

EARN Maryland Winter 2025 Solicitation for Implementation Grants: Residential Leasing Agent

Pre-Proposal Conference

Tuesday, February 4, 2025 | 11:30AM-12:30PM

Brittney Hansen

*Program Manager, Division of Workforce Development and Adult Learning
Maryland Department of Labor*

Agenda



- Housekeeping Items
- Overview of the [EARN Maryland Program](#)
- Grant Awards
- Characteristics of a Successful Workforce Training Plan
- [ENOUGH](#)
- Application Format and Submission
- Grant Evaluation and Selection
- Timeline
- Reporting Requirements
- Questions

Housekeeping Items

- Please include your name, organization, and email address in the chat.
- You may type any questions into the chat. They will be answered at the end of the presentation.
- All questions and answers received today will be posted on the EARN Maryland website by Tuesday, February 18th.
- If your organization decides to move forward with developing a proposal, please submit an Intent to Apply notification to Brittney Hansen. An email notification is fine.
- If your organization chooses **not** to submit an application, please consider completing the **Prospective Applicant Feedback Form on Page 3 of the Solicitation**, which can be emailed to Brittney Hansen.
- This presentation will be shared with attendees via email after the conference and posted on the [EARN Maryland website](#).

EARN Maryland

- Established in 2014, EARN is a state-funded program.
- Generally, EARN Maryland is designed to:
 - Address business workforce needs by focusing on industry sector strategies that seek long-term solutions to sustained skills gaps and personnel shortages;
 - Address the needs of workers by creating formal career paths to good jobs, and sustaining or growing middle class jobs;
 - Encourage mobility for Maryland's most hard-to-serve jobseekers through targeted job readiness training; and
 - Foster better coordination between the public, private, and non-profit sectors and the workforce, economic development, and education partners around the State.



EARN Maryland

- EARN has been recognized as a **best practice** by organizations like the Urban Institute, National Skills Coalition, Deloitte, and Harvard Business Review.
- Since inception, nearly **11,000** individuals have obtained employment as a result of participating in EARN programming.
- More than **15,000** incumbent workers have participated in upskilling opportunities.
- For every \$1 of state funding invested into the EARN Maryland program, an additional **\$18.16** in economic impact is created.
- EARN currently funds nearly **80** Strategic Industry Partnerships (SIPs).

Strategic Industry Partnerships

- SIPs must include:
 - *At least **five*** employer and industry partners
 - **Two** diverse entities
 - Higher Education, Non-Profit or Community Based Organization, Local Workforce Development Boards, Local Government
- Collaboration is key – each partner plays a unique role in program’s success.
- It is strongly encouraged that applicants include the Local Workforce Development Board in the target region.

Lead Applicant

- From the SIP, a Lead Applicant must be identified.
- The Lead Applicant **must** be the Fiscal Agent for the grant.
- The Lead Applicant will be responsible for managing the grant and all aspects of implementing the Workforce Training Plan.
 - Grant Management and Workforce Training Plan Implementation
 - Participant Management
 - Partnership Management
- If the Lead Applicant is not based in Maryland, the proposal must justify the choice of that entity for the role.

Examples of Role of Employers

- Identify common workforce and skills needs and challenges, contribute to development of responsive curriculum.
- Participate in mock interviews, job shadowing, and provide tour of facilities.
- Commit to interviewing trainees or identifying current employees for training.
- Participate in regular SIP meetings.
- Provide regular feedback on continuing or additional workforce needs, success of participants, and value of training.

Role of Diverse Entities

- Participant Management
 - Recruitment to placement framework
 - Pipeline Development, Recruitment, Screening, Case Management, Wraparound Services and Barrier Removal, Job Coaching/Job Readiness, Essential Skills, Placement, Retention, and Advancement Strategies.
- Partnership Management
 - Entity/individual lead – credibility with industry, trust of diverse set of partners
 - Coordination and accountability among partners
 - Continuous feedback loop with employers
- Grant Management and Implementation
 - Direct grant management (preparing invoices, maintaining financial records, outcome reporting)
 - Training plan implementation (curriculum tracking and development, trainer selection, all logistics related to training implementation)
 - This person must be an employee of Lead Applicant

Successful Workforce Training Plans

- Successful WTPs will:
 - Be focused on training in the Residential Leasing Industry only.
 - Demonstrate direct pathways to good jobs, credential or certification attainment, or advancement opportunities, with an emphasis on barrier removal and supportive services, particularly for Maryland's most hard-to-serve jobseekers.
 - For incumbent workers, the WTP will provide evidence of immediate or future career advancement in the form of a title promotion, wage increases, or similar evidence.
 - Demonstrate explicit commitments from all members of the SIP, evidenced in Letters of Support.
 - Be both data and experience-driven.
 - Braid other public or philanthropic funding streams or in-kind support.

Residential Leasing Industry

- Residential Leasing Agent- A Residential leasing agent is a real estate professional who works with property owners and landlords to rent out properties, assist tenants, and manage the property.
- SIP must select develop a Workforce Training Plan within the Residential Leasing Industry to meet common needs and shortages.



THE OFFICE OF GOVERNOR
WES MOORE
GOVERNOR'S OFFICE FOR CHILDREN

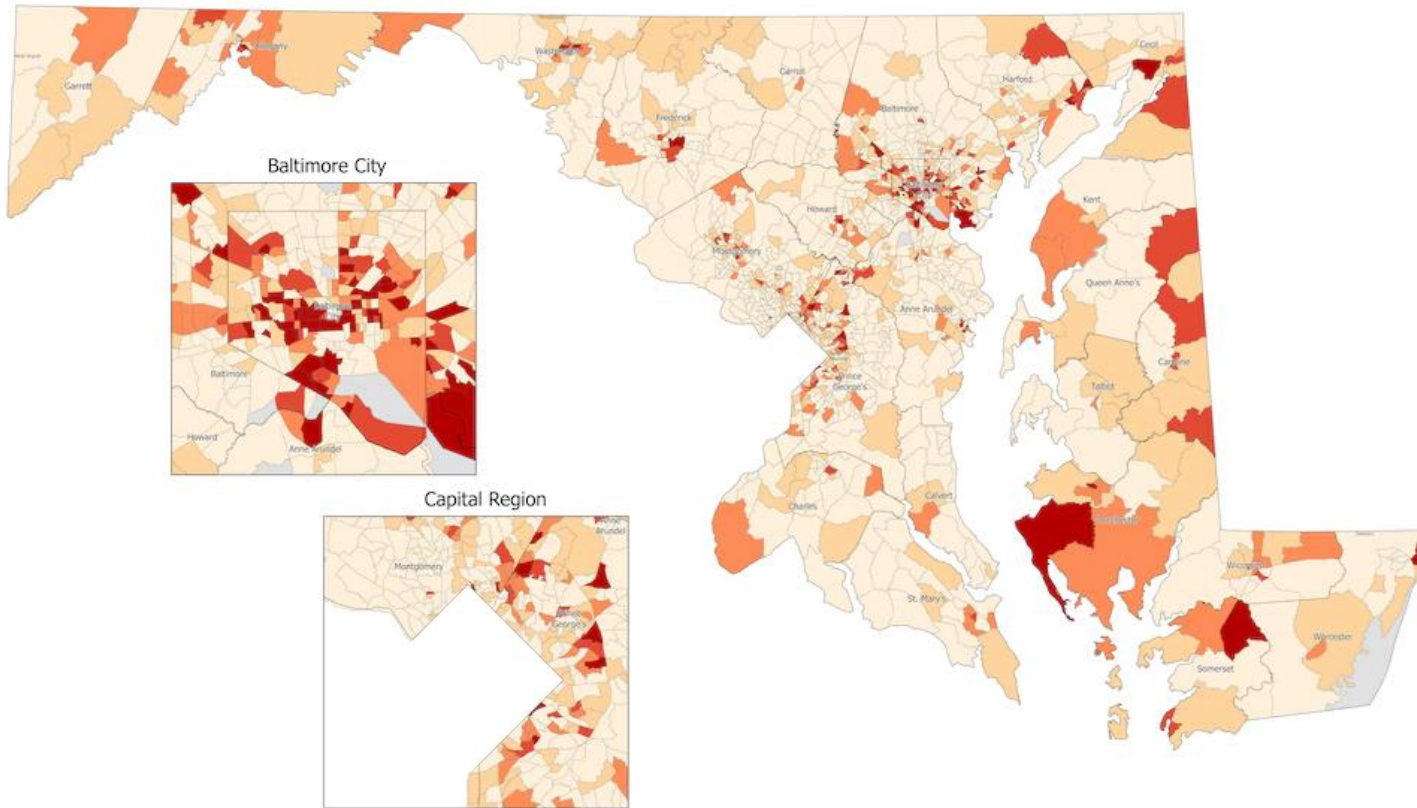
ENOUGH Track 3 Kickoff Meeting

Governor's Office for Children

January 31, 2025

Maryland faces generational, concentrated child poverty in urban, suburban, and rural communities.

2022 Child Poverty in Maryland by Census Tract



“Together, we are going to target the places most in need of help, and we’re going to uplift those communities in partnership, because we believe that to fully address the challenge of poverty you need to actually engage the people on the ground, and that goes from urban cities to rural towns and to everywhere in between.”

- Governor Wes Moore



ENOUGH Initiative

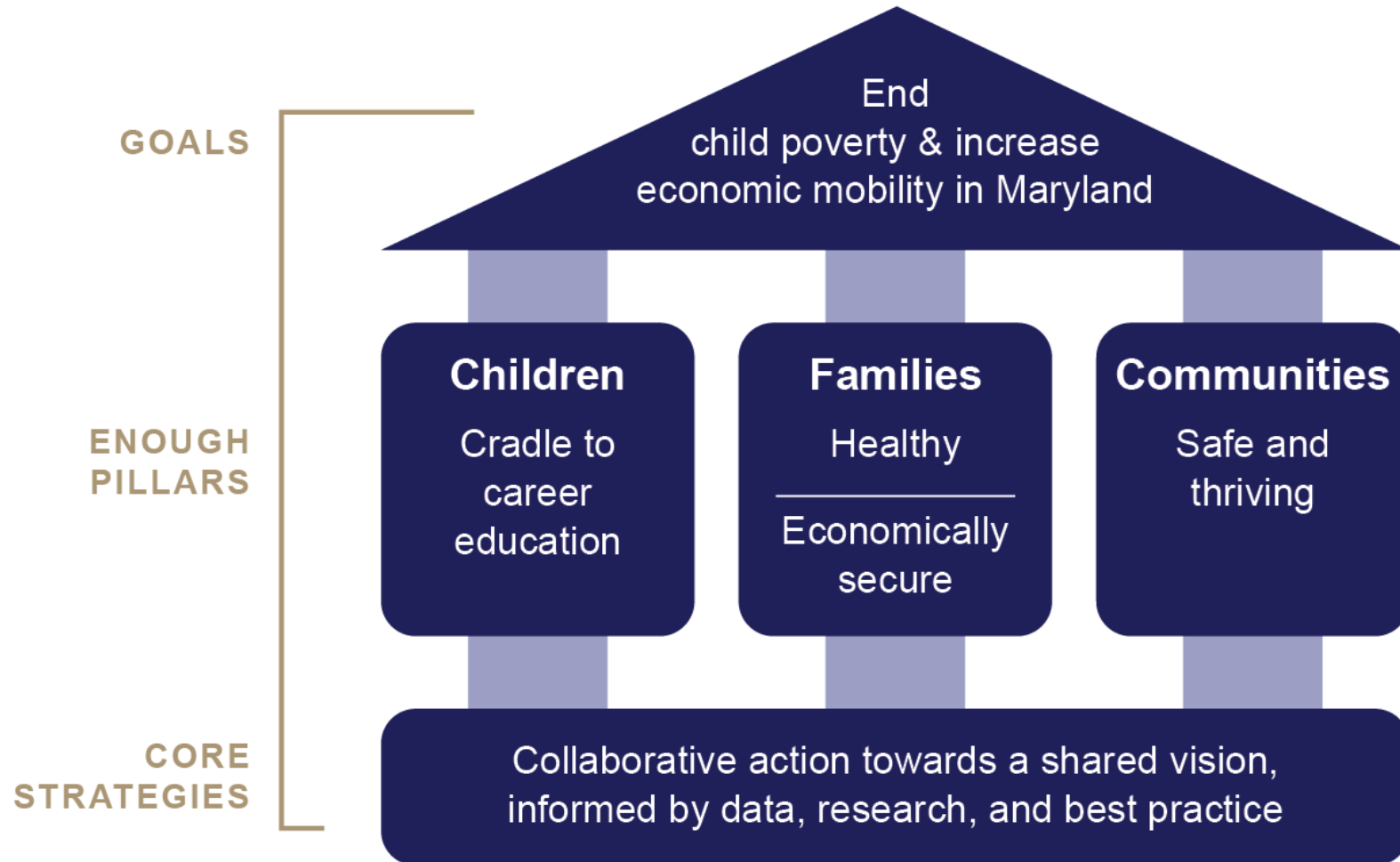
The Challenge:

For too long, concentrated, generational child poverty has persisted in communities across the state of Maryland and denied many children the ability to fulfill their full potential and determine their own future.

ENOUGH as a Solution:

The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

ENOUGH Theory of Action



On December 12th, Governor Moore announced 27 inaugural ENOUGH communities

3

Track 3 Implementation
Awardees

12

Track 2 Plan Development
Awardees

12

Track 1 Partnership
Development Awardees



ENOUGH FY 2025 Grant Overview (27 total awards)

Track 3 (Implementation)

Community QB	Community	County
1) Cherry Hill Strong	Cherry Hill	Baltimore City
2) Park Heights Renaissance Inc.	Park Heights	Baltimore City
3) San Mar Family & Community Services	South End, Hagerstown	Washington

Track 2 (Planning)

Community QB	Community	County
1) Anne Arundel LMB	Pumphrey / Brooklyn Park	Anne Arundel
2) Child First Authority	Druid Heights / Upton and Westside	Baltimore City
3) Elev8 Baltimore, Inc.	Sandtown Winchester / Harlem Park	Baltimore City
4) South Baltimore Community Land Trust	Brooklyn and Curtis Bay	Baltimore City
5) The Central Baltimore Partnership, Inc.	Greater Greenmount	Baltimore City
6) The Y in Central Maryland	Waverly	Baltimore City
7) Dorchester LMB	Cambridge / South Dorchester	Dorchester
8) Frederick LMB	Route 40 The Golden Mile	Frederick
9) CHEER	Long Branch	Montgomery
10) Identity, Inc.	Central Gaithersburg	Montgomery
11) Latin American Youth Center	East Riverdale / Adelphi	Prince George's
12) United Communities Against Poverty	District Heights and Suitland	Prince George's

Track 1 (Partnership)

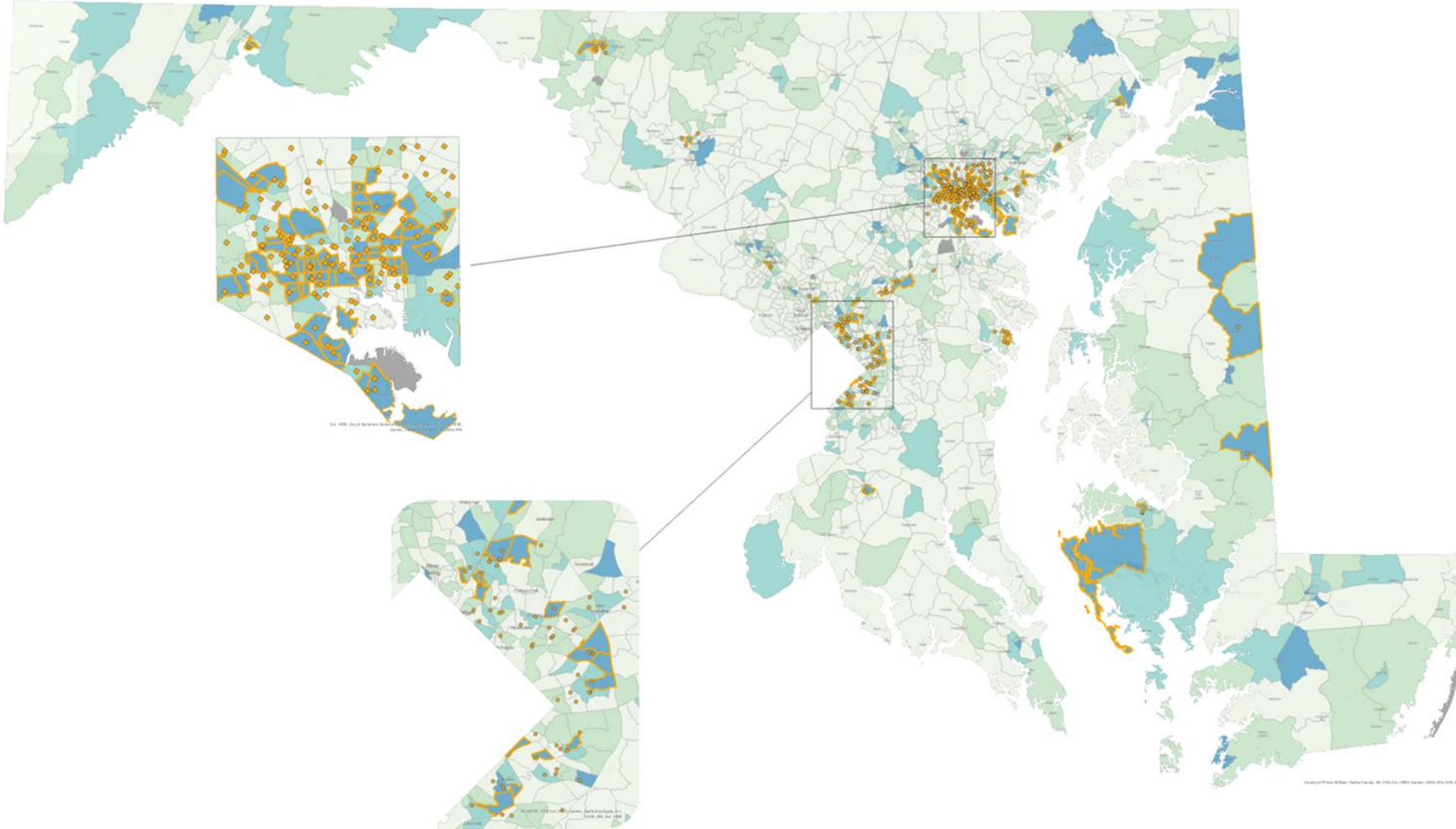
Community QB	Community	County
1) City of Cumberland	South Penn and John Humbird	Allegany
2) One Annapolis, Inc	Bay Ridge Gardens	Anne Arundel
3) Greater Mondawmin Coordinating Council	Greater Mondawmin	Baltimore City
4) Tendea Family Inc.	McElderry Park	Baltimore City
5) Urban Strategies Inc.	Perkins Somerset Oldtown	Baltimore City
6) We Our Us	Upton Druid Heights	Baltimore City
7) Community Assistance Network	Essex	Baltimore County
8) Caroline LMB	Federalsburg	Caroline
9) LifeStyles of Maryland Foundation, Inc.	Waldorf	Charles
10) Boys & Girls Clubs of Harford and Cecil Counties	Edgewood	Harford
11) CASA, Inc.	Langley Park	Prince George's
12) Prince George's Dept. Social Services	Hillcrest Heights	Prince George's

What does EARN say about concentrated child poverty? See page 24 of the solicitation.

5.1.6 Preference will be given to plans that demonstrate:

- Maximum collaboration through direct financial or in-kind contributions by members of the target industry;
- Braiding of other public or philanthropic funding streams or in-kind support; and
- Provide clear and direct pathways to good jobs, particularly for Maryland's most hard-to-serve jobseekers; and
- **A clear plan to serve residents in jurisdictions with high levels of concentrated child poverty, as defined by the Governor's Office for Children (GOC).**

How does GOC define jurisdiction with high level of child poverty?



KEY

- U.S. Census tract with **more than 30% of children living in poverty**
- A **community school** with a concentration of **poverty level of at least 80%.**

View map here:
bit.ly/ENOUGHMap

How can I show I have a clear plan to serve residents in these communities?

There is no one way to accomplish this, but some tips:

- Consider showing evidence of impact in a jurisdictions with high levels of concentrated child poverty (ex: We ran a training program in X community with Y training participants)
- Provide a plan to recruit participants from jurisdictions with high levels of concentrated child poverty with wraparound services tailored to those jurisdictions (ex: We will provide transportation from X community to Y training center)
- Provide a letter of support from an organization in that community (ex: letter from one of the ENOUGH grantees)

Grant Awards - Funding

- There is no set number of awards that will be funded.
- Budget requests should **not** exceed \$150,000 over the grant period.
- Grant period is for up to two years (June 1, 2025- May 31, 2027) but applicants may write a budget to reflect a shorter time frame.
- The following are costs that shall **not** be covered by EARN Maryland funds:
 - Building Construction
 - Website development or maintenance
- Leveraged Resources (cash or in-kind) are required but there is no match requirement.
- Line items in Appendix D (Budget) are meant to be examples.
- Please do not remove formulas in Appendix D.

Application Format and Submission

Proposals must contain the following documents. Incomplete applications will not be considered.

- A Letter of Application
- Application (**Appendix A**)
 - Cover Page
 - Executive Summary – should not exceed 400 words
 - Narrative
 - Assurances
 - Appendix A should not exceed 35 pages in length.
- Strategic Industry Partnership Submission Requirements (**Appendix B**)
 - Signed Letter of Commitment from **EVERY** member of the SIP
 - Signed W9 Form for Lead Applicant
 - If Lead Applicant is tax exempt, a copy of official notice
 - Certificate of Good Standing - required for Lead Applicant **AND** any Subrecipient (screenshot is acceptable)

*Government entities are not subject to obtaining a COGS.

Application Format and Submission

- The most recent two years' Audited, Reviewed, or Compiled Financial Statements for the Lead Applicant (**Appendix C**)
 - Community College or State Agency may submit a web link in lieu of a hard copy
- Budget (**Appendix D**)
- **Complete applications should be submitted to Brittney Hansen at brittney.hansen@maryland.gov by 11:59 PM on March 31, 2025, and include all required documents in a single email.**
 - Submissions should be combined into one PDF in the order listed in **Section 4.1** of the Solicitation.
 - In addition to being included in the PDF, Appendix D should also be included as a standalone Excel Sheet (.xlsx). Each submission should have two attachments.
 - Applications received after the due date will not be considered.

Grant Evaluation and Selection

- All proposals will undergo an initial screening to ensure that submission requirements were met, and all required sections were included. Proposals that do not meet the initial screening requirements will not be read.
- Proposals will be evaluated by a Review Committee established by MD Labor. The Review Committee will be composed of representatives from MD Labor, other State agencies, Philanthropy organizations, as well as several other organizations.
- Final approval for awards will be determined by the Secretary of MD Labor, based on the recommendations of the Review Committee.



Timeline

Event	Date(s)
Implementation Grant Solicitation released	January 6, 2025
Pre-Proposal Conference	February 4, 2025
Deadline for Submission of Proposals in Response to this Solicitation	March 31, 2025
Review of Proposals	March - May 2025
Award of Implementation Grants	May 2025
Period of Performance	June 1, 2025 - May 31, 2027

Reporting Requirements



- Quarterly Reporting includes:
 - Invoice + Expenditure Report
 - Program Narrative
 - Participant Metrics
 - Demographic Data – Race, Sex, Date of Birth, National Origin, County of Residence, Educational Attainment, pre-training employment status, wages.
 - Exit Data – outcome data including certification, credential, or skill attainment, post-training employment status, wages
- The SIP will be responsible for all data collection and follow-up.



Questions!

All questions and answers received during this conference will be posted on the EARN Maryland's [website](#) by **February 18, 2025**



Thank you!

For questions on today's presentation, contact:

Brittney Hansen

brittney.hansen@maryland.gov