

A young person is shown from the chest up, focused on assembling a small robot. The robot has two large black wheels with yellow hubs and a microcontroller board mounted on top. Numerous colored wires (red, yellow, white, black) are connected to the board. The person's hands are visible, carefully handling the wires. The background is a solid blue color.

Students and Young Adults Equity Career Awareness and Training Grants

Dedicated to innovating energy solutions



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Strategy, External Engagement and Research

Student and Young Adult Pathways

Adult Training and MWBE Support



Webinar Stage Setting

- Please share your name, title and organization in the chat
- This webinar will be recorded and posted on the RFP webpage
- Due to the length of this webinar, questions will be answered in the chat during the presentation
- After the presentation, we will allow participants to unmute to answer any questions we may have missed
- Questions will be added to the FAQs document
- Thank you for attending



AGENDA

Funding Sources

Target Occupations & Populations

Eligibility

Application Process & Timeline

Office Hours & Networking

Questions & Answers

Act Creating A Next-Generation Roadmap for Climate Policy

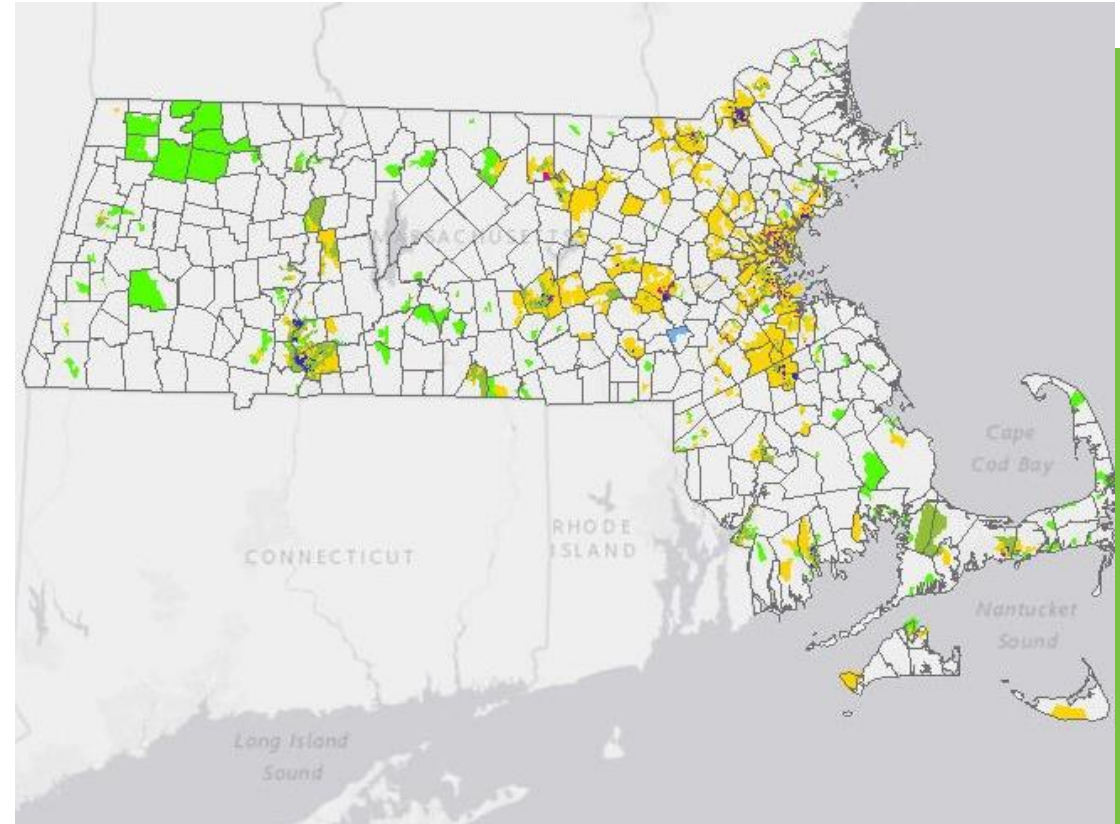
\$12 MILLION ANNUALLY TO EXPAND MASSCEC'S WORKFORCE DEVELOPMENT EFFORTS

In 2021, the MA Legislature passed the Act Creating A Next-Generation Roadmap for Climate Policy setting aggressive net zero emissions goals for 2050 and interim goals and officially recognizing the inordinate impact climate change has on Environmental Justice (EJ) Neighborhoods and other marginalized communities.

Within the Act, the Legislature set aside \$12 million annually to enable MassCEC to expand its workforce development efforts to support individuals living in EJ Neighborhoods, Minority- and Women-owned Business Enterprises in Clean Energy Sectors, and Fossil Fuel Workers transitioning into the sector.

In 2022, the Legislature expanded the applicability of the Act to also include members of Federally Recognized and State Acknowledged Tribes, as well as members of those populations currently underrepresented in the Clean Energy Sector.

In 2025 the new 3-year MassSave plan now includes \$24 Million to continue these efforts.



Targeted Climate-Critical Sectors



Targeted Populations

- **Individuals residing in Environmental Justice Neighborhoods or low-income Communities**

An **EJ Neighborhood** has one or more of the following four criteria:

- Annual median household income not more than 65% of the statewide annual median;
- Minorities comprise 40% or more of the population;
- 25% or more of households lack English language proficiency;
- 25% or more are minorities and the annual median household income is 150% or less of the statewide median.

- **Members of underrepresented communities**
- **Current or Former Workers from the fossil fuel industry**
- **Members of Federally Recognized or state-acknowledged tribes**



Examples of Priority Occupations within Climate-Critical Sectors



ELECTRICIANS & SOLAR INSTALLERS

Electricians are needed across all sectors, especially in clean transportation. Solar installers are in demand to install and maintain solar on homes, businesses and on solar farms. In Massachusetts, solar installers must be electricians.



CONSTRUCTION TRADES / PRE-APPRENTICESHIP

Individuals entering construction trades, especially weatherization and building electrification, are needed. This includes construction laborers, carpenters, and plumbers



ENERGY ANALYSTS & HERS RATERS

Energy Analysts and HERS Raters are needed to evaluate building energy efficiency criteria and identify additional opportunities for energy efficiency gains.



CUSTOMER SERVICE REPRESENTATIVES

Solar, weatherization and clean heating & cooling installers need representatives to work with individuals in EJ neighborhoods to support adoption of clean energy technologies



INSULATION WORKERS

Insulation workers install and replace the materials used to insulate buildings or mechanical systems, and may be involved in other weatherization efforts



HVAC TECHNICIANS

Technicians with heat pump and other weatherization expertise are in especially high-demand.



LINE INSTALLERS & REPAIRERS

A drastic increase in electricity usage will require upgraded and additional transmission and distribution systems that Line Installers will install and maintain



EV TECHNICIANS

EV technicians will be needed as EV adoption accelerates. Conversion of medium- and heavy-duty fleets will also increase demand.

Decision Chart: Which RFP best fits your target participants?

If your participants are 18 or older with job placements as the outcome you should:

Apply to: *Equity Workforce/Climate-Critical Training*

If all your participants are going to be 18 or younger, you should:

If all your participants are 18-24 and your model fits the below, you should:

Career awareness, career navigation, technical training and on-the-job training producing:

- Foundational and Career Readiness Skills
- Career Pathway plans
- Technical Skill Development
- *Off-ramps to additional training*

Apply to: *Students and Young Adults RFP*

Refer to
Attachment 6



Strands for this RFP

Pages
4-5
of the RFP

Strands	Funding Amount	Program Focus
Strand A	Up to \$400,000	Programming expands awareness of climate-critical careers.
Strand B	Up to \$600,000	Build job training and career pathways. Real world experiences and skill gain measures.
Strand C	Up to \$50,000	Programming connects employers, mentors, and resources for career exploration.
Strand D	Planning: \$20,000 to \$40,000 Capacity: \$30,000 to \$150,000	Planning grants explore innovative ideas for implementation Capacity grants are designed to enable organization to add capacity to support programming



Who is eligible to apply?

Pages
7 - 8
of the RFP

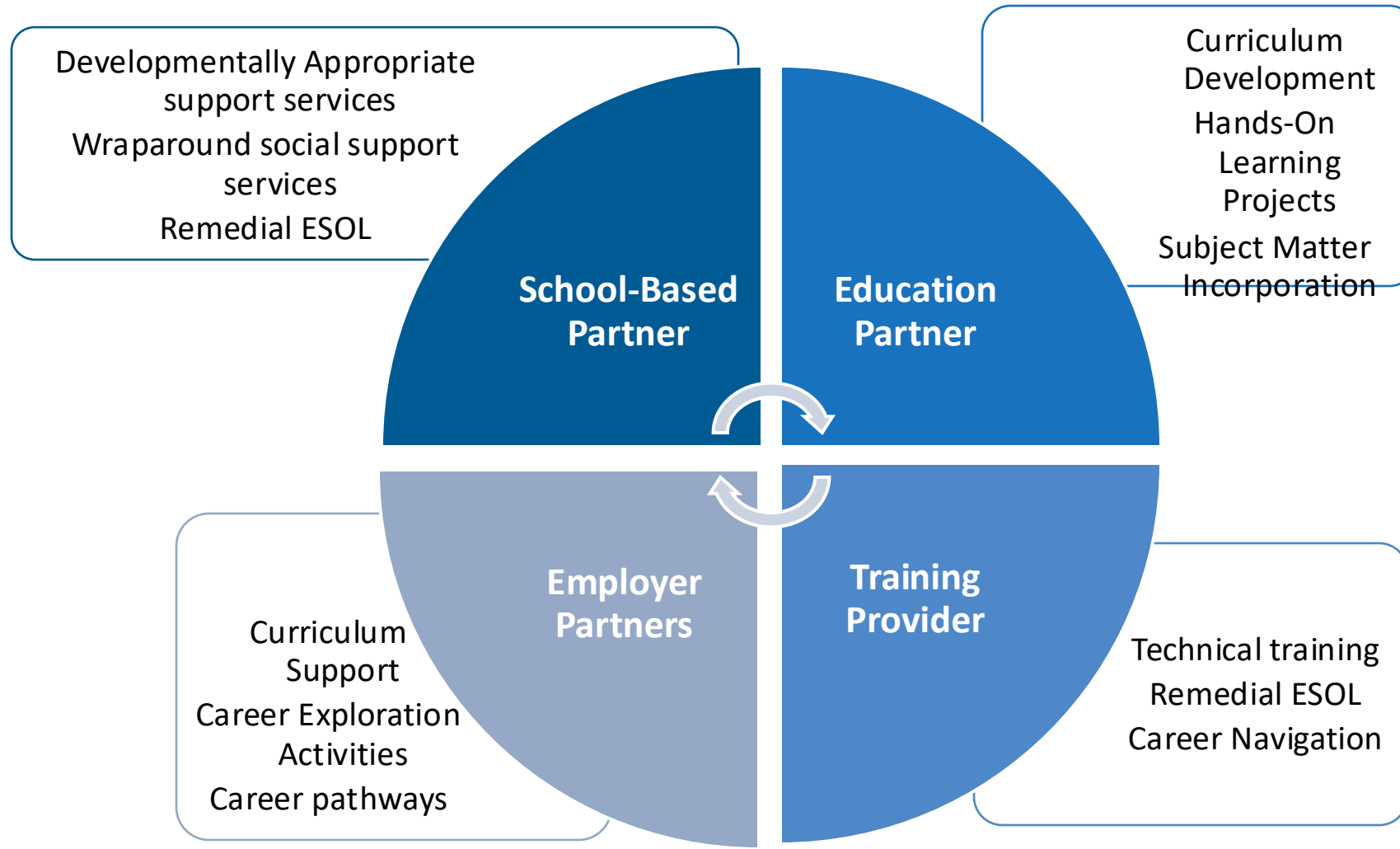
Eligible Lead Applicants:

- Community-Based Entities (CBOs);
- Educational Institutions;
- For-Profit Entities;
- Trade and Labor Entities, Unions;
- Federally and State Acknowledged Tribes; or
- Workforce Development Organizations
(Including MassHire Workforce Investment Boards and Career Centers).

Additional criteria: Lead Applicants must:

- Have a MA-based office or staffing;
- Be in good standing and provide a Certification of Good Standing (COGS)
- Propose a project that is separate and distinct from projects currently funded by MassCEC; and
- Disclose any potential conflicts of interest

Example of an Applicant Partnership



All entities are eligible to lead!

Thoughtful partnerships strengthen proposals.

Application Process

Application Process

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



Attend MassCEC informational webinars, 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 all completed forms and attachments, adhering to word limits, format requirements, and other instructions listed within the RFP and each attachment, by email to rfpworkforce@masscec.com by 11:59pm on May 15, 2025, with "Students and Young Adults RFP" in the subject line.

Application Packet

A COMPLETED APPLICATION PACKET INCLUDES:

- ☐ Attachment 1: Authorized Applicant's Signature and Acceptance Form
- ☐ Attachment 2: Students and Young Adults Equity Workforce Career Awareness and Training Grant Application Form
- ☐ Attachment 3: Budget and Proposed Payment Schedule
- ☐ Attachment 4: Sample Milestone Grant Agreement
- ☐ Attachment 5: Sample Cost Reimbursement Grant Agreement
- ☐ Attachment 6: Decision Chart

Responses must adhere to the **instructions** within each attachment.

Attachment 3 must be submitted as an Excel file with all relevant tabs filled out. Subcontractors over \$10,000 must submit a separate budget.

Additional attachments will **not** be considered during review and scoring.



Application Timeline

RFP Release	March 17, 2025
Questions due via rfpworkforce@masscec.com and answers posted on website	Ongoing
Pre-Application Webinar	March 31, 2025 at 12 pm
Pre-Application Office Hours	Ongoing
Proposals Due	May 15, 2025, at 11:59 pm
Interviews of Applicants (as needed)	TBD
Notification of Award	Summer 2025



Selection Criteria for All Strands

Applicant and Partner Experience and Qualifications	Target Populations and Career Exposure	Employer and Industry Engagement	Outcomes, Budget, Leveraged Resources, and Sustainability
<ul style="list-style-type: none">• Track record of working with target population• Prior workforce development or career awareness success• Defined network of partners	<ul style="list-style-type: none">• Target occupation(s) align with climate-critical occupations• Demonstrates an understanding of assets and barriers of the target population• Target occupation(s) are contextualized into multiple career pathways for advancement• Career navigation resources are available	<ul style="list-style-type: none">• Multiple employer partners are engaged in program design• Employers are involved in multiple activities with the population	<ul style="list-style-type: none">• Strong Outcomes with valid measurement tools• Budget is reasonable for the population and scope of the project• Budget narrative is thorough and aligned with programs needs



Strand A: Clean Energy Career Awareness, Career Exploration, Career Navigation, and Preparedness

Strand A: Clean Energy Career Awareness, Career Exploration, Career Navigation, and Preparedness

AWARD RANGE: UP TO \$400,000

AWARD DURATION: 1 YEAR – 2 YEAR AWARD

- Expands Career Awareness of climate-critical careers
- Career Awareness Activities are appropriate for the targeted age group
- Clear Metrics and documentation for students' increased knowledge are defined in the program plan.
- Example: A school applies to incorporate career awareness into the existing Math curriculum across multiple grade levels. Local employers interact and speak with students about the use of math in their clean energy career. Employers design problem-based learning experiences for students in the older grades.



Program Design (Career Exploration, Navigation and Support)

- Design incorporates best practices for the developmental stage of participants
- Range of career exposures and next steps for participants
- Program is designed to increase participant access
- Case management and support services tailored to meet participant needs, promote successful program participation, and transition to clear post-program path.

Strand A – Outcomes/Post-Training Activities

SUCCESSFUL APPLICATIONS MAY INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants
 - Skill Gain Measures
 - Change in Knowledge
 - Knowledge of career pathways
 - Layered interactions with career professionals
 - Increase in career awareness activities in diverse academic subjects
 - Comprehensive Curriculum, NOT found in the Clean Energy Innovation Pathway Curriculum



Strand B: Career Pathway Training with work-based or learning- based opportunities

Strand B: Career Pathway Training with work-based learning opportunities

AWARD RANGE: UP TO \$600,000

AWARD DURATION: 1 - 2 YEAR AWARD

- Clear and Thoughtful Range of Exposures and career pathway options
- Access to Next Steps -Leading to offramp into training, internships, apprenticeships
- Wrap Around Support Services and Case Management- To meet participant needs and promote completion, retention, and advancement

Example:

A community-based organization designs a career readiness program tailored to participants' needs, combining training with practical work experiences. The program features problem-based learning, work-based projects, and internships. Metrics include skill assessments, individualized career plans, and pathways into advanced training programs.



Career Pathway Training

- Program design incorporating relevant best practices for the target population.
- High-quality training design and delivery
- Training is tailored to the needs of students and young adults, providing them with the skills and knowledge necessary for success in the target career pathways.
- Case management and support services tailored to meet participant needs, promote successful program participation, and transition to clear post-program path.

Strand B – Outcomes/Post-Training Activities

SUCCESSFUL APPLICATIONS MAY INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants
 - Skill Gain Measures
 - Individualized career plans
 - Submission of a specific exploration project
 - Movement to more advanced training
 - Attainment of an internship
 - Enrollment in a training program
 - Placement into a clean energy occupation
 - Layered interactions with career professionals
 - Comprehensive Curriculum, NOT found in the Clean Energy Innovation Pathway Curriculum



Strand C: Career Awareness Experiences with Learning Outcomes

Strand C: Career Awareness Experiences with Learning Outcomes

AWARD RANGE: UP TO \$50,000

AWARD DURATION: 1 - 2 YEAR AWARD

- Provide exposure to multiple career opportunities across various clean energy sectors
- Connect participants with employers, mentors, and resources to explore career paths, build essential skills, and access job opportunities
- Strong outcomes and metrics to measure students' experience
- More than one planned experience

Example:

An educational institution partners with post-secondary schools to engage a cohort of high school students in clean energy career exploration. Students participate in a series of events focused on clean energy themes, featuring interactive sessions and career planning activities. Metrics measure knowledge gains, the development of career/education plans, and interest in post-secondary clean energy-related fields of study.



Career Awareness Experiences with Learning Outcomes

- A schedule of experiences and events that allow for different varied learning opportunities
- Strong partnerships that showcase a variety of age-appropriate experiences
- Clear, measurable outcomes that can only be achieved through participation in the proposed events

Strand C – Outcomes/Post-Experience Activities

SUCCESSFUL APPLICATIONS MAY INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants
 - Skill Gain Measures
 - Change in Knowledge
 - Knowledge of career pathways
 - Mentorship experience
 - Off ramps into additional learning opportunities
 - Increase in career awareness activities in diverse academic subjects
 - Layered interactions with career professionals

Strand D: Planning and Capacity Grants for Career Awareness or Career Pathways Training

Strand D: Planning And Capacity

AWARD RANGE: Planning Grants: \$20,000 to 40,000,
Capacity Grants: \$30,000 to \$150,000

AWARD DURATION: 6 MONTHS TO 1 YEAR

- Focused on target population
- Plan indicates a thoughtful process reaching implementation
- Next Steps and impact are identified

Example:

A training provider specializing in information technology wants to develop a clean energy career pathway program. The training provider has established support services but needs to design an implementation plan and find partners for its clean energy pathway. The training provider proposes a scope of work to add this new pathway and revise program evaluation metrics to evaluate alignment with industry needs and the establishment of pathways into clean energy careers.



Strand D – Outcomes/Post-Training Activities

SUCCESSFUL APPLICATIONS MAY INCLUDE.....

- Established partners and MOUs
- Application ready for implementation for future rounds of grants
- Programming includes a robust clean energy pathway

Office Hours

- On the MassCEC RFP website use the Zoom link
 - Join anytime during the one-hour block
 - Ask questions
 - Meet other potential applicants to form partnerships.
-
- MassCEC compiles a list of potential applicants interested in forming partnerships for the open Workforce Equity grants. Sign up for this list by filling out this [form](#). The list will be published on the MassCEC website and updated monthly.



Office Hours Dates:

- April 3, 2025 at 8:30 am
- April 9, 2025 at 5pm
- April 17, 2025 at 12 pm
- April 25, 2025 at 12 pm
- April 28, 2025 at 10 am
- May 1, 2025 at 5 pm
- May 6, 2025 at 2 pm
- May 12, 2025 at 9 am

RFP DUE MAY 15, 2025

Q&A

Additional MassCEC Opportunities

2025 Northeast Regional Clean Energy & Climatetech Workforce Summit

May 8th, 2025 from 9:30 AM to 3:30 PM at Essex North Shore Technical and Agricultural School

MassCEC's 2nd annual regional workforce summit will bring together industry leaders, educators, and workforce partners to address training capacity challenges, cross-industry collaboration (specifically manufacturing), and strategies to empower a changing workforce, with a focus on the northeast region of Massachusetts.



The summit will be co-sponsored by GE Vernova Foundation and held in partnership with the following entities:



ESSEX NORTH SHORE
AGRICULTURAL & TECHNICAL SCHOOL



HIGHLIGHTS FROM
2024 WORKFORCE
REGIONAL SUMMIT
IN WESTERN MASS



155
ATTENDEES



\$8.7 MILLION
ANNOUNCED IN GRANTS FOR
CLIMATE-CRITICAL JOBS TRAINING
AND CAPACITY



STRONGER COORDINATION
AND PARTNERSHIP AMONG
LOCAL MWBE SUPPORT AND
WORKFORCE ECOSYSTEM

Clean Energy Internship Program

Summer Session open!



- Tap into a dedicated, enthusiastic workforce that is committed to learning about the clean energy industry.
- Employ students across different majors and training programs.
- MassCEC reimburses for 12 weeks of an intern's work.
- Employers can be reimbursed up to \$18 per hour, or up to \$8,460 per intern.
- Interns can turn into hires!



Gain valuable work and training experience through the Technical Trades Work & Learning Program

- Vocational high school, After Dark, CTI students, and participants of MassCEC-approved programs are eligible to participate.
- Participants receive valuable paid on-the-job training and work experience as they begin their careers in the fast-growing clean energy sector.
- Get paid for work during the academic year and through the summer.
- Clean energy employers (including construction firms) receive reimbursement for wages (for up to **\$8,640** per participant)



Climate Service Corps RFP



- **Goal:** Expand access to climate-critical careers in Massachusetts communities
- Funding and technical assistance to organizations that can build and scale work-based learning, service, and career guidance in clean heating and cooling for young people ages 18-24
- Planning and Implementation grants
- Implementation requires braided funding (Youthworks, WIOA, AmeriCorps, etc.)
- **Applications rolling until May 12**



Workforce Training, MWBE Support, and Equipment RFPs

MA Residents / Incumbent Workers

Climate-Critical Workforce Training, Equipment, and Infrastructure

Up to \$800,000

- Support MA residents with **Career Pathway Training** or **Incumbent Workers** with upskilling
- Funds eligible for **Equipment and Infrastructure**



Deadlines:

May 2nd

[RFP Funding Page](#)

Priority Populations

(EJ Neighborhoods, Fossil Fuel Workers, Federal recognized/State-acknowledged Tribes, MWBEs)

Equity Workforce Training for Job Seekers and Adult Learners

Up to \$1.2 Million

- Support individuals from priority populations with **Career Pathway Training**
- Support **Career Exploration for Adult Learners**



Deadlines:

May 2nd

[RFP Funding Page](#)

Equity Workforce Planning & Capacity

Up to \$50,000 or \$150,000

Rolling through May 29

[RFP Funding Page](#)



Climate-Critical Under-Represented Business Support (CUBS)

Up to \$800,000

- Address barriers faced by Underrepresented Businesses
- Move towards Hub and Spoke Model



Deadlines:

April 25, 2025

[RFP Funding Page](#)



Professional Services Support for Workforce Development Programs RFP Overview



SCAN FOR RFP



5 UNIQUE SCOPES OF WORK THAT PROVIDE PROFESSIONAL SERVICES ACROSS MULTIPLE WORKFORCE PROGRAM AREAS



SCOPES OF WORK INCLUDE PROGRAM AND GRANTEE TECHNICAL ASSISTANCE CURRICULUM DEVELOPMENT, AND ESOL RESOURCES



DEADLINES FOR SCOPES 2 AND 4: APRIL 15, 2025 BY 11:59 PM

DEADLINE FOR SCOPES 1,3 AND 5: MAY 20, 2025 BY 11:59 PM

Thank You

Questions can be sent to: rfpworkforce@masscec.com