

Homebuilding Education Leadership Program (HELP)  
2018 Letter of Inquiry Guidelines  
Due: March 25<sup>th</sup>, 2018, 11:59pm PST

*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 long-term commitment to award grants to leading two-year and four-year colleges and universities to help them create, expand or enhance new or existing **residential** construction management programs. Each college or university selected to participate in the program will receive a grant of **up to \$100,000 over a three-four year period**. The National Housing Endowment has awarded over \$3.8 million dollars in grants to 33 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 2019 HELP Grant Program. Interested educational institutions must submit this **online** LOI application by 11:59pm PST on March 25<sup>th</sup>, 2018.

#### **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 2019 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 Bruce Silver at [bsilver@nahb.org](mailto:bsilver@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 members and staff of the Board of Trustees of the National Housing Endowment, and members of the management team from the Home Innovation Research Labs and the Home Builders Institute.

This spring, each applicant submitting an LOI will be informed of the decision made by the 2019 HELP Grant Advisory Committee. Selected finalist institutions will then be invited to submit a complete **RFP due in June 2018**.

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?
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 the 2019 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 2019 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. Present qualifications of institution to submit proposal during the RFP stage in the application process.

**NOTE: The National Housing Endowment requires that no proposals include requests for overhead expenses in the proposed budget of the grant funds. Proposals with overhead or indirect costs included in their requests will not be considered.** Also, 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 (Bachelors Degree)
- Name, Title and contact information of Primary Contact for LOI
- Name, Title and contact information of Secondary Contact for LOI (optional)

**Describe Current Program**

- Amount of Grant Request
- Number of full time and part time Faculty in Construction Management Program
- Number of faculty dedicated to home building curricula
- Briefly describe the qualifications of the faculty
- Detail faculty's residential construction industry experience
- Average number of students graduating from the program annually
- Percentage of graduates that have or hope to accept employment in the home building industry:
- Percentage of graduates that have entered the residential construction industry:
- How do you track your graduates' career-path? How long do you track your graduates? Do you have current contact information?

- NAHB Student Chapter activities including current activities and planned activities
- Is your program accredited by the American Council for Construction Education (ACCE)?
- Briefly list the current residential construction undergraduate and graduate curriculum/courses:
- Briefly list the extent of faculty's outreach and research associated with the home building industry:
- Describe your relationship with a local/state/or national Home Builders Association:

### **2019 HELP Grant Proposed Initiative**

Please provide your conceptual plans for how your program would use 2018 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 of March 25<sup>th</sup>, 2018 at 11:59pm PST.

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

Thank you and good luck.