



# MESM Academy Informational Webinar

**July 14, 2026**  
**12-1PM**



# NOTIFICATION OF RECORDING

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**July 14, 2026**  
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# Welcome!



**Julia Nassar**

**Senior Climate & Energy  
Planner  
MAPC**



**Samikshya Dhami**

**Clean Energy & Climate  
Planner I,  
MAPC**



**Julie Curti**

**Clean Energy Director  
MAPC**

# Today's Agenda

## **What is the MESM Academy?**

- How we got here
- Our partners
- Our goals

## **Why participate?**

## **What is the training curriculum?**

## **Who is eligible and how do I apply?**

## **Open Q&A**



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# What is the MESM Academy?

## How we got here

- 2025 Mass Save Energy Managers Grant
- MassCEC Planning Grant: Landscape Analysis, Needs Assessment, Curriculum Design
- MassCEC Implementation Grant: Launch of MESM Academy

## Our Partners:



MASSACHUSETTS  
**DEPARTMENT OF  
ENERGY RESOURCES**



# What is the MESM Academy?



## Training Curriculum and Resources

The MESM training program consists of 17 lessons organized into four units. The training covers a range of topics including analyzing municipal energy usage on [MassEnergyInsight](#) , understanding state codes and policies, and grant writing and project planning.

[Go to the Curriculum and Resources Page](#)



## Peer Learning Network

The Peer Learning Network (PLN) offers a space for the cohort to gather, reflect on the learnings from the training, and build community with each other both during the training and after the cohort ends.

[Go to the Peer Learning Network Page](#)



## Additional Support Services

MAPC staff and other project admins will offer one-on-one coaching sessions, office hours, and other resources to support the new cohort of Mass Save energy managers.

[Go to the Additional Support Services Page](#)



# What is the MESM Academy?

**Goal:** Empower and equip municipal staff with the knowledge, skills, and abilities to effectively lead local clean energy and climate initiatives in their communities.



*MESM Academy Cohort 1*

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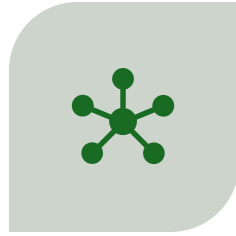
## Open Q&A



# Why the MESM Academy?



ACCESS TO 20+  
TRAININGS AT  
NO-COST



DEDICATED PEER  
LEARNING NETWORK  
OPPORTUNITIES



PERSONALIZED  
SUPPORT THROUGH  
OFFICE HOURS



\$200 PROFESSIONAL  
DEVELOPMENT  
STIPEND



\$300 COMPLETION  
STIPEND +  
CERTIFICATE



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# Technical Trainings

## Essential Knowledge

- Introduction to the Role and Goal Setting
- Working in a Municipality 101
- Grant Writing and Preparing Project Pipeline
- Using MassEnergyInsight for Energy Mgmt

## Government Policy & Programs

- MA Procurement Laws and Pathways
- Base Code, Stretch Code, Specialized Code
- State Policies, Processes, and Programs

## Project Development and Implementation

- Decarbonization and EE Strategies for Municipal Buildings
- Building Systems & HVAC 101
- Solar 101 + 201

## Engagement and Action Beyond Municipal Buildings

- Advancing Racial Equity in Municipal Clean Energy Work
- GHG Inventories and Net Zero Planning
- Decarbonization and EE Strategies for Residents and Businesses

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zoom

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## Project Development and

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To meet our grant requirements, participants must attend at least **70%** of the trainings offered.



**Lesson Question:**

How do I write compelling grant applications and structure a strong project pipeline?

**Learning Objectives:**

- Build a pipeline of priority projects with engaged partners that position your community for success in applying for grants.
- Create a community-specific toolbox of grant-ready content on your community, your commitment to clean energy, and your partners, to allow for rapid response to opportunities.
- Evaluate eligibility and competitiveness for grant opportunities.
- Understand the formula for writing winning grant applications.

**Instructor:**

Naomi Mermin and Melissa Riley, Naomi Mermin Consulting

**Lesson Summary:**

Applying for funding and technical assistance to advance projects is a core role of an energy manager. This lesson will help you to prioritize your projects, build critical partnerships, and build project profiles to be a successful grants applicant. Participants will be given hands-on skills for assessing grants that match their community's needs and building winning applications. Participants will learn how to build systems that allow for recycling grant content until sufficient resources are secured to complete high priority projects. This training will also cover how to manage and maintain a healthy project pipeline and how to ensure your community is prepared for award responsibilities, such as invoicing and reporting requirements.

**Lesson Recording and Slides:**

[Grant Writing and Preparing Project Pipeline Recording](#)

[Grant Writing and Preparing Project Pipeline Slides](#)

**Lesson Resources:**

- MAPC's Energy & Sustainability [Grants Matrix](#) (Adapted from Building Electrification Accelerator)
- [MMA Grants 101 Webinar](#)
- [UMass Lowell Grant Proposal Development Workshop](#)
- [Grant Writing Participating Workbook](#)



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# While trainings are offered online..

There are opportunities to meet in-person:

Kick-off/Orientation in September/October 2026

Celebratory Event in July 2027

(Optional Attendance) In-person site visits



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.... and other conferences  
and events!



# TRAINING SCHEDULE

Click on Training to Register!  
Trainings are virtual unless otherwise stated.

| December 2025                                                                                                              | January 2026                                                                                 | February 2026                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <a href="#">Building Systems 101</a><br>12/2 (11-12pm).                                                                    | <a href="#">Energy Managers – Annual Reporting</a><br>1/6 (11-12pm). - optional              | <a href="#">Base Code, Stretch Code, Specialized Code – Oh My!</a><br>2/11 (10:30am-11:30am). |
| <b>Optional Office Hour</b><br>Wednesday 12/3 (1-2pm)                                                                      | <a href="#">MA Procurement Laws and Pathways</a><br>1/14 (9:30-11am).                        | <b>Peer Learning Network</b><br>2/18 (2-3pm)                                                  |
| <a href="#">Building Decarbonization &amp; Energy Efficiency Strategies for Municipal Buildings</a><br>12/16 (10-11:30am). | <b>Peer Learning Network</b><br>1/21 (2-3pm)                                                 | <a href="#">State Policies and Programs</a><br>2/24 (11am-12pm).                              |
| <b>Peer Learning Network: Revisiting Goals</b><br>12/17 (3-4pm)                                                            | <b>Optional Office Hour</b><br>1/28 (1-2pm)                                                  | <b>Optional Office Hour</b><br>2/25 (1-2pm)                                                   |
|                                                                                                                            | <b>In-Person Heat Pump Training at Mitsubishi Training Center</b><br>1/30 (9-2pm) - optional |                                                                                               |

## KEY

Blue:  
Technical Training

Purple:  
Peer Learning Network Meeting

Orange:  
Optional Open Office Hours

Brown:  
Other Event or Key Date

Every month:

Approx. two  
60-90-min technical  
trainings

An hour-long Peer  
Learning Network  
Meeting

An optional, hour-  
long office hour

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# Cohort 2: Eligibility

- For Cohort 2, priority is given to Energy Advocates in the Community First Partnership (CFP) program, but any interested municipal staff whose work involves energy, sustainability, or related responsibilities are welcome to apply.
- Strong applicants will typically be:
  - Employed by a municipality in roles related to energy, sustainability, and related fields.
  - Able to commit to the program schedule and participate fully in the Academy activities. See below for more information on time expectations.
  - Relatively new to their role and/or are seeking to build their knowledge and expertise in municipal energy management and sustainability.

# Cohort 2: Application

1. **Name:** Click or tap here to enter text.
2. **Email:** Click or tap here to enter text.
3. **Municipality(ies)/Organization:** Click or tap here to enter text.
4. **Job Title:** Click or tap here to enter text.
5. **If you are an Energy Advocate, how is your position funded? If you are not an Energy Advocate, skip to the next question.**

- ☐ Entirely funded by CFP
- ☐ Partially funded by CFP
- ☐ Other (please describe): Click or tap here to enter text.

6. **How long have you been in your current position?**

- ☐ <6 months
- ☐ 6-12 months
- ☐ 1-2 years
- ☐ 2-5 years
- ☐ 5+ years

7. **How many total years of work experience do you have in energy, sustainability, or a related field?**

- ☐ <1 year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ 5-8 years
- ☐ 8+ years

8. **Please describe any past positions you have held related to energy or sustainability and what you worked on, if relevant. (250-400 words)**

9. **Please describe any past training, certifications, or education related to energy, sustainability, or a related field. (200-300 words)**

11. **Why are you interested in the MESM Academy? (250-400 words)**

Click or tap here to enter text.

12. **How would this program support you in your current position? (250-400 words)**  
Be specific about skills and responsibilities you want to take on.

Click or tap here to enter text.

13. **How would this program help advance your career goals? (250-400 words)**  
Be specific about your career aspirations.

Click or tap here to enter text.

14. **What specific skills, knowledge, and abilities do you most hope to gain from the Academy? Select up to 5.**

- ☐ Municipal government decision-making and processes
- ☐ State energy and climate policy
- ☐ Municipal energy management
- ☐ Building decarbonization strategies
- ☐ Clean energy procurement and contracting processes
- ☐ Climate action planning and implementation
- ☐ Data analysis
- ☐ Project management
- ☐ Grant writing
- ☐ Stakeholder engagement
- ☐ Principles of Equity and Environmental Justice
- ☐ Community engagement and outreach
- ☐ Facilitation and change management
- ☐ Other (please describe): Click or tap here to enter text.

## 21 Questions + Your Resume

Due to  
[mesm@mapc.org](mailto:mesm@mapc.org)  
by July 24 by 9pm



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# Questions?





# Thank you!

**Questions?**  
[mesm@mapc.org](mailto:mesm@mapc.org)

