

DEPT. OF EDUCATION & EARLY DEVELOPMENT
STATEWIDE THROUGH-YEAR ASSESSMENT SERVICES
BEST VALUE RFP 200000085

EDUCATIONAL MEETING AND PRE-PROPOSAL CONFERENCE

STATE OF ALASKA



AGENDA

1. Introductions
2. Best Value Process
3. Submittal Forms
4. Criteria and Weights
5. Risk and Value-Add Assessments
6. Shortlisting and Interviews
7. Clarification Period

WHY THE BEST VALUE PROCESS?

- Who are the experts?
- Get the experts involved up front.
- Give us your A-Team.
- Simplify decision making.
- Address all contract issues before signing a contract.
- Eliminate assumptions or misunderstandings.

SUBMITTAL FORMS

- A – Offeror Information and Certifications
- B – Service Approach and Management Plan
- C – Risk Assessment Plan
- D – Value-Add Assessment
- E – Subcontractors
- F – Cost Proposal

Note the special formatting requirements in Best Value.

CRITERIA AND WEIGHTS

Criteria		Weight
Responsiveness	Submittal Form A	Pass/Fail
Service Approach and Management Plan	Submittal Form B	240
Risk Assessment Plan	Submittal Form C	90
Value-Add Assessment	Submittal Form D	20
Interview – Account Manager		75
Interview – Technical Support Manager		75
Interview – Implementation Manager		50
Cost Proposal	Submittal Form F	400
Minority Business Owner (MBE) Women Business Owner (WBE) Preference	Submittal Form F	50

PROPOSAL FORMAT AND CONTENT

■ 4.02 Special Formatting Requirements – page 24

Submittal Form	Anonymous Document	Maximum Page Limits
Submittal Form A – Offeror Information and Certifications		
Submittal Form B – Service Approach and Management Plan, Part 1	YES	2
Submittal Form B – Service Approach and Management Plan, Part 2	YES	2
Submittal Form B – Service Approach and Management Plan, Part 3	YES	2
Submittal Form B – Service Approach and Management Plan, Part 4	YES	2
Submittal Form B – Service Approach and Management Plan, Part 5	YES	5
Submittal Form B – Service Approach and Management Plan, Part 6	YES	5
Submittal Form C – Risk Assessment Plan – Controllable Risks	YES	2
Submittal Form C – Risk Assessment Plan – Non-Controllable Risks	YES	2
Submittal Form D – Value-Add Assessment	YES	2
Submittal Form E – Subcontractors		
Submittal Form F – Cost Proposal		

Service Approach and Management Plan

Submittal Form B

SERVICE APPROACH AND MANAGEMENT PLAN

1. How well has the offeror demonstrated an understanding of the purpose and scope of the project?
2. How logical is the approach/methodology to fulfilling the scope objectives and goals of the state?
3. How well has the offeror demonstrated an understanding of the deliverables the state expects it to provide?
4. How well has the offeror demonstrated a comprehensive plan for managing a transition, including providing support to the state and rural communities?

SUBMITTAL FORM B

PART 1

- **Vision for a Through-Year Assessment for Alaska:** Provide the offeror's overall service approach and management plan for providing the services required under this contract.

SUBMITTAL FORM B

PART 2

- **Planning and Collaboration:** Provide the offeror's comprehensive process for facilitating a through-year assessment system for Alaska based on the State's vision/goals regarding assessments.

SUBMITTAL FORM B

PART 3

- **Program Management:** Describe the proposed program management plan. Include key contacts, meetings (including kick-off and planning), periodic monitoring meetings, scheduling, and responsibilities for the vendor and the State.

SUBMITTAL FORM B

PART 4

- **Alignment to Standards:** Describe the proposed plan to align the assessment to Alaska Standards for ELA and Math

SUBMITTAL FORM B

PART 5

■ **Test Development:** Describe the proposed process for a five-year plan that includes at least one pilot year with select districts moving to full implementation statewide. This may include, but is not limited to:

1. Development of test blueprint(s)
2. Method for selecting items to match the blueprint(s)
3. Item development
4. Item types
5. Adaptive testing (item, block)
6. Process for operational item selection
7. Training
8. Item scoring
9. Reporting

SUBMITTAL FORM B

PART 6

■ **Test Administration:** Describe how the requirements for a valid and reliable assessment system will be met. Consider peer review, audits, and transition plan from one vendor to another. This may include, but is not limited to:

1. Technology
2. Test Security
 - i. Proctored by teacher in a school setting
 - ii. Potential at home administration

Risk & Value Assessments

Submittal Form C

RISK ASSESSMENT PLAN

- Goal: Describe the **greatest issues, risks, or challenges** that are commonly encountered
- Focus on those items that are **unique** and commonly applicable to these services.
- Consider reasons for project **cost increases** or items that may be a source of **dissatisfaction** for the state.
- Rely on **past experience** and knowledge of completing similar services
- Describe the risk and strategy in **non-technical terms**

RISK ASSESSMENT EXAMPLE



- **RISK:** Noise from our demolition may result in student/staff complaints (since we will be doing demo in an in-operational library during finals week).
- **VENDOR 1 Solution**

Partnering is a key to success on any project. We will work with the user to develop the best strategies that can be implemented to minimize the impact of noise from demolition.
- **VENDOR 2 Solution**

To minimize this risk, we have planned to demolition during off hours and weekends. We will also install rubber sheets on the floors and foam pads around the wall to diminish noise and vibrations.

RISK ASSESSMENT EXAMPLE

- **Risk:** Without adequate training, users may not comprehend how to use the new system.
- **Vendor A Solution:** We will provide a thoughtful training plan that offers creative ways to drive change management and enhance learning retention. Our implementation approach also empowers the Client to deliver ongoing training assistance to the user community to keep utilization of the system effective.
- **Vendor B Solution:** We have devised a training program that we have successfully executed on our past 7 implementations. We place users in a 1hr interactive in-person training (we will provide all users with laptops that have the system pre-loaded), and follow up this training with a brief exam. Any user that scores below an 80%, we will then target them for additional hands on training. This approach has lead to an overall adoption rate of 95% in less than 3 months.

VALUE-ADD ASSESSMENT

- **Goal: Providing offerors with an opportunity to identify any value-added options or ideas that may benefit state, the project, or the service.**
- **If the offeror can include more scope or service within the constraints of state, the offeror should provide an outline of potential value-added options.**
- **This may include ideas or suggestions on alternatives in implementation timelines, project scope, project cost, goals, deliverables, methodologies, etc.**

Value-added ideas must not be included in the offeror's base cost proposal.

EXAMPLE: VALUE-ADDED ITEMS



- Reroofing this building will not stop all water leaks. The majority of the leaks are caused by cracks in the parapet walls, broken/missing glass, and poor caulking. We can repair/replace all of these issues to minimize all water leaks, for a minimal impact to time/funding.

VALUE-ADDED EXAMPLES

GYM EQUIPMENT

- Since the University is installing overhead televisions on the third floor of the Student Rec Center, we recommend deleting all of the equipment mounted televisions on the cardio equipment on that floor.
- This can result in significant savings, or we can use these savings to potentially provide 5 additional machines in lieu of the TV screens.



Other Technical Proposal Requirements

Shortlist & Interviews



SHORTLISTING

After proposals have been prioritized, the state may shortlist and interview the top three highest ranking offerors. The state may increase or decrease the number of offerors in this list based on the competitiveness of the proposals and/or from feedback from the PEC.

KEY PERSONNEL

- The state may conduct interviews with the key personnel from each of the shortlisted offerors, as identified below:
- **1) Account Manager** – Individual that will be responsible for the overall operation of the Statewide Through Year Assessment Services
- **2) Technical Support Manager** – Individual that will be responsible for providing technical support for the services or managing the team responsible for technical support
- **3) Implementation Manager** – Individual that will be responsible for the overall design and performance of assessment system used to carry out the required services.

Clarification Period



MISALIGNED EXPECTATIONS



Vendor's Expectation



Client's Expectation

PROACTIVE VS REACTIVE

WHAT COULD CAUSE A SURPRISE

- Delivering something that **doesn't work**
- Delivering something that isn't what the client is **expecting**
- Delivering something that isn't what the client **needed**
- Requiring the **client to do something** (that they cannot do)
- Requiring things from the client that they cannot provide
- **Expecting** that something will happen as planned
- Any **assumptions** that we've made
- Changes that **impact cost**
- Changes that **impact time**
- Poor **satisfaction**



HOW CAN WE MINIMIZE SURPRISES

1. Cost Verification
2. Detailed Preplan
3. Client Schedule
4. Align Expectations
5. Assumptions
6. Critical Documentation
7. Risk Mitigation Plan

B. REQUIRED ACTIVITIES / DELIVERABLES

You will be required to preplan the project in detail to ensure that there are no surprises. You will be required to perform the following (including, but not limited to):

1. Verify the Cost Proposal:
 - a. Provide a detailed cost breakdown (major areas, phases, components, etc.)
 - b. Clarify any 'big-ticket' items
 - c. Clarify all value added options (what is accepted or rejected)
 - d. Clarify why the cost proposal may be significantly different from competitors
2. Provide Proposed Project Schedule:
 - a. Prepare a high level schedule of the project (with major milestones or tasks)
 - b. If requested, prepare (or provide a plan to prepare) a detailed milestone schedule
3. Provide a Client Action Item Schedule:
 - a. Identify the roles and responsibilities of the Owner or Owner personnel
 - b. Prepare a detailed schedule of any/all activities, actions, or decisions needed from the Owner (including specific due dates and client names responsible for the activities)
4. Align Expectations:
 - a. Coordinate with all critical parties (subcontractors, consultants, suppliers, etc.)
 - b. Provide a complete list of all proposal assumptions
 - c. Identify any potential 'deal breakers'
 - d. Identify what is excluded from the proposal (tasks, activities, deliverables, etc.)
 - e. Review any unique technical requirements with the Owner
 - f. Review statements made during interviews
 - g. Revisit the sites to do any additional investigating
5. Provide All Documentation (if Not Required as a Part of this RFP Response):
 - a. Provide a detailed project/work plan (if requested)
 - b. Acceptance of contract terms and conditions (if requested)
 - c. Provide a detailed safety plan (if requested)
 - d. Provide a detailed staffing plan (if requested)
6. Risk Mitigation Plan:
 - a. Identify all risks, activities, or concerns that may be unforeseen or not within the control of your company. This should include everything (realistically) that may prevent you from being successful on this project.
 - b. Identify if there are any strategies to mitigate these items
 - c. Provide a plan of how unforeseen risks will be managed
 - d. Identify what (if anything) concerns you the most, or is very unique about this project

COMMENTS / QUESTIONS

Contact Information

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