

Los Angeles Unified School District

Master Services Agreement



To: Master Services Agreement (MSA) Contractors

Subject: MSA Work Order Solicitation No. 190014 Title:
Data Analyst Services

This **MSA Work Order Solicitation** is issued to interested proposers under the assumptions that (1) Any resulting contract will not exceed the hourly rates set forth under the Master Services Agreement; and (2) The final contractual terms and conditions will have no additions, changes, or deletions from the Master Services Agreement. Proposals are due, via email to ITD-Bids@lausd.net, no later than 8:00 AM (PST), **2/25/2019**. **NO TIME EXTENSIONS WILL BE GIVEN.**

Period of Performance: Six (6) Months
(One twelve (12) month extension, eighteen (18) months total; upon full execution of work order. The District will follow up with a formal work order and purchase order indicating the firm project start date.)

Location (on-site): 333 S. Beaudry Avenue, 10th Floor
Los Angeles, California 90017

Evaluation Criteria:	Experience & Qualification:	70 points
	Pricing:	30 points
	Total:	100 points

Minimum Qualifications:

- 4+ years of demonstrated experience as Business Data Analyst.
- 2+ years of demonstrated experience using data mining and reporting techniques.
- 3+ years of experience in statistical computation and proven skills in using tools for analyzing huge data sets.
- 2+ years of demonstrated experience with queries, report writing and presenting findings.
- 3+ years of demonstrated experience with data modeling, Oracle/SQL Server database, PL/SQL and or T-SQL, Extract, Transform and Load (ETL) process is desirable.

Submittal Requirement:

- **Minimum Qualification:** Provide cover letter addressing how the firm's proposed resource meets the Minimum Qualifications.
- **Provide no more than three (3) carefully selected candidates that meet the criteria outlined in this solicitation.**
- **Experience & Qualification:** Provide resume with detailed summary of relevant work and desired experience in providing Business Data Analysis services as listed in the statement of work.
- **Experience & Qualification:** Provide a minimum of three (3) Project references closely related to services as listed in the statement of work.

Los Angeles Unified School District

Master Services Agreement



- **Experience & Qualification:** The desired resource and Project references must show:
 - Bachelor of Science in Statistics, Mathematics, Economics, Information Management, or Computer Science.
 - Knowledge of Early Education/K-12 data experience is desirable.
 - Demonstrated effective oral/written communication, organization, and interpersonal skills.
 - Ability to work effectively with all levels of District employees and the public.
 - Strong analytical skills and attention to detail and proven ability to collect, organize, analyze and disseminate significant amounts of data.
 - Knowledge and experience with criteria as listed in Appendix A: Duties.
 - Experience working in a multi-project/program environment in education or public sector.
- The District reserves the right to request additional resumes should those submitted be deemed unacceptable for this project.
- The proposed work order will require one (1) resource on-site.

Rate Schedule (Pricing):

- **The proposer shall submit a fully burdened rate to perform all services as specified in the statement of work. Refer to Appendix B.**

Statement of Work:

- **Refer to Appendix A for the Statement of Work and performance requirements.**

Proposals omitting any of the required submittal items may be deemed non-responsive and may be removed from any further consideration.

Subject to the provisions herein, contract award will be made to the “highest scored” proposal, with the appropriate consideration given to the evaluation factors stated herein. However, the District reserves the right to make an award to other than the low-cost Proposer.

The District reserves the right to reject a firm, as non-responsive, regardless of the stage of the procurement process, if there is a failure to successfully negotiate price/fees, statement of work, or a failure of the firm to satisfy any of the final requirements necessary to do business with the District.

All communications regarding this solicitation between potential Proposers and DISTRICT staff and consultants engaged by the DISTRICT shall be addressed only to the undersigned. All proposer questions shall be in writing and submitted via email at ITD-Bids@lausd.net with the subject heading of “**MSA Work Order Solicitation No. 190014.**” The deadline to submit questions is by close of business on **2/18/2019**.

At no time “PRIOR” to the DISTRICT’S Notice of Award shall Proposer(s) contact other DISTRICT officials or personnel regarding this MSA Work Order Solicitation or any contract(s) to be awarded in response hereto. To do so may subject the Proposer to disqualification.

Los Angeles Unified School District

Master Services Agreement



All requests for information related to this MSA Work Order Solicitation shall be directed to:

Department: IT Support Services (Finance and Administration)

Address: 333 S. Beaudry Avenue 10th Floor
Los Angeles, CA 90017

E-mail: **ITD-Bids@lausd.net**

Appendices A – Statement of Work
B – Pricing Form

Los Angeles Unified School District

Master Services Agreement



APPENDIX A – MSA WORK ORDER STATEMENT OF WORK

A. GENERAL

The Los Angeles Unified School District seeks qualified proposers to provide Business Data Analyst Services for the Information Technology Division. LAUSD intends to use the results of this solicitation process to award a work order to the responsive/responsible proposer.

B. DUTIES

- 1) Coordinate activities needed between LAUSD project stakeholders and Unified Enrollment data partners, program offices, project, and technical teams to gather and document business requirements and identify key data points.
- 2) Work collaboratively with teams involving Unified Enrollment systems, policy, and program teams to organize data gathering activities from various Unified Enrollment data partners and program offices.
- 3) Compile, calculate, and report conclusions on applications, program acceptance, school enrollment, Unified Enrollment systems, help desk, and outreach data during Unified Enrollment project implementation, as per business requirements.
- 4) Determine and establish a method to regularly collect and organize data in order to optimize statistical efficiency and data quality.
- 5) Develop and review metrics and performance trends, identify root causes and process improvements, including ability to identify data errors and inconsistencies, as per business requirements.
- 6) Perform statistical calculations for data/trend interpretations; compile and interpret trends, analyze fluctuations, correlations, and/or patterns.
- 7) Develop, prepare, and present a variety of reports about Unified Enrollment program performance in statistical, graphic (charts, graphs, etc.), or narrative forms (deliverables determined based on target audience).
- 8) Consult with Unified Enrollment administrative staff and recommend improvements to in the evaluation of all UE processes and software systems and makes recommendations.
- 9) Analyze school performance data, enrollment trends, demographic projections, program outcomes, and identify performance metrics and indicators related to both Choice Programs and the district as a whole.
- 10) Meet regularly with the Unified Enrollment project teams and sponsors to report overall data analysis and evaluation.
- 11) Analyze source data and perform data audits to ensure accuracy and conformance to established data standards and defined business requirements.
- 12) Analyze source data against business requirements and provide recommendations, if needed.
- 13) Provide source data cleansing recommendations as needed.
- 14) Transfer knowledge to LAUSD personnel.

C. DELIVERABLES

- 1) The proposed resource shall provide the District with daily, weekly, monthly, quarterly, and annual reports as requested by the District including but not limited to:
 - Assistance in drafting and finalizing Bond Oversight Committee status reports, Board reports, and Board briefings language as needed
 - Prepare various reports such as program performance reports, statistical

Los Angeles Unified School District

Master Services Agreement



reports, and metrics, with analysis and interpretations and comparative to industry standards.

- Provide weekly and monthly status reports to Unified Enrollment program leadership such as the Chief Information Officer, Chief Academic Officer, Deputy Superintendent, Executive Director of School Design Options and Unified Enrollment Program Director.
- Provide on-going quality assurance on various Project deliverables

D. WORK SCHEDULE

The resource(s) shall be available to begin work upon full execution of the agreement. Standard work hours will be Monday thru Friday between 8:00 am to 5:00 pm, unless other arrangements are mutually agreed upon. The actual schedule may be adjusted based on Project needs by the sponsor.

E. OTHERS

A performance review will be conducted by the District to ensure services are performed satisfactorily by the Contractor and its resource. Contractor will be notified by the District of their performance. If the review is unsatisfactory, the contractor will be required to submit a corrective action plan to address the deficiencies. If the performance is not improved, the contract will not be renewed, the option years will not be exercised and may be terminated.

Los Angeles Unified School District

Master Services Agreement



APPENDIX B - MSA WORK ORDER PRICING FORM

The purpose of this form is to provide a standard format by which the Proposer submits its price proposal. The fully burdened hourly rate should be inclusive of direct labor cost, overhead, general and administrative (G&A), travel expenses, profit, shipping, packaging, and insurance cost. No travel or parking expenses will be provided to the Contractor. Submit one rate schedule sheet for each proposed resource.

Resource Name	Labor Classification*	Role	Fully Burdened Rate
_____	_____	_____	\$ _____

****Please provide the labor classification that apparently matches the required role.***