



mike rosenbaum

FOR MARYLAND



MARYLAND
2030

Maryland 2030

Creating opportunity for 250,000+ Marylanders and raising wages by more than \$38,000 in the first four years

As one of the richest states in the richest country in the world, the fact that anyone is stuck in a job that does not provide enough to raise a family and live a good life – that anyone is in poverty, period – is a systemic failure in Maryland, and it doesn't have to be this way. We have the resources, the capacity, and the economic strength to guarantee a career and opportunity to every Marylander. But what we lack is the political will and leadership to make it happen.

I am running for governor because the system and status quo are stacked against too many Marylanders. What follows is my plan to ensure that anyone in our state who is jobless, underemployed, or feels stuck in a job that does not provide enough to live a good life, will be guaranteed entry into a good-paying career, so that every Marylander receives the tools and opportunity to support themselves and their family.

I have spent my adult life working to make this opportunity a reality for thousands of Marylanders.

My companies were founded on the idea that talent is everywhere, but opportunity is not. We must fix that problem if we want to build an equitable future that empowers and invests in Marylanders.

During my first term in office, I will ensure that we provide over 250,000 new careers right here in Maryland. That's right—over 250,000 Marylanders moving into careers in areas such as health care, manufacturing, skilled trades, and technology. And we will do it while raising wages for participants by an average of more than \$38,000 per year. Maryland 2030 will also deliver an equitable future by helping to narrow the wage gap between Black and white workers—providing at least 100,000 African American families an opportunity into the middle class and to create intergenerational wealth.



We need to unlock the talent of every Marylander and focus on the assets we already have as a state—including Fort Meade, Aberdeen Proving Ground, and NASA; our universities; our health-care facilities; specialized manufacturing in the northern and western parts of the state; and demand in skilled trades; while also providing funding for vacancies across state government. That way, we can create real careers for all Marylanders.

The alternative is unacceptable. Over the last 40 years, the United States and the world have developed a winner-take-all economy, and Maryland has failed to keep up. As the Brookings Institute noted last year, ninety percent of the nation's innovation sector job growth has occurred in just five metropolitan areas, none of them in Maryland.¹ Just 31 counties in America account for a third of our economic output,² and while two of those counties are in the Washington, D.C. area, neither is in Maryland.³ Quite simply, we have fallen behind, and we have to catch up.

We need a Governor who will do the hard work of attracting employers to Maryland and creating an environment in which all businesses can grow and thrive. Providing tax credits can offer relief but not long-term solutions; providing a skilled workforce and wraparound support is harder, but far more important. It is also something I have spent my entire professional life doing. By addressing barriers to work, like access to affordable child care, transportation, and bridge pay, and creating the most skilled workforce in the nation, we also can create the best state in the nation for small businesses, entrepreneurs, and job creators of all sizes. They'll look to our skilled workforce to fill vacant positions and hire the talented individuals they need to succeed.

It will take courage to challenge the system and question assumptions. In fact, the only way a program like this is going to work is if we measure success effectively and ensure accountability. That is why I am making a promise with this plan. I will commit to launching over 250,000 new careers by the end of my first term.

Sincerely,

Mike Rosenbaum



Unlocking Talent, So Everyone in Maryland Can Have a Career

I founded my companies on the belief that talent is everywhere, but opportunity is not. At Catalyte, we helped people from all walks of life who felt stuck or could not earn enough to support a family, and provided opportunity and training for jobs with some of the most successful companies in the world, helping build careers for thousands of people over the last twenty years. At Arena Analytics, we process millions of unique applications annually, filling hundreds of thousands of jobs with qualified candidates in the health care industry, all while reducing bias in the hiring process *and* reducing turnover across job categories. As Governor, I want to do the same for all of Maryland.

“The difference Mike has made in my life is he gave me a career. He did that for me, he’s done that for others, and his company is still doing it to this day.”

– Sean



The goal of Maryland 2030 is to provide a pathway for people who feel stuck or left behind by the system move toward a good-paying career for those who want one. We need to focus on the areas of growth that also provide meaningful work with opportunity for career advancement. In Maryland, industries with large numbers of openings and projected job growth include technology, health care, skilled trades, and manufacturing. **Together, these four areas are expected to create 3.6 million new jobs around the country.**⁴ Here in Maryland, there already are tens of thousands of openings in these four industries today. Fort Meade alone is expected to add thousands of cyber-related jobs in the coming years.⁵ This increase in demand originates from three sources: projected job growth, a severe need for more trained workers to fill openings that already exist, and additional openings that are projected in the coming years as more individuals leave these industries for other work or to retire. The state needs to act fast to meet the demand. And by positioning Maryland as a global leader in these industries, we can enable even more robust job creation in the coming decade.

“I know people who worked at Starbucks and became software engineers at big name companies. I know people who were plumbers, who were construction workers. Diversity of backgrounds and diversity of identity — all at Catalyte.”

– Obi



To unlock the talent and enable the opportunity that will make this possible, within a year of my election, Maryland 2030 will provide economic support, including a \$15-per-hour wage, health insurance, and the opportunity to develop skills while starting a career that pays at least double that amount. We will make this available to some 20,000 people, and the vast majority of these jobs will not require a college degree.

And while most of those careers ultimately will be in the private sector, the public sector will provide the economic support to allow individuals the stability and opportunity they need to develop the skills to thrive.

Employment During Skills Development

One of the largest equity challenges and impediments to an individual developing the skills needed to advance their career is the basic ability to continue putting food on the table and keeping a roof over one's head. To address these obstacles to learning, each participant in Maryland 2030 will be employed at \$15 per hour and provided with health insurance, while receiving fully-paid skills development and apprenticeships.

Career Pathways

While enrolled in Maryland 2030, each individual will receive skills development and apprenticeships at no cost, as well as an upfront forgivable loan to cover the expenses. Skills development will focus on the four main areas with the greatest need for skilled workers—technology, health care, skilled trades, and manufacturing—and for a select number of cases, in education and creative careers.

Software Engineering and Technology

While few think of Maryland as a tech hub, the reality is Maryland already has a technology-based employer that has hired more Americans to code than Twitter, Facebook, and Amazon combined—and it has been here since 1957!⁶ Instead of treating Fort Meade like a military base, the state of Maryland should treat it as a tech hub that attracts highly skilled talent from all over the country. Maryland also has ranked among the top five states nationally in indexes measuring the technology and innovation sectors; and ranked 7th for concentration of tech jobs statewide.⁷ By focusing on tech clusters around Maryland, and building opportunity outside the public sector, we can fill countless vacancies that already exist and create tens of thousands of additional jobs in Maryland over the next five years.



Current Job Openings	23,000 ⁸ – 25,000 ⁹	MD2030 Graduates (5-Year)	60,000
Projected New Jobs (10-Year)	8,000 ¹⁰ –15,000 ¹¹	Typical Salary	\$110,000 ¹²
Projected Job Openings (10-Year)	110,000 ¹³	Training Time	12 Months

Nursing and Health Care

As our population ages, the demand for nursing is expected to grow 9% in the next decade, well above the national average.¹⁴ In the private sector alone, roughly 17% of jobs in Maryland are in the health care industry;¹⁵ and state projections show employment growing by tens of thousands of jobs in the coming years.¹⁶ According to Maryland Workforce Exchange, there are currently more than 10,000 job openings for registered nurses alone—but just a couple hundred potential candidates, showing a severe shortage in the occupation. Health care provides jobs up and down the skills ladder, allowing for quick hiring even as training is ongoing. The state also already has organizations, such as the Baltimore Alliance for Careers in Healthcare, whose mission is to fill health care worker shortages that have persisted for years.¹⁷ From the National Institutes of Health to Johns Hopkins, MedStar to the University of Maryland, LifeBridge to GBMC, Maryland is well-positioned to fill this growing need in the state.

Current Job Openings	28,000 ¹⁸ –40,000 ¹⁹	MD2030 Graduates (5-Year)	180,000
Projected New Jobs (10-Year)	44,000 ²⁰ –97,000 ²¹	Typical Salary	\$75,000 ²²
Projected Job Openings (10-Year)	220,000 ²³	Training Time	16 Months

Skilled Trades

From electricians and plumbers to carpenters and HVAC technicians, demand for workers in the skilled trades is continuing to increase, even as the country faces a national shortage of qualified workers.²⁴ We can work with our labor-union partners to build on successful apprenticeship programs that already exist²⁵ in order to drastically expand the number of people trained in these fields each year in Maryland.

Current Job Openings	7,000 ²⁶ –10,000 ²⁷	MD2030 Graduates (5-Year)	100,000
Projected New Jobs (10-Year)	15,000 ²⁸ –21,000 ²⁹	Typical Salary	\$56,000 ³⁰
Projected Job Openings (10-Year)	240,000 ³¹	Training Time	24 Months

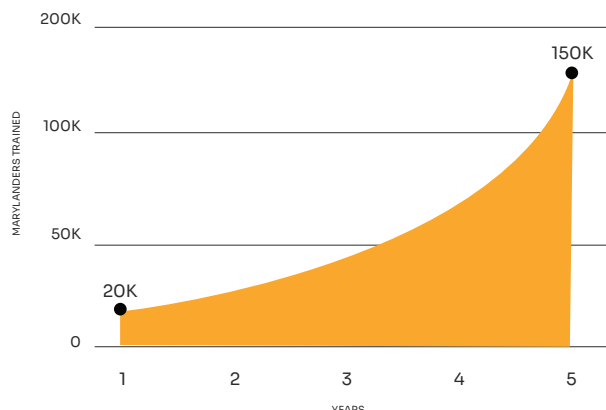
Manufacturing

Here in Maryland, we have lost almost 100,000 manufacturing jobs over the last 30 years—a nearly 50% decline.³² But technology and productivity gains are starting to bring these jobs back to the United States; and we can build on Maryland’s proud manufacturing history, including large manufacturers like Volvo in Western Maryland; and mid-sized employers such as STX in Central Maryland, Paramount Die in Northern Maryland, and Jamison Door and Precision Medicine Group in Western Maryland. These new manufacturing jobs—including health-care manufacturing and industrial manufacturing—typically require more training and lean heavily on the machines we use in modern production processes, but they also offer better pay.

Current Job Openings	9,000 ³³ –12,000 ³⁴	MD2030 Graduates (5-Year)	60,000
Projected New Jobs (10-Year)	3,000 ³⁵	Typical Salary	\$55,000 ³⁶
Projected Job Openings (10-Year)	90,000 ³⁷	Training Time	12 Months

Skills Development Infrastructure

If we are going to empower every Marylander and give them the skills needed for a career, the state is going to need significantly more capacity than currently exists to provide skills development and apprenticeships in our major job areas. While we already have the capacity as a state to train upwards of 20,000 workers in year one, we will need to expand that capacity dramatically to accommodate the program's growth toward 150,000 participants annually in year five. To help reach that goal, we will invest \$50 million in new state funding toward expanding our skills-development infrastructure, beginning in the very first year.



Maryland has numerous high-quality apprenticeship and skills-development pathways—in our universities and community colleges, in our public high schools, in the private sector, in union apprenticeship and training programs, and through nonprofit and for-profit standalone training providers. But we need to add capacity, particularly when it comes to instruction.

Working with Community Colleges, Universities, and K-12 Schools

Maryland has world-class educational institutions, but by bringing in more instructors from industries already in Maryland; as well as talent from other states—we will be able to massively increase our capacity for instruction.

A study of career and technical education (CTE) programs in Maryland showed positive results, particularly on future wages for participants;³⁸ and the Blueprint for Maryland's Future includes substantial investments in CTE education and career readiness. Innovative initiatives, such as the state-funded Maryland Technology Internship Program (MTIP), are already working to create a tech pipeline in the state by providing companies with funding for tech and internships.³⁹

By building on the programs and initiatives that already exist—and creating new partnerships with community colleges, universities, and CTE programs in the K-12 education system—we can build out our job-and-skills-training capacity substantially over the coming years. And by Maryland 2030's sixth year, we will be able to direct nearly \$2 billion to pay for the initiatives included in the Blueprint for Maryland's Future, as new revenue and savings will far exceed program costs.

"A lot of politicians, a lot of local leaders, they all talk about creating jobs. I can say that Mike Rosenbaum knows how to do it."

– Rob



By Maryland 2030's sixth year, nearly \$2 billion will be directed to pay for these initiatives.

Working With Private Employers

While some larger employers already have existing capacity to train new employees, we need to work with them to drastically expand that capacity.

No one is better positioned to understand what it is private employers need in their employees than private employers themselves. By working directly with these businesses, we can expand this capacity as much as it can grow. The state-run EARN program, for example, has leveraged industry partnerships to provide job training for nearly 7,500 employed individuals, and employment for more than 4,500 unemployed or underemployed individuals statewide between 2013 and 2020.⁴⁰ We should build on that and other programs' successes in a way that meets both the private and the public sectors' needs going forward.



"We need a governor who has created jobs and who has a coherent strategy on job creation—for all Marylanders.

Mike's plan is the bold vision we need to employ every Marylander who wants a career and take our state's economy to the next level."

– Claire Broido Johnson



Working With Union Partners

Before the pandemic, the United States was averaging over 250,000 new apprenticeships per year.⁴¹ These programs provide good wages, and serious training that sets employees up for successful careers.

As a private sector employer, I have worked with some of these programs around the country already, and as governor I will work with our union partners to significantly scale up these programs to fill the massive need that still exists. Thankfully, many successful union apprenticeship programs already exist in the state, including the Joint Apprenticeship

and Training Committee (J.A.T.C.), which is co-sponsored by IBEW Local 24 and the Maryland Chapter of the National Electrical Contractors Association;⁴² the Baltimore-Washington Laborers Joint Training program, which provides Construction Craft Laborers' training;⁴³ the Mid-Atlantic Carpenters' Training Centers, and many others. Local jurisdictions such as the city of Baltimore⁴⁴ and institutions of higher education such as the Community College of Baltimore County⁴⁵ also have pursued training initiatives in partnership with local unions.

We must do a better job of coordinating between the state and unions to provide greater predictability around future job and skills needs. We should track upcoming public projects and priorities so we can scale up specific programs in a more targeted manner. Maryland should be using its purchasing power, through budgetary mechanisms such as Project Labor Agreements, to provide the predictability for future jobs and skill needs. Though it's not enough to just create jobs, we need to ensure prevailing wage on every job to ensure economic mobility and pathways into the middle class. Finally, Maryland has passed legislation increasing the penalties for prevailing wage violations but has not increased the number of inspectors to catch and prevent wage theft. We cannot have a prevailing wage only for it to be stolen by bad actors. As governor, I will ensure we use all the powers of government to not just guarantee pathways into the middle class but the security to remain there too.

Working with Standalone Training Providers

Maryland already has incredible training providers—both non-profits and private businesses — accomplishing phenomenal work despite being generally underfunded and having unrealized potential for growth. Myriad programs already exist, including an initiative called Employ Prince George's that provides training, certification and job placement for future health-care workers in Prince George's County. It is run through a non-profit/private partnership between MedCerts and Goodwill of Greater Washington.⁴⁶

With sufficient public resources and investment, these providers will have the ability to expand significantly, and meet the need for more training and eventually more skilled workers.

Catalyte: Putting ideas into action.

Catalyte uses predictive analytics to find the most talented software engineers, with the goal of removing the biases that lock people out of these jobs — race, class, gender, and education level. Catalyte finds the most exceptional individuals to be software engineers without relying on resumes, and unlocks their potential to thrive in technical roles. Catalyte puts people on a pathway to a higher-paying career that can support a family, raising the average income of an engineer identified by Catalyte from \$25,000 per year to \$98,000 per year over 5 years.

Financing Maryland 2030



Over the long term, this plan will more than pay for itself because of the new income-tax revenue to the state. With average incomes expected to increase by more than \$38,000 a year, each participant's increased tax revenue and additional savings will cover the cost of training in as little as 2 years. Even if there were no additional savings, the program still pays for itself in 10 years—strictly from increased tax revenue from job creation.

There are a variety of ways to cover the initial expenses. **Maryland will have a \$5 billion budget surplus⁴⁷** by FY 2023, the largest in state history. Washington is poised to pass some version of Build Back Better, and American Rescue Plan money continues to flow to the state. Maryland must also work to maximize the federal dollars the state pulls down, including CMS Innovation Center

money and Build Back Better job-training funds, directing that federal revenue toward scaling up this program. In the event that more funding is needed, the state can issue bonds, paid for by the additional income-tax revenue that the graduates of Maryland 2030 will generate.

At a structural level, the more important source of capital is the fact that providing a pathway to economic security for everyone generates massive additional savings for Maryland. We spend billions of dollars on our criminal-justice system to incarcerate folks who are driven into the drug trade or other illicit activities by a lack of opportunity.⁴⁸ If each of us had a pathway to a middle-income life and a job that pays at least \$35 per hour, we could wipe out most of these activities and save even more.

We ask our schools to feed, provide health care, and even pay rent for the families of our students. Our schools are there to teach and to tend to the cognitive and emotional growth of our students. Time and budgets are better spent doing just that.

If we move our jobs closer to home, we can cut commute times, and reduce pressure on roads and transit.

Giving people careers also reduces public healthcare costs significantly as this responsibility moves to employers.



I ask voters to let me continue the work I have done for over two decades to unlock the talents of every Marylander and enable those who are unemployed or pushed out of the workforce into good-paying jobs and careers. This would add over half a billion dollars in general-fund tax revenues per year simply by expanding the tax base, and several billion in savings from current spending as individuals have greater economic security and need less support from the state.

Drawing on the relationships between poverty, health care, criminal justice, education, transportation, jobs, and economic growth, we can help finance this plan by using these savings to pay for the cost of enabling each person to unlock their superpowers and have a pathway to a job that pays enough to raise a family.

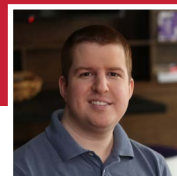
Issuing Bonds as a Backup

I am confident the Biden Administration will work with Maryland to support financing for the upfront costs of Maryland 2030. But if there is still a gap, we can fill it by issuing bonds backed by the increased tax revenue Maryland 2030 will generate by creating jobs that expand the state's tax base—potentially by creating a new authority or using the Stadium Authority and its revolving funding authority.⁴⁹ Combined with the significant savings outlined in this plan, we can take advantage of future economic growth and reduced spending as each individual needs less support from the state to provide the necessary upfront financing at the state level.



"I worked in grocery stores stocking, but the pay wasn't very good. Mike gave me the skills to come into their industry. I'd had no experience working in IT, and now I'm Senior Developer."

– Sean



Conclusion

Maryland has the economic strength, tools, and capability to provide every Marylander who wants one with a career that can support a family. Creating jobs and pathways into careers also allows us to pay for the things we want, by reducing our current spending and savings dollars we no longer will need to spend. We simply need the courage and vision to make it happen.

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