



Maryland Governor's Grants Conference
November 13, 2014

What is EARN Maryland?

- ▶ New and innovative \$9 million State grant program
- ▶ A **paradigm shift** – Industry collaboration with 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



The Problem(s) to Which EARN is the Solution

What do we hear?

- ▶ Businesses can't find people with the skills industry demands. Positions go vacant, growth doesn't happen.
- ▶ People can't find stable, good jobs
- ▶ “Train and Pray” – Education and skills training are not aligned with industry needs



EARN addresses these problems by

- ▶ Listening to industry first
- ▶ Identifying skills gaps and workforce needs within regional industry sectors
- ▶ Fostering collaboration, communication and alignment between industry, educational institutions, government, non-profits, labor, workforce and economic development entities
- ▶ Funding data-based, industry-designed training to close the skills gap, grow the economy, and create good jobs in high-demand occupations



Creation of Industry-Led Partnerships

- ▶ Advance **Skills**
- ▶ Grow the Economy
- ▶ Sustainable **Employment** for Working Families
- ▶ Create a common platform on which *collaboration* thrives

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 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 is a Strategic Industry Partnership?

Employers in a Target Industry

AND a strategic collaboration of

- Local Workforce Boards
- Four Year and Community Colleges
- Nonprofits
- K-12
- Local Economic Development
- Other Skills Training Providers
- Other Vital Partners



Data Driven Plans

- ▶ Evidence of skills shortages & growth
- ▶ Clarity about target occupations
- ▶ Specifics of training programs for credentials or skills → employment or advancement



Industry Data + Experience

2013–2014 Highlights

1. 2013 PLANNING GRANTS

- *Awards made December 2013*
- *Three-month Planning Phase*

2. 2014 IMPLEMENTATION GRANTS

- *Up to 2-year training periods*
- *First round (Fall 2014) – awards made June 2014*
- *Second round (Winter 2014) – Solicitation released October 2014 with awards in January 2015*

- ▶ **All are competitive, open solicitation processes**



Planning Process: Launching a Strategic Industry Partnership

- ▶ Begin building a collaboration of industry employers and other key entities in a region
- ▶ Identify industry's high priority skills and workforce needs
- ▶ Develop preliminary skills training and education solutions
- ▶ Up to \$25k per Partnership to enable robust planning, partnership building/expansion, data collection, education, and project management experience

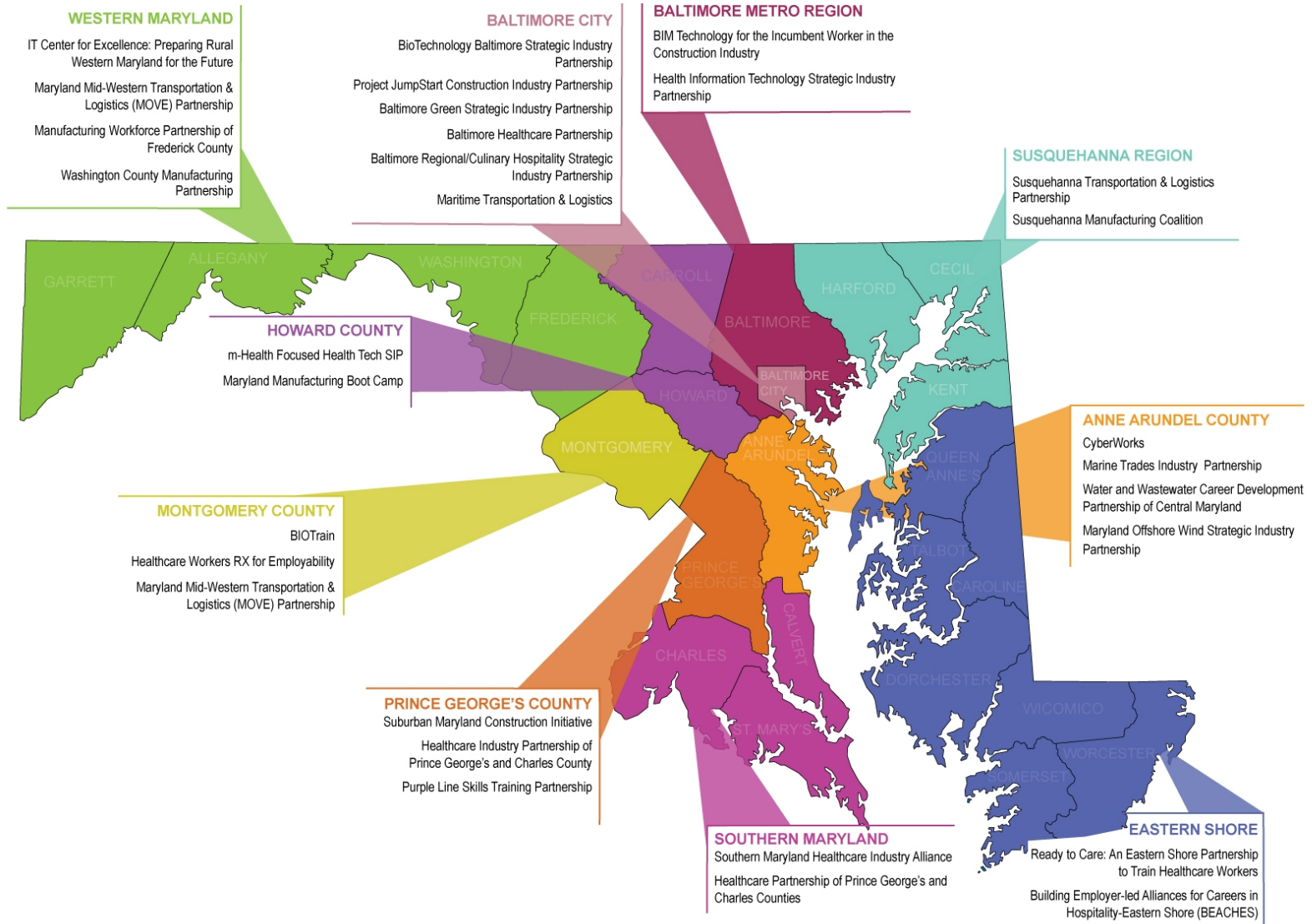


Strategic Industry Partnership Plans

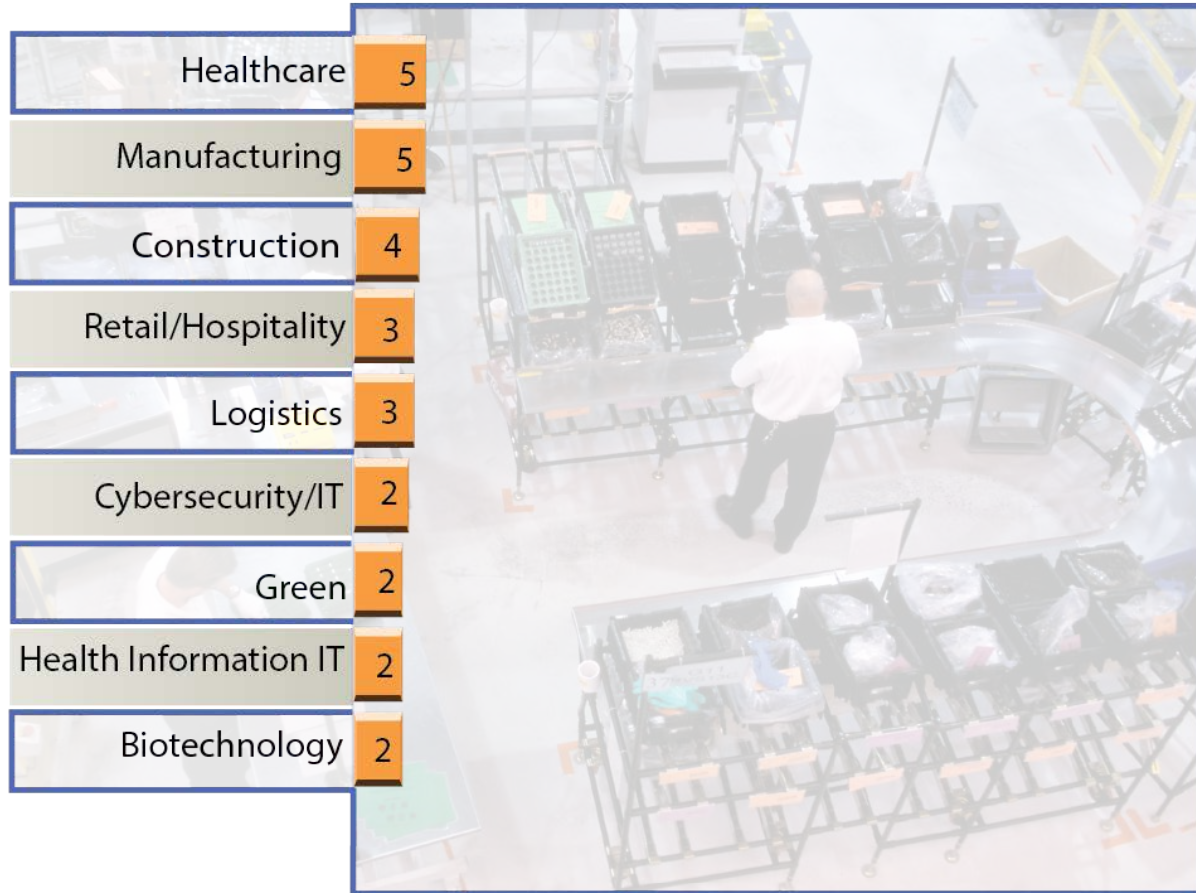
- ▶ Led by employers in a regional target industry
- ▶ Data Driven
- ▶ Identify common workforce needs for high demand occupations
- ▶ Identify strategies to meet workforce needs/skills shortages
- ▶ Tap into recruiting “pipelines,” including veterans, unemployed, underemployed, hard-to-serve populations



EARN Maryland 2014 Implementation Grantee Partnerships by Region



EARN Maryland 2014 Implementation Grantee Partnerships by Industry



Fall 2014 EARN Maryland Grantees

28 Partnerships comprised of:

- 440 Organizations
- 216 Employers
- 26 Industry Associations
- 15 Community Colleges
- 7 Four-year Institutions of Higher Education
- 7 K-12 systems
- 13 Local Government Entities
- 41 Local or Regional Economic Development Agencies
- 8 Local Workforce Boards (WIBs)
- 27 Non-profit / Community Orgs
- 30 Other Training Providers



EARN MD CONNECT

- ▶ EARN MD CONNECT allows users to:
 - Communicate with Partners
 - Find and be found by potential additional Partners
 - Share information and best practices with other emerging partnerships
 - Serve as a resource for trainee/employee recruitment




EARN MD CONNECT

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!



EARN Maryland Resources

Visit

www.earn.maryland.gov

Email us at

earn.jobs@maryland.gov

