal Agent for PG)
- ▶ Convener
- ▶ Target Industry
- ▶ Regional focus (preliminary)



Lead Applicant Can Be:

- ▶ Employers
- ▶ Nonprofits
- ▶ Two and four-year institutions of higher education
- ▶ Local Workforce Boards
- ▶ Industry Associations
- ▶ Labor Unions
- ▶ Local Governments
- ▶ Local and regional economic development entities

Lead Applicant must be the Fiscal Agent in the PG phase



Partner Organizations – Critical to Success of SIP

- ▶ Partners – Lead Applicant orgs. plus:
 - philanthropic organizations
 - community-based organizations
 - K-12 programs
 - other training providers and relevant partners



Role of Convener

- ▶ Credibility with industry and the trust of a diverse set of program partners
- ▶ Can chart objective course that balances interests of all partners
- ▶ Plays a critical project management role
- ▶ *Lead Applicant may or may not be the Convener*

Pause for Questions

- ▶ You may always submit questions via email to earn.jobs@maryland.gov



Main Goals of the PG Application

- ▶ Structuring the Partnership
- ▶ Defining Target Industry and Region
- ▶ Defining Initial Attributes of Target Industry
- ▶ Action Steps to Engage Industry
- ▶ Action Steps for Successful Collaboration



Planning Grant Application is the START, not the END of the Planning Process

- ▶ Initial members of the SIP
- ▶ Initial data and industry experience to define industry, region and workforce shortages and skills gaps
- ▶ Initial input and engagement with industry
- ▶ Initial design of a planning process

Funding for Planning Grant Awardees

- ▶ Award amount is capped at \$25,000 per grant
- ▶ Grants provided in a lump sum at the time of award
- ▶ Unused funds to be returned to DLLR with the final financial report
- ▶ Number of grants awarded determined by competitive process and available funding



What does meaningful industry engagement look like?

- ▶ Majority of industry members in region participate in defining COMMON workforce and skills needs and challenges
- ▶ Identify “Industry Champion” to encourage others to participate, if possible



What does meaningful industry engagement look like?

- ▶ Identify different mechanisms to solicit industry input
 - Meetings or workshops facilitated by Convener
 - Surveys
 - Focus groups
 - Other tools common in your industry
- ▶ Every industry is different



Enhanced Considerations for Planning Grant Awards

- ▶ Demonstration of capacity to collaborate
- ▶ Demonstration of well-thought-out, industry-driven planning process
- ▶ SIPs that maximize potential of collaboration through direct financial or in-kind industry support



What EARN Maryland IS NOT

- ▶ Typical way of doing business
- ▶ Customized training for an individual employer
- ▶ Funding stream to support training and education not grounded in data and experience-driven industry workforce needs



What EARN Maryland IS

- ▶ Driven by industry experience and data
- ▶ Collaborative
- ▶ Dynamic and nimble; responsive to changing industry needs
- ▶ Industry-wide, long-term solutions to the development of a skilled and responsive workforce



EARN MD CONNECT

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👤 gmontross@gmail.com ▾

EARN Maryland Connect

Industry-led partnerships, creating jobs
Bridging Maryland's skills gap

🔗 Learn more

Promote

Create a profile...

Partner

Identify relationships...

Progress

Build opportunities...

About EARN Maryland Connect

EARN Maryland Connect is dedicated to connecting individuals and organizations seeking to partner through the [EARN Maryland Program](#).

Organizations committed to bridging Maryland's skills gap are encouraged to participate:

- Industry employers and associates
- Higher education institutions
- Non-profits
- Community based organizations
- Workforce investment boards
- Local government
- Labor unions

Join Us

Sign up. Create a profile. Promote your organization's contributions and/or what it hopes to take away. Members can search and connect with other EARN Maryland Connect users and form partnerships. Established partnerships can use this site to share materials and documents relevant to the development and submission of an EARN plan grant. EARN Maryland Connect, your one-stop for everything EARN!



Questions

- ▶ Please email your questions to earn.jobs@maryland.gov
- ▶ Deadline for questions is October 29, 2013 at 5:00 p.m.
- ▶ Response provided to all in a timely fashion
- ▶ Please check the FAQs at www.earn.maryland.gov before emailing your question. We will regularly post updates to the FAQs.



Get Started!

The EARN Maryland Team encourages you to use today's event to connect with other attendees and to begin forming partnerships!

