

OFFICE OF CHIEF INFORMATION OFFICER
Summary of the State Board of Education Agenda Items
March 07, 2024

OFFICE OF TECHNOLOGY AND STRATEGIC SERVICES

02.A. Action: Contract with Creative Distillery to develop technical training videos and accompanying user guides [Goal 5 – MBE Strategic Plan]

Awarded Vendor: Creative Distillery
Jackson, MS

Scope of Project: The Mississippi Department of Education (MDE) Office of Technology and Strategic Services under the terms of the Master Consulting Services Agreement with Guidesoft, Inc issued a Request for Proposals (RFP) to solicit offers from qualified vendors to develop high-quality technical training videos and accompanying user guides.

The Office of Technology and Strategic Services (OTSS) is focused on ensuring both internal and external stakeholders understand data flows and functionalities available in the utilization of the new MSIS 2.0 system. In addition, a portion of the content created will support internal staff in developing technical skills needed to effectively operate devices and software safely and securely.

The creation of these videos and user guides will be completed in two phases: Phase 1 (MSIS 2.0 Project) and Phase 2 (OTSS Operations).

PHASE 1: The project will include a series of technical expository videos, 5-7 minutes each. The vendor will develop high-quality expository videos that cover the quality, lineage, certification, transmission, and visualizations of different data domains as they pertain to the new MSIS 2.0 system. MDE envisions this content in the form of eight (8) videos, but the vendor may propose with explanation a different break down of content into fewer (longer) or more (shorter) videos.

PHASE 2: The project will include a series of technical training videos, 3-5 minutes each, and companion user guides. The vendor will develop high-quality training content, including technical videos and accompanying user guides, to instruct internal staff on cybersecurity best practices, how to access secured departmental Microsoft SharePoint sites, and the processes and procedures for hosting on-site meetings or professional learning sessions. MDE envisions this content in the form of twelve (12) videos, but the vendor may propose with explanation a different break down of content into fewer (longer) or more (shorter) videos.

Scope of Contract:

- Term of Contract: March 08, 2024 – January 31, 2025
- Amount to be Awarded: \$110,300.00
- Method of Award: ITS Procurement

Funding Source: State Funds

Summary of Selection Process:

A competitive selection process was utilized to award contract.

Scoring Criteria:

- A. Quality of Experience
- B. Quality of Staff
- C. Quality of Proposed Project Plan
- D. Quality of References
- E. Quality of Portfolio, including past work similar
- F. Cost - Budget Formula

This item references Goal 5 of the *Mississippi Board of Education Strategic Plan*.

Recommendation: Approval

Back-up material attached

Creative Distillery

FISCAL YEAR	AMOUNT
FY 2024	\$47,800
FY 2025	\$62,500
Total	\$110,300

EXHIBIT A-1
Statement of Work Template

STATEMENT OF WORK FOR A MILESTONE, DELIVERABLE OR SERVICE-BASED PROJECT
BETWEEN
Mississippi Department of Education
Office of Technology and Strategic Services
AND
GUIDESOFT, INC., d/b/a KNOWLEDGE SERVICES
AND
Creative Distillery

Authorization for work performed pursuant to this Statement of Work “SOW” is granted under the terms of the Master Consulting Services Agreement between GuideSoft, Inc. d/b/a Knowledge Services and Mississippi Department of Information Technology Services.

INTRODUCTION

This Statement of Work (SOW) outlines the responsibilities and expectations for the Technical Training Video & Content Creator to assist the Mississippi Department of Education (MDE) with the creation of high-quality training videos and companion resources. Supporting internal and external stakeholders is a key aspect of the Mississippi Student Information System (MSIS) 2.0 initiative, a complex data system modernization project. Content will support external MDE stakeholders as they understand new data flows and functionalities available in the utilization of the new MSIS 2.0 system. In addition, a portion of the content created as a part of this project will support internal MDE staff in developing technical skills needed to use existing software and systems that improve network security or assist in external training. Both outcomes are critical to the success of the MSIS 2.0 project and OTSS Operations.

Phase 1 (FY2024): The MDE is focused on ensuring both internal and external stakeholders understand the importance and complexity of data quality and analysis that will now be available in MSIS 2.0. The training content should be accurate, engaging, and relevant to MDE operations, policies, and procedures. It should be designed to meet the diverse challenges and needs of both internal and external stakeholders. Additionally, the vendor will develop high-quality expository videos that cover the quality, lineage, certification, transmission, and visualizations of different data domains as they pertain to the new MSIS 2.0 system. These videos will be used by both internal and external MDE stakeholders. MDE has envisioned this content in the form of eight (8) videos, but the vendor may propose with explanation a different break down of content into fewer (longer) or more (shorter) videos.

Phase 2 (FY2025) The MDE is seeking a vendor to develop high-quality training content, including technical videos and accompanying user guides, to instruct internal staff on cybersecurity best practices, how to access secured departmental Microsoft SharePoint sites, and the processes and procedures for hosting on-site meetings or professional learning sessions. The MDE is committed to equipping internal staff with the technical knowledge needed to effectively operate software and devices safely and responsibly. MDE has envisioned this content in the form of twelve (12) videos, but the vendor may propose with explanation a different break down of content into fewer (longer) or more (shorter) videos.

BACKGROUND

The original MSIS was created in 2000 to meet the data collection and reporting needs of the state's public school districts and the MDE. (The reporting obligations came from state and federal funding authorities in addition to other legal/regulatory requirements.) In the years following MSIS's launch, data collection and reporting demands placed on the system outpaced its capacity to handle them. In 2019, the MDE began an effort to document existing and anticipated stakeholder needs to prepare for the development of a modernized student information system: MSIS 2.0. MSIS 2.0 is designed to provide better and near real-time data to more users in user-friendly ways. The MSIS 2.0 project guided by seven goals:

1. Accept school and district data in near real-time to provide stakeholders with timely, actionable information;
2. Simplify data submission processes to increase accuracy while decreasing human effort;
3. Establish data and data transfer standards (using [Common Education Data Standards](#)) allowing the systems to communicate with each other automatically and efficiently;
4. Increase transparency by showing districts how their data are used to inform reporting, accountability, and funding processes;
5. Automate processes using integrated technologies to increase timeliness, reliability, and consistency in reporting, allowing districts to learn more from their data;
6. Support local education decision makers with improved data and analysis available through new, secure dashboards;
7. Adapt to changing school environments and future requirements by providing longitudinal data insights

SCOPE OF WORK

All deliverables must be predicated on the MDE's policies and procedures to adhere with our organizational mission, culture, and dedication to diversity, inclusion, and equality.

A. Project Management, Research, and Finalized Project Plan

This project will begin with the research and development of the program. Vendor must assign a project manager responsible for project management of the deliverables of project, including quality of the products, alignment to training goals and anticipated skills, and timelines.

Vendor will conduct a Pre-Training Analysis consisting of a series of meetings between the project manager, the Director of Customer Support and Training, Director of Data Use and Professional Learning, and other designated subject matter experts to obtain necessary background knowledge, including appropriate policies and procedures, and review any existing technical content. The purpose of these meetings is to ensure: (1) all training goals are met; (2) the desired knowledge, skills, and abilities will be covered in the content; and (3) the visual themes, including animation, video, and graphic style, are determined. Vendor will provide finalized Project Plan based on Pre-Training Analysis, training goals, and deliverables.

B. Training Plans

After the Pre-Training Analysis, the Vendor will adjust the curriculum accordingly with the approval of the Director of Customer Support and Training and Director of Data Use and Professional Learning. Vendor is expected to develop and submit training plan specifications for approval to the Director of Customer Support and Training and Director of Data Use and Professional Learning.

PHASE 1: The training plan for phase one should include a recommendation for the total number of expository videos necessary to accomplish the scope of work based on the content creation requirements.

PHASE 2: The training plan for phase two should include a recommendation for the total number of training videos and complementary user guides necessary to accomplish the scope of work based on the content creation requirements.

C. Content Creation

PHASE 1: The project should include a series of technical expository videos, 5-7 minutes each, to cover all the required topics and skills. The Vendor may propose the number of videos deemed necessary based on their training experience and knowledge.

PHASE 2: The project should include a series of technical training videos, 3-5 minutes each, and companion user guides to cover all the required training topics and skills. The Vendor may propose the number of videos deemed necessary based on their training experience and knowledge.

The following is a list of the minimum acceptable content, which must be included in the Vendor's response, but additional or similar topics may be used by mutual agreement of the vendor and the MDE.

PHASE 1: Expository Videos

The technical expository videos should reflect the following goals and objectives:

- Provide an overview of the new MSIS 2.0 system
- Increase knowledge of the MSIS 2.0 data certification process
- Provide an overview of the MSIS 2.0 data quality dashboard
- Understand data quality best practices at the state, district, and school level
- Increase knowledge of the use of Power BI reports available in MSIS 2.0
- Provide an overview of personnel, student, and special education data reported in MSIS 2.0

The expository videos shall provide internal and external stakeholders the ability to:

OVERVIEW

1. Understand how to access MSIS 2.0 and the role-based access levels
2. Easily navigate the main features and functionalities of MSIS 2.0

DATA QUALITY

3. Understand the data quality dashboard
4. Understand where to correct errors displayed in the dashboard, the timeline for correcting errors, and the data transmission process for clearing errors
5. Understand data quality best practices at the school and district level
6. Understand strategies and opportunities within MSIS 2.0 to preview reports and address data quality issues before data certification

DATA CERTIFICATION

7. Understand the data certification process
8. Follow procedure for certifying data and accompanying timelines for certification
9. Understand the consequences of certifying both correct and incorrect data
10. Understand where data are sent for state and federal reporting

DATA REPORTS

11. Understand the flow of data from schools to districts to MSIS 2.0 and then to other reporting entities (e.g., MAEP, Accountability, Federal Reports)
12. Understand how data lineage and data quality affects the data flow and accuracy of reports
13. Understand the available PowerBI reports and the data they report
14. Use PowerBI reports to filter data, export data and visualizations, and how the data can be used to make local decisions

STUDENT DATA

15. Understand what information is included in the student data domain
16. Understand why we collect student data, the data lineage, importance of data quality, the reports and dashboards that display the data, and how the data can be used to make local decisions

PERSONNEL DATA

17. Understand what information is included in the personnel data domain
18. Understand why we collect personnel data, the data lineage, importance of data quality, the reports and dashboards that display the data, and how the data can be used to make local decisions

SPECIAL EDUCATION DATA

19. Understand what information is included in the special education data domain
20. Understand why we collect special education data, the data lineage, importance of data quality, the reports and dashboards that display the data, and how the data can be used to make local decisions

NOTE: Limited MDE documentation exists to support the creation of these materials.

Training Format: Asynchronous

Audience: MDE Employees (approximately 350 employees), School District staff (approximately 150 districts), and other external stakeholders

Delivery: MP4 and MOV files (videos)

Learner Access: Resources will be added to the MDE website and internal Intranet site

PHASE 2: Training Videos

The technical training videos and companion user guides should reflect the following goals and objectives:

- Increase knowledge of MDE Employees on the safe and responsible use of devices and other digital security protocols
- Provide MDE Employees instructions for Human Resources onboarding procedures that involve technology, include account activation/deletion
- Guide MDE Employees through the access and use of secure Microsoft SharePoint sites for individual MDE departments
- Facilitating the scheduling and use of on-site training and meeting facilities and accompanying technology by MDE Employees
- Assist MDE Employees in effectively communicating technical support issues to the Customer Support Team
- Minimize cybersecurity vulnerabilities that can negatively impact the MSIS 2.0 system

The training videos and companion user guides shall provide internal MDE employees the ability to:

- Properly secure MDE-issued desktop and mobile devices
- Properly care for and/or store MDE-issued desktop and mobile devices
- Follow MDE procedures for a compromised device
- Creating strong passwords that meet the minimum MDE security requirements
- Safely storing passwords and following other password security measures
- Completing Microsoft's multi-factor authentication using various authentication options (e.g., Microsoft Authenticator app, etc.)
- Reset MDE account passwords
- Recognizing and reporting SPAM and phishing emails

- Complete MDE procedures for reporting a compromised MDE account due to phishing or compromised passwords
- Complete technology-related portions of the Human Resources onboarding process, including how to request a device, user accounts, and access to MSIS for new employees
- Complete technology-related portions of the Human Resources offboarding process, including how to collect and return devices and request the deactivation of user accounts, including those with MSIS access
- Use DocuSign to securely complete, sign, and submit Human Resources paperwork
- Request new Microsoft SharePoint sites for internal departments/groups or and external stakeholders
- Easily access and utilize departmental Microsoft SharePoint sites for securely storing and sharing files for internal users
- Securely share Microsoft OneDrive or SharePoint files with external users
- Virtually reserve on-site meeting and training facilities at the Central High School Building (CHS) and related equipment to host both internal and external audiences using Microsoft Outlook
- Adhere to MDE Communication Standards, including using the specified PowerPoint templates and related brand guidelines
- Submit tickets to the MDE Helpdesk for technical support
- Provide necessary details in support tickets to aid the Customer Support team in quickly and efficiently closing tickets

NOTE: Existing MDE documentation and/or training content can be used in the creation of these materials.

Training Format: Asynchronous

Audience: MDE Employees (approximately 350 employees)

Delivery: MP4 and MOV (videos) and .doc and PDF (companion user guides) files

Learner Access: Resources will be added to the MDE website and internal Intranet site

CONTENT CREATION AND APPROVAL

Vendor will review and edit content for clarity, consistency, grammar, and adherence to style guidelines. Vendor will collaborate with identified MDE subject matter experts to verify technical accuracy of the content and conduct user review sessions to collect and implement feedback. The Director of Customer Support and Training and Director of Data Use and Professional Learning will be the final approvers of the training content. A final version of the technical videos and companion user guides shall be submitted for review prior to the content being released. Copies of technical videos and companion user guides shall be submitted electronically to the Director of Customer Support and Training and Director of Data Use and Professional Learning in a presentation suitable for the MDE's future modification and internal use.

CUSTOMER SUPPORT

Customer Support must be available and provided to MDE administrators Monday through Friday during regular (MDE) business hours for administrative and troubleshooting issues for the first 90 days after content is published, at no cost if the conflict is with the Vendor's training content or implementation.

TECHNOLOGICAL REQUIREMENTS

- Optimize content for Search Engine Optimization when applicable.
- Ensure content is formatted for readability, WCAG AA accessibility, and user engagement.
- Ensure all content is formatted and branded according to MDE brand guideline specifications.
- Videos will be provided in high-quality MP4 and Mov format, with chapters.
- Complementary user guides will be provided in Microsoft Word and high-quality PDF format.
- Content will be posted for access on the public MDE website and internal Intranet site. No learning management system integration will be required.

ENVIRONMENT / OTHER REQUIREMENTS

- Vendor must own licensing to any production software needed to complete the deliverables.
- All deliverables will become the property of the Mississippi Department of Education

PERIOD OF PERFORMANCE

The project is expected to commence in March 2024 and conclude by January 2025. A detailed timeline with milestones is as follows:

Phase 1

- Milestone 1, April 8, 2024: Final Project Plan and Training Plan for Phase 1
- Milestone 2, May 17, 2024: First draft of the first half of the recommended expository videos
- Milestone 3, June 3, 2024: Release of final production files of the first half of the recommended expository videos
- Milestone 4, June 28, 2024: First draft of the last half of the recommended expository videos
- Milestone 5, July 26, 2024: Release of final production files of the last half of the recommended expository videos

Phase 2

- Milestone 6, August 12, 2024: Final Project Plan and Training Plan for Phase 2
- Milestone 7, October 16, 2024: First draft of the first half of the recommended training videos and companion guides
- Milestone 8, November 8, 2024: Release of final production files of the first half of the recommended training videos and companion guides
- Milestone 9, December 13, 2024: First draft of the last half of the recommended training videos and companion guides
- Milestone 10, January 13, 2025: Release of final production files of the last half of the recommended training videos and companion guides

COMMUNICATION AND REPORTING

- The Technical Content Developer shall report progress during weekly virtual project management meetings with the MDE project lead.
- The Technical Content Developer shall collaborate with project stakeholders through email, telephone, and virtual or in-person meetings in accordance with the Project Plan.

ACCEPTANCE CRITERIA

Milestones/Deliverables must be submitted for approval into the VMS dotStaff upon completion. Email, hand delivery, postal service submittals are considered incomplete.

The Mississippi Department of Education will have 10 working days to review/validate the deliverable and either notify Vendor of acceptance in writing or provide Vendor a detailed list of deficiencies that must be remedied prior to approval of the deliverable. The Mississippi Department of Education reserves the right to take additional time to review submitted deliverables if it's in the best interest of the department to do so.

In the event the Mississippi Department of Education notifies the Vendor of deficiencies, the Vendor shall make necessary corrections within five working days unless the Mississippi Department of Education consents in writing to a longer period of time. The Mississippi Department of Education has 10 working days to review and accept or reject the corrected deliverable. If the Mississippi Department of Education deems the corrected deliverable(s) as not acceptable the Mississippi Department of Education reserves the right to terminate the SOW contract with selected vendor and payment for the unacceptable deliverable(s) will not be authorized. While this procedure allows a Vendor two opportunities to correct deliverable deficiencies, the Mississippi Department of Education, at its sole discretion, may choose to allow the Vendor an additional correction cycle if the deficiencies are not substantial or if it is in the Mississippi Department of Education's best interest to do so.

For the faithful performance of the terms of this Statement of Work, the parties hereto have caused this Statement of Work to be executed by their undersigned authorized representatives.

Project Name: Training Videos and Content Creation	Posting ID#: 125548
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State Agency: Mississippi Department of Education

Vendor Name: Creative Distillery

Estimated Project Start Date: March 2024

Estimated Project Completion Date: January 2025

Deliverable/Services Description	Cost
Milestone 1: Final Project Plan and Training Plan for Phase 1	\$20,200.00
Milestone 2: First draft of the first half of the recommended expository videos	\$12,800.00
Milestone 3: Release of final production files of the first half of the expository videos	\$6,000.00
Milestone 4: First draft of the last half of the recommended expository videos	\$8,800.00
Milestone 5: Release of final production files of the last half of the expository videos	\$6,000.00
Milestone 6: Final Project Plan and Training Plan for Phase 2	\$18,200.00
Milestone 7: First draft of the first half of the training videos and companion guides	\$10,800.00
Milestone 8: Release of final files of the first half of the training videos and companion guides	\$6,000.00
Milestone 9: First draft of the last half of the recommended training videos and companion guides	\$8,800.00
Milestone 10: Release of final files of the last half of the training videos and companion guides	\$12,700.00
Total Project Cost	\$110,300.00

A change order will be required for any modifications to the project (Including project scope/project cost). The change order must be created by Knowledge Services, based on the approved change order justification received by VENDOR (approved by AGENCY). The change order must be signed by AGENCY, VENDOR, and Knowledge Services prior to the vendor receiving clearance to move forward with the requested changes.

Change Order Rate: \$120/hour Blended Rate

In the event of any inconsistencies between this Request for Services Work Order and the terms of the Master Services Agreement, the following order of precedence shall be:

1. Master Services Agreement; and
2. Request for Project Services Work Order

Until the contract is approved and fully executed, any actions you take in reliance of contract approval are at your own risk. Therefore, it may be unwise to expend funds or incur expenses in anticipation that contract negotiations will be successful, and a tendered contract will be approved.

All project milestones, deliverables, tasks, or other such project activities shall be entered and approved in the dotStaff VMS by the State. Vendor acknowledges and agrees that Knowledge Services' payment to the Vendor is contingent upon approval by the State and receipt of payment from the State by Knowledge Services. The State is solely responsible for approval and payment of all project activities, and Knowledge Services is not responsible or liable to Vendor for non-approval or non-payment by the State.

Customer Agency Name

Vendor Name

Authorized Signature

Authorized Signature

Printed Name

Printed Name

Title

Title

Date

Date

**Guidesoft Inc., d/b/a Knowledge Services -
Legal**

Authorized Signature

Printed Name

Title

Date