**DAP Release 2 Classroom**

**Oct. 17-21st**

**Day 1 – Monday, October 17**

* Currently, we do not anticipate that our team will need to staff on Monday. Is that Traci/Molly’s understanding as well?

**Day 2 Agenda – Tuesday, October 18**

9:00 – 10:00 Some type of icebreaker/getting to know you activity for participants

In the Orientation debrief, participants noted that they got to know their table and LDA groups, but wanted to get to know the others in the room. The topic should be something more substantive to get them really talking about acquisition challenges as they have wanted to go there in the Iteration Retrospective.

10:00-12:00 Brief Review of Release 1 key concepts, terms, and DAP activities, particularly what we did not talk about as much during the retrospective. This review should focus on digital concepts like open source, x-as-a-service, and security.

* Also present Release 1 assessment results and areas of additional focus.

Make sure to leave time upfront for introduction & welcome back to class, then go into the icebreaker where they rotate around and chat

* What things have changed for them? Discussion around this and rotating around in small groups as part of the icebreaker
  + Have them sit with LDA for the class, but for icebreaker, have them move around and talk to others, e.g., a few questions they have to go around the room and do a scavenger hunt or maybe bingo (e.g., find someone who has done an agile contract, someone who has worked on cloud)
* Don’t want to spend a lot of time on LDA during Day 2 – want to focus on learning concepts in classroom experience than the assignments they have to do in the course

Shadowing report out?

* + Don’t need to focus here in the classroom as per above bullet

12:00-1:00 Lunch

1:00-3:30 The Importance of Understanding Stakeholder Challenges

During this portion, we will review key concepts and terms that support the below objectives:

* Analyze stakeholders in your sphere of influence that will impact digital services acquisition.
* Assess your agency’s readiness for change and innovation.
* Ask effective exploratory questions to understand the agency's need and make recommendations on a course of action for a digital acquisition procurement.

Potential ways to address these objectives include:

* In the Retrospective, we already started talking about stakeholder challenges and where they reside – with the product owner, with the IT shop, with feeling empowered/comfortable taking on risks in your own office
* How do you start to remove some of those barriers?
* Guests to talk through their experience removing stakeholder barriers and how they went about it/convincing their org to try something new?
* Government transformation – really targeting acquisition side of things. Could have these folks come in who are looking to start a movement/become a catalyst (for this audience & others). OSTP folks could come in and give this presentation – would be a perfect tie-in for why stakeholder engagement is really important, start reinforcing and seeding the change management component in here (since cohort doesn’t know that it used to be its own release!) – traci can get Melissa & Emily to give this presention

3:45 – 5:00 Working on LDA with team

**Day 3 Agenda – Wednesday, October 19**

9:00-12:00 MAP Case Study Review

* Meet with your live digital assignment team to discuss your individual findings from the Release 2.A activity and put together a brief presentation to the full group – 60 minutes
  + Your recommendation (after coming to agreement as a team) – change the focus of this to be coming up with one group list of the different options people found, give a way of grouping those options (e.g., agency, open source, areas that need more research, areas that have already been done) – intent is to look at all your options that are still on the table, thinking outside of the box, deconstructing market research. If they’re going down traditional path (e.g., releasing RFIs), need to challenge ideas around these being the only way to reach out to industry – how to get in touch with other industries having same challenges, reverse industry days; goal is to have them figure out if they have enough information/categorize their information
  + It’s likely that the cohort may come up with traditional ideas here, so how do we break them out of that as facilitators, help them come up with something different – weave this into the 2.B self-directed online learning (responsible pre-solicitation communication) to lay the foundation for this discussion, then reinforce in the classroom
  + Where there was interesting discussion/points of disagreement on the team
* Group presentations and discussion of benefits and tradeoffs to proprietary vs. COTS vs. open source – 60 minutes
  + Discussion of the options for the various solutions, areas where you need to get more information, do you understand your market (anticipate cohort coming back with “im not the technical person!” – don’t have to rely totally on the technical person to make decisions, part of the goal of the program is to transform mindsets around this)
* What Would You Do? – Based on the presentations, how would you move forward and what would you do? What are the next steps needed? (e.g., more research, getting stakeholders onboard) – 30-45 minutes

12:00-1:00 Lunch

1:00-4:00 Beyond the RFI

* Use this time for instruction on market research tactics that are new for digital services – “BEYOND THE RFI”
  + Techniques that Traci and team are using, then solicit information from the cohort
  + How do we get the right kind of companies, right people – have cohort thinking about this approach, how do we find good agile companies, how do we get to these non-traditional vendors or for those that have, how do we get to the companies that have what we need
  + Challenges, MVPs, etc. RFIs (in some cases) – don’t want to do exercise ni documentation, that’s out of date with the technology that theyre buying; market research is the first place where we can simplify the process, sets the tone for the entire process, should emphasize that here
  + Now that they have completed their recommendations on how to move forward, what does sources sought/solicitation communication strategy look like?
  + Introduce the Sources Sought Tool on the TechFar Hub – do a demo of the tool - <https://docs.google.com/forms/d/1BGKTfoG8rRD4i5Qh-LOO22T31QS3BOkidVCyQzEhtOA/edit>
  + have learners circle back to info they researched as a team, then pick non-traditional way to find more information about the solutions that they gathered
    - could assign each table one technique that they could research and come up with the logistics around – e.g., you’re holding reverse industry day, RFI, challenge, 8a acquisition, find someone else who has same solution and ask what their experiences are (for proprietary), [blog/podcast to talk about acquisition or actual workshop to work through with the companies – as opposed to a typical industry day] – gives them an opportunity to think through market research, NOT something you just tack on, which is typical in acquisition
* End the day with non-traditional vendor coming in & talking about what excites and motivates them to come and do business with the government
* Have learners work in groups to identify:
  + Why the fields that are presented in the tool are there (e.g., show vs. tell approach, use of retrospectives) – we could have them walk through a couple of the sections like agile, open source, or user-centered research and design
  + How they would set up a sources sought strategy for their recommendation in the morning – what fields would be included? Why?
* Take remainder of time to apply this tool to other acquisition challenges learners have in the workplace. We can provide advice on what fields to include when conducting sources sought.
* Other innovative market research strategies – capabilities briefings, other strategies agencies are using
* SalesForce Market Research/Agile BPA
* Review the Salesforce Market Research Study – big thing here was separating out technical system pieces from your integrators as acquisition strategy
* Bring in guest panel in Release 3 (can provide acquisition documentation, etc.)

**Day 4 Agenda – Thursday, October 20**

9:00-12:00 Influencing Conversations

* Introduce and connect the thread back to the DiSC assessment (like we did in the pilot), let people on their teams understand what their style is in the DiSC and how those styles play out in the role play
  + Could try out styles other than your own and solicit feedback from team members
  + In pilot, we changed up how we shared information with the participants during the role play – right now, the currnet cohort isn’t as far along in their learning, so they might not be ready for the full agile discussion – still good to have but may need to adjust questions for their current context/level of understanding
* Reuse influence conversations activity we developed for the pilot and same flow 🡪 practice a conversation, get some tips, practice another conversation, etc.
* Team to review scenarios to see if updates/edits needed. For example, we know we want to keep the “communicating technical content in an accessible way scenario” that Matt from USDS supported; Brent provided some feedback on Scenario D which he thought was a little too easy.
  + Send scenarios out to Traci/Brent & then coordinate guests accordingly
  + In pilot, participants got to play all the different roles which was a good thing with the way we did the rotations/roles
* Build in more time for the guests to offer feedback to the groups on what went well and what could use improvement.

12:00-1:00 Lunch

1:00-4:00 VA Guest Panel

* VA (Mark Junda) just did a coding challenge, did coding reviews – have these folks come in and talk here instead of Salesforce
* Invite members of the previous cohort – GSA auditorium? Traci to work with Molly to secure space for this

Importance of continuing to integrate the previous cohort, weaving in that thread, building that community/connectedness

**Day 5 Agenda – Friday, October 21**

* Release 3 introduction to the acquisition strategy
  + Lean Canvas – introduce this, show the way in which we want to use it (finished example from Traci & team), want them to use this to plot out the acquisition strategy for the threaded scenario. Provide introduction, then do activity in Release 3 around this (e.g., could bring in end users or judges/do consultation piece)
  + ICF/ASI can do brief intro and segue into Release 3, then have Traci/Brent & USDS team walk through Lean Canvas tool
* LDA Report Out - PM
  + Based on the feedback that you’ve been giving to the teams, would it be helpful to do a Demo Day or some other type of report out/activity?

Find way to easily reference resources/tools for participants (e.g., laptop available in the classroom)

Integration of blogging – need to follow up on piece around communication/blogging – does it fit here or elsewhere? Move this into the Release 3 content – solicitation phase is really where you would use blogging; the power of communication with an area of commerce that’s not used to doing business with us. Need more time than what’s in the classroom and don’t want to sacrifice/crunch in too much. Can do as a webinar in Release 3 and have it as a webinar or classroom activity

* Can introduce as a tool for market research/RFI but go into it heavy duty in Release 3

**Logistics**

* Classroom Location:

Federal Highway Administrative Institute's training space

1310 North Court House Road

Suite 300

Arlington, VA 22201

* Other logistics:
  + Room is open from 7:30 am to 4:30 each day
  + Cannot use FHWA’s internet
  + Molly sent directions, hotel information, etc., which we will send out in the meeting invites