**Digital Acquisition MVP**

**Release 4: Awarding & Administering Digital Service Contracts**

Release 4 – Collaborative Classroom Session Participant Materials

January 2017

Table of Contents

[Digital Acquisition MVP Release 4: Awarding and Administering Digital Service Contracts Collaborative Classroom Session 2](#_Toc471482579)

[A Look at What You Have Learned 3](#_Toc471482580)

[Panelist Rating Dimensions 6](#_Toc471482581)

[Peer Rating Dimensions 7](#_Toc471482582)

[Shadowing and Stakeholder Interview Debrief 8](#_Toc471482583)

[Guest Speakers: Acumen 12](#_Toc471482584)

[Leading Change 13](#_Toc471482585)

[Guest Speaker: Digital Services Delivery 14](#_Toc471482586)

[Shark Tank Presentations 15](#_Toc471482587)

[Guest Speaker: Innovative Procurement Methods 16](#_Toc471482588)

[Guest Speakers: USDS & What’s Next 17](#_Toc471482589)

[OMB MVP – Live Digital Assignment 18](#_Toc471482590)

# Digital Acquisition MVP Release 4: Awarding and Administering Digital Service Contracts Collaborative Classroom Session

## Overview

The Digital Acquisition MVP Release 4 Collaborative Classroom Session brings you together to:

* Practice identifying how to get the best value solution by negotiating tradeoffs.
* Identify software engineering best practices for high-quality digital services.
* Identify how to effectively administer a digital services contract using metrics.
* Reflect on what it means to be a change agent and what you have learned throughout the program.
* Pitch your Live Digital Assignment to your peers and a panel of guest judges.
* Provide feedback to the program faculty on how to improve the next program offering.

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| Monday, January 9 8:00 a.m. – 4:00 p.m. |
| * Welcome and Agenda * LDA/Shark Tank Prep * Shadowing/Stakeholder Interview Debrief |
| **LUNCH** |
| * MAP Scenario Conclusion – Getting the Best Value Solution * Guest Speaker – Digital Services Contract Administration * Leading Change |

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| Tuesday, January 10 8:00 a.m. – 4:00 p.m. |
| * LDA/Shark Tank Final Prep * Guest Speaker – Digital Services Delivery |
| **LUNCH** |
| * Shark Tank Pitches |

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| Wednesday, January 11 8:00 a.m. – 5:00 p.m. |
| * Course Assessment Overview * Program Feedback * Guest Speaker |
| **LUNCH** |
| * USDS “What’s Next” Discussion * GRADUATION! * Happy Hour |

# A Look at What You Have Learned

The table below outlines each release, its primary objective, and the performance objectives you accomplished within each objective.

| **Release** | **Release Objectives** |
| --- | --- |
| **Release 1 – Digital Services in 21st Century Government**  Describe digital services in the 21st century, including what they are, who provides them, how they are delivered, and why they are important. | 1. Define digital services and the problems they can be used to solve. 2. Identify key digital services roles/professionals in the digital services ecosystem and their challenges. 3. Identify modern design, development, and delivery methods used by digital services professionals. 4. Identify "who's who" in the digital services arena, including public and private sector organizations and individuals. 5. Illustrate your new role as a digital service acquisition professional and that of your team members. 6. Identify the available sources of supply within the digital services market segments, such as Open Source Software, Big Data, XaaS, Cloud, and more. 7. Identify the high-level principles of agile development that make it effective. 8. Describe what sets agile methods apart from waterfall development and delivery methods. |
| **Release 2 – Understanding What You’re Buying**  Determine the problem to be solved while effectively supporting and communicating with the customer. | 1. Analyze stakeholders in your sphere of influence that will impact digital services acquisition. 2. Assess your agency’s readiness for change and innovation. 3. Analyze a digital service need to determine the most appropriate market for the service. 4. Ask effective exploratory questions to understand the agency's need and make recommendations on a course of action for a digital acquisition procurement. 5. Identify why communicating openly and responsibly with potential vendors is critical to digital services acquisition success and how to do it. 6. Differentiate between buying compliance and buying outcomes. 7. Conduct effective market research for digital services. |
| **Release 3 – How Do You Buy?**  Effectively use techniques for acquiring digital service solutions in your solicitation or acquisition strategy. | 1. Identify how to develop an acquisition strategy for digital services. 2. Select an acquisition strategy that supports your customer's needs for a digital acquisition. 3. Identify strategies and communication methods to apply at different phases of the change lifecycle. 4. Identify evaluation methods and criteria on cost and pricing, terms and conditions, security concerns (cyber), and data rights to evaluate vendor maturity and ability to deliver a product that solves a given need and given the definition of success. 5. Identify the role that security plays in digital service contracts. 6. Develop your acquisition package for procuring digital services, including proposal and source selection methods. 7. Define evaluation criteria, given evaluation strategy discussed in your acquisition strategy. |

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| **Release** | **Release Objectives** |
| **Release 4 – Awarding & Administering Digital Service Contracts**  Evaluate vendors who deliver digital services using instantaneous, objective metrics on project health, developed via appropriately applied lean thinking and agile development methods while experimenting with flexible contract design and administration strategies. | 1. Select a technical evaluation team with the necessary digital skills. 2. Identify how to get the best value solution for your program by negotiating tradeoffs. 3. Determine the next steps that follow contract award. (Kickoff, Ramp-up, Baselining) 4. Identify the effective characteristics of a change agent and strategies to apply at different phases of the change lifecycle as you return to your agency. 5. Identify software engineering practices for high-quality digital services like version control, continuous integration, and continuous delivery. 6. Identify metrics creation and utilization to help identify when failure actually occurs. 7. Determine how to execute an exit strategy and course correct. |

## Live Digital Assignment “Shark Tank” Evaluation Guide

**Your Goal**

Your final presentation will be delivered to a panel of USDS faculty and guests. Your goal is to pitch your Live Digital Assignment product to the panelists and gain their commitment of time and resources to help you fully build out and implement your product.

**What to Cover**

* Your Product Vision
* Who are the end users of the product, and how will they benefit from it?
* What did you do to determine your product was a good one (hypothesis testing)?
* How complex or hard would this be to implement?
* If conditions exist to make this product possible, what would success look like after a year? What would it look like in a couple years?
* What commitment would you like to receive from the panelists? In other words, what kind of time commitment and resources would you like to gain from them, and how would that make you successful in the following year? An example could be: gaining verbal support within management, getting the opportunity to present the product to management or people within an agency, identifying resources (like developers) who can create the product, and so forth. Whatever you request of the panelists, make it relevant to success and attainable within a year.

**Presentation Rules**

* 15 minutes to present; 5 minutes for questions
* All team members must participate/talk in the presentation

**Rating Dimensions**

The different dimensions that you will be evaluated on are outlined in the following pages.

# Panelist Rating Dimensions

The guest panelists will evaluate your pitch using the two following dimensions:

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| --- | --- | --- |
| **Investment Buy-In**  The “Investors” will support this new endeavor because the information presented explains how the product could be implemented, how it will improve the end users experience in some way, and how the potential of the product indicates return on investment. | | |
| **No** | **Maybe** | **Yes** |
| Is not able to illustrate the future of the product and what success would look like. Does not have attainable future goals or plans on how to implement or further test the product. | Has presented some of what success will look like, but the product’s future is either not fully thought out or has an unrealistic plan moving forward. | Successfully shows the panelist what success of the product will look like in the near and distant future. Has a good plan on how to move forward and implement or further test the product. |

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| **The Pitch Itself**  The presentation team was able to convey technical concepts, influencing techniques, and visuals to project in a compelling, engaging manner that inspires an investor to support the new endeavor. Builds trust and a bond with the investors such that enduring involvement is highly probable. | | |
| **Needs work** | **OK** | **Great** |
| Does not use the presentation in a way that influences a panelist to support their product. Introduces skepticism instead of building trust with the investor. May have relied more heavily on some team members to “carry” the presentation than a united message. | Presents the material well but leaves the panelist with some small doubts about the product. Covered the required elements but left the investors wanting more information. | Presentation was coherent, polished, and utilized all team members to gain the investors’ interest and trust in the product. |

# Peer Rating Dimensions

There are also two dimensions that your team members will be rating you on as part of the peer evaluation process. While the panelists are rating your final pitch, you should rate your team members based on your experiences working with them throughout the program.

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| **Engaged Contribution**  Displays and applies adequate individual effort and tangible contributions to creating team work products, attends and actively participates in team events, motivates self and others to sustain enthusiasm and effective participation | | |
| **Low** | **Medium** | **High** |
| Does not display a “fire in the belly” or “quiet intensity of purpose,” participates at a low and/or inconsistent level, does not encourage fellow team members’ contributions | Tentative or intermittent willingness to “stretch” and apply his/her passion for the work, participates at a moderate level, inconsistent enthusiasm and support for fellow team members | Consistently displays passion for team excellence, strives to achieve “stretch” goals or overcome task challenges with a positive attitude, consistently participates at a high level, consistently inspires the best from fellow team members |

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| **Collaborative Action**  Contributes to a cohesive, inclusive and motivated team atmosphere, assesses relative team members’ areas of strength and works to combine efforts to create quality team products, identifies performance problems in a fact-based manner that facilitates mutual problem-solving, contributes to moving the group forward to achieving results | | |
| **Low** | **Medium** | **High** |
| At times, displays difficulty defining his/her role in the team, may engage in power dynamics (push-pull) when navigating team members’ contributions, and may not address performance problems constructively. | Understands his/her role and authority dynamics within the team, has moderate understanding of how to combine/synthesize team members’ contributions, displays behaviors that include multiple perspectives, and acknowledges performance problems. | Displays command of his/her role and useful ways of leveraging his/her expertise for the combined benefit of the group, regularly moves the team forward towards achieving results, maximizes the power of multiple perspectives within the team, and addresses performance problems in a fact-based manner to facilitate mutual problem-solving. |

**The rating sheet that you will use to self-evaluate your team is at the end of this participant packet.**

# Shadowing and Stakeholder Interview Debrief

William Randolph and Peter Bonner will facilitate a discussion about your Shadowing and Stakeholder Interview experiences.

Use the space below to jot down any notes that you want to share with the class, or any interesting perspectives from your classmates.

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**MAP Scenario Conclusion (Part 1): Discuss Your Tradeoffs**

After splitting into teams, you will work to build your case as to why the vendor you selected provided the best value. You should detail the tradeoffs that you considered when choosing your vendor.

Use the space below to jot down any notes that you want to share, or any interesting perspectives from your classmates.

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**MAP Scenario Conclusion (Part 2): Prepping for the Negotiation**

For this part of the activity, your goal is to come to an agreement on the terms of the contract so that the government can make the final award and begin working. In your groups, you will brainstorm additional questions to ask vendors if discussions were opened up.

Use the space below to jot down any notes that you want to share, or any interesting perspectives from your classmates.

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**MAP Scenario Conclusion (Part 3): Let’s Make a Deal**

For this part of the activity, you will put your negotiation strategy to the test by negotiating with guest vendors!

Use the space below to jot down any notes that you want to share, or any interesting perspectives from your classmates.

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# Guest Speakers: Acumen

Acumen will provide insight from the vendor perspective about best practices in digital services delivery. Use the space below to take notes.

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# Leading Change

Traci Walker will discuss leading change and how to continue applying what you learned after the program.

Use the space below to record notes during the session.

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# Guest Speaker: Digital Services Delivery

Neil Chaudhuri will speak about digital services delivery and what terms like “DevOps” and “continuous integration” *really* mean.

Use the space below to record notes during the session.

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# Shark Tank Presentations

Record any notes from the Shark Tank pitches below. **Note that the rating sheet that you will use to self-evaluate yourself and your team on your LDA experience is at the end of this packet. Please complete and submit this sheet by the end of Tuesday, Jan. 10.**

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# Guest Speaker: Innovative Procurement Methods

Use the space below to record notes during the session.

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# Guest Speakers: USDS & What’s Next

Use the space below to record notes during the session.

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# OMB MVP – Live Digital Assignment

**Rating Form**

**FOR PROGRAM PARTICIPANTS**

Overview & Assessment Dimensions

The goals of the Live Digital Assignment (LDA) are to provide a small group forum for you and your fellow program participants to apply your growing knowledge of digital service acquisition and contribute to your colleagues’ mutual growth, to others within the profession, to the agencies you support, and ultimately to the American taxpayer. We ask that you use the two rating dimensions defined below to rate yourself (self-assessment) and rate the other members of your team (peer assessments). **When rating your peers, please consider the range of their contributions to the Live Digital Assignment over the lifespan of your team. Please complete and submit the rating form by the end of Tuesday, Jan. 10.**

Please review the definitions presented below for each of the two (2) rating dimensions:

* Engaged Contribution
* Collaborative Action

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| --- | --- | --- |
| **Engaged Contribution**  Displays and applies adequate individual effort and tangible contributions to creating team work products, attends and actively participates in team events, motivates self and others to sustain enthusiasm and effective participation | | |
| **Low** | **Medium** | **High** |
| Does not display a “fire in the belly” or “quiet intensity of purpose,” participates at a low and/or inconsistent level, does not encourage fellow team members’ contributions | Tentative or intermittent willingness to “stretch” and apply his/her passion for the work, participates at a moderate level, inconsistent enthusiasm and support for fellow team members | Consistently displays passion for team excellence, strives to achieve “stretch” goals or overcome task challenges with a positive attitude, consistently participates at a high level, consistently inspires the best from fellow team members |

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| **Collaborative Action**  Contributes to a cohesive, inclusive and motivated team atmosphere, assesses relative team members’ areas of strength and works to combine efforts to create quality team products, identifies performance problems in a fact-based manner that facilitates mutual problem-solving, contributes to moving the group forward to achieving results | | |
| **Low** | **Medium** | **High** |
| At times, displays difficulty defining his/her role in the team, may engage in power dynamics (push-pull) when navigating team members’ contributions, and may not address performance problems constructively. | Understands his/her role and authority dynamics within the team, has moderate understanding of how to combine/synthesize team members’ contributions, displays behaviors that include multiple perspectives, and acknowledges performance problems. | Displays command of his/her role and useful ways of leveraging his/her expertise for the combined benefit of the group, regularly moves the team forward towards achieving results, maximizes the power of multiple perspectives within the team, and addresses performance problems in a fact-based manner to facilitate mutual problem-solving. |

Please proceed to the next page to record your ratings.

**Rater Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Rater Affiliation/Agency:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OMB MVP Live Digital Assignment Rating Form – Participant Version

For yourself (self-assessment) and for each of your peers in your team (peer assessments), please place an “X” in the appropriate column for each rating dimension. **Please only rate your own team – leave all other portions of this rating form blank.**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Engaged Contribution** | | | | **Collaborative Action** | | | |
|  | | Low | Medium | High | N/A | Low | Medium | High | N/A |
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| Pied Piper | (name removed) |  |  |  |  |  |  |  |  |
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|  |  | **Engaged Contribution** | | | | | **Collaborative Action** | | | |
|  |  | Low | Medium | High | | N/A | Low | Medium | High | N/A |
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| Scrums-n-Roses | (name removed) |  |  |  |  | |  |  |  |  |
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Thank you for investing your time in providing these ratings!