

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 demonstrating how requested funds will support the development, implementation, administration, evaluation, and sustainability planning of the Gerontology 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.