



Request for Qualifications

Subject Matter Experts: Workforce Curriculum Development

Issued by:

Apprenti

A 501(c)(3) Nonprofit Registered Apprenticeship Intermediary

Issue Date:	February 3, 2026
Priority Deadline:	February 11, 2026 by 5:00 PM PST
Final Deadline/RFQ Closes:	February 27, 2026 by 5:00 PM PST

1. Project Overview

Apprenti is a 501(c)(3) registered apprenticeship intermediary dedicated to workforce development across technology, manufacturing, healthcare, and other high-growth sectors. We connect employers with diverse talent pools while building educational pathways that address critical skills gaps and serve underrepresented populations.

Apprenti is seeking qualified Subject Matter Experts (SMEs) to collaborate with our Technical Curriculum Developer in creating the Workforce Curriculum. This comprehensive program serves justice-impacted individuals transitioning to sustainable careers through Registered Apprenticeship pathways.

Registered Apprenticeships are employer-driven, earn-and-learn models that combine on-the-job training with related classroom instruction, culminating in a portable, nationally recognized credential. Our pre-apprenticeship curriculum serves as the critical foundation for this pathway, equipping participants with the essential technical skills, workplace competencies, and industry certifications needed to successfully enter and thrive in Registered Apprenticeship programs.

The curriculum consists of 9 modules across two phases, incorporating three industry-recognized certifications. SMEs will provide content expertise, help build instructional materials, validate competencies, and ensure curriculum alignment with industry standards and the unique needs of our target population.

Applications submitted by the priority deadline of February 11 will be reviewed first. We will continue reviewing submissions on a rolling basis until the RFQ closes on February 27.

2. Curriculum Structure

The curriculum is organized into the following phases and modules:

Phase	Module	Content Hrs
Foundation	1. Personal Leadership & Mindset	16
	2. Narrative & Identity Work	12
Skills Building	3. Durable Skills & Professional Competencies	24
	4. Digital Literacy	16
	5. AI Introduction	12
Job Readiness	6. Career Readiness	24
	7. Networking & Professional Presence	12
Employment	8. Employment Success	12
Apprenticeship Ready	9. Technical Employment Foundations (Math Refresher, AI Foundations)	40
TOTAL	9 Modules (Core Curriculum)	168

Certification Tracks:

- Microsoft Office Specialist (MOS) Associate: 90 contact hours
- Project Management (PMI Kickoff Badge + CAPM): 60 contact hours
- Customer Service & Sales Professional (NRF): 15 contact hours



3. SME Expertise Areas Needed

Apprenti seeks SMEs with demonstrated expertise in one or more of the following areas:

3.1 Population-Specific Expertise

- Justice-impacted workforce development and reentry programming
- Trauma-informed instructional design and facilitation
- Cognitive transformation methodologies
- Narrative identity work and personal leadership development

3.2 Workforce Development & Career Readiness

- Durable/transferable skills training (communication, time management, emotional intelligence)
- Career coaching and job readiness programming
- Professional networking and LinkedIn optimization
- Interview preparation and criminal history disclosure strategies
- Workplace retention and advancement coaching

3.3 Technical & Digital Skills

- Digital literacy instruction for adult learners
- AI fundamentals and practical workplace applications
- Math remediation for adult learners
- Microsoft Office Suite instruction (Word, Excel, PowerPoint, Outlook)

3.4 Certification-Specific Expertise

- Microsoft Office Specialist (MOS) certification preparation
- Project Management Institute (PMI) CAPM certification
- National Retail Federation Customer Service & Sales Professional (CSSP) certification

4. Scope of Work

Selected SMEs will work collaboratively with Apprenti's Technical Curriculum Developer to:

1. **Content Development:** Provide subject matter expertise for curriculum module development, including learning objectives, key concepts, and instructional content
2. **Material Review:** Review and validate instructional materials, assessments, and activities for accuracy, relevance, and population-appropriateness
3. **Competency Alignment:** Ensure curriculum aligns with industry standards, certification requirements, and apprenticeship competency frameworks
4. **Cultural Responsiveness:** Advise on trauma-informed approaches and person-first language for justice-impacted audiences
5. **Consultation Sessions:** Participate in scheduled consultation meetings with the curriculum development team
6. **Pilot Support:** Provide feedback during pilot delivery as needed

5. Minimum Qualifications

Apprenti values lived experience as a meaningful qualification. We strongly encourage applications from individuals with personal experience in the justice system.

5.1 Required

- Minimum 5 years of professional experience in proposed expertise area(s)
- Demonstrated experience developing or delivering adult workforce training
- Strong written and verbal communication skills
- Ability to collaborate effectively with instructional designers and curriculum developers

5.2 Preferred

- Experience working with justice-impacted populations or reentry programs
- Current industry certifications relevant to proposed expertise area
- Experience with competency-based education or registered apprenticeship programs
- Background in trauma-informed instructional design

6. Response Requirements

Your response should include the following components:

7. **Cover Letter:** Brief introduction indicating area(s) of expertise and interest in the project
8. **Resume/CV:** Current resume highlighting relevant experience and qualifications
9. **Expertise Statement:** 1-2 page narrative describing your specific expertise areas, as set forth in Section 3 above, relevant experience working with adult learners or justice-impacted populations, and approach to curriculum consultation
10. **Work Samples:** 2-3 samples of previous curriculum development, training materials, or related work (if available)
11. **References:** Contact information for 2-3 professional references
12. **Rate Proposal:** Proposed hourly rate and estimated hours for SME engagement

7. Engagement Timeline

Milestone	Target Date
RFQ Release	February 3, 2026
Priority Deadline	February 11, 2026 - 5 PM PST
Final Deadline	February 27, 2026 - 5 PM PST
SME Selection	February 12 - March 6, 2026
Engagement Begins	Upon execution of a contract

8. Evaluation Criteria

Proposals will be evaluated on the following criteria:

Criterion	Weight
Relevant expertise and experience	30%
Experience with target population or similar programs	25%
Quality of work samples	20%
Cost reasonableness	20%
References	5%

Submitting a response or being chosen as a qualified response does not guarantee a contract will be executed. Apprenti also reserves the right to reject all responses.

9. Questions

Questions regarding this RFQ must be received no later than February 20, 2026 12:00 PM PST. Responses will be posted online as follows:

- Questions received prior to February 9, 2026 by 12:00 PM PST will be posted and responded to online no later than February 10, 2026 by 5:00 PM PST.
- Questions received after February 9, 2026, 12:00 PM PT, but before February 20, 2026, 12:00 PM PST, will be responded to online no later than February 23, 2026 by 5:00 PM PST.

All questions must be sent via email to Becky Baumann at bbaumann@apprenticareers.org.

Questions received after February 20, 2026, 12:00 PM PST, will not be considered.



10. Submission Instructions

Please submit applications electronically, in Word or PDF format, to Becky Baumann, Sr. Project Manager:

Email: bbaumann@apprenticareers.org

Subject Line: [Your Name] – Apprenti RFQ Response – Workforce Curriculum Development

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Apprenti is an equal opportunity employer and encourages proposals from diverse candidates.