**DITAP In-Class Facilitator Guide**

**Module 3 Sprint 3  
Session Title:** Designing a Solicitation Strategy  
**Date:** [Insert Date]  
**Time:** [Insert Start and End Time]  
**Location:** [Insert Location or Link]  
**Target Audience:** Federal acquisition professionals enrolled in DITAP  
**Facilitator(s):** [Insert Facilitator Name(s)]

### **I. Overview & Objectives**

In this session, learners apply insights from solution evaluation to define acquisition strategies and draft components of a user-centered solicitation. This session is grounded in Milestone 3 of the Cynuria case study, which asks learners to write a Statement of Objectives (SOO), define evaluation criteria, and choose a corresponding evaluation method.

**Learning Objectives:**

* Draft a clear Statement of Objectives (SOO) based on discovery and solution analysis
* Define evaluation factors that reflect key performance needs and constraints
* Identify an evaluation method aligned to solution complexity and risks

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| **Note:** This is an **extension activity** designed to deepen application of the Cynuria case. It is *not part of the original case study* but builds on previous milestones to help learners connect evaluation decisions to solicitation design. |

### **II. Materials & Preparation**

**Materials:**

* Cynuria Case Study – Milestone 3 (Evaluation and Solicitation Strategy)
* Optional
* FAR 12 Commercial Item, Far 39 IT Acquisition
* FAR 8 & 16 for task orders
* Sample SOOs and evaluation plans
* Evaluation strategy comparison handouts

**Pre-Read for Participants:**

* Milestone 3: Evaluation and Solicitation Strategy

### **III. Session Agenda & Activities**

**Activity:** Designing a Solicitation Strategy  
**Time:** 45 minutes  
**Purpose:** Guide learners in crafting key solicitation components rooted in previous discovery and evaluation work.

**Instructions:**

1. Begin with a short recap: What were the key trade-offs from the previous case study session? How do those inform your solicitation strategy?
2. Prompt: “If your team has decided on a solution path, how do you ensure the solicitation invites the right responses from vendors?”
3. Introduce the deliverable:
   * A short Statement of Objectives (SOO)
   * A recommendation for evaluation criteria and method
4. In teams:
   * Draft the SOO based on your chosen CRM strategy
   * Define 2–3 evaluation factors and describe what a strong response would look like
   * Choose and justify an evaluation method (e.g., LPTA, trade-off)
5. Encourage teams to root decisions in user needs, solution fit, and past case milestones
6. Quick share-out:
   * Each team presents their SOO and evaluation logic
   * Facilitator offers warm feedback or points of tension

**Expected Outcomes:**

* Draft SOOs with clear alignment to discovery and evaluation
* Evaluation approaches that balance complexity, risk, and clarity
* Justification for methods that reflect FAR flexibilities and digital service goals

**Optional Extension Ideas:**

* **Peer Review Rotation:** Learners rotate to peer review SOOs and evaluation strategies using a feedback checklist
* **Debrief the Decision:** Select teams defend their proposed strategy in a mock IPT setting with other learners asking questions and raising potential risks

**IV. Next Steps**

* Refine SOO and evaluation approach and prepare for Milestone 4
* **Acquisition Strategy Development**
  + **Performance-Based Contracting**: Focus on delivery outcomes and mission effectiveness rather than compliance
  + Modular Contracting