



Request for Proposals: Professional Services Support for Workforce Development Programs

Date of Issue: March 18, 2025

See Section IX: Budget for Funding by Scope

Proposals Due: Rolling through May 20, 2025, 11:59 PM

(Please note some scopes of work are subject to priority application deadlines)

All proposals must be submitted to:

RFPWorkforce@MassCEC.com

I. SUMMARY

Through this Request for Proposals (“RFP”), the Massachusetts Clean Energy Technology Center (“MassCEC”) seeks qualified individuals or organizations (“Applicants”) to support MassCEC Workforce Development efforts across five different scopes of work (“Scopes”). Applicants may apply to one or multiple Scopes, which are referenced below and are more fully laid out in Section V. Scope of Work in this solicitation:

Scope 1: Scope 1 incorporates two aligned strands of work. Applicants may elect to apply to one or both strands. However, those with expertise in one strand are encouraged to seek out partners in order to apply for both strands of work. MassCEC recommends that applicants seeking to partner consider reviewing the MassCEC [networking partnership list](#), and additionally [filling out this form](#) to be added to the list. MassCEC will update this document regularly.

Strand A: Consultant to provide direct technical assistance for recipients of MassCEC’s Equity Workforce Grants¹ and additional workforce grants, design virtual and in-person group technical assistance offerings, and support broader program development and improvement efforts.

Strand B. Consultant to provide planning and facilitation support for annual MassCEC in-person grantee community of practice (CoP) convenings, annual regional workforce conferences and other in-person events as requested

Scope 2: Training providers for support of Internship Program Success (SIPS) Initiative.

Scope 3: Curriculum design consultant to support ongoing Clean Energy Innovation Pathways curriculum development and additional curriculum support.

Scope 4: Scope 4 incorporates three aligned strands of work. Applicants may elect to apply to one, two, or three strands. However, those with expertise in one strand are encouraged to seek out partners in order to apply for all three strands of work. MassCEC recommends that applicants seeking to partner consider reviewing the MassCEC [networking partnership list](#), and additionally [filling out this form](#) to be added to the list. MassCEC will update this document regularly.

Strand A. Curriculum design consultant to develop a universal heat pump curriculum and supporting lab resource toolkit, to be provided as supporting material for

¹ These may be recipients of funding through MassCEC’s Adult and Minority & Women Business Enterprise (MWBE) programming, or Youth and Young Adult programming. To learn more about these programs, please visit: <https://www.masscec.com/workforce/workforce-equity-programs>

Community College grantees of the MassCEC Heat Pump and HVAC Training Network² program.

Strand B. Consultant to develop career-contextualized English as a Second Language (“ESOL”) instruction supporting material tied to the universal heat pump curriculum, to be provided as supporting material for Community College grantees of the MassCEC Heat Pump and HVAC Training Network program.

Strand C. Consultant to review MA Career Technical Education (Chapter 74) 2024 HVAC-R Standards and Skills Framework³ and provide guidance on recommended modifications based on unique needs of Community College and adult new entrant populations to support readiness for HVAC and heat pump installation and repair. The consultant will additionally formalize a resource guide inclusive of any existing open-source instructional tools, curriculums, and links to heat pump and HVAC credentials and credentialing entities that Community College grantees participating in the MassCEC Heat Pump and HVAC Training Network can utilize and cross-check as part of their in-house HVAC and heat pump curriculum development efforts.

Scope 5: Consultant to convert existing MassCEC technical assistance resources into designed asynchronous learning modules that can be incorporated into a future Learning Management System (LMS).

Applications will be accepted on a rolling basis until May 20, 2025. **However, those applying for Scope 2 or 4 must apply by April 15th 2025, by 11:59 pm**, to ensure sufficient time to meet initial milestones and deliverables. All applications should align with the proposed scope of work and deliverables.

II. ABOUT MASSCEC

MassCEC is a quasi-state economic development agency dedicated to accelerating the growth of the clean energy sector across the Commonwealth to spur job creation, deliver statewide environmental benefits and to secure long-term economic growth for the people of Massachusetts. MassCEC works to increase the adoption of clean energy while driving down costs and delivering financial, environmental, and economic development benefits to energy users and utility customers across the state.

MassCEC’s mission is to accelerate the clean energy and climate solution innovation that is critical to meeting the Commonwealth’s climate goals, advancing Massachusetts’ position as an international climate leader while growing the state’s clean energy economy. MassCEC is

² To learn more, please visit: <https://www.masscec.com/program/heat-pump-and-hvac-training-network>

³ To view the HVACR Standards and Skills Framework, please visit: <https://macte.ns4ed.com/hvac/>.

committed to creating a diverse, equitable, and inclusive organization where everyone is welcomed, supported, respected, and valued. We are committed to incorporating principles of diversity, equity, inclusion, and environmental justice in all aspects of our work in order to promote the equitable distribution of the health and economic benefits of clean energy and support a diverse and inclusive clean energy industry. MassCEC strives to lead and innovate in equitable clean energy and climate solutions.

III. PROGRAM GOALS AND DESCRIPTION

MassCEC works to drive the growth of the clean energy economy in Massachusetts as part of a broader effort to support statewide climate goals. Massachusetts is a world leader in climate and clean energy, and continued progress relies on a strong and expanding clean energy workforce. To meet our 2030 greenhouse gas emission reduction targets, the Massachusetts clean energy industry will need over 38,000 additional clean energy workers, across 140 occupations will see job increases due to the clean energy industry growth.⁴

MassCEC develops and manages workforce programs that increase access to clean energy careers, education, and training. Through our Clean Energy Internship Program, we've placed over 5,800 interns at over 600 clean energy companies. Our Equity Workforce Development programming ensures that clean energy careers are accessible to all by supporting expanded career awareness, training, and support services for individuals and minority and women-led clean energy businesses.

MassCEC is focused on building capacity for partners to develop and deliver high-quality workforce development training and business development opportunities across climate-critical occupations for Massachusetts residents. The work solicited under Scope 1 of this RFP is necessary to provide the Equity Workforce Grant Recipients with the support and guidance required to plan and implement their programming successfully.

Funds for this program will be expended from the Equity Workforce Training Fund, created through the March 2021 Climate Legislation, *[An Act Creating a Next Generation Roadmap for Massachusetts Climate Policy](#)*. Pursuant to this legislation, a minimum of \$12 million annually in funding is provided to support one or more of the following populations:

- Existing or emerging Massachusetts-based Minority and Women-Owned Business Enterprises (MWBEs) companies operating or expanding into climate-critical fields;
- Individuals from Environmental Justice ("EJ") Neighborhoods or low-income communities;
- Members of federally recognized or state-acknowledged tribes;
- Members of underrepresented communities in the clean energy workforce; and

⁴ 38,000 additional clean energy workers between 2022 and 2030. [Powering the Future: A Massachusetts Clean Energy Workforce Needs Assessment](#).

- Current or former workers from the fossil fuel industry (“Fossil Fuel Workers”).

MassCEC’s Equity Workforce Technical Assistance and Program Development Goals:

- Utilize individual coaching and small group cohort sessions to support grantees in conducting effective internal processes that lead to solid and timely deliverables and impactful program outcomes;
- Encourage an increased understanding of relevant implementation best practices through guidance and supporting tools;
- Strengthen and expand relevant grantee partnerships by providing guidance and referrals as needed;
- Foster an engaged professional learning community of practice through small to medium-sized group virtual meetings and larger in-person convenings;
- Provide effective project management and oversight to achieve the relevant technical assistance of program development tasks;
- Provide the MassCEC workforce team with regular updates on grantee progress and areas for concern; and
- Collaborate effectively with all grantees and relevant MassCEC staff to reach the best possible outcomes.

MassCEC is also seeking a consultant to convert existing MassCEC technical assistance resources into asynchronous learning modules that can be incorporated into a future Learning Management System (Scope 5).

Clean Energy Internship Program

The Internship Program facilitates the placement of Massachusetts college and clean energy certificate students (“Participants,” as further defined below) in career opportunities in the clean energy sector. The Internship Program provides paid full-time summer internships and paid part-time academic year internships across the state. Companies (“Host Employers,” as further defined below) are permitted to take up to two (2) students per semester or up to three (3) students if one is enrolled at a community college. MassCEC will reimburse Host Employers directly for the internship period. Host Employers will receive a reimbursement of up to Eight Thousand Six Hundred Forty Dollars (\$8,640) per student for the Summer session, which is enough to cover Eighteen Dollar (\$18) per hour wages for Eligible Students who work forty (40) hours per week for a total of twelve (12) weeks. To date, the Program has placed 6,400 interns at 627 companies since 2011.

Support Internship Program Success (“SIPS”) Initiative (see Scope 2):

Formerly the Targeted Internship Program, the SIPS Initiative aims to directly recruit and support students in the Clean Energy Internship Program to create the best chance for success. Students eligible to participate in this initiative include Pell Grant recipients, First-generation college students, residents of Massachusetts Environmental Justice neighborhoods and Disadvantaged communities, as defined here: <https://www.mass.gov/info-details/environmental-justice-populations-in-massachusetts>. As further laid out in Scope 2, MassCEC is seeking to partner with Training Providers that can equip students with additional support services, and who will recruit, track, and assist MassCEC with matching clean energy Host Employers with up to sixty (60) Eligible Students in the summer 2025 cohort. Each training provider must recruit, retain and place an agreed upon number of participants, likely twelve (12) to fifteen (15).

Clean Energy Awareness and Clean Energy Innovation Career Pathway:

Expanded Clean Energy career awareness is a crucial first step to growing and diversifying the pipeline for tomorrow’s climate-critical workforce. Lack of clean energy career awareness is a top barrier to entry into the workforce and is also a root cause of opportunity disparities. As part of a 2023 analysis, almost half of all African American, Latinx, and female respondents indicated that a lack of basic career information was a barrier.⁵

MassCEC has a longstanding commitment to fostering clean energy career awareness. In 2023, Governor Healey announced the launch of a Clean Energy Innovation Pathway for high school students. The Clean Energy Innovation Career Pathway enables high school students to engage in applied, hands-on learning opportunities to explore the growing career opportunities in the clean energy industry. MassCEC partnered with the Department of Elementary and Secondary Education (“DESE”), to launch the Clean Energy Innovation Pathway programs. The innovation Career Pathways started with a pilot of five schools and continues to expand with additional (currently 6) applications to participate in the current school year. MassCEC continues to develop work-based learning experiences and best practices that can be adopted by high schools,⁶ While curriculum development for the original framing of the Clean Energy Innovation Pathways has been completed⁷, MassCEC seeks a consultant (Scope 3) to support MassCEC’s ongoing needs for curriculum development for Clean Energy Innovation Pathways and additional curriculum support.

⁵ The Workforce Needs Assessment can be accessed [here](#).

⁶ More information on the Clean Energy Innovation Career Pathway can be found [here](#).

⁷ <https://cleanenergyeducation.org/curriculum/>

Heat Pump and HVAC Technician Training Network

MassCEC has recently launched a separate solicitation to support a Heat Pump and HVAC Technician Training Network program⁸, which will provide HVAC technician workforce training, equipment, and planning grants to community colleges. This program implements the commitment to launch additional statewide HVAC & heat pump training programs at community colleges that Governor Maura Healey announced during her 2024 State of the Commonwealth address. These grants provide direct funding and technical assistance to community colleges that can establish or upgrade HVAC and heat pump training centers. By increasing access to modern, relevant training equipment and infrastructure, the colleges can build and scale career pathways that help Massachusetts residents access and advance in HVAC mechanic and technician occupations.

In addition to direct funding to community colleges through this program, MassCEC is seeking to solicit support from one or more consultants to develop:

- A standard universal heat pump curriculum and lab resource guide, informed by industry partners and heat pump manufacturers and consisting of sufficient materials to support at least 20 hours and no more than 40 hours of combined direct instruction and lab time (Scope 4. Strand A.)
- Career-contextualized ESOL instruction supporting material tied to the universal heat pump curriculum (Scope 4. Strand B.)
- Guidance and recommendations on what portions of the MA Career Technical Education (Chapter 74) 2024 HVAC-R Standards and Skills Framework align and don't align with the unique needs of Community College and adult new entrant populations, coupled with recommended modifications. Consultant will additionally formalize a resource guide inclusive of any existing open-source instructional tools, curriculums and links to heat pump and HVAC credentials and credentialing entities (Scope 4. Strand C.).

These will serve as resources to participating Community Colleges as they develop curriculum for their respective HVAC and Heat pump programs.

IV. ELIGIBILITY

Eligible Applicants may be individuals, organizations, or a partnership/team with a range of expertise and experience to deliver a comprehensive proposal. If multiple parties are jointly applying, one party should take on the role of leading the application team and be responsible for signing Attachment 1, executing a contract with MassCEC (if selected), and receiving funds from MassCEC.

⁸ <https://www.masscec.com/program/heat-pump-and-hvac-training-network>

The following includes, but is not limited to, entities that may be interested in applying:

- Sole proprietors;
- Consultant groups with experience in workforce development;
- Workforce Development Organizations, both Non-Profit and For-Profit;
- Community-based entities (often called community-based organizations) with relevant experience implementing similar programming focused on climate-critical occupations for relevant target populations;
- For-profit entities such as training companies, trade associations, or other coalitions of businesses;
- Post-secondary institutions;
- Be based in Massachusetts or have staff in Massachusetts who will support the proposed work

V. ESTIMATED TIMELINE

This timeline is subject to change at MassCEC’s discretion.

Release of RFP	March 18, 2025
Questions due to MassCEC via email to <i>RFPWorkforce@MassCEC.com</i>	Ongoing
Questions with Answers Posted to MassCEC Website	Questions will be responded to directly, and a synopsis of responses will be posted on the RFP website every 2 weeks
Webinar 1: Scopes 1 and 2	March 31, 2025, 3:00 – 3:45 pm
Webinar 2: Scopes 3, 4 and 5	March 31, 2025, 2:00 – 2:45 pm
Proposals Due	May 20, 2025, 11:59 pm <i>(April 15 deadline for Scopes 2 and 4)</i>
Interviews of Top Applicants	As needed
Notification of Award	Rolling through July

VI. SCOPE OF WORK

Scope 1: Scope 1 incorporates two aligned strands of work. While applicants may elect to apply to one or both strands, those with expertise in one strand are encouraged to seek partners in order to apply for both strands of work.

Strand A: Technical Assistance for Equity Workforce Grantees

MassCEC plans to contract with two to four applicants to offer technical assistance and services as more fully described below:

- Provide high-quality technical assistance to a caseload of six to twelve grantees funded from a range of programs within MassCEC's Adult Training and MWBE Support and Students and Young Adult teams⁹;
- Review all relevant materials from the grantee's procurement and contracting process;
- Develop clear focus areas for technical assistance and associated benchmark goals based on feedback from the grant proposal review committee and thoughtful analysis of the grantee proposals;
- Deliver technical assistance that seeks to address these focus areas and goals through a mix of grantee support materials, in-person convenings, small-group cohort virtual meetings, and individual virtual meetings;
- Collaborate on the design and co-facilitation of up to two annual in-person multi-hour convenings for all the grantees.
- Develop custom tools to support best practices relevant to the grant goals;
- Review and provide feedback to grantees on the major grant deliverables, such as plan outlines and the final implementation plans for planning grantees and programmatic outcome tracking for implementation grants; and
- Track grantee progress and provide timely updates through a shared tracking document.

Note that as part of the application, Applicants will be asked to clarify whether they have knowledge and experience working with training providers focused on youth and young adult populations, training providers focused on adult populations, or MWBEs and MWBE support organizations.

Preference will be given to applicants with the following:

- Have workforce development experience and demonstrate a history of effectively supporting programming devoted to serving participant populations consistent with the program model;
- Have experience providing guidance, mentorship, and support on workforce-related program development;
- Demonstrate a deep understanding of the state's workforce system and/ or small business and broader economic development system with a clear awareness of regional strengths and challenges;

⁹ To learn more about these programs, please visit: <https://www.masscec.com/workforce/workforce-equity-programs>

- Have knowledge and understanding relevant to clean energy workforce development and clearly articulate these linkages to specific climate-critical occupations or fields; and
- Be prepared to provide technical assistance on a range of relevant topics, including program design, recruitment and retention strategies tailored to the target populations, effective partnership development, and clean energy industry training considerations.

Strand B: Planning and Facilitation Support for annual MassCEC In-Person Grantee Community of Practice (CoP) Convenings, annual Regional Workforce Conferences and other in-person events as requested

MassCEC plans to contract with one applicant to offer planning and facilitation services as described below:

- Facilitate virtual workgroup planning sessions on an agreed-upon cadence in preparation for annual In-Person Grantee CoP Convening that typically occurs in the Fall of the calendar year, and an annual Regional Workforce Conference that typically occurs in the Spring of the calendar year;
- Review and provide feedback on session proposals, including which sessions should be included as proposed, modified/ combined to be included, or not included;
- Support MassCEC staff in the production of high-level and detailed summit agendas and run-of-show documents;
- Work with presenters and workshop facilitators to refine presentation / workshop plans as requested;
- Collect and track summit materials as requested;
- Coordinate with MassCEC staff supporting the summit development and logistics; and
- Be present on the day of events to support key details and execution of the event.

Scope 2: Training providers for support of Internship Program Success (SIPS) Initiative

MassCEC is seeking one Training Provider that can recruit, retain, and track Eligible Students to the Internship Program and conduct the following services. The funding amount for this Scope can be up to Twenty Thousand Dollars (\$20,000) if requesting a one (1) year contract, or up to Forty Thousand Dollars (\$40,000), if requesting a two (2) year contract:

- Recruit Eligible Students for the summer 2025 Internship Program (this includes Pell Grant recipients, First-generation college students, residents of Massachusetts Environmental Justice neighborhoods and Disadvantaged communities, as defined here: <https://www.mass.gov/info-details/environmental-justice-populations-in-massachusetts>);

- Assist MassCEC in matching Eligible Students to Host Employers for the summer 2025 Internship Program;¹⁰
- Mentor and support recruited Participants for the Student Internship Program Success (SIPS) Initiative component of the summer 2025 Internship Program (May, June, July, and August);
- Design and facilitate three (3) 60-minute virtual career readiness workshops during the summer of 2025 (May, June, July, August), which will include a strategic opportunity for 15-20 minute breakouts/small group discussions for each cohort;
- In collaboration with MassCEC Internship staff, design and deliver an employer best practices webinar, which will be open to all employers participating in the Internship Program, and required for those participating in the SIPS Initiative.
- Attend all weekly workshops for students, including those facilitated by other training providers, to lead breakouts/small group discussions with your own cohort within each workshop;
- Report any concerns to MassCEC regarding participant progress and experience in the program;
- Track recruited summer 2025 Internship Program Participants for up to one (1) year post internship completion;
- Provide case studies and photos of at least two (2) participants; and
- Complete an interim report and a final report, which will detail outcomes at the end of the program as well as outcomes one (1) year after the program.

Scope 3: Curriculum design consultant to support ongoing Clean Energy Innovation Pathways curriculum development and additional curriculum support

Please note: Applicants should review the resources available for the clean energy pathway curriculum webpage¹¹ and propose curriculum additions based on building on what is available.

- Working with MassCEC to establish additional curriculum modules that enhances the Innovation Career Pathways work;
- Drafting clean energy career modules, inclusive of introductory content, extension activities, and project-based learning approaches;
- Written educator training module for teachers to orient themselves with materials and understand how best to implement the curriculum;

¹⁰ A “Host Employer” for purposes of this RFP is defined as “an employer engaged in whole or in part in goods and services or advanced and applied technologies that significantly reduce or eliminate the use of energy from non-renewable sources, including, but not limited to: energy efficiency; demand response; energy conservation and those technologies powered in whole or in part by the sun, wind, water, biomass, alcohol, wood, fuel cells, any renewable, non-depletable, or recyclable fuel.” MassCEC, in its sole discretion, makes the determination of whether an employer is a clean energy employer. A “Participant” for purposes of this RFP is the Eligible Student selected by the Host Employer to participate in an Internship with the Host Employer through the Program.

¹¹ For more information, please see: <https://cleanenergyeducation.org/curriculum/>

- Curriculum map for additional modules with state standards;
- Supplemental materials for lessons including but not limited to slide decks, student handouts, teacher manuals, electronic resources, etc.;
- Integration of clean energy videos provided by MassCEC and other additional educational assets to enrich student’s learning; and
- Curriculum must be differentiated for implementation in different academic environments, demonstrate cultural and linguistic relevance and responsiveness, and provide supports for English Language Learners, students with disabilities, academically/intellectually gifted students, and students in need of additional intervention.

Scope 4: Scope 4 incorporates three aligned strands of work. While applicants may elect to apply to one or more strands, those with expertise in one strand are strongly encouraged to seek partners in order to apply for all three strands of work.

MassCEC recommends that applicants seeking to partner as part of an application consider reviewing the MassCEC [networking partnership list](#), and additionally [filling out this form](#) to be added to the list. MassCEC will update this document regularly.

Strand A. Curriculum design consultant to develop a universal heat pump curriculum and supporting lab resource toolkit, to be provided as supporting material for Community College grantees of the MassCEC Heat Pump and HVAC Training Network program.

MassCEC is seeking a consultant to develop a standard universal heat pump curriculum and lab resource guide, informed by industry partners and heat pump manufacturers and consisting of sufficient materials to support at least 20 hours and no more than 40 hours of combined direct instruction and hands-on lab time.¹² The universal heat pump curriculum should include, at a minimum, the following topics:

- Understanding the fundamentals of heat pump technology, and how systems operate (inclusive of the different heat pump classifications, including air-source, ground-source, and water-source).
- Understand the various applications and installations for ductless mini-split systems
- Training on how to install, service and test heat pump technology.

Additionally, MassCEC expects that the curriculum and associated training activities would be designed to include key concept [Heat Pump Installation Knowledge Areas](#) that would allow it to meet the standard for recognition under the [U.S. DOE Energy Skilled Heat Pump Programs](#). MassCEC also recommends reviewing the following additional resources:

¹² While the criteria clarified below is strongly recommended, MassCEC is open to reviewing applications that make a compelling case for curriculum that includes additional hours or approaches, as long as the proposal meets the core goals and objectives of the scope of work.

- MA Career Technical Education (Chapter 74) 2024 HVAC-R Standards and Skills Framework: Standard 7 – Heat Pumps and Air Conditioning Equipment: <https://macte.ns4ed.com/hvac/>
- Efficiency Maine Heat Pump Installer 40-hour training Curriculum: <https://www.energymaine.com/docs/HP-Installer-Training-Required-Topics.pdf>
- Northeast Energy Efficiency Partnerships Installer and Consumer Resources: <https://neep.org/high-performance-air-source-heat-pumps/air-source-heat-pump-installer-and-consumer-resources>

The curriculum should clarify whether completing the course and associated trainings would result in credit towards certain certifications, such as the EPA 608 Technician Certification, or the NATE Ready to Work Certificate. The curriculum should be laid out as a series of course lessons on specific priority topics, and should include a lesson summary, key questions and learning objectives. The consultant should additionally develop supplemental materials as part of delivery of heat pump curriculum, including but not limited to slide decks, teacher manual or training notes, and student handouts when applicable. MassCEC will additionally collaborate with selected consultant to create a short resource document to clarify state goals for heat pump adoption, use of heat pumps for home electrification, how the technology is an important component to meeting state climate targets, and the importance for proper sizing of heat pumps and training on usage for consumers.

A lab resource toolkit should include proposed outlines for in-person lab sessions, including major topic, goal of the session, learning objectives and proposed materials required to conduct the lab.

Both the curriculum and lab resource toolkit must be developed to be agnostic of heat pump training equipment or manufacturer.

Strand B. Consultant to develop career-contextualized English as a Second Language (“ESOL”) instruction supporting material tied to the universal heat pump curriculum, to be provided as supporting material for Community College grantees of the MassCEC Heat Pump and HVAC Training Network program.

Massachusetts’ limited-English proficient (LEP) residents represent a significant source of untapped talent critical to building the robust workforce needed to achieve the state’s clean energy and decarbonization goals. However, significant barriers persist in unlocking this potential. Nearly 20% of working-age residents in Gateway Cities are LEP, yet access to English for Speakers of Other Languages (ESOL) services is inconsistent, with some communities entirely lacking state-funded programs. While some clean energy certifications, such as EPA608 for HVAC/R technicians, and NATE for HVAC/R technicians and heat pump installers, are available in Spanish, they are not broadly offered in additional languages. Meanwhile, licensing exams that are critical for many clean energy careers are only available in English. Addressing these gaps isn’t just about equity; it’s about equipping the state with a diverse and skilled workforce to meet the growing demands of the clean energy sector. Contextualized ESOL

provides an on ramp to a career field that prepares and guides participants with a range of tools to support their participation and success in the industry.

Below are three key concepts underlying contextualized English language instruction for ESOL participants:

- Learning-to-learn: direct instruction and practice with the study skills needed for workplace training and technical education;
- Developing workplace and training vocabulary: Strategies and tasks that support autonomous vocabulary learning strategies;
- Problem solving: scenarios and higher level thinking tools to address cross-cultural workplace issues

MassCEC is seeking a consultant that can build out a series of resources that pair these key concepts with the heat pump curriculum and associated lab resources.

Strand C: Consultant to review MA Career Technical Education (Chapter 74) 2024 HVAC-R Standards and Skills Framework¹³ and provide guidance on recommended modifications based on unique needs of Community College and adult new entrant populations to support readiness for HVAC and heat pump installation and repair. Consultant will additionally formalize a resource guide inclusive of any existing open-source instructional tools, curriculums and links to heat pump and HVAC credentials and credentialing entities that Community College grantees participating in the MassCEC Heat Pump and HVAC Training Network can utilize and cross-check as part of their in-house HVAC and heat pump curriculum development efforts.

MassCEC expects consultant to provide feedback tailored to support a community college seeking to implement a heat pump and HVAC training program targeting young adult learners, and those seeking to transition careers. As the MA Career Technical Education Frameworks may assume vocational school students have foundational knowledge and skills when entering a trades program, feedback of the HVAC-R Standards and Skills Framework should clarify whether the HVAC-R Framework provides sufficient context, content and resources to support readiness for community college students and new entrant adult learners to be able to complete the course and find success in an entry-level HVAC installation and repair position.

The resource guide should include an overview of additional resources that community colleges can leverage in the development of their Heat Pump and HVAC curriculum. This includes additional open-source instructional tools or career awareness resources, examples of additional open-source HVAC & heat pump curriculums available, and an overview of the various heat pump and HVAC credentials and credentialing entities. As some community colleges may be considering developing an upskilling curriculum for current entry-level HVAC installers, the resource guide should additionally include examples of online on-demand or in-

¹³ To view the HVACR Standards and Skills Framework, please visit: <https://macte.ns4ed.com/hvac/>.

person refresher courses offered through the MassSave Heat Pump Installer Network¹⁴, or other entities.

Scope 5: Consultant to convert existing MassCEC technical assistance resources into designed asynchronous learning modules that can be incorporated into a future Learning Management System (LMS).

Through a combination of the MassCEC Workforce development department’s in-house efforts, and collaboration with external consultants, the MassCEC workforce team has developed a series of technical assistance resources to support stakeholders who participate in MassCEC workforce programming. MassCEC is seeking a consultant with experience in:

- **Instructional Design:** Expertise in creating engaging and effective learning experiences, particularly in converting live workshop material into asynchronous virtual modules.
- **Multimedia Integration:** Ability to incorporate multimedia elements (videos, audio, interactive activities) to enhance learning.
- **Learning Management Systems (LMS):** Experience with various LMS platforms, including content integration.
- **Adult Learning Principles:** Knowledge of adult learning theories and best practices to ensure content is relevant and engaging for adult learners.
- **Project Management:** Strong project management skills to handle timelines, deliverables, and stakeholder communication effectively.
- **Assessment and Evaluation:** Ability to design assessments and evaluate the effectiveness of the learning modules.
- **Technical Writing:** Excellent technical writing skills to create clear, concise, and instructional content.
- **Graphic Design:** Basic graphic design skills to create visually appealing and instructional graphics.
- **Accessibility Standards:** Understanding of accessibility standard to ensure content is accessible to all learners.

VII. HOW TO APPLY

1. Review and execute the Authorized Applicant’s Signature and Acceptance Form in Attachment 1;
2. Complete the Application Form in Attachment 2, and use this document to develop a proposal submission that demonstrates the ability of the Applicant to meet the project Scope(s) being applied for; and
3. Please note that Attachment 3 (Sample Services Agreement) should be reviewed and retained for your records, but does not need to be submitted at the time of application.

¹⁴ For more information, see: <https://mshc.iged.online/>

However, any questions or concerns regarding the language within the Sample Services Agreement should be included as part of the proposal.

4. Submit your completed application submission, including a completed Attachment 1 and Attachment 2 forms by emailing rfpworkforce@masscec.com with the subject line **“2025 Professional Services Support for Workforce Development Programs.”** Applications for Scopes 2 and 4 must be received by 11:59 pm on April 15th, 2025. Applications to Scopes 1, 3, and 5 must be received by 11:59 pm on Tuesday, May 20, 2025. Under no circumstances will MassCEC accept responses past the deadline.
5. As part of the RFP review process, applicants may receive a request from MassCEC via email to participate in an interview, or to respond to supplemental questions associated with their application. Applicants should seek to respond to a request for interview or respond to questions within the timeframe laid out within the email.

VIII. SELECTION CRITERIA

MassCEC is seeking comprehensive proposals from qualified entities to fulfill the general scope of work outlined in Section VI of this RFP. All submissions must be responsive to the requirements outlined in this RFP. Applicant proposals will be evaluated on the following criteria based on the strand(s) they are applying for:

<p>Alignment of Background & Summary of Qualifications</p>	<ul style="list-style-type: none"> • Applicant’s background and qualifications reflect ample skills to accomplish the proposed Scope • Documented experiences with positive outcomes on projects like those proposed • Scope 1: Qualifications demonstrate ability to thoughtfully support equity-focused workforce development program design and implementation planning
<p>Quality of Workplan / Approach to Proposed Scope of Work</p>	<ul style="list-style-type: none"> • For Scopes 1 – 2: Proposed scope of work, including proposed services and deliverables meet the technical assistance and program development goals • For Scopes 3 - 5: Thorough workplan that demonstrates an understanding of the process and timelines needed to accomplish the work and complete deliverables • Flexibility and clear contingency options to be able to maximize opportunities and deliverable quality
<p>Quality of Examples</p>	<p>For Scopes 3, 4, and 5</p> <ul style="list-style-type: none"> • Samples reflect clear usage of current best practices for the subject matter. For example, sample curricula

	<p>prioritize student-centered learning and videos highlight clear point-of-view and quality production</p> <ul style="list-style-type: none"> • Samples demonstrate a range of capacity and relevant techniques/ skills. • Samples demonstrate capacity to develop products that are effective for similar target populations and program goals
Budget Alignment and Value	<ul style="list-style-type: none"> • The proposed rates are competitive in comparison to similar scopes and services • As relevant, the proposed costs are reasonable and thoughtful for the time and services required for the relevant Scope(s) of work.
References	<ul style="list-style-type: none"> • The references provided are relevant to the scope of work • The references can provide concrete feedback about the applicant’s work quality, including timeliness and responsiveness to feedback

IX. BUDGET

Scope Number	Budget Parameters
Scope 1 - Strand A: Technical Assistance for workforce grantees	To be determined based on agreed upon Scope
Strand B: Planning and facilitation support for in-person convening events	To be determined based on agreed upon Scope
Scope 2: Training providers for SIPS	Up to Twenty Thousand Dollars (\$20,000) if requesting a one (1) year contract, or up to Forty Thousand Dollars (\$40,000), if requesting a two (2) year contract
Clean Energy Innovation Pathway curriculum development and support	To be determined based on agreed upon Scope
Scope 4 - Strand A: Heat pump curriculum design	Up to \$600,000 across all three (3) strands combined
Scope 4 - Strand B: Contextualized ESOL supporting material	
Scope 4 - Strand C: Ch 74 HVACR Framework review and resource sheet	

Scope 5: Resource conversion into modules for LMS	To be determined based on agreed upon Scope
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X. CONTACT INFORMATION FOR QUESTIONS

For all questions on this RFP, please email RFPWorkforce@MassCEC.com

XI. GENERAL REQUEST FOR PROPOSALS CONDITIONS

NOTICE OF PUBLIC DISCLOSURE

As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Applicants shall not send MassCEC any confidential or sensitive information in response to this RFP. If confidential information is submitted as part of the application and not clearly marked as confidential, such information may be made publicly available by MassCEC without further notice to the Applicant.

Please note: consultant rate sheets will be considered a public record subject to disclosure.

DISCLAIMER & WAIVER AUTHORITY

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, waive minor irregularities in submittal requirements, modify the anticipated timeline, request modification of the application, negotiate with all qualified Applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in MassCEC's best interests.

This RFP has been distributed electronically using MassCEC's website. It is the responsibility of Applicants to check the website for any addenda or modifications to an RFP to which they intend to respond. MassCEC accepts no liability and will provide no accommodation to Applicants who submit an application based on an out-of-date RFP document.

CONTRACT REQUIREMENTS

Upon MassCEC's authorization to proceed with the proposal, MassCEC and the awarded applicant(s) will execute a contract, substantially in the form of the template agreement attached hereto as **Attachment 3** which will set forth the respective roles and responsibilities of the parties.

ATTACHMENT 1: AUTHORIZED APPLICANT'S SIGNATURE AND ACCEPTANCE FORM

**Request for Proposals: Professional Services Support for Workforce Development Programs
(the "RFP")**

The undersigned is a duly authorized representative of the Applicant named below. The undersigned has read and understands the RFP requirements and acknowledges and confirms that the Applicant and each member of its team has read and understands the RFP Requirements. The undersigned acknowledges and agrees that all of the terms and conditions of the RFP are mandatory.

The undersigned and each Applicant and each member of its team acknowledges and agrees that (i) all materials submitted as part of the application are subject to disclosure under the Massachusetts Public Records Law, as explained in the RFP; (ii) that the Massachusetts Clean Energy Technology Center ("MassCEC") has no obligation, and retains the sole discretion to fund or choose not to fund the application set forth herein; and (iii) that MassCEC's receipt of the application does not imply any promise of funding at any time.

The undersigned and each member of the Applicant's team understands that, if the Application is selected by MassCEC pursuant to this RFP, the Applicant will execute and deliver an agreement to be provided by MassCEC that shall set forth the terms and conditions, together the respective roles and responsibilities of the Applicant, and each member of its team, and MassCEC, with respect to the project described in the RFP.

I certify that the statements made in this Application, including all attachments and exhibits, are true and correct.

Applicant: _____

(Printed Name of Applicant)

By: _____

(Signature of Applicant or Authorized Representative)

Title: _____

Date: _____

ATTACHMENT 2: APPLICATION FORM

Attachment 2: Application Form is accessible on the solicitation webpage.

ATTACHMENT 3: SAMPLE AGREEMENT

Attachment 3: Sample Agreement is accessible on the solicitation webpage.