
Workforce Solutions Data Platform

Informational Webinar
July 23, 2024

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AGENDA

What We Do, How We Do It, Why We do It

Priority Areas

RFP: Program Goals

High Level Business Objectives

Scope of Work & Requirements

Eligibility

Application Process

- Application Packet
 - Timeline
 - Selection Criteria
 - Pricing
-

Questions & Answers

MassCEC's Work Spans Four Main Areas of Climate Impact for MA

Climatetech Innovation & Investment



We help new climate-focused businesses grow faster by backing a vibrant community of researchers, startups, and established industry players - creating an ecosystem where they connect and thrive.

Accelerating Decarbonization



We contribute to meeting our state's ambitious climate goals by tackling barriers to widespread use of clean energy and climate technology in buildings, transportation, and the grid.

Large Scale Deployment: Offshore Wind



We're building a cutting-edge offshore wind industry, marshaling world-class ports while addressing supply chain and workforce development challenges.

Clean Energy & Climate Workforce Development



We're growing a diverse and talented clean energy workforce by supporting a dynamic network of community-based organizations, labor, training providers, schools and employers committed to a sustainable future for all.

MassCEC Workforce Development: What We Do

Identify and meet the industry's current and future workforce needs:

- ✓ Expand and diversify the workforce
- ✓ Foster heightened career awareness
- ✓ Increase the availability and effectiveness of training and advancement opportunities



MassCEC Workforce Development: How We Do It



Development and Implementation of Direct Programming



Strategic Funding Paired with Extensive Technical Assistance



Ecosystem Advancement and Coordination

Across Three Priority Areas:

1. Students and Young Adults
2. New Entrants and Incumbent Workers
3. Climate-Critical Businesses with a focus on MWBEs

MassCEC Workforce Development: Why We do it

SCALE



Massachusetts needs **34,000 additional clean energy workers** by the end of this decade to meet our decarbonization goals.

DIFFICULTY



9 out of 10 clean energy businesses are struggling to find skilled workers in this tight labor market.

EQUITY



An intentional effort is necessary to ensure a just transition to clean energy, one in which job quality and labor are prioritized and marginalized and underrepresented groups benefit equitably from state and federal investments.



Priority Area: Students and Young Adults

Goal: Support the next generation of clean energy workers by increasing career awareness, work-based learning, and the development of in-demand skills.

Core Programming Tactics:

- ▶ Support the development of high-quality internships, work-based learning, and on-the-job-training
- ▶ Engage employers to create new and expanded learning opportunities
- ▶ Foster career awareness of in-demand climate-critical career pathways.



RELEVANT PROGRAMS AND PROJECTED OUTCOMES

Students and Young Adults

- ▶ Clean Energy Internship Program
- ▶ Technical Trades Work & Learning
- ▶ Clean Energy Career Awareness
- ▶ Climate Service Corp

Projected FY25 Outcomes

- ▶ 640 Interns gaining skills and experience
- ▶ Expanded partnerships with nine vocational high school programs
- ▶ On-demand clean energy career awareness modules featuring MA employers to be deployed by high schools and career navigation workforce programs.

Priority Area: New Entrants and Incumbent Workers

Goal: Target critical gaps in the workforce with a focus on programming that expands diversity and inclusion through upskilling current workers and attracting, training, and supporting new workers

Core Programming Tactics:

- ▶ Expand equitable access to clean energy careers through comprehensive training programs with strong wrap-around support services
- ▶ Improve program capacity to deliver up-to-date training and clean energy career exposure through investments in equipment and infrastructure
- ▶ Support CBOs, training providers, and employer partners with planning resources and technical assistance



RELEVANT PROGRAMS AND PROJECTED OUTCOMES

New Entrants and Incumbent Workers

- ▶ Equity Workforce Training
- ▶ Climate-Critical Training, Equipment, Infrastructure, and Capacity
- ▶ Equity Workforce Planning & Capacity
- ▶ Solar for All Workforce Development
- ▶ Training for Residential Energy Contractors

Projected FY25 Outcomes

- ▶ 900+ participants impacted by improved or additional access to training
- ▶ Overall completion and program placement rates above (80% and 70%, respectively)
- ▶ Solar for All and TREC program RFP launches, which will lead to training opportunities for over 500 participants
- ▶ Continue 90%+ conversion rate from planning grants to programming

Priority Area: Climate-Critical Businesses, Focused on MWBEs (Minority and Women-Led Business Enterprises)

Goal: Expand the creation and success of climate-critical MWBEs, resulting in economic opportunity and increased diversity among clean energy employers.

Core Programming Tactics:

- Award multi-year funding to organizations that can assist MWBEs in their creation, entry, and/or expansion into fields that are climate-critical.
- Leverage communities of practice, technical assistance, and subject-matter experts to diminish long-standing disparities in access to capital and procurement pipelines.
- Expand capacity in organizations well-positioned to provide MWBE support services by providing planning resources and technical assistance



RELEVANT PROGRAMS AND PROJECTED OUTCOMES

Climate-Critical Businesses, Focused on MWBEs

- MWBE Support
- MWBE Advance
- Equity Workforce Planning & Capacity

Projected FY25 Outcomes

- 140+ MWBEs impacted by support organization grants and the launch of MWBE Advance
- MWBE Advance grantees will provide targeted assistance to individual MWBEs to support access to capital, which will be tracked
- At least 4 MWBE planning and capacity awards with an emphasis on planning for Regional Hub and Spoke models in FY26

Workforce Solutions Data Platform

RFP Overview

RFP available here:

<http://bit.ly/3y4rpe1>



SUBMISSIONS DUE AUGUST 28, 2024



**SUPPORT A GROWING
PORTFOLIO OF WORKFORCE
DEVELOPMENT INITIATIVES**



**EXPAND ACCESS TO CAREER
AND BUSINESS
OPPORTUNITIES IN CLIMATE-
CRITICAL FIELDS**

High Level Business Objectives

- Simplify grantee workflows
- Enable grantees to make data driven decisions that support connecting more individuals with sustainable employment
- Provide transparency for MassCEC and other external stakeholders into program impacts
- Enhance the capacity of grantee organizations to execute on their mission
- Provide the public with program information

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of the RFP

Expected outcomes:

- Implement a **CRM-style approach** to track progress and report key outcomes to MassCEC and stakeholders.
- Serve as a **hub for disseminating information** to grantees, participants, and employers.
- Support the sharing of learning materials through a **learning management system (LMS)**.
- Ensure **users receive relevant content** curated by MassCEC based on their focus area and engagement modalities.

Program Goals

The goal of this Platform is to raise the program impact of the clean energy workforce development initiatives across Massachusetts, with respect to three (3) key focus areas:

- **Student and Young Adult Career Development**
- **Adult New Entrant and Incumbent Worker Upskilling Training**
- **Minority and Women-Owned Business Enterprises (MWBE) Support Programming**

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of the RFP

For example, among other things, this Platform should enable grantees to connect job and internship seekers with employers, matching participants to suitable job openings and supporting their retention. The process involves designing and tracking individual progress through key engagement stages:

- **Validating participant eligibility** for the given program (focus area).
- **Guidance through job training milestones** outlined based on the target sector of employment.
- **Onboarding participants** to appropriate positions in collaboration with employers.
- **Promoting retention** in these new roles **via ongoing support** for these participants.

Scope of Work & Requirements

- Key business objectives have been outlined in section **VI. Scope of Work**
- More detailed functional and technical requirements to be defined with the selected primary vendor.

This RFP outlines:

- Key business objectives
- Key user groups
- Diagrams with examples of User Journeys
- Current Environment
- Security Requirements
- Data Governance and Retention needs
- Timeline

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of the RFP

Solution Vision:

- Unified Experience
- Emphasis on Usability
- Case Management Support for users
- Flexible Data Collection and Reporting
- Security configuration should adhere to [Massachusetts data protection standards](#)
- 'Mobile first' design principles
- Pathway to Related Services

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of the RFP

Who is eligible to apply?

There is no prohibition against collaborating with other organizations. One party should take on the role of leading the application team ("Primary Vendor").

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Massachusetts presence

While there are no specific Massachusetts presence requirements, it is beneficial for applicants to show their ability to work within the state. The preferred primary vendor should be available for periodic onsite visits to MassCEC.

General qualifications:

- Proposals should be signed by an individual authorized to bind the primary vendor to contracts.
- Primary vendors should provide detailed information about their company, including a brief history, organizational structure, and the number of years in business.
- Primary vendors should provide references from two to four customers with similar objectives/requirements as MassCEC.
- Proposals must include a covering letter signed by an individual authorized to bind the proposed entity.
- Vendors must describe their ability to meet MassCEC's application objectives, project timelines, and security requirements.

General Application Process

- Application Packet
- Timeline
- Selection Criteria
- Pricing

Application Process

Review the RFP and attachments to understand the opportunity, requirements, and MassCEC's objectives.



Attend MassCEC informational webinar, office hours, and/or utilize other informational resources offered.



Contact MassCEC with questions and/or to discuss your idea(s) via email at rfpworkforce@masscec.com.



Submit the proposal and attachments, adhering to format requirements, and other instructions listed within the RFP and each attachment, by email to rfpworkforce@masscec.com by **11:59pm on August 28, 2024**, with "Workforce Solutions Data Platform Application MassCEC-WFD-07172024" in the subject line.

Application Packet

A COMPLETED APPLICATION PACKET MUST CONTAIN THE FOLLOWING:

- ✓ **Attachment 1:** Authorized Applicant's Signature and Acceptance Form
- ✓ **Attachment 2:** Sample Agreement (only necessary if requesting changes to it)
- ✓ **Proposal** in MS Word or PDF format, **addressing all elements** outlined in section **VII – How to Apply**
- ✓ **Cover Letter**, signed by an individual authorized to bind the proposed entity
- ✓ Any voluntarily shared information provided by the applicant*

Please note: Candidates should be prepared to demonstrate an outcome from a similar engagement (product demo)

Responses must adhere to the instructions within the attachments.

* Marketing brochures included as part of the main body of the bid response shall not be considered. Such material must be submitted only as attachments and must not be used as a substitute for written responses.

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of the RFP

Timeline

RFP Release	July 17, 2024
Information session with potential vendors	July 23, 2024
Questions due to MassCEC via email to rfpworkforce@masscec.com	August 2, 2024
Questions with Answers Posted to MassCEC Website	August 8, 2024
Proposals Due	August 28, 2024
Interviews with top applicants	September 3 – 12, 2024
Notification of Award	September 30, 2024
Launch of Platform v1	July 1, 2025

*This timeline is subject to change at MassCEC's discretion

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Selection Criteria

Preliminary Examination

- MassCEC will examine the proposals to determine whether they are complete, signed and generally in order.

Detailed Technical Evaluation

- Technical merits and features will be reviewed against the requirements identified in the Section III – Program Goals and Description and Section VI – Scope of Work.

Customer-Led Product Demos

- While sales demos will suffice, candidates who are able to bring technical leads to the meeting to answer deeper questions about how the demos presented could be adjusted to meet the more specific needs articulated in this RFP will likely be able to demonstrate more components of the scoring criteria.

References

- The primary vendor should provide details of 2-4 customers for reference, including specific products in use, "go live" date, and services provided. Include contact information for the client's project manager or senior staff.

* MassCEC reserves the right to contact these references to discuss satisfaction with the vendor and its products.

Notification of Award

- A contract will be awarded to a single proposal based on the evaluation of the RFP responses and the satisfactory outcome of financial negotiations.

After the contract has been awarded, MassCEC will notify the unsuccessful vendors.

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Detailed requirements

*Edited following the live presentation for clarity.

1. MassCEC will provide a formal award letter with the max award amount.
2. From there MassCEC will enter into a contract negotiation with the primary vendor, based on the contract sample provided, which will include a timeline and detailed budget.

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Q&A

RECAP

- Submissions due on August 28, 2024
- All questions can be sent to rfpworkforce@masscec.com.
- Questions with answers will be posted to MassCEC website