

MONTGOMERY COLLEGE • OFFICE OF BUSINESS SERVICES
RFI TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM
RFI NUMBER: E525-003
RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM EDT



ADDENDUM #1

Issued: October 24, 2024

ADDENDUM FOR THE PURPOSE OF:

- To provide the attached questions and answers

All other specifications, terms and conditions remain unchanged.

Cherree Adams

Cherree Adams, Procurement Manager
on behalf of Patrick Johnson, Director of Procurement

Please **sign** below to acknowledge receipt of this Addendum and return with the proposal. Failure to return this Acknowledgement of Addendum may deem a proposal nonresponsive.

NOTE: All proposals MUST BE RECEIVED **electronically** by 3:00pm Eastern Daylight Time on **October 28, 2024**

Electronic proposal and addendum or addenda shall be sent to the following email address prior to the submittal deadline date and time at vendor.proposals@montgomerycollege.edu. **No responses will be accepted after this date and time.**

Company Name

Authorized Signature

Date

Printed/Typed Signature

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Vendor Questions	MC Response
1. Additional guidance information: Might you have additional guidance information (e.g., an info session slide deck or recording) that can help us ensure our proposal aligns with the priorities and requirements of the training program?	We do not have any slide decks and/or recordings. The reason the College has issued this RFI is to gather information on services, capabilities, and what’s available in the market from the industry experts. Any information collected through this RFI process may or may not be used in the future to develop a solicitation for proposals or bids. Responses will be used solely for information and planning purposes.
2. Meeting Request: Are you or any members of your team available for a brief virtual meeting with us to discuss the scope of our application?	A Pre-proposal Conference was not part of this Request for Information. Our goal is to enhance data literacy, improve data management practices, and foster a data-driven culture.
3. Proposal Formatting Requirements: Are there any page limits we should adhere to in our RFI response.	There is no page limit.

***** **End of Questions & Answers** *****



Office of Business Services
9221 Corporate Blvd
Rockville, MD 20850

REQUEST FOR INFORMATION

RFI NO. E525-003

RFI TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

All proposals MUST BE RECEIVED **electronically** by 3:00pm Eastern Daylight Time (EDT) on **October 28, 2024**.

Proposal Bond Requirements: NONE

**Performance, Labor and
Material Bond requirements: NONE**

Pre-proposal Conference: NONE

MINORITY VENDORS ARE ENCOURAGED TO RESPOND TO THIS SOLICITATION

Important: No proposal will be accepted after the date and time stated above.

A handwritten signature in black ink, appearing to read 'Patrick Johnson', written over a horizontal line.

**Patrick Johnson, MBA
Director of Procurement**

NOTE: Prospective Respondent that have received this document from a source other than the Procurement Office should immediately contact the Procurement Office and provide their name and e-mail address so that any amendments to the Bid/RFP/RFI or other communications can be sent to them. Failure to contact the Procurement Office may result in non-receipt of important information.

REGISTRATION OF CORPORATIONS NOT REGISTERED IN THE STATE OF MARYLAND Pursuant to 7-202 et. Seq. of the Corporation and Associations Article of the Annotated Code of Maryland, corporations not incorporated in the State of Maryland shall be registered with the State Department of Assessments and Taxation, 301 West Preston Street, Baltimore, Maryland 21201 before doing any interstate or foreign business in this State. Corporations must be registered, and in good standing no later than proposal submittal deadline date. A copy of the registration or application for registration may be requested by the College.

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

TABLE OF CONTENTS

TITLE	PAGE
SECTION 1 – REQUEST FOR INFORMATION	1-2
SECTION 2 – BACKGROUND AND SCOPE OF WORK	3-5
SECTION 3 – RESPONSES TO REQUEST FOR INFORMATION & SUBMISSION	6-7
ATTACHMENT A: VENDOR INFORMATION FORM	8

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 1 – REQUEST FOR INFORMATION

1.1 Introduction

Montgomery College is seeking qualified vendors, suppliers, and/or contractors who can provide expert guidance and information about designing and implementing comprehensive data asset management training programs for Montgomery College that will: enhance data literacy across the College community and foster a culture where data drives strategic planning, operational excellence, and decision-making processes.

1.2 Purpose of Request for Information (RFI)

Request for Information (RFI) is for informational purposes only, and shall not be construed as a solicitation or as an obligation on the part of Montgomery College. This RFI is intended to gain information from vendors, suppliers and/or contractors on services described herein.

Please be advised that this may be a two-step process. Should the College determine to proceed with a solicitation based on the responses to this RFI, phase two will then be a formal Request for Proposal (RFP) in accordance with College’s procurement policies and procedures. Any information collected through this RFI process may or may not be used in the future to develop a solicitation for proposals or bids. Responses will be used solely for information and planning purposes. Providing a response to Montgomery College does not in any way give an advantage to any vendor. Please note that all responses will be public record. Do not submit confidential information in your response.

Montgomery College will hereinafter be referred to as the “College” and “MC.” Respondents to the RFI will be referred to as “Respondent.”

1.3 Point of Contact

Request for information or technical questions related to this solicitation should be directed to **Cherree Adams, Procurement Manager**, via e-mail to cherree.adams@montgomerycollege.edu. The Respondent may not initiate contact with any other College representative about this request. **All inquiries and questions** must be submitted in writing via email and received by *4:00 pm, October 22, 2024*. All questions received by the noted deadline will be answered and sent to all proposing firms via issuance of an addendum. No questions will be accepted after this date.

1.4 Electronic Submittal Due Date

All responses to this Request for Information must be submitted electronically, as one separate attachment in a single email. See Section 3 for complete submission instructions.

Electronic submission and addendum or addenda, if applicable, shall be sent to the following email address by the submittal deadline date and time: vendor.proposals@montgomerycollege.edu. All responses to this Request for Information are due by **3:00 p.m., October 28, 2024** Eastern Daylight Time (EDT). **No responses will be accepted after this date and time.** In the event that the College is closed on the RFI closing date, due to an unforeseen circumstance, the RFI will close at the stated time on the next open business day, unless the Respondent is notified otherwise.

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 1 – REQUEST FOR INFORMATION-continued

1.5 Addenda Issuance

The College will issue an addendum or addenda to all prospective Respondents known to have received the document, if it becomes necessary to issue any. Only answers provided via an addendum issued by the Procurement Office will be binding. However, Respondent bear sole responsibility for downloading all addenda, if any, for this RFI from the College Procurement website at

<http://www.montgomerycollege.edu/procure/> and it is the responsibility of the Offeror to check this site for any addenda before submitting a proposal. Acknowledgement of the receipt of all addenda must accompany the Respondent proposal, and all addenda shall become part of the RFI documents. Failure to acknowledge receipt does not relieve the Offeror from complying with all terms of any such addenda.

1.6 Public Record and Proprietary Information

As a public entity, the College is subject to the disclosure requirements in the Maryland Public Information Act (“MPIA”), Title 4 of the General Provisions Article of the Annotated Code of Maryland. **Do not submit** any material that contains confidential, proprietary, or financial information or material that may be considered business sensitive.

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 2 – BACKGROUND AND SCOPE OF WORK

2.1 Background

Montgomery College is Maryland's second oldest community college. The College serves roughly 43,000 students each year, through credit and noncredit programs, at nonresidential campuses located in Germantown, Rockville, and Takoma Park/Silver Spring, East County Education Center and at off-campus sites throughout Montgomery County. To support students' academic and professional goals, the College employs more than 3,365 faculty, administrators, and staff.

Montgomery College recognizes the pivotal role data plays in achieving our institutional goals. We launched our inaugural Data Asset Management Plan in 2022 and are currently revising it to align with the College's refreshed strategic plan. To enhance data literacy and support our strategic objectives, we have invested in internal training programs. However, we seek to further elevate our data training resources and capabilities and are currently considering partnering with an external vendor to design and deliver engaging, impactful programs that meet the diverse data training needs of our faculty, staff, and students. As such, we seek to better understand the current market before proceeding.

2.2 Statement of Need

Montgomery College is seeking to gain a comprehensive understanding of the current market for effective data asset management training (e.g., data literacy, data governance, data analytics, data-informed decision-making) processes, procedures, and capabilities. We want to know what solutions currently exist in the market and are interested in learning about what information you would need to scope a logical road map for deployment. We are particularly interested in understanding how vendors can design and deliver a curriculum that covers a wide range of data related topics for students, faculty, staff, and administrators. The information gained will assist the College to better attract vendors, through a competitive Request for Proposal process, who are well-equipped to provide the data asset management training that MC needs.

2.3 Offered Products and Services

We are interested in learning from you whether the following desired outcomes are reasonable based on what a firm like yours might generally agree to. Our goal is to enhance data literacy, improve data management practices, and foster a data-driven culture. We want to partner with an organization that has a strong understanding of data management industry standards and best practices used in a higher education setting.

2.4 Desired Outcomes

Respondents to this RFI should demonstrate their qualifications to provide data asset management training to include, but not limited to (Please provide detailed feedback on any expectations that may need adjustment):

I. Needs Assessment

1. Conduct a comprehensive assessment of MC's current data asset management practices, existing training, policies, and procedures.
2. Identify the data asset management needs of faculty, staff, students, and administrators at various levels of expertise.
3. Identify target audiences for training modules (faculty, staff, students, administrators).

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 2 – BACKGROUND AND SCOPE OF WORK -continued

4. Determine the optimal delivery methods (in-person, online, blended learning) based on audience preferences and learning styles.

II. Curriculum Development

1. Design and develop interactive, engaging, multi-level training curriculum aligned with the college's data asset management strategy and tailored to the specific needs of faculty, staff, students, and administrators.
2. Create training modules that may cover topics (Learning Stairways to Enhanced Data Literacy) such as
 - i. **Data fundamentals**
 - a. The importance of data management
 - b. Core data concepts, data information, and data lifecycle management
 - c. Data ethics
 - ii. **Data informed decision making at MC**
 - a. Storytelling, frameworks, techniques, and methodologies
 - b. Building data focused roadmaps
 - c. Understanding data cycles
 - d. Value/ROI/competitive advantage of data asset management
 - iii. **Data analytics and analysis**
 - a. Data science skills
 - b. Database management
 - c. Data mining
 - d. Data manipulation
 - e. Qualitative analysis
 - iv. **Topics identified by the training assessment**
 - a. Tailor training content to the specific needs and roles of different target audiences.
 - b. Incorporate interactive elements, such as case studies, simulations, hands-on exercises, guided projects, mentorship, etc.

III. Training Delivery

1. Develop a comprehensive training plan which outlines delivery method, timelines, resource requirements, and other logistics.
2. Develop a training calendar and schedule.
3. Create a communication plan to promote the training program.
4. Provide instructor-led training sessions, online courses, or a combination of both.
5. Offer ongoing support and resources for learners.
6. Provide train-the-trainer certification.
7. Develop evaluation metrics to assess the effectiveness of the training program.
8. Ensure training modules are designed and accessible for users with disabilities (ADA compliant and meets all local, state, and federal requirements).
9. Provide methodology for ensuring mastery of the training content.

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 2 – BACKGROUND AND SCOPE OF WORK -continued

10. Provide a certificate of completion and/or micro-credential for those who have demonstrated mastery of the training content.

IV. Guidelines Development

1. Create detailed guidelines for faculty, staff, students, and administrators on data asset management practices (aligned with training content and inclusive of best practices for data management and stewardship).
2. Provide clear instructions on data handling procedures and ethical considerations.

V. Develop Data Asset Management video lecture series

1. Modeled after Masterclass format (not a traditional classroom lecture) or animated lecture.
2. Develop roadmap, prepare content (in line with MC community engagement and data asset management knowledge gaps), and organize content.
3. Deliver a seamless, interactive learning experience.
4. Develop communication pieces related to lecture series (communication plan, FAQs, infographic, etc.) that are formatted in a way that can easily be posted on MC's website, digital boards, and can also be reproduced as necessary.

VI. Implementation Support

1. Provide technical assistance and support during the implementation phase.
2. Offer ongoing consultation and training to ensure the program's success.
3. Provide instrument for evaluating the effectiveness of the training program.
4. Detail an effective process for gathering feedback from participants.
5. Provide a plan for continuous improvement of the training program and guidelines (i.e., identify resources for updating training materials and guidelines).

VII. Deliverables

- A. Comprehensive training curriculum
- B. Instructor materials and resources
- C. Learner materials and resources
- D. Data asset management guidelines for students, staff, faculty, and administrators
- E. Implementation plan
- F. Evaluation plan
- G. Data Asset Management video lecture series

2.5 Feedback on Approach

- Based on the Respondents expertise and knowledge of the industry, briefly describe the approach you would recommend for this type of project and why.
- Include any suggestions or advice regarding the design, implementation, management, technology, etc. of this considered project.
- Provide what additional information or clarifications would be needed in order to prepare a comprehensive proposal in the future?

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 3 – RESPONSES TO REQUEST FOR INFORMATION & SUBMISSION

3.1 Response Format - the response should be specific and complete in every aspect; prepared in a simple and straightforward manner, with enough sufficient detail to allow College reviewers a comprehensive and clear understanding of the Respondent's capabilities. Respondents are expected to examine the entire Request for Information in its entirety. The following list specifies the items to be addressed in the response.

Part A. Introduce your Company – provide brief relevant background information about your organization and prior work experience or services you offer related to our needs.

Part B. Capabilities and Technical Experience - a capability statement that details the company's ability to perform work identified above; describe your staff;

Part C. Past Experience – a statement providing past experience on projects of this magnitude;

Part D. Business Size Standard - type and size of organization; describe your organization's business structure;

Part E. Comments on the Desired Outcomes – provide detailed information relevant to the listed items, include any literature or technical specifications for any service or equipment needed.

Part F. Responses to the Following Questions

Respondent may provide additional information pertinent to this RFI. Responses shall be organized using the following outline; responses to each question and/or information request will be in order and clearly marked with the section number to which they correspond.

1. How has the market for data asset management training evolved in recent years?
2. What are the current trends and best practices in data asset management training?
3. What are the key challenges and opportunities in the field of data asset management?
4. How do you approach the design and development of data asset management training programs?
5. What instructional methods and technologies do you use to deliver your training?
6. How do you ensure that your training programs are engaging, interactive, and effective?
7. Can you tailor your training programs to meet the specific needs of Montgomery College and its students, faculty, staff, and administrators?
8. How do you ensure that your training is relevant and up-to-date with the latest trends and technologies?
9. How do you measure the effectiveness of your training programs?
10. What feedback mechanisms do you use to gather input from participants?
11. What experience do you have in delivering data asset management training to higher education institutions?
12. What qualifications and certifications do your trainers have?
13. Do you collaborate with other organizations or vendors to expand your reach?
14. What is an estimated range of cost for this type of comprehensive data asset management training initiative (including assessment curriculum development, training delivery, and ongoing support)?

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

SECTION 3 – RESPONSES TO RFI & SUBMISSION-continued

3.2 Submission Instructions

All Responses and any other supplemental attachments must be submitted **electronically** via email, in PDF file format at vendor.proposals@montgomerycollege.edu before the due date identified in Section 1.4.

When submitting your response, please be sure the subject line of the email includes the following: (RFI) number **E525-003** and title. If you have any questions about this RFI, please direct them to the RFI point of contact.

*Respondents [May/May Not] include additional attachments with their response

Any responses received electronically after the specified deadline will be automatically rejected.

REQUEST FOR INFORMATION TITLE: DATA ASSET MANAGEMENT TRAINING PROGRAM

RFI NUMBER: E525-003

RFI CLOSING DATE AND TIME: OCTOBER 28, 2024 @ 3:00 PM

ATTACHMENT A –VENDOR INFORMATION FORM

A.1 I/We can offer the terms, delivery and pricing for the requested products/services, and certify that I am a bona fide agent, authorized to make offers on behalf of the firm.

A.2 Please provide the following information:

Print clearly

Company Name		Years in Business	
Federal Tax Number		Dun & Bradstreet Number	
Street Address		City, State, Zip Code	
Telephone Number		Fax Number	
Contact Person		Title	
Cell Number		E-Mail Address	

Company Name

Name

Title

Authorized Signature and Date