

IT Professional Technical Services Master Contract Program T#:902TS

Statement of Work (SOW) For Technology Services Issued By

Minnesota Department of Human Services

Project Title CCA Training and Communication Design and Development

Service Categories: Training – Course Design, Training Courseware Development, Documentation Specialist (All categories required)

Business Need

The Minnesota Department of Human Services (DHS) Continuing Care Administration (CCA) is working on a number of program redesign efforts that will affect the services that people receive. CCA is changing the way that people's needs for services are determined with the MnCHOICES project, which will improve the assessment of individual need and eliminate the need for multiple and different assessments within DHS' various programs. These reform efforts will not only reduce the amount of time spent on assessment but will also improve understanding of an individual's need, so that the right services can be provided. Starting in 2011, certified assessors will conduct all assessments for home and community-based services. This includes personal care assistance and long-term care assessments.

CCA is also transitioning from lead agency contracts to a more consistent statewide approach to address waiver provider standards, qualifications and access to services. The Disability Services Division (DSD) is also working on establishing a statewide rate-setting methodologies for home and community-based services for individuals with disabilities.

Employment initiatives bring together employers, businesses, government and services providers to help increase competitive employment opportunities for people with disabilities to meet workforce needs. There is also a need to develop training and communication products related to other projects that are part of the Minnesota Pathways to Employment grant, and to plan for and execute training and dissemination of these materials.

The Minnesota Department of Human Services –Continuing Care Administration (CCA) is seeking assistance with the development of training and communication products for the launch and implementation of the program redesign efforts relating to MnCHOICES, Provider Standards and Enrollment, Rate Setting Methodologies, Personal Care Assistance and employment initiatives.

Project Deliverables

Project Deliverables and Consultation

I. Strategic Planning for CCA Training and Communication Design and Development

Project Governance and Consulting (Targeted completion March 2011)

Develop a project governance framework and process to ensure efficient and timely project decision making. The objective of this framework is to ensure that:

- All deliverables and activities covered under this contract receive an appropriate level of review and approval by internal and external stakeholders
- Key activities and deliverables are not delayed by conflicting or late input from key stakeholders
- The best possible decisions can be made in the timeframe available, by proactively managing the decision-making process

Deliverables:

1. Clearly define and document project roles and responsibilities
2. Produce and document an approval matrix for all project activities and deliverables, including identification of stakeholder roles such as Reviewer, Approver, Input, Consulted, Accountable, and Informed
3. Define and document an escalation path for decision-making in the event that conflicting input is received from key stakeholders, or if input is late or non-existent

II. Strategic Communications

Develop an overarching communication framework and process that clearly aligns the program redesign efforts with the DHS Strategic plan and addresses the communications needs for target audiences including: lead agencies, providers, internal partners, consumers, advocates, and other stakeholders. (Targeted completion April 2011)

Deliverables:

1. Develop a communications strategy/plan for reform implementation
2. Develop branding strategies for key initiatives
3. Develop an internal communications strategies for how internal communications should be launched prior to external communications
4. Provide recommendations for a website development and maintenance
5. Provide recommendations for strategically developing, managing, and maintaining CCA email distribution
6. Develop a presentation toolkit for CCA staff use. (Targeted completion March 2011) The toolkit:
 - includes vision and messaging about CCA reform projects and initiatives explaining the “to be” model
 - includes messaging why changes are important to CCA’s stakeholders highlighting specific roles
 - includes messaging how initiatives link together
 - allows CCA staff to tailor toolkit to identified target audience
 - provides CCA staff the ability to tailor material for the DHS website and other marketing material needs including videoconferences , webinars, etc.
 - provides CCA staff the ability to update toolkit as these communication strategies are a dynamic process

III. Training Approach

As part of the MnCHOICES implementation, certified assessors must conduct all assessments for home and community-based services. This includes personal care assistance and long-term care assessments.

Deliverables:

1. Develop recommendations for certification of assessors’ process (Targeted completion March 2011)
2. Develop guidelines for lead agencies to support certified assessors going through training process and for assessing competencies (Targeted completion May 2011)
3. Provide recommendations and a framework for the train the trainer approach and when it will be used within the timelines for reform implementation (Target completion April 2011)

4. Provide recommendations (upon approval for background/policy training strategy and content) for resources and guidelines to support lead agencies in staff training after reform implementation (Target completion December 2012)

IV. Training Development

Design and develop training materials working with CCA staff for appropriate content that support the rollout of reform implementation. Incorporate linkages of initiatives as appropriate.

Deliverables:

1. Develop background and policy training for reform project implementation for the following audiences: (Targeted completion June 2011)
 - certified assessor
 - case manager
 - lead agency management
 - financial workers

Develop to support training:

- up to four hours online training (content development and programming)
- resource kit for lead agency staff that may come on-board after training efforts

2. Design and develop system training utilizing “train the trainer” approach for the following audiences: (Targeted completion September 2011)
 - certified assessor
 - case manager
 - case Aide
 - lead agency management
 - financial worker

Develop a software reference manual training resource.

V. Training Facilitation

The policy/background and system training for reform implementation is targeted for summer 2011 until summer of 2012. As training strategies are approved and training is developed CCA may seek up to:

Deliverables:

1. 100 days of facilitator support for policy/background training sessions
2. 25 days of facilitator support for system training for first implementer testers
3. 35 days of facilitator support for system training “train the trainer” sessions

Project Milestones and Schedule

Project Start Date **TBD**

Projected key deliverable dates:

March 2011 Communications Development

March 2011 Facilitate Initiative Training Approach Decisions with CCA Staff

March 2011 Develop recommendations for certification of assessors' process

April 2011 Provide recommendations and a framework for the “train the trainer” approach and when it will be used within the timelines for reform implementation

June 2011 Develop policy training

July 2011 Design and develop phase three “train the trainer” system training materials

June 2011-March 2012 Facilitators for policy training sessions for up to 100 days of face to face

training, Facilitators for system training for 1st implementer testers for up to 25 days of facilitator support,

Facilitators for system training for the “train the trainer” session for up to 35 days of facilitator support

End Date **6/30/12**

Project Environment (State Resources)

- Staff descriptions:
 - a) Selected Vendor will work with project leads for redesign efforts (MnCHOICES, PEPSI, RSMI, PCA, DB101). Selected vendor will also work with staff from Disability Services Division Training and Communication Unit (TTC Unit)
 - b) Project Manager Rebecca Slininger
Project Director Peg Booth oversees project manager Rebecca Slininger. Project manager works with a team of contractors, TTC Unit staff, and project lead staff to support the implementation of the initiatives.
 - c) Staff proficiency levels and experience (with methodology, tools, etc.)
Current support structures in place (e.g. hardware/ software applications, training group, tools, etc.), especially those with which the vendor might have to interface or integrate.

Agency Project Requirements

Selected Vendor will:

1. Assure that all products meet the minimum standards contained in Section 508/Americans Disabilities Act (ADA) and Minnesota State Statute 16C.145. Instruct and provide technical assistance to DHS staff on accessibility of videos and web-based modules as needed.
2. Assist with instructional design, materials development, editing, evaluation, and finalizing of project including converting the project to final distribution medias including DVD and mini DV tape for video.
3. Use Adobe Macromedia (Flash CS4) software to allow for future updates by DHS staff. This work will include: Instructional design, Content inclusion, and graphics, audio and video production

Selected vendor will create e-learning courses that include lessons using Adobe Macromedia current version CS4 or Dreamweaver CS4 software, to allow for future updates by CCA staff. When products are completed selected vendor will assist in the development of a test plan to test and training products to assure they work when integrated into the DHS systems. Training modules must be provided in the agreed upon formats and all video in DVD and mini DV tape. Selected vendor must provide file transfer of all final products to the CountyLink and make them available through Sumtotal Systems (Pathlore) and/or another designated Learning Management System.

IT Accessibility Standards

Responses to this solicitation must comply with the Minnesota IT Accessibility Standards effective September 1, 2010, which entails, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 Subparts A-D which can be viewed at:

http://www.mmd.admin.state.mn.us/pdf/accessibility_standard.pdf

Responsibilities Expected of the Selected Vendor

Selected vendor will develop a work plan that will clearly define timeline, responsibilities, key tasks including testing and sign offs.

Required Skills (These are to be scored as pass/fail requirements)

- A minimum of 5 years' experience designing and developing training for diverse populations

Desired Skills

Extensive and proven experience in

- strategic change management
 - training assessment, planning, and execution
 - curriculum development
 - communications and related materials development
- Core expertise in multiple training approaches – stand-up, online, print, etc.

- Expertise in understanding and applying theories of adult learning, process change; process & product adoption; and content development
- Proven experience working with complicated organizational/audience environments with multiple training/learning approaches and needs
- Proven experience developing training of conceptual change process systems not of an IT nature
- Experience working with complex state government organizational systems
- Experience and understanding of the CCA reform activities and initiatives
- Past experience in designing training geared towards people with disabilities, their families and providers
- Online training development

Process Schedule

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|--|---------|
| • Deadline for Questions | 2/21/11 |
| • Posted Response to Questions | 2/23/11 |
| • Proposals due | 2/25/11 |
| • Anticipated proposal evaluation begins | 3/02/11 |
| • Anticipated proposal evaluation & decision | 3/07/11 |

Questions

Any questions regarding this Statement of Work should be submitted via mail or e-mail by 2/23/11, Time: 4:00pm central standard time.

Name: Rebecca Slininger

Department: Disability Services Division

Telephone Number: 651-431-2440

Email Address: rebecca.slininger@state.mn.us

Questions and answers will be posted on the Office of Enterprise Technology website by 2/23/11, 12pm central standard time. (http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html).

SOW Evaluation Process

- Categories and scoring methodology/criteria:
 - Company (10%)
 - Company experience on similar projects (15%)
 - Desired skills (20%)
 - Project Plan (25%)
 - Cost (30%)

Response Requirements

Each response should provide: 1) Introduction

- Company overview
 - a) Company history, growth
 - b) Current financial data if publicly available
- 2) Skills and Experience
 - a) Information that demonstrates expertise stated in "Required and Desired Skills"
 - b) Detailed response to staff augmentation. Include resumés of staff that will perform the work.
- 3) Project Overview
 - Address how "Project Requirements" will be addressed
 - Detailed Project Approach
 - a) Explain how the vendor will approach their participation in the project. This includes:
 - 1) Organization and staffing (including staff qualifications, resumes, etc.)
 - 2) Project management (e.g. quality management, risk assessment/management, etc.)
 - 3) Documentation of progress such as status reports
- 4) Cost
 - Hourly rate for consultation
 - Deliverables

- 5) Conflict of interest statement as it relates to this project
- 6) Required forms to be returned or additional provisions that must be included in proposal
 - a) Affirmative Action Certificate of Compliance (if over \$100,000)
<http://www.mmd.admin.state.mn.us/doc/affaction.doc>
 - b) Affidavit of non-collusion
<http://www.mmd.admin.state.mn.us/doc/noncollusion.doc>
 - c) Immigration Status Certification (if over \$50,000)
<http://www.mmd.admin.state.mn.us/doc/immstatcert.doc>
 - d) Location of Service Disclosure
<http://www.mmd.admin.state.mn.us/Doc/ForeignOutsourcingDisclosureCertification.doc>
 - e) Certification Regarding Lobbying
<http://www.mmd.admin.state.mn.us/doc/lobbying.doc>
 - f) Veteran-Owned/Service Disabled Veteran-Owned Preference Form
<http://www.mmd.admin.state.mn.us/doc/vetpref.doc>

Proposal Submission Instructions

- Response Information:
 - a) Email response to: rebecca.slininger@state.mn.us no later than 2/25/11 at 4:00pm central standard time. Attached files must not exceed a total of 25 Mb.
 - b) How to label the response: Response to Master Contract posting.
- Key dates:
 - a) Response due date: 2/25/11 at 4:00pm central standard time.
 - b) Expiration date for the vendor's price/terms guarantee: 5/27/11
- Other personnel are not authorized to discuss this RFP with Responders before the proposal submission deadline. Contact regarding this RFP with any State personnel not listed above could result in disqualification. The State will not be held responsible for oral responses to Responders.

General Requirements

Proposal Contents

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential award of this work order. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Indemnification

In the performance of this contract by Contractor, or Contractor's agents or employees, the contractor must indemnify, save, and hold harmless the State, its agents, and employees, from any claims or causes of action, including attorney's fees incurred by the state, to the extent caused by Contractor's:

- 1) Intentional, willful, or negligent acts or omissions; or
- 2) Actions that give rise to strict liability; or
- 3) Breach of contract or warranty.

The indemnification obligations of this section do not apply in the event the claim or cause of action is the result of the State's sole negligence. This clause will not be construed to bar any legal remedies the Contractor may have for the State's failure to fulfill its obligation under this contract.

Disposition of Responses

All materials submitted in response to this SOW will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this SOW that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minn. Stat. § 13.37, the Responder must: clearly mark all trade secret materials in its response at the time the response is submitted, include a statement with its response justifying the trade secret designation for each item, and

defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFP, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division ("MMD") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to MMD, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

Nonvisual Access Standards

Nonvisual access standards require:

- 1) The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
- 2) That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;
- 3) That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
- 4) That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. Eligible TG businesses must be currently certified by the Materials Management Division prior to the solicitation opening date and time. For information regarding certification, contact the Materials Management

Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-owned/Service Disabled Veteran-Owned Preference

In accordance with Minnesota Statute §16C.16, subd. 6a, veteran-owned businesses with their principal place of business in Minnesota and verified as eligible by the United States Department of Veterans Affairs' Center for Veteran Enterprises (CVE Verified) will receive up to a 6 percent preference in the evaluation of its proposal.

Eligible veteran-owned small businesses include CVE verified small businesses that are majority-owned and operated by either recently separated veterans, veterans with service-connected disabilities, and any other veteran-owned small businesses (pursuant to Minnesota Statute §16C.16, subd. 6a).

Information regarding CVE verification may be found at <http://www.vetbiz.gov>.

Eligible veteran-owned small businesses should complete and **sign** the **Veteran-Owned Preference Form** in this solicitation. Only eligible, CVE verified, veteran-owned small businesses that provide the required documentation, per the form, will be given the preference.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

Statement of Work does not obligate the state to award a work order or complete the assignment, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest. The Agency reserves the right to reject any and all proposals.