

**Request for Resume (RFR)  
CATS II Master Contract**

**All Master Contract Provisions Apply**

SECTION 1 –GENERAL INFORMATION			
<b>RFR Number: (Reference BPO Number)</b>	R00B9200170		
<b>Functional Area (Enter One Only)</b>	10 – IT Management Consulting Services		
POSITION TITLE			
3: Senior Subject Matter Expert Organizational Change Management and Business Process Specialist <b>(Each Master Contractor can only submit one candidate for the RFR)</b>			
<b>Anticipated start date</b>	April, 2012		
<b>Duration of assignment</b>	Up to 6 months		
<b>Designated Small Business Reserve?(SBR): (Enter “Yes” or “No”)</b>	No		
<b>MBE goal, if applicable</b>	% Zero		
<b>Issue Date: mm/dd/yyyy</b>	February 29, 2012	<b>Due Date: mm/dd/yyyy</b>	March 21, 2012
		<b>Time (EST): 00:00 am/pm</b>	2:00 PM EST
<b>Place of Performance:</b>	MARYLAND STATE DEPARTMENT OF EDUCATION 200 W. Baltimore Street, Baltimore, MD 21201		
<b>Special Instructions: (e.g. interview information, attachments, etc.)</b>	1. An in-person interview may be required 2. Candidates <b>must meet all minimum requirements</b> to be considered		
<b>Security Requirements (if applicable):</b>	Pass reference checks		
<b>Invoicing Instructions:</b>	Time and Material Contract. Approved work-logs submitted with bi-weekly timesheets.		
SECTION 2 – AGENCY POINT OF CONTACT (POC) INFORMATION			
<b>Agency / Division Name:</b>	Maryland State Department of Education (MSDE) Division for Academic Reform and Innovation (DARI)		
<b>Agency POC Name:</b>	Dorothy M. Richburg, Procurement Officer	<b>Agency POC Phone Number:</b>	410-767-0628
<b>Agency POC Email Address:</b>	<a href="mailto:drichburg@msde.state.md.us">drichburg@msde.state.md.us</a>	<b>Agency POC Fax:</b>	410-333-2017
<b>Agency POC Mailing Address:</b>	MARYLAND STATE DEPARTMENT OF EDUCATION 200 West Baltimore Street Baltimore, MD 21201		

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**SECTION 3 – SCOPE OF WORK**

**BACKGROUND**

The Maryland State Department of Education (MSDE) exemplifies energetic leadership and innovative products and services to improve public education, library services, and rehabilitation services. The Agency has received a Race to the Top grant from the US Department of Education to implement educational reforms in Maryland, and improve the collection and dissemination of information on school and student performance.

MSDE Race to the Top initiatives will implement new technology systems, train end-users on how to use them, and improve access and information provided by MSDE reporting information systems. Race to the Top educational improvement initiatives will also engage researchers, policy-makers, program managers, superintendents, administrators, teachers, and the public in MSDE’s improvement efforts. Race to the Top grant initiatives that can be viewed at: [http://www.msde.maryland.gov/MSDE/programs/race to the top](http://www.msde.maryland.gov/MSDE/programs/race%20to%20the%20top) .

The purpose of this RFR is to acquire an experienced Organizational Change Management (OCM) specialist with expertise in appreciative inquiry and business process management. The selected candidate will work with RTTT project managers to develop a strategy that efficiently engages external MSDE stakeholders. This strategy will have three primary goals, the attainment of which will be facilitated through appreciative inquiry methods and business process research. These goals are to: (a) conduct a qualitative review of processes that are working well along with exploring areas of opportunity for process improvement, (b) explore current business processes in use in each LEA and map future business processes with RTTT projects under implementation, (c) perform a survey of legacy applications that are supporting current business process, and (d) work with internal MSDE groups to facilitate interagency communication, and provide timely updates to LEAs on RTTT projects.

In order to meet these goals, the OCM specialist will collaborate with RTTT project managers to define a consistent organizational change message that:

1. Identifies key LEA stakeholder groups by project, including executives and end users
2. Outlines the approach to migrate current systems and processes to future RTTT systems and processes
3. Communicates key implementation timeframes and benefits of RTTT future applications

**JOB DESCRIPTION/S**

<b>Position Title/s or Service Type/s (From Section 1 Above)</b>	<b>Duties / Responsibilities</b>
<b>Position(s) Title: Organizational Change Management Specialist</b>  <b>Labor Category: Senior Subject Matter Expert</b>	<b>Responsibilities:</b> <ul style="list-style-type: none"> <li>• Develop and execute a Organizational Change Management Plan to enable the dissemination of accurate, relevant, timely, and consistent RTTT program information</li> </ul>

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	<ul style="list-style-type: none"> <li>• Conduct process reviews with LEA technical groups and develop relevant artifacts that illustrate future processes resulting from the implementation of RTTT projects</li> <li>• Conduct a survey of legacy applications and business process in use within the LEAs</li> <li>• Develop a stakeholder register that maps external groups by project, including sponsors, executives, and end users</li> <li>• Work with RTTT project managers to create concise messages that communicate project specific change strategies to migrate users from legacy systems to future RTTT systems.</li> <li>• Provide reliable and consistent information on implementation timeframes and benefits of RTTT future applications</li> <li>• Work with internal MSDE groups to facilitate interagency communications and updates on RTTT projects.</li> </ul>
<b>MINIMUM QUALIFICATIONS</b>	
<b>Position Title/s or Service Type/s (From Section 1 Above)</b>	<b>Required Experience/Knowledge/Skill</b>
<p><b>Position Title: Organizational Change Management Specialist</b></p> <p><b>CATSII Labor Category: Senior Subject Matter Expert</b></p>	<p><b>For minimum requirements, see CATS II Labor Category number 3, Senior Subject Matter Expert</b></p> <p><b>PREFERRED CANDIDATES MUST MEET THE FOLLOWING CRITERIA:</b></p> <ol style="list-style-type: none"> <li>1. Education: Bachelor’s Degree from an accredited college or university in the specific discipline required by the State. A Master’s Degree or Ph.D. Degree is preferred.</li> <li>2. At least ten <b>(10)</b> years’ Organizational Change Management experience on large-scale, technology-enabled projects</li> <li>3. At least five <b>(5)</b> years’ experience in Business Process Management. Experience utilizing appreciative inquiry methods highly preferred.</li> </ol>

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**NOTE:**

- Master Contractors may propose only one candidate for each position requested.
- Master Contractors electing not to propose in response to the RFR must submit a “Master Contractor Feedback Form” via the “Master Contractor Login” on the CATS II web site.
- Master Contractors proposing in response to the RFR must submit the documents below **as separate files** contained in **two separate emails** as follows:

**Email 1 with “Technical”: Master Contractor Name, RFR number, & candidate name, and in the subject line**

- o Resume for each labor category described in the RFR (Attachment 1)

**Email 2 with “Financial”: Master Contractor Name, RFR number, & candidate name, and in the subject line**

- o Price Proposal (Attachment 2)
- o Conflict of Interest Affidavit (Attachment G in the CATS II RFP)
- o Living Wage Affidavit (Attachment I in the CATS II RFP)

Any documents listed below as required by the hiring agency

**Section 5 - Evaluation Criteria -**

**(Provide a list of evaluation criteria in descending order of importance)**

- Personnel’s qualifications and experience performing the duties as specified in Section 2
- Understanding of the work to be accomplished

**Basis for Award Recommendation**

RFRs will be awarded in accordance with the competitive Sealed Proposals process under COMAR 21.05.03. The agency POC will recommend award to the Master Contractor whose proposal is determined to be the most advantageous to the State, considering price and the evaluation factors set forth in the RFR. The agency POC will initiate and deliver a RFR Agreement to the selected Master Contractor. **Master Contractors should be aware that if selected, State law regarding conflict of interest may prevent future participation in procurements related to the RFR Scope of Work, depending upon specific circumstances.**

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ATTACHMENT 1 – RFR RESUME FORM  
RFR #R00B9200170**

Instructions: Insert resume information in the fields below; do not submit other resume formats. Submit only one resume per Position or Service described in Section 1 of the RFR. If the RFR requests multiple Positions or Services, use a separate resume form for each proposed candidate.

Candidate Name:	Position Title or Service Type (from Section 1 of the RFR):
Master Contractor:	

**A. Education / Training**

Institution Name / City / State	Degree / Certification	Year Completed	Field Of Study
<add lines as needed>			

**B. Relevant Work Experience**

Describe work experience relevant to the Duties / Responsibilities and Required Experience / Knowledge / Skill described in Section 3 of the RFR. Start with the most recent experience first; do not include non-relevant experience.

<b>[Organization]</b>	<i>Description of Work...</i>
<b>[Title / Role]</b>	
<b>[Period of Employment / Work]</b>	
<b>[Location]</b>	
<b>[Contact Person (Optional if</b>	
<b>[Organization]</b>	<i>Description of Work...</i>
<b>[Title / Role]</b>	
<b>[Period of Employment / Work]</b>	
<b>[Location]</b>	

<add lines as needed>

**C. Employment History**

List employment history, starting with the most recent employment first

Start and End Dates	Job Title or Position	Organization Name	Reason for Leaving
<add lines as needed>			

**D. References**

List persons the State may contact as employment references

Reference Name	Job Title or Position	Organization Name	Telephone / Email
<add lines as needed>			

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**ATTACHMENT 2**

**RFR PRICE PROPOSAL**

**SENIOR SUBJECT MATTER EXPERT**

**Organizational Change Management and Business Process Consultant**

**RFR #R00B9200170**

(This form is to be filled out by Master Contractors)

<b>Hourly Labor Rate</b>	<b>Annual Hours</b>	<b>Year 1 Price (Labor Rate x Hours)</b>
<b>\$</b>	<b>1040</b>	<b>\$</b>
<b>Total RFR Price</b>		<b>\$</b>

VENDOR'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_ FAX NO. \_\_\_\_\_

FIN \_\_\_\_\_ DUNS NO \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

TITLE \_\_\_\_\_ DATE \_\_\_\_\_

The Hourly Labor Rate is the actual rate the State will pay for services and must be recorded in dollars and cents. The Hourly Labor Rate cannot exceed the Master Contract Rate, but may be lower. Rates must include all direct and indirect costs and profit for the Master Contractor to perform under the TOA.