

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

**All Master Contract Provisions Apply**

Section 1 – General Information			
<b>RFR Number: (Reference BPO Number)</b>	<b>R00B9200137</b>		
<b>Functional Area (Enter One Only)</b>	<b>Functional Area Sixteen – Media and Training Center Support</b>		
Position Title/ s or Service Type/ s (Short term staff or PMP)			
<b>56. – Technical Writer and Developer for Multimedia (Each Master Contractor can only submit one candidate for the RFR)</b>			
<b>Anticipated start date</b>	May 1, 2011		
<b>Duration of assignment</b>	Six Months		
<b>Designated Small Business Reserve?(SBR) : (Enter “Yes” or “No”)</b>	No		
<b>MBE goal, if applicable</b>	0%		
<b>Issue Date:</b> mm/dd/yyyy	April 1, 2011	<b>Due Date:</b> mm/dd/yyyy	Monday, April 11, 2011
		<b>Time (EST) :</b> 00:00 am/pm	2:00 PM
<b>Place of Performance:</b>	Maryland State Department of Education Division of Accountability and Assessment 200 West Baltimore Street; Baltimore, MD 21201		
<b>Special Instructions: (e.g. interview information, attachments, etc.)</b>	Interviews will be conducted by a panel of three persons using a standardized set of interview questions. Structured interviews will be performed via phone		
<b>Security Requirements (if applicable):</b>	Pass reference checks and obtain State ID Badge		
<b>Invoicing Instructions:</b>	Standard invoicing procedures for the CATS II Master Contract		
Section 2 – Agency Point of Contact (POC) Information			
<b>Agency / Division Name:</b>	Maryland State Department of Education Division of Accountability and Assessment		
<b>Agency POC Name:</b>	Dorothy Richburg Procurement Specialist	<b>Agency POC Phone Number:</b>	410-767-0628
<b>Agency POC Email Address:</b>	drichburg@msde.state.md.us	<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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<b>Section 3 – Scope of Work</b>	
<b>Background</b>	
<p>Maryland State Department of Education (MSDE) has assumed a progressive stance in the collection, validation and reporting of education accountability data. The state established its first Educational Data Warehouse (EDW) in 1999 and today strives to achieve the ten essential elements and fundamentals for PreK-12 longitudinal data systems established by the Data Quality Campaign, see <a href="http://www.dataqualitycampaign.org">www.dataqualitycampaign.org</a> for additional information on the ten essential requirements.</p> <p>With the increase in reporting requirements for Federal, and State longitudinal student data, MSDE is increasing the kinds of student data collected and analyzed. To help MSDE achieve this aim, The Division of Accountability and Assessment is modernizing and enhancing its; (1) Educational Data Warehouse (EDW) and (2) associated data reporting systems. As a result of a multitude of new projects within DAA, there is an increased need for specialized multimedia authoring for Internet newsletters, training videos, and online portal content creation to explain how to use longitudinal data.</p> <p>The objective of this Request for Resume (RFR) is to acquire the short-term services of <b>One (1) Technical Writer and Developer for Multimedia</b> materials, video, and a portal. The multimedia developer must have experience with K12 online multi-media and print newsletter tools and development experience. The multi-media developer will work with the Division of Accountability and Assessment’s MLDS project team to identify, design, and develop educational media, online portal contents, webinars, and a newsletter to explain the user of longitudinal data to educators.</p>	
<b>Job Description/ s</b>	
<b>Position Title/ s or Service Type/ s (From Section 1 Above)</b>	<b>Duties / Responsibilities</b>
<p><b>56. – Technical Writer and Developer for Multimedia</b></p>	<p>Assist MLDS Development Team in collecting multi-media business requirements from key stakeholders.</p> <p>Assists in collecting and organizing information for preparation of user manuals, training materials, installation guides, proposals, and reports.</p> <p>Translates technical information into clear, readable documents to be used by technical and non-technical personnel</p> <p>Assist in the selection of existing multi-media materials for display on the portal</p> <p>Create online newsletter using Constant Contact</p> <p>Create multimedia videos using one or more of the top multi-media tools suites.</p>

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	<p>Create webinar materials, schedule webinars, and post recorded webinar links on a portal</p> <p>Create written content for an Oracle portal, and post the content.</p> <p>Prepare steering committee reports</p> <p>Prepare and issue stakeholder satisfaction surveys using Survey Monkey</p>
<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>56. – Technical Writer and Developer for Multimedia</b></p>	<p>For minimum requirements, see CATS II Labor Category number 56 Technical Writer</p> <p><b>THE CANDIDATE MUST ALSO:</b></p> <ol style="list-style-type: none"> <li>1. Demonstrate all aspects of proper communication skills, both verbal and non-verbal.</li> <li>2. The candidate must articulate clear and concise responses to the interview questions</li> <li>3. Possess good interpersonal communication skills and proper attire.</li> </ol> <p><b>CANDIDATES MUST MEET THE FOLLOWING CRITERIA:</b></p> <ol style="list-style-type: none"> <li>1. EDUCATION – BS REQUIRED</li> <li>2. Minimum of five (5) years experience preparing multimedia communications materials</li> <li>3. Minimum of two (2) years with Constant Contact, Adobe multi-media authoring tools or similar tools, and Survey Monkey</li> <li>4. Minimum of two (2) years developing online newsletters</li> <li>5. Minimum of two (2) years developing online training videos</li> <li>6. Minimum of two (2) years writing training materials</li> <li>7. Minimum of one (1) years experience with online webinar systems such as GoTo Meeting or Webex.</li> </ol>

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	<p>8. Evidence of formal education in developing training and education materials for end-users using computers</p> <p>9. Some experience in a K12 environment preferred.</p>
<b>Section 4 - Required Submissions</b>	
<p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>- Master Contractors electing <u>not</u> to propose in response to the RFR must submit a “CATS II Master Contractor Feedback Form” located under “Master Contractor Login” on the CATS II web site.</li> <li>- Master Contractors proposing in response to the RFR <u>must</u> submit the following documents: <ul style="list-style-type: none"> <li>o Resume for each position / service type described in the RFR (Attachment 1)</li> <li>o Price Proposal (Attachment 2 <u>or</u> 2A)</li> <li>o MBE Forms D1 and D2 if applicable (Attachment D in the CATS II RFP)</li> <li>o Conflict of Interest Affidavit (Attachment G in the CATS II RFP)</li> <li>o Living Wage Affidavit (Attachment I in the CATS II RFP)</li> <li>o <b>Documents listed below as required by the hiring agency</b></li> </ul> </li> </ul>	
1. Resume showing evidence of all skills listed in Section 3. Scope of Work	
2. Statement within the Price Proposal that rate is all inclusive – Use Attachment 2A for the Price Proposal	
3. Two (2) current references that can be called for performance verification of the submitted consultant(s) work experience and skills	
<b>Section 5 – Evaluation Criteria – (Provide a list of evaluation criteria in descending order of importance)</b>	
1. Candidate must meet minimum qualifications in Section 3 to be considered for an interview.	
2. Candidate interview will be ranked based on technical questions	
3. Price rankings of the proposals	
4. References	
<b>Basis for Award Recommendation</b>	
<p>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. <b>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.</b></p>	

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**ATTACHMENT 1 – RFR RESUME FORM  
TECHNICAL WRITER AND DEVELOPER FOR MULTIMEDIA  
RFR # R00B9200137**

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.

[Organization] [Title / Role] [Period of Employment / Work] [Location] [Contact Person (Optional if current employer)]	Description of Work...
[Organization] [Title / Role] [Period of Employment / Work] [Location] [Contact Person]	Description of Work...

<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  
TECHNICAL WRITER AND DEVELOPER FOR MULTIMEDIA  
RFR # R00B9200137**

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

<b>Proposed Labor Category</b>	<b>Hourly Labor Rate</b>	<b>Total Hours (up to 6 months)</b>	<b>Labor Category Price (Labor Rate x Hours)</b>
<b>56. – Technical Writer and Developer for Multimedia</b>	\$	<b>1040 hrs</b>	\$
<b>Total RFR Price (Sum of Labor Category Prices):</b>			\$

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

ADDRESS \_\_\_\_\_

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

FIN \_\_\_\_\_ DUNS \_\_\_\_\_

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