

**Work Sharing Marketing Campaign,
Office of Unemployment Insurance, Department of Labor**
\$1.0 Million (P00H01.01)

Purpose: Recovery Now Funding

To develop and implement a work sharing unemployment insurance marketing campaign, the Office of Unemployment Insurance, Maryland Department of Labor, shall hire a professional marketing and communications firm.

Program Highlights and Plans to Allocate Remaining Balance:

- Maryland's Department of Labor, Division of Unemployment Insurance (DUI), has been awarded federal funding from the United States Department of Labor, via CARES Act, to conduct outreach and promotion of Maryland's Work Sharing program. This funding is made available to all States implementing a Short-Time Compensation (STC/Work Sharing) program. Maryland's Labor Department launched its statewide promotional campaign February 2021. These outreach efforts target employers statewide, across various industries and business size. Focus is also on minority, women, and veteran-owned businesses, and includes 30 second PSAs in English and Spanish.
- As a result of having been awarded federal funding for this purpose prior to this allocation, there is no intent or need to utilize the \$1.0 Million allocation for its stated purpose.