

Attachment I-6: Abstract

2019 State Apprenticeship Expansion Grant	
Lead Applicant Organization Name:	Maryland Department of Labor (MD Labor)
Tier I Funding Amount:	\$450,000
Tier II Funding Amount Request:	\$5,562,924.00

Tier I Baseline Goals

<ol style="list-style-type: none"> 1. <i>National Apprenticeship System Building.</i> States must spend base funding on developing structures that ensure all RAPs in the State have the features of high-quality apprenticeship described in 29 C.F.R. parts 29 and 30. 2. <i>System Alignment for Apprenticeship Expansion.</i> States must spend base funding to build statewide capacity to increase the number and quality of apprenticeships through stronger alignment with the education and workforce systems. 3. <i>Improving Data Sharing and Data Integrity.</i> States must spend base funding to improve data collection and sharing and data integrity.
<p><i>Short Project Summary: Include identifying targeted industry(ies) and/or occupation(s).</i></p> <p>MD Labor proposes the following activities to align with the above baseline goals:</p> <p>Goal #1: MD Labor will transform the Department’s apprenticeship website to include a portal where an interested or existing Registered Apprenticeship Program (RAP) sponsor can access online, fillable documents for: (A) Standards of Apprenticeship; (B) On The Job Learning Processes ; (C) Related Instruction; (D) Equal Opportunity Plan; (E) Apprenticeship Selection Plan templates; (F) Employer Agreements; (G) Apprentice Registration Agreements; and (H) Examples of existing occupations on-the-job learning and related instruction processes. The portal will include compliance documentation, including (A) Maryland Labor Market Information by county and statewide number, (B) Workforce Analysis Forms, and (C) Quality Assessment and completion templates.</p> <p>Goal #2: Maryland will focus on increasing awareness of RAP as a solution to align employment, training, education, and support services for adults and youth, and other underrepresented populations (including women, people of color, ex-offenders, and individuals with disabilities). MD Labor will incorporate the Disability and Youth Services Program, the New Americans Initiative, and the Apprenticeship Maryland Program (the State’s youth apprenticeship system) into future outreach, training, and education. MD Labor will prepare educational materials and presentations to disseminate throughout the youth apprenticeship system. MD Labor will leverage funding from the State Apprenticeship Training Fund to allow for an approved RAP sponsor, group of RAP sponsors, or other providers directly connected to a RAP sponsor to provide for comprehensive pre-apprenticeship training exclusively for women.</p> <p>Goal #3: MD Labor will move forward with the full integration of the RAPIDS system for registration activities. Maryland’s Director of Apprenticeship will continue to participate in RAPIDS Power User Group and collaborate with the group on improvements to RAPIDS. MD Labor will also participate in the quarterly United States Department of Labor (USDOL)</p>

Attachment I-6: Abstract

RAPIDS group data review sessions. MD Labor will convert its existing Apprenticeship Information Management System to align with both RAPIDS and the Maryland Longitudinal Data System.

Target industries and occupations include: (1) Construction Trades- Electrical, Plumbing, Heating Ventilation and Air Conditioning, Sheet Metal, Carpenter, Steamfitter, (etc.); (2) Manufacturing- Machinist, Welder, Industrial Manufacturing Technician, Information Technology-IT Generalist, Cyber Analyst; (3) Healthcare- Central Sterile Processing Technician, Healthcare Environmental Care Supervisor, LPN, Surgical Technologist; and (4) Public Sector- Police Officer, Emergency Management Specialist, Fire Fighter, Correctional Officer, Transportation and Logistics- Heavy Truck Driver.

Tier II Innovation Goals and Activities

Select four of the Tier II Goals

- Goal 1: (Category A.i.) In alignment with the Department’s national marketing campaigns, launch Registered Apprenticeship multi-media statewide marketing and outreach efforts targeted at new employers and career seekers.
- Goal 2: (Category A.ii.) Establish an employer incentive plan to expand or scale RAPs. (These can be financial or non-financial incentives but must be designed to increase employer demand.)
- Goal 3: (Category B.i.) Launch or expand sector strategy(ies) to expand RAPs to new industries and/or new or non-traditional occupations within existing sectors.
- Goal 4: (Category D.ii.) Incorporate specific strategies to support or expand youth RAP development and/or scaling of existing programs.

Set a goal of at least 20 percent growth of new apprentices registered above the current State baseline during the life of the grant and credibly demonstrate in the application that you will make substantial progress toward meeting this goal; and

Develop and operationalize at least one innovation using the Internet, software, and other technological resources to improve RAP marketing/promotion, business outreach, apprenticeship standards development, and apprenticeship access for under-represented populations.

Short Project Summary: Include identifying targeted industry(ies) and/or occupation(s).

MD Labor proposes the following activities to align with the above baseline goals:

Goal #1: Maryland will pursue a statewide marketing campaign which will align with USDOL’s national messaging. MD Labor will work with Maryland Public Television and/or private producers to create promotional materials customized with local content in order to increase effectiveness of National Apprenticeship Week and similar events coordinated by USDOL. MD Labor will create employer content videos to help illustrate the value of RAPs to both new and existing industries/occupations directly connecting the employers back to the Maryland Apprenticeship Training Program (MATP). MD Labor will solicit information from new employers, sponsors, apprentices, and within the public school system to determine the effectiveness of the outreach. MD Labor will create a minimum of three media productions (such as short videos) and four different outreach brochures.

Attachment I-6: Abstract

Goal #2: MD Labor will establish an Employer Incentive Plan (EIP). Target industries include Healthcare, Information Technology, Cyber, and Advanced Manufacturing. The EIP will incentivize employers by reimbursing employers for a portion of the extraordinary costs of On the Job Learning. For businesses with more than 50 employees, the EIP cap would be 50% reimbursement of the wage rate for the apprentices for a maximum of 30 hours per week. Businesses with 49 or fewer employees would be eligible for reimbursement of 75% of the wage rate of an apprentice for 30 hours per week.

Goal #3: MD Labor will strengthen MATP's presence in key economic hubs. MD Labor will expand partnerships into community colleges (e.g. co-locate Apprenticeship Navigators at community colleges). MD Labor will award funds to three community colleges to apply to the USDOL OA Registered Apprenticeship College Consortium. Colleges that are already a RAP sponsor will instead register a minimum of two new occupations with one cohort each. Colleges may utilize funding to offset the cost of RI for new apprentices, curriculum development, and recruitment of new participating employers.

Goal #4: MD Labor will use new promotional materials and methods to conduct outreach that emphasizes the value of connecting youth apprenticeship to the formal RAP system. MD Labor will devote staff time to convene subject matter experts from the Maryland State Department of Education, local public school systems, community colleges, and RAP sponsors to find methods to deliver related instruction within the school system or at the location of a RAP sponsor. School systems and RAP sponsors will create memoranda of understanding or other agreements allowing for the schools to directly provide the related instruction or facilitate transportation of apprentices to a RAP sponsor's location. MD Labor will allocate funding for either one of the State's local public school systems or to an existing RAP sponsor to expand the number of high school students participating in youth apprenticeship, while they are dually enrolled as RAPs.