

Homebuilding Education Leadership Program (HELP) 2023 Application Guidelines

LOI Due: April 10th, 2022, 11:59pm PST

RFP DUE: June 26th, 2022, 11:59pm PST

Finalists Presentation Meeting: October 6th

Please review this entire document before filling out the LOI online application.

Overview of the HELP Initiative

The National Housing Endowment, the philanthropic arm of the National Association of Home Builders (NAHB), launched the Homebuilding Education Leadership Program (HELP) in 2006. Through HELP, the National Housing Endowment has made a commitment to award grants to leading two-year and four-year colleges and universities to help them create, expand or enhance **residential** construction management programs. Winning schools have received grant awards of **up to \$100,000 over a three-five year period**. The National Housing Endowment has committed over \$5.1 million in grants to 44 schools around the country through HELP.

One of HELP's key goals is to encourage academic institutions to provide **residential** construction education tracks and/or programs that respond to issues of concern to the home building industry. Another key goal is to increase the number of college graduates who are qualified to choose and enter a career in the **residential** construction management profession.

The Letter of Inquiry (LOI)

Submittals

Submitting the LOI is the first step in the application procedure for the National Housing Endowment's 2023 HELP Grant Program. Interested educational institutions must submit this **online** LOI application by **April 10th**.

Purpose of the LOI

The LOI will provide the HELP Grant Advisory Committee with the information it needs to determine if an educational institution is positioned to effectively use one of the 2023 HELP grant awards. If the HELP Grant Advisory Committee determines that a school is qualified to submit additional information

for further consideration of a grant, the school will be invited to submit a complete Request for Final Proposal (RFP).

Any questions about the application may be directed to Karima Simmons at ksimmons@nahb.org.

Evaluating the Letter of Inquiry

The LOI is essentially a pre-proposal which should provide a succinct, but thorough, description of the basis for the potential RFP. The HELP Grant Advisory Committee consists of trustees and staff of the National Housing Endowment, NAHB and HBI leadership and various industry stakeholders.

This spring, each applicant submitting an LOI will be informed of the decision made by the 2023 HELP Grant Advisory Committee. Selected finalist institutions will then be invited to submit a complete **RFP due June 26th**.

The following information will assist the evaluation team in determining which schools will be invited to submit a RFP.

1. Amount of Grant Request.
2. The qualifications and number of faculty dedicated to the program.
3. The average number and the percentage of students that graduate from the program each year and then accept employment in the home building industry.
4. The existence and scope of the activities of an NAHB Student Chapter.
5. The number and type of undergraduate/graduate courses presently offered.
6. How many of your construction management graduates have entered the residential construction industry? How many work for high production builders? How many work for small-mid size builders? How many have started their own business?
7. If you currently do not track your graduates, how do you intend on doing so in the future?
 - a. Creating a department LinkedIn account to improve networking and tracking of graduates.
8. The extent of outreach and research associated with the home building industry.
9. The type and extent of administrative/institutional support provided.
10. Did it appear that the educational institution had developed a satisfactory preliminary plan for how your HELP Grant would be deployed?
11. Did the educational institution clearly state the “cost sharing” arrangements it was prepared to make in order to maximize the use of the 2023 HELP Grant to directly support program elements? ***Proposals with any overhead or indirect costs included in the request will not be considered.***
12. The development of more and/or enhanced programs in **residential** construction management.

13. The creation of curricula appropriate to **residential** construction management or related program.
14. Incorporation of newly emerging issues related to the home building industry.
15. If additional faculty members with experience in the home building industry will be hired.
16. Describe your relationship with a local/state/or national Home Builders Association:

NOTE:

- **The National Housing Endowment requires that proposal requests for overhead expenses be limited to no more than \$5,000 for the duration of the grant.**
- **Information regarding any anticipated additional matching funds from other sources (i.e. state or other governing agencies, local Home Builders Associations) is encouraged and should be identified.**

Before filling out the LOI online, take a moment to review and gather the following information. This will make filling out the online application easier.

Contact Information to include:

- Name of Educational Institution
- Federal Tax ID number
- Name of the College and/or the Department of the Construction Management Program:
- Type of Program
 - Two-year program (Associates Degree)
 - Four-year program (Bachelor's Degree)
- Name, Title and contact information of Primary Contact for LOI
- Name, Title and contact information of Secondary Contact for LOI (optional)

2023 HELP Grant Proposed Initiative

Please provide your conceptual plans for how your program would use 2023 HELP grant funds.

Suggested topics include but are not limited to:

1. If and how more and/or enhanced programs in residential construction management will be developed.
2. The current status or proposed development of curricula appropriate to the residential construction industry.
3. Addressing emerging issues related to the home building industry.
4. Hiring additional faculty members with experience in the home building industry.
5. Building upon previously awarded HELP grants (using developed curriculum, models, etc.)

How will success be measured?

Indicate how success will be measured. Including established, measurable, and practical milestones that can be monitored over time.

Application Link

To access the online application, please click on [this link](#).

You will be asked to create an account.

You will have the ability to make edits to the application until the deadline **April 10th, 2022**.

Please be sure to proofread your responses. Editing and grammar count!

Thank you and good luck.