

Service Agreement / Workplan

2026 Contract Year

Minnesota Aging Pathways Gerontology Continuing Education Certificate Program

1. Agency History and Organizational Capacity — 15 points

Briefly describe the applicant’s organizational history and capacity to develop, deliver, and administer continuing education programming for professionals serving older adults.

Maximum response length: 1.5 typed pages

Applicants should highlight:

- a. Experience developing gerontology, aging services, healthcare, social service, long-term services and supports, caregiver support, dementia, elder justice, or related professional education.
- b. Experience providing CEU-eligible training, online learning, certificate programs, or workforce development opportunities.
- c. Organizational qualifications to carry out this work in alignment with Minnesota Aging Pathways workforce development goals.
- d. Demonstrated understanding of Minnesota’s aging services system, including community-based services, healthcare partners, long-term services and supports, rural access issues, culturally responsive practice, and workforce needs.

2. Summary of Proposed Project — 5 points

In one paragraph, provide a brief overview of the proposed Gerontology Continuing Education Certificate Program.

Maximum response length: 1 typed page

The summary should include:

- a. Program goals.
- b. Target participants, including Minnesota Aging Pathways participants, aging services professionals, healthcare employees, community-based service providers, social service staff, supervisors, and other professionals serving older adults.
- c. Proposed service area, including how the program will be accessible statewide.
- d. Brief description of the proposed certificate structure, including number of CEUs, core topics, and any optional supervisor or workforce development track.

3. Program Design, Curriculum, and Implementation — 15 points

Describe in detail the proposed certificate program and how it will be developed and delivered.

Maximum response length: 3 typed pages

Applicants should address:

- a. Proposed curriculum framework and course/module topics.
- b. Number of CEUs offered through the core certificate and any additional track.
- c. How course content will strengthen foundational gerontological knowledge and practical skills for professionals serving older adults.
- d. How the curriculum will address topics such as foundations of aging, dementia and cognitive health, mental health and aging, person-centered and trauma-informed practice, cultural responsiveness, ethics and advocacy, transitions of care, caregiver support, health literacy, professional communication and resilience, supervision, and workforce development.
- e. How the program will support Minnesota Aging Pathways workforce development goals, including recruitment, retention, professional growth, and service quality improvement.
- f. Proposed implementation timeline, including curriculum development, platform setup, pilot/testing phase, launch, and evaluation.

4. Asynchronous Online Learning Delivery and Accessibility — 10 points

Describe how the applicant will deliver the certificate program through flexible, asynchronous online learning.

For purposes of this RFP, **asynchronous online learning** means training that participants may access and complete independently, without being required to attend live sessions at a scheduled date or time.

Maximum response length: 2 typed pages

Applicants should describe:

- a. Online learning platform or learning management system to be used.
- b. How participants will access course materials, videos, readings, quizzes, attestations, evaluations, and certificate documentation.
- c. How participant progress and completion will be tracked.
- d. How CEU documentation will be issued and retained.
- e. How the program will meet accessibility standards, including captioning, readable documents, screen-reader compatibility, and accessible online content.
- f. How the program will accommodate rural participants, working professionals, part-time employees, and individuals with limited scheduling flexibility.

5. Training Materials, CEU Administration, and Certificate Requirements — 10 points

Describe the training materials and CEU administration process for the proposed program.

Maximum response length: 2 typed pages

Applicants should address:

- a. Types of learning materials to be developed, including recorded modules, slide decks, handouts, readings, resource lists, quizzes, evaluations, and certificates of completion.
- b. Process for ensuring CEU eligibility and documentation.
- c. Learner verification requirements, including quizzes, attestations, evaluations, or other completion measures.
- d. Certificate completion requirements.
- e. Process for maintaining records of participant completion.
- f. How materials will remain current, evidence-informed, and relevant to Minnesota's aging services and healthcare workforce.

6. Outreach, Recruitment, and Participant Engagement — 5 points

Explain how the applicant will promote the Gerontology Certificate & Continuing Education Program to eligible participants and partner organizations.

Maximum response length: 1 typed page

Applicants should address:

- a. Training Minnesota Aging Pathways participants and partners.
Applicant will train all the Minnesota Aging Pathways staff through asynchronous platform.
- b. Outreach to aging services providers, healthcare organizations, community-based organizations, long-term services and supports providers, counties, tribal partners, and other relevant workforce partners.
- c. Strategies to reach rural and underserved areas of Minnesota.
- d. Communication methods such as email, websites, newsletters, webinars, social media, partner networks, and professional associations.
- e. How the applicant will support participant engagement and completion.

7. Program Management, Staffing, and Oversight — 10 points

Describe the management structure, staffing plan, and oversight process for the proposed certificate program.

Maximum response length: 1.5 typed pages

Applicants should include:

- a. Organizational chart showing how the program fits within the applicant's organizational structure.
- b. Identification of key staff, contractors, instructors, curriculum developers, technology support, and administrative staff.
- c. Staff qualifications related to gerontology, adult education, healthcare, social services, workforce development, CEU administration, online learning, and evaluation.

- d. Description of advisory committee, board, subject matter experts, or other oversight bodies that will guide curriculum quality and program relevance.
- e. Plan for managing subcontractors, instructors, consultants, or platform vendors, if applicable.

8. Partnerships and Workforce Alignment — 5 points

Describe existing or proposed partnerships that will strengthen the certificate program and support Minnesota Aging Pathways workforce development goals.

Maximum response length: 1 typed page

Applicants may include partnerships with:

- a. Aging services organizations.
- b. Healthcare systems.
- c. Community-based organizations.
- d. Long-term services and supports providers.
- e. Higher education or continuing education entities.
- f. Tribal organizations.
- g. Workforce development partners.
- h. Professional associations.

Applicants should explain how these partnerships will strengthen access, relevance, participant recruitment, curriculum quality, and long-term sustainability.

9. Sustainability and Long-Term Program Maintenance — 10 points

Describe how the applicant will support the sustainability of the Gerontology Continuing Education Certificate Program beyond the initial funding period.

Maximum response length: 1.5 typed pages

Applicants should address:

- a. Long-term hosting and maintenance of online learning content.
- b. Process for updating curriculum and replacing outdated materials.
- c. Financial sustainability model, including possible registration fees, employer partnerships, sponsorships, grants, or organizational support.
- d. Potential for future expansion, such as additional specialty modules, supervisor tracks, dementia-focused content, caregiver support modules, or elder justice cross-training.

- e. How the program could continue to support Minnesota Aging Pathways and the broader aging services workforce after the contract period.

10. Evaluation, Monitoring, and Quality Improvement — 10 points

Describe an ongoing plan for monitoring, evaluating, and improving the certificate program.

Maximum response length: 2 typed pages

At minimum, applicants should address:

- a. Participant enrollment and completion tracking.
- b. Participant satisfaction surveys.
- c. Pre/post learning assessments or knowledge checks.
- d. CEU completion and certificate issuance data.
- e. Evaluation of course quality, instructor effectiveness, and curriculum relevance.
- f. Collection of participant feedback regarding applicability to aging services, healthcare, social service, and LTSS work.
- g. Process for reviewing and improving course content based on participant feedback, workforce needs, and emerging best practices.
- h. Evaluation of subcontractor, instructor, or platform performance, if applicable.
- i. Data privacy and confidentiality practices for participant records.
- j. Reporting process to ARDC/AAAA, including narrative updates, participation data, completion data, evaluation summaries, and budget reports.

11. Budget and Compliance — 5 points

Submit a detailed budget and budget narrative (Attachment C) demonstrating how requested funds will support the development, implementation, administration, evaluation, and sustainability planning of the Elder Justice Continuing Education Certificate Program. *In addition, submit the most recent board approved annual budget.*

Applicants should address:

- a. Personnel and contractor costs.
- b. Curriculum development costs.
- c. Instructor or subject matter expert costs.
- d. Technology, platform, hosting, or learning management system costs.
- e. Accessibility costs, including captioning, formatting, and accessible document development.
- f. Evaluation and reporting costs.
- g. Administrative costs.

- h. Sustainability planning costs.
- i. Budget reasonableness and alignment with proposed deliverables.
- j. Compliance with all applicable ARDC/AAAA, Minnesota Board on Aging, state, and federal requirements.

| Section | Points |
|---|---------------|
| 1. Agency History and Organizational Capacity | 15 |
| 2. Summary of Proposed Project | 5 |
| 3. Program Design, Curriculum, and Implementation | 15 |
| 4. Asynchronous Online Learning Delivery and Accessibility | 10 |
| 5. Training Materials, CEU Administration, and Certificate Requirements | 10 |
| 6. Outreach, Recruitment, and Participant Engagement | 5 |
| 7. Program Management, Staffing, and Oversight | 10 |
| 8. Partnerships and Workforce Alignment | 5 |
| 9. Sustainability and Long-Term Program Maintenance | 10 |
| 10. Evaluation, Monitoring, and Quality Improvement | 10 |
| 11. Budget and Compliance | 5 |
| Total | 100 |

The Proposal Narrative/Workplan may not exceed 15 typed pages, excluding required attachments, budget forms, resumes, organizational chart, letters of support, and required assurances. Responses must be single-spaced, use 11- or 12-point font, and have standard 1” margins. Applicants should respond directly to each question and include enough detail for reviewers to evaluate capacity, program design, implementation, evaluation, and sustainability.