

STATE OF MARYLAND JUDICIARY
Administrative Office of the Courts
REQUEST FOR PROPOSALS (RFP)
ADR Program Management Workshop Series

This procurement is being conducted as a Small Procurement as described in the Judiciary Procurement Policy, not to exceed \$25,000.

Purpose

The Administrative Office of the Courts (AOC), on behalf of the Maryland Judiciary's Mediation and Conflict Resolution Office (MACRO), seeks to retain one or multiple Contractors to provide training that will improve the quality of alternative dispute resolution (ADR) program management.

Background

The Maryland ADR Program Managers Committee is part of the Maryland Program for Mediator Excellence (MPME). The Committee is a collaborative working group made up of representatives from all types of ADR roster programs in Maryland, including community mediation centers, government agencies, university and college programs, court programs, internal workplace mediation programs, and private practitioner mediation rosters. The Committee is open to and serves any ADR roster program in Maryland, including those that provide mediation, settlement conferences, community conferencing, circle processes, conflict coaching, arbitration, and more; however, at this time the Committee focuses primarily on mediation programs.

The Committee's mission and purpose is to provide a forum for program managers and staff to share ideas, discuss program challenges, and assist one another in creating and maintaining high quality ADR programs in Maryland. Mediation program staff is often asked to wear many hats and juggle many tasks during their workday, including outreach to potential mediation consumers, intake and scheduling of cases, reporting and budgeting, managing and leading paid and volunteer staff, recruiting mediators, and offering mediator continuing education, as well as evaluating mediators and programs.

MACRO is planning to host a series of workshops around the State in 2012 designed for ADR program management staff. The Contractors' role will be to work with MACRO and representatives of the ADR Program Managers Committee to customize and present one or more workshops in at least one location in the State, and possibly up to four locations. The exact dates and locations will be determined jointly by the Contractor(s), MACRO, and the ADR Program Managers Committee. The Committee is looking for lively, creative presentations that

will stimulate and enlighten ADR program managers and staff, resulting in higher quality service to those served by ADR programs in Maryland.

Project Goals

The Committee expects the Contractor(s) to be instrumental in delivering the following goals through Contractors' selection of training workshops that will improve the quality of ADR program management in Maryland:

- Educate program management staff on effective ways to market their programs and services,
- Help program managers assess and develop their personal leadership styles and develop the skills needed to effectively and confidently lead their diverse organizations,
- Highlight developments in neuroscience with particular application to mediation and the administration of ADR programs, and
- Help ADR program managers to address the specific challenges and issues that arise during the intake process.

1. Scope of Work

Workshop Description: *ADR Program Management Workshop Series*

One or multiple Contractor(s) shall design and present four 3-hour workshops on the topics described below. Each workshop may be presented up to four times around the State of Maryland. The exact dates will be determined jointly by MACRO, the ADR Program Managers Committee, and the Contractor. If the Contractor does not have direct experience with ADR program management, the Committee will provide guidance for tailoring the material for the audience.

Audience: The workshops must be designed specifically for:

- A cross section of the ADR program managers and staff in the State.

Design: The workshop(s) must include the following features:

- Content must be delivered in a dynamic, interactive way, which could include discussion, role plays, individual and small group exercises, the use of multimedia, or other delivery methods. Creativity and innovation are encouraged with the goal of maximizing learning.

- ADR program managers work in a variety of organizational contexts, including community mediation centers, government agencies, educational institutions, courts at all levels, internal workplace mediation programs, and private entities covering various content areas. The material presented must be relevant to managers in all of these contexts.
- Workshops will be held in up to four locations across the State. MACRO will secure the actual meeting sites and provide refreshments.
- MACRO will cover the cost of printing materials for the workshop and will provide participant folders for each workshop.
- The total length of each workshop will be 3.5 hours. Thirty minutes of the workshop will be devoted to introductions, announcements, and information about the ADR Program Managers Committee. The Contractor(s) will not be responsible for this introductory thirty minutes of time.

Contractor Qualifications:

Offeror must demonstrate in its proposal that it possesses the requisite qualifications to present on the specific topic of their proposed workshop. Offerors may choose to submit proposals for one or more of the topics described below. If a single Offeror chooses to submit proposals for more than one topic, he or she must demonstrate possession of the qualifications for each topic.

- ***Marketing***
 - Experience successfully marketing a program, service, or business
 - Experience using social media for marketing in addition to traditional marketing tools
 - Takeaway: knowledge of how to market a mediation program, what marketing tools and techniques are available, and strategies for selecting appropriate outreach/marketing methods to achieve program goals within relevant constraints (time, budget, etc.)
- ***Leadership***
 - Experience leading an organization, program or team
 - Knowledge of relevant leadership, management, and communication theories and concepts, with particular emphasis on their applicability to a mediation program

- Takeaway: practical leadership tools and approaches, including techniques for leading groups of volunteers in a mediation program
- **Neuroscience**
 - Knowledge of neuroscience research, theories, and concepts applicable to alternative dispute resolution and the administration of mediation programs
 - Takeaway: Tips and techniques for incorporating neuroscience information into everyday program management activities, such as recruitment, screening, selecting, and managing roster mediators or handling intake and client management
- **Intake Challenges**
 - Experience handling intake for a mediation or other similar program
 - Takeaway: Guidelines and strategies for accommodating disabilities and/or personality disorders, responding to requests for practitioners to have particular traits (e.g., race, gender, age, education, subject-matter knowledge), matching practitioners to disputes (or not), gathering information from potential participants, providing information to participants, and/or other intake challenges

Deliverables

The Contractor shall develop and present a detailed work plan with phases, tasks, and activities that are necessary to achieve the training project goals.

- 1) Develop a training workshop of value to ADR program managers,
- 2) Develop all training materials, including those used by the trainer and workshop participants,
- 3) Submit detailed learning objectives, workshop outline, and draft course materials for review by the Committee or its designee,
- 4) Participate in any course material review meeting(s) as determined necessary by the Committee or its designee,
- 5) Submit final learning objectives and a final workshop outline for review by the Committee or its designee, and
- 6) Deliver the training workshop(s) as agreed upon.

2. Contract Type

The resulting contract shall be for Fixed Price.

3. Contract Term

The term of the Contract that results from this RFP is one year.

4. Procurement Officer

The sole point-of-contact for purposes of this RFP prior to the award of any Contract shall be the Procurement Officer at the address listed below:

Gisela Blades, Procurement Officer
Maryland Judiciary
Procurement and Contract Management
Telephone: 410-260-1594
Email: gisela.blades@mdcourts.gov

5. Form of Response

Proposals must be in writing. Two volumes must be separately prepared and submitted.

Volume I – Technical proposal must include a resume and a written response to the Scope of Work that demonstrates the Offeror’s capabilities and experience in providing the required services. Proposal should provide the following information and should be organized into the following major sections:

1. **Contractor Qualifications.** This section requires a response from the Prime Offeror that must also address any partnering subcontractors. The Offeror should give a brief background and history of its company or the individual Offeror, including the following:
 - a. Brief statement of the company’s (individual’s) core mission, vision, and values,
 - b. Brief description of the company’s (individual’s) business plus any specific knowledge and project experience related to the goals of the project,
 - c. Explanation of the training style to be used and why it is effective in meeting clients’ needs,
 - d. Explanation of the company’s (individual’s) professional philosophy and approach to providing services to clients,

- e. Description of the company's (individual's) customer base, with specific references delineating the nature of the services provided,
 - f. Description of experience delivering instruction about the proposed topic(s), and
 - g. Description of experience, if any, with the field of alternative dispute resolution.
2. **Description of the Proposed Methodology and Workshop Plan:** Provide a description of the overall approach and process to be used in carrying out the workshop. Please indicate the format of the session, e.g., skills-based workshop, facilitated workshop, interactive panel discussion, or other. Provide a proposed outline and agenda for the workshop that includes:
- a. A description of the overall desired outcomes (learning objectives),
 - b. A description of each segment of the program,
 - c. Techniques to be used during each segment to achieve the desired outcomes,
 - d. Sample materials illustrating the use of exercises, discussions, etc., during the program.
3. **Project Team:** The proposal must describe each person who will work with the project and must include resumes. Include the following information for each person who will work on the project.
- a. Project responsibilities: Describe each person's level of participation in the project and the role that each person will play in carrying out the project action plan,
 - b. Familiarity with the topic: Include information about each person's relevant experience and background applicable to relevant product and service development, and
 - c. Workshop planning and facilitation: Describe relevant experience in planning and facilitating workshops.
4. **References:** Provide documentation of past performance. Such documentation is to include a list of projects with similar requirements. For each reference, provide a contact person, address, telephone number, email, and a brief description of the project. A minimum of three (3) references must be provided.

Volume II – Price proposals must include the fully loaded fixed price for the services proposed using Attachment A (Price Proposal Form). The price quoted for each workshop delivered (from one to up to four times) will take into account and include all prior preparation and deliverables. If price proposed is not the same for all workshops, please create/use additional price lines/pages.

6. Proposal Closing Date

All proposals must be received via email to the Procurement Office at the email address listed in Section 6, no later than 2:00 PM (local time) on April 17, 2012, in order to be considered.

7. Award Determination

The Contract resulting from this RFP will be awarded to the Offeror whose proposal is determined to be the most advantageous to the State, based on the evaluated spectrum of services proposed and price, considering the following evaluation criteria (in descending order of importance):

- Experience
- Work Plan for this engagement
- Price

Attachment A - Price Proposal Form

FOR SERVICES AS REQUIRED AND PROPOSED, THE ALL-INCLUSIVE CHARGE PER EACH WORKSHOP TO BE BILLED UPON EACH COMPLETION SHALL BE \$_____. There will be no compensation for travel, accommodations or meals*.

Submitted by _____
Authorized Signature Date

Print Name and Title _____

Company Name _____

Company Address _____

Telephone _____

Federal Tax Identification # _____

*under a 50 mile radius from Annapolis 21401. Beyond that, State reimbursement policy applies : <http://dbm.maryland.gov/agencies/Pages/FleetTravel.aspx>