

# Workforce West Virginia

Request for Proposal CRFP 0323 WWV2400000003

## Worker Profiling Re-Employment System Evaluation

Deadline: March 7, 2024, 1:30 PM EST



**CATCH Intelligence** 602 North 129<sup>th</sup> Street  
Omaha, NE 68154

**Mark Floersch, CEO**

**Voice:** 402-715-5800 ext 101

**Fax:** 402-934-2502

**Email:** [mwfloersch@catchintelligence.com](mailto:mwfloersch@catchintelligence.com)

**Signature:** 

**Date:** 3/4/2024

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State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

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**BID RECEIVING LOCATION**

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**VENDOR**

**Vendor Customer Code:**

**Vendor Name :** People Services Center Inc., DBA CATCH Intelligence

**Address :** 602

**Street :** North 129th Street

**City :** Omaha

**State :** NE **Country :** USA **Zip :** 68154

**Principal Contact :** Mark W. Floersch

**Vendor Contact Phone:** 402-715-5800 **Extension:** 101

**FOR INFORMATION CONTACT THE BUYER**  
 Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov



**Vendor Signature X** **FEIN# 47-0845859** **DATE 3/4/2024**

All offers subject to all terms and conditions contained in this solicitation

**ADDITIONAL INFORMATION**

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by W. Va. Code 5A-3-10b, for the West Virginia Department of Commerce - Workforce West Virginia - (hereinafter referred to as the "Agency") to provide a contract for the purchase of a consultant and an evaluation of the Unemployment Worker Profiling Re-Employment System, per the attached documentation.

\*\*\*\* Online responses have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.i.welch@wv.gov

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
WORKFORCE WEST VIRGINIA 1900 KANAWHA BLVD, EAST BLDG 3, 3RD FLOOR, SUITE 300 CHARLESTON WV 25305 US	WORKFORCE WEST VIRGINIA 1900 KANAWHA BLVD, EAST BLDG 3, 3RD FLOOR, SUITE 300 CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Worker Profiling Re-employment System Evaluation	0.00000	LS		

Comm Code	Manufacturer	Specification	Model #
80000000			

**Extended Description:**

Vendors MUST fill out Cost Sheet included as an attachment and All cost information must be contained in the cost proposal, which must be sealed and submitted in a separate envelope from the technical proposal.

**\*\*ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED\*\***

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 4:00 p.m.	2024-02-21

	Document Phase	Document Description	Page 3
WWW2400000003	Final	Worker Profiling Re-employment System Evaluation	

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions



## TABLE OF CONTENTS

CATCH INTELLIGENCE RFP RESPONSE.....	3
GENERAL TERMS AND CONDITIONS [RFP 3] .....	3
PROJECT GOALS AND MANDATORY REQUIREMENTS [RFP 4.2].....	3
Approach and Methodology .....	3
Why CATCH .....	3
Evaluation Expertise .....	3
Evidence Based Decision Making .....	3
Statistical Data Analytic and Technical Skill Expertise .....	3
Transparent Communication.....	4
Goals and Objectives [RFP 4.2.1].....	4
Mandatory Project Requirements [RFP 4.2.2].....	4
Deliverables.....	5
Model Building Process To Be Utilized .....	5
QUALIFICATIONS AND EXPERIENCE [RFP 4.3] .....	6
Company Overview .....	6
Technical Expertise and Industry Knowledge .....	6
Proven Methodologies for Success .....	7
What We Believe .....	7
CATCH Core Values .....	7
Highest Quality People Who Love What They Do.....	7
Security Mindset .....	8
Qualifications and Experience requirements [4.3.2].....	8
CATCH Data Science Team Experience .....	9
Data Science and Unemployment Compensation Experience.....	11
Workforce WV Unemployment Compensation Experience.....	11
Kansas Department of Labor (KDOL).....	11
Central Data Repository .....	12
Process Automation.....	13
Knowledge Transfer, Training, Mentoring.....	13
Dedicated Project Management [RFP 4.3.2.2] .....	13
LOCATION.....	14
PRICING .....	14
SUMMARY.....	14
APPENDIX A: FORMS AND ACKNOWLEDGEMENTS.....	14



## CATCH INTELLIGENCE RFP RESPONSE

People Services Center, Inc. DBA CATCH Intelligence requests consideration for Workforce West Virginia's (WV) *Request for Proposal CRFP 0323 WWV240000003 Worker Profiling Re-employment System Evaluation* contract. As experts in data analytics, predictive modeling, and Unemployment Insurance program data, we are willing and able to assist Workforce WV with their goals to meet the *Worker Profiling Re-employment System Evaluation* objectives. CATCH Intelligence is well-positioned to assist Workforce WV in evaluating their current Benefit Exhaustion Calculation and making any needed recommendations for updating the model by employing a systematic data science approach that will optimize the development and delivery of an updated Benefit Exhaustion Calculation model. These updates will assist Workforce WV in enhancing their Worker Profiling and Re-employment Services (WPRS) and optimally identify claimants most likely to exhaust benefits to overall advance the adoption of the Re-employment Service Eligibility Assessment (RESEA) program.

## GENERAL TERMS AND CONDITIONS [RFP 3]

Per the Workforce WV's Worker Profiling Re-employment System Evaluation RFP, CATCH Intelligence agrees to abide by all terms, conditions, and applicable laws and has met all required conditions of this RFP.

## PROJECT GOALS AND MANDATORY REQUIREMENTS [RFP 4.2]

### Approach and Methodology

This section describes our approach and methodology to solve the problem described and to meet the goals and objectives identified by Workforce WV. CATCH's response will demonstrate our proposed approach utilizing the CATCH M-Power Analytics proven methodology is superior to other possible approaches.

#### *Why CATCH*

CATCH's data science team's strategy is unparalleled due to our ability to combine our strong understanding of the RESEA program and benefit exhaustion with our statistical data analytics and technical skills expertise, while also implementing our core values of evidence-based decision making and transparent communication. These fundamental qualities allow our data scientists to develop sustainable, customized state solutions that advance RESEA program implementation for DOL agencies by utilizing solutions that exceed RESEA service delivery goals.

#### *Evaluation Expertise*

Our data scientists provide technical and methodical evaluation expertise to successfully design and manage a rigorous high-quality evaluation. CATCH's experience with various state and federal agencies has strengthened our ability to clean and analyze complex (both individual-level and claim-level) data and benefit exhaustion-related outcome metrics. Our data scientists provide a crucial external perspective that results in enhanced outcomes, such as rigorous statistical studies and analyses. We identify key data insights of how to best serve RESEA-eligible claimants that policymakers, program designers, and administrators need.

#### *Evidence Based Decision Making*

At CATCH we recognize the value of evidence as an essential tool for supporting continuous learning and RESEA program improvement. Thus, we are committed to promoting a culture of evidence through both whole program and individual program component evaluations, rigorous routine analyses of performance data, and program monitoring. This comprehensive and individualized application allows state agencies to employ data-driven decisions and a unique opportunity to demonstrate program growth and progress.

#### *Statistical Data Analytic and Technical Skill Expertise*

CATCH's data science team has profound knowledge of statistical data analytics, machine learning, data visualizations, and advanced technical skills. Expertise within these complex fields allows this specialized

team to assess Workforce WV's current benefit exhaustion calculation and recommend model updates to optimally meet the agency's objectives.

In addition, this team has the skills needed to build strong state-specific data analytic models to identify new unemployment compensation (UC) claimants who are most likely to exhaust UC. When this expertise is applied to labor market and economic trend data, CATCH's data science team can develop interventions, as well as service and delivery strategies with a "high" or "moderate" casual evidence rating known to reduce the duration of UC receipt. This allows states to maximize their resources in serving those who would most likely benefit from the RESEA program.

### *Transparent Communication*

Our commitment to improve employment outcomes and strengthen program integrity is further realized through our ability to effectively convey intricate and complex data insights through easily understood reports and data visualizations. We take pride in our transparent and clear communication that allows state UI agencies to make actionable data-driven decisions that promote the RESEA program and UI continuous improvement.

### **Goals and Objectives [RFP 4.2.1]**

The CATCH Intelligence Data Science Team will achieve the following tasks to meet and exceed the Workforce WV goals and objectives:

4.2.1.1 The CATCH Intelligence Data Science Team will assess the current calculation model and data to validate the model or determine efforts necessary to update the model to meet WorkForce WV objectives for the Benefit Exhaustion Calculation.

4.2.1.2 The CATCH Intelligence Data Science Team will collaborate with the Workforce WV Team to assess the current model and outline an approach that will optimize the development of an updated Benefit Exhaustion Calculation model.

4.2.1.3 The CATCH Intelligence Data Science Team will provide this assessment/evaluation by the deadline date of September 30, 2024.

### **Mandatory Project Requirements [RFP 4.2.2]**

4.2.2.1 The vendor will conduct a performance assessment of the current model to evaluate if it is accurately identifying those unemployment claimants with the highest likelihood of exhausting their unemployment benefits

- CATCH Data Scientists will conduct a performance assessment of the current model by:
  - a. Reviewing documentation on the initial performance of the model
  - b. Performing a test utilizing current data to determine model's current performance

4.2.2.2 The vendor will provide a review and assessment of the approach utilized to build the initial model.

- CATCH Data Scientists will provide a review and assessment of the initial model's technical approach.

4.2.2.3 The vendor will provide any recommendations for necessary modifications to improve the existing model.

- CATCH Data Scientists will outline any recommendations for necessary modifications to improve the model.
- Checkpoint: Decision to move forward with performance comparison as defined below.
  - a. Implement any outlined recommendations to modify and improve initial model.
  - b. Retrain model to assess performance of modified initial model.
  - c. Evaluation of modified model performance to determine potential next steps.



4.2.2.4 The vendor will consider potential additional variables for an updated Benefit Exhaustion Calculation model.

- CATCH Data Scientists will perform Exploratory Data Analysis to consider potential additional variables for an updated Benefit Exhaustion Calculation model (version 2).

#### *Deliverables*

The CATCH Intelligence Data Science Team will provide the below deliverables as part of this project:

1. Executive Summary Presentation on initial Benefit Exhaustion Calculation model
  - a. Documentation summary and review
  - b. Technical approach assessment and review
2. Performance results on current data utilizing initial model
3. CATCH recommendations for initial model modifications
4. Performance Comparison outlined in RFP 4.2.2.1.
5. Exploratory Data Analysis to consider additional variables for an updated model
6. Documentation
7. Business and data understanding meetings
8. Project plan
9. Status updates and meetings
10. Estimate for development of Benefit Exhaustion Calculation model version 2 with additional variables as defined in EDA

#### *Model Building Process To Be Utilized*

Using the CATCH M-Power Analytics proven methodology, the CATCH Intelligence Data Science team will utilize the following model building process:

##### 1.1 Business Understanding

- Business Understanding research and discovery sessions with Workforce WV SMEs
- Discuss current state and desired future state
- Define advanced analytics goals and objectives

##### 1.2 Data Understanding

- Data understanding research and discovery sessions with Workforce WV SMEs
- Assessment of query data by CATCH Data Scientists to validate data is acceptable and viable for modeling
- Data profiling

1.3 Formal definition of Workforce WV Benefit Exhaustion Calculation model to be developed. Additional potential models or advanced analyses may be defined at this time.

##### 1.4 CLIENT Checkpoint Meeting

- Review and confirm Business and Data Understanding with use case Project Sponsor and Use Case Business Owner
- Review current state and desired future state
- Obtain Use Case Project Sponsor and Use Case Business Owner's approval on moving forward with performance comparison

##### 1.5 Data Preparation

- Exploratory Data Analysis (EDA)
- Data standardization and cleaning
- Feature engineering



### 1.6 Analysis Methodology

- Exploratory Data Analysis
- Analysis and testing of data to determine most effective data science methodology for use case

### 1.7 Evaluation & Testing

- Rigorous evaluation and testing documented
- Ongoing maintenance plan for use case
- Testing plan to evaluate ongoing performance

## 2.0 PROJECT CLOSE

2.1 Review deliverables with Workforce WV Project Sponsor and Use Case Business Owner

2.2 Obtain Project Sponsor and Use Case Business Owner's agreement on satisfactory deliverables

## QUALIFICATIONS AND EXPERIENCE [RFP 4.3]

### Company Overview

Founded in 2001 in Omaha, Nebraska, CATCH Intelligence helps clients address complex data and technology challenges by helping organizations define their vision, strategy, and roadmaps to support their Business Intelligence (BI), Advanced Analytics, Data Management, Data Visualization, and application plans. Our focus is on the all-encompassing components needed to implement successful Analytics systems – *People, Processes, Practice, Technology, Data Architecture, and Data Governance.*

### *Technical Expertise and Industry Knowledge*

For the past 20 years, the CATCH team has attained technical expertise and industry knowledge and provided solutions to enterprise level organizations. We have expertise and experience in State Government, energy and utilities, healthcare, insurance, financial services, and transportation. CATCH is currently working with over 40 State Agencies throughout the United States. The CATCH team of nearly 100 people are dedicated to delivering world class service and are experienced working with Business Intelligence, Strategic Planning, Analytics, Data Science, Data Warehousing solutions, Data Management, Data Governance, and Application Development.

Our 20 years of working with Departments of Labor (DOL), Workforce, Unemployment Insurance (UI) departments, Departments of Health and Human Services (DHHS), Departments of Education (DOE), Departments of Higher Education (DHE), Labor Market Information (LMI), Departments of Transportation (DOT), Corrections, and data from many different state agencies, enables CATCH to leverage this experience to reduce your time to value. Because of our broad State Government experiences, we are also able to bring many solutions together in a very strategic, integrated, architected, and high-value way.

CATCH Intelligence is focused on turning data into powerful information and empowering state agencies to make decisions and act confidently. Our tools interface with vendor solutions developed for State Agencies and other data sets to deliver dashboards, visualizations, spatial analysis, self-service, ad hoc, analysis, and predictive reporting.

CATCH experience includes:

- Over \$4 Billion dollars in detection and prevention efforts focused on reducing Fraud, Waste, and Abuse within DOL Unemployment Compensation Programs
- Data Scoping, Design, and Analysis for Benefit Data, UI Fraud Data, and Tax Data
- Dashboard/Report Development and Visualizations
- Data Science and Advanced Analytics systems, software, and solutions designed to provide thought leadership to improve results, outcomes, and optimization for State Agencies and organizations
- Over 20 years' experience delivering analytical applications, Data Science solutions, data warehousing, data governance, data management, and quality data analytics solutions.



- Over 400 Enterprise BI and Analytics Implementations
- Over 300 BI / Data and Analytics Strategic Plans
- Over 200 BI Migrations, conversions, and upgrades
- Over 50 Analytics and BI customized portal applications and solutions
- Application and integration development, testing, and deployment

Our strength is in acting as a strategic partner with our clients, and we are fully committed to partnering with Workforce West Virginia again to achieve your strategic priorities, accelerate your path to value, and deliver the capabilities that you are seeking. We will ensure that your organization is able to fully leverage contemporary technologies and industry best practices to provide your decision makers and key information consumers with the right trustworthy data and information. CATCH Intelligence's Data Science team members are experts in using our customers' data to deliver automated and actionable insights. Our experience also demonstrates our ability to understand client requirements and tailor our proven models to fit the client's specific needs. This ensures client success and gives clients the resources they need and confidence in CATCH's processes, from start to finish, with the ultimate outcome of valuable insight and long-term success.

### *Proven Methodologies for Success*

Many organizations seek to simplify and modernize their complex data and systems landscapes that have become too difficult for decision makers and information consumers to navigate. We recognize the need to address these challenges in a well-architected manner, using proven methodologies to break complex data and systems integration efforts into reasonable iterations that deliver outstanding returns. Our repeatable accelerators and reusable, customizable templates allow us to rapidly assist our clients.

CATCH Intelligence's methodologies, experience, and technical expertise ensure efficient delivery of the greatest value and results. We leverage our proven methodology, called *M-Power Analytics*, to accelerate delivery, reduce costs, and ensure success. We offer customized solutions and contracting options that ensure the most optimal, cost-effective delivery. Our data science and analytics experience exceeds a basic understanding of the current state of technology and marketplace to address the unique challenges faced by multiple industries, soundly applying rigorous mathematical theories and concepts across complex problems. This expertise is demonstrated by our proven track record of identifying the optimal approach and implementation plan, resulting in impactful solutions for client pain points and use cases. We collaborate with the client to develop roadmaps that incorporate key components for success to align with the business goals and data opportunities for all foundational aspects of data, such as data exploration and understanding, data profiling, processes to manage project releases, test and quality assurance, data governance, data quality management, reporting, dashboarding, and data science solutions (descriptive, predictive, and prescriptive).

### *Highest Quality People Who Love What They Do*

Our extensive Top-Grading hiring process is uniquely designed to ensure CATCH has the highest quality, expert personnel, who have the skills and experience to successfully deliver solutions and support our clients and their goals. We focus on recruiting people that align with our CATCH core values and success traits, and

#### CATCH Core Values

- Integrity in everything we do
- Delight those we serve
- Accountable for results
- Treat others with respect
- Ask for what you want / Ask others what they need

#### What We Believe

- **Our CATCH Commitment** is to help organizations reduce cost while improving overall business performance.
- **Our CATCH Phrase** is "Lead by Knowing!" which demonstrates that knowledge is power, and businesses need to use that knowledge to lead with actionable intelligence.
- **Our CATCH Brand Promise** is to deliver the world's best and most cost-effective analytics systems and deliver the greatest value to our customers.



that have a passion for Data Analytics and want to share that knowledge with others. The top talent that we select must be great communicators, coaches, and mentors. Success traits we seek are flexibility/adaptability, enthusiasm, organization and planning, efficiency, persistence, commitment, leadership, teamwork, and a desire to never stop learning. We seek team members who seek clarification and demonstrate strong work ethics with directness and active listening skills. We work diligently to keep these people engaged doing what they love and to create an optimal environment for top performers. When these synergies come together, there is increased teamwork and loyalty.

CATCH's most impressive measure of success is our Customer Satisfaction Scores and client references. CATCH consistently receives customer satisfaction scores of 9's and 10's out of a possible 10 from our clients. CATCH delivers World Class Customer Satisfaction. Every person in the company is focused on delivering quality. We hire people who care, train people to take care of customers, and train on World Class *M-Power Analytics* Delivery methodologies that ensure client / project success.

When describing our culture – our team members, clients, vendors, and partners use words like progressive, innovative, focused, knowledgeable, rewarding, and service-oriented. Our clients consistently give us positive reviews and are very appreciative of their CATCH Team. We believe this is the result of empowering, inspiring, and investing in our people, providing opportunities for professional and personal growth, and setting everyone up for success. Our people put their best foot forward every day and demonstrate stewardship for our clients. They want to be part of something grand and enjoy solving complex problems every day in a collaborative environment.

### *Security Mindset*

CATCH Intelligence has built a 20-year reputation for integrity, accountability, respect, and delivery. In today's world, security plays a critical role in every aspect of business and CATCH Intelligence is committed to upholding the highest security standards and best practices.

CATCH Intelligence has developed strict security policies and processes which protect client data, including:

- CATCH follows industry best practices and policies as defined in the National Institute of Standards and Technology (NIST) 800-53.
- No client information is stored outside the client's firewall without approval.
- Client virtual private network (VPN) connections are not allowed from CATCH laptops, thus eliminating vulnerability conduit risks associated with joining networks.
- CATCH does not permit the use of public file-sharing sites such as Google Drive, OneNote, iCloud, Box.net, etc. from CATCH laptops.
- CATCH does not support any unsecured transfer of sensitive information including but not limited to email. CATCH provides a Federal Risk and Authorization Management Program (FedRAMP)-certified Azure Government HIGH Fileshare for the exchange of sensitive information.
- CATCH Intelligence protects access to information with individual credentials supplemented by Multi-Factor Authentication.
- All secured VPN connections to a client site are made through an Azure Virtual Desktop (AVD) within Microsoft's FedRAMP-certified Azure Government HIGH environment.
- Each CATCH Consultant uses private credentials to connect to a Client's Virtual Desktop or virtual machine (VM) located behind the Client's Firewall using a client-approved VPN toolset for maximum security.
- All information is encrypted in motion and at rest and is compliant with industry best practices and security standards as documented in Federal Information Processing Standards (FIPS) 140-2.

### **Qualifications and Experience requirements [4.3.2]**

CATCH has high-quality, expert personnel, who have the skills and experience to successfully deliver Workforce WV's *Request for Proposal CRFP 0323 WWV240000003 Worker Profiling Re-employment System Evaluation* contract. The CATCH team has over 240 combined years of actual CATCH Experience





and over 400 combined years total work experience working with Business Intelligence, Strategic Planning, Data Management, Data Science, and Application Development projects.

CATCH experience includes successful delivery of many DOL projects collaborating as a trusted partner, including:

- Data Science consulting engagements resulting in identification of over \$4 Billion dollars in detection and prevention efforts focused on reducing Fraud, Waste, and Abuse within Department of Labor UI Programs
- Delivered over 15,000 hours of Data Analytics consulting for DOL customers in 2023
- Data-Driven Analytics Strategic Planning to create a strategic plan to focus on Advanced Analytics and Data Management opportunities across the various divisions within Workforce WV.
- Data Scoping, Design, and Analysis for Benefit Data, UI Fraud Data, and Tax Data and,
- Dashboard/Report Development

### *CATCH Data Science Team Experience*

Per **RFP 4.3.2.1**, the CATCH Data Science team has the required five (5) years' experience working with various DOL or Workforce Development organizations, including reviewing client requirements and providing solutions.

The CATCH Data Science Team is working with multiple state agencies and has previously worked with Workforce WV assisting with their Unemployment Insurance Fraud detection, prevention, and recovery efforts. In addition to preventing Fraud, the CATCH Data Science Team supports the RESEA program and the UI national priority of the re-employment of Unemployment Compensation claimants for State DOLs. We work alongside state agency leadership to create roadmaps that directly align with re-employment service delivery goals and strategies. The implementation of CATCH's Data Science RESEA solutions will allow state agencies to optimize claimant re-employment and support the expansion and sustainability of the RESEA program.

The CATCH Data Science Team has developed RESEA solutions to identify claimants most likely to exhaust their UC benefits. Our solution recommends and prescribes specified participation in the RESEA program. Individualized re-employment services are identified through implementation of the CATCH Intelligence RESEA Re-employment Recommendation (R3) Tool. The R3 Tool is a re-employment service delivery design that proactively identifies and refers claimants to the most optimal and suitable job openings or employment pathways through the application of statistical algorithms and processes. This tool promotes the integration of the RESEA program and re-employment strategies as well as assists claimants in advancing the development of their re-employment plans and meeting their work search requirements. Furthermore, these RESEA solutions encourage early invention to enhance the integrity of the UI program and minimize the occurrence of improper payments.

This intellect can be integrated into the Actionable Intelligence Case Management System. Embedding the insights into the Actionable Intelligence Case Management System provides the opportunity to enable workflows to improve business processes, to create efficiencies, and to deliver results.

CATCH's Data Science team has worked with Workforce WV and other DOLs to meet the following objectives:

- Collaborate and investigate to discover and optimize fraud detection
- Development of predictive and prescriptive models addressing pain points
- Data Science Team services include:
  - A clear, strategic plan for solving client problems and increasing analytics maturity
  - On call, dedicated Data Science Team to address Ad Hoc requests
  - Cutting-edge Data Science methodologies, which encourage business transformation through new process development and implementation

**Technical Proposal**



- Integration with automated case management detection
- The CATCH Data Science Team is also dedicated to training and mentoring agency personnel on process change and reduction of workload.

Our Data Science team is led by the Director of Data Science and Strategy with a Master of Science in Mathematics and Data Science.

Our Data Science technical team is composed of personnel with the following educational backgrounds:

- DS 1: Master of Science in Data Analytics
- DS 2: Bachelor of Science in Mathematics, Minor in Computer Science. Master of Data Analytics in progress
- DS 3: Bachelor of Science in Mathematics, Minor in IT Innovation
- DS 4: Bachelor of Science in Mathematics
- DS 5: Master of Science in Statistics, Minor in Mathematics.
- DS 6: Bachelor of Science in Clinical Laboratory Science. Master of Mathematics in progress

The CATCH Data Science team (example of its members) has the noted experience working with various DOLs using the following tools.

<b>x = Expert * = Intermediate</b>	DS1	DS2	DS3	DS4	DS5	DS6
R	X	X	X	*	X	X
Python	X	X	X	X	X	X
Mathematics Theory	X	*	X	*	X	X
Statistics	X	*	X	*	X	X
Data Analysis	X	X	X	X	X	X
SQL	X	X	X	X	X	*
SQL Server		X	X		X	*
Machine Learning	X	*	X	X	X	*
Predictive Modeling	*	X	*	X	X	X

The CATCH Data Science team (example of its members) has the following certifications and training:

<b>Certifications / Training</b>	DS1	DS2	DS3	DS4	DS5	DS6
Machine Learning - Professional Training	X	X	X	X	X	
Machine Learning - Master Training		X		X	X	
Applications and Use Cases Professional Training	X	X	X	X	X	X
Applications and Use Cases Master Training	X		X	X	X	X
Data Engineering - Professional Training	X	X	X	X	X	
Data Engineering - Master Training	X	X	X	X	X	
Microsoft DP-100 Azure Data Scientist Associate				X	X	
SAP Certified Application Associate - SAP Data Services				X		
SAP Certified Application Associate - SAP Web Intelligence	X			X		
Microsoft AZ-104: Azure Administrator Associate						X
Microsoft AZ-305: Azure Solutions Architect Expert						X

## Data Science and Unemployment Compensation Experience

CATCH Intelligence has been doing work with Workforce Development and DOL Agencies for over 20 years. Our past experiences will accelerate your success. We also have many years' experience working with Workforce, UI, LMI, DOL, corrections, and education data, and data from many different state agencies. We are able to leverage this experience to reduce your time to value. We are also able to bring other agencies into the partnership because of the great value they have seen in the systems we have implemented with them.

We have consistently delivered customer satisfaction scores of 9's and 10's out of 10 for State DOL organizations. We have a DOL solution and service delivery reputation for delivering on-time, on-budget, and meeting and exceeding customer expectations.

The following are excerpts of our success stories for your review.

### *Workforce WV Unemployment Compensation Experience*

CATCH assisted Workforce WV with their UI Fraud detection, prevention, and recovery efforts in January 2021. CATCH brought repeatable accelerators and reusable, customizable templates to fast-track delivery, reduce costs, and ensure success, all while tailoring solutions to Workforce WV needs and requirements. As of December 2022, the paid amount of ID theft claims had reduced to nearly \$0. Our Data Science Team worked alongside the Workforce WV Integrity Leadership to create a strategic roadmap that directly aligned with insights into fraud analysis. We also worked side-by-side weekly with the Investigator Team to ensure that their ad hoc requests were being addressed and to review analyses to assist them with investigation. Over 100 reusable scripts and models were implemented to optimize and meet Workforce WV's unique needs and requirements.

Project Management throughout all phases included the following:

- Weekly internal and client status meetings accompanied by meeting recap and action items
- Active Project Management of hours tracking, deliverable review, removing roadblocks, documenting action items and decisions and project plan updates
- Data Science Comprehensive Strategic Roadmap for Workforce WV – reviewed with the client every 2 months
- Cross Departmental collaboration with the MIS and UI Fraud teams in getting the data we need and delivering value through reporting and discussions

CATCH's most impressive measure of success is our client references and our many clients that are willing to be raving fans for us. Our work with Workforce WV earned us a 10 out of 10 customer satisfaction score.

Project Manager: Lisa J.

Contact for PM: 402-715-5800

Location: Remote for West Virginia

Reference: Deputy Executive Director, (304) 558-1600

### *Kansas Department of Labor (KDOL)*

CATCH Intelligence performed a **Strategic Assessment** for Kansas Department of Labor (KDOL), which, combined with our proven delivery methodology and repeatable models, enabled us to create their **Central Data Repository**, develop **predictive models for fraud detection**, identify **process automation opportunities**, and provide knowledge training, transfer, and mentoring. The CATCH team referenced existing business process and source system documentation to understand the current state and flow of data at KDOL. Data profiling was crucial to help the business understand the existing data. Extensive time, effort, and energy was invested in data profiling, cleansing, standardizing, and implementing Data Quality Management (DQM) practices to improve the quality and integrity of their data. KDOL also wanted their data foundation to become the source of truth to incrementally feed their modernization applications.

## Central Data Repository

KDOL's objective was to create a central data repository as the foundation of their data strategy. The information gained from CATCH Intelligence's Strategic Assessment ensured the centralized data foundation was able to become KDOL's master data source that they utilize for operational and self-service reporting, ad hoc analytics, dashboarding, and predictive analytics, which provides them with easy access to cross functional data to enable better, faster, and more insightful decisions. This enabled KDOL to achieve their strategic objectives incrementally over a two-year period.

CATCH consultants/architects were instrumental in the development and rollout of Business Intelligence (BI) architectures at KDOL. The CATCH team addressed all architecture domains including technology, data, application, and process to implement a secure architecture. Their architectures were secured by leveraging the CATCH BI Portal architecture for secure and automated scheduling and delivery and consumption of data based upon role- and row-level security mechanisms.

Under CATCH's guidance, KDOL achieved a dramatic improvement in the production of their Comprehensive Annual Financial Report (CAFR). KDOL faced significant challenges reconciling legacy financial data to mainframe batch report(s) due to the fluidity of account balances that often reflected a difference in the millions of dollars. After implementation of financial data in the Central Data Repository, production of the CAFR utilized KDOL's Operational Data Store (ODS) that is now reconciling differences between CAFR and mainframe report(s) of less than \$1,000.

The database planning and design; systems analysis, integration, and design; programming, conversion and implementation support; data/records management, and testing work completed for KDOL allowed the CATCH team to build predictive models using the centralized data foundation that had real-world success. CATCH developed predictive models that focus on reducing KDOL's Unemployment Insurance fraud and overpayment rates. Models were designed to predict any type of Unemployment Insurance overpayment, whether fraudulent or not, and to predict the probability of a fraudulent Incorrect Reason for Separation. The artificial intelligence (AI) tools produced models that determined the probability of an unemployment insurance claim becoming an overpayment or a claim reporting a fraudulent incorrect reason for separation in the context of current real time data. CATCH utilized the architecture and developed the models to support investigators in identifying potentially fraudulent or misrepresented information during the unemployment insurance claims application process.

The CATCH Team also identified a manually intensive UI claim selection and evaluation process that CATCH was able to replace with sophisticated predictive models designed to identify unemployment claims to be investigated for potential overpayment or fraudulent activity. The models automatically update on optimal time intervals to provide accurate real-time insight.

Following the Data Warehouse creation, KDOL continued an ongoing business relationship with CATCH Intelligence by maintaining a Managed Services Agreement (MSA) through 2023. This contract allowed KDOL to utilize CATCH Consultants for consulting services. This has been a very satisfactory relationship for both KDOL and CATCH.

KDOL has utilized the MSA to bring additional data subject areas into the Data Warehouse, including bringing in Worker Compensation data and Pandemic Unemployment Assistance (PUA) data integrated with their other data.

CATCH deployed Microsoft SQL Server for the Data Warehouse, Data Services for ETL, SAP BusinessObjects Universes and Web Intelligence for dashboards, operational reporting, self-service reporting, and Predictive Analytics. These tools were purchased through CATCH Intelligence and are part of CATCH's C3D Suite of tools.



### Process Automation

CATCH identified process automation opportunities at KDOL in the areas of operational oversight and fraud detection. Process automation addressed processes that were inefficient, ineffective, or simply not being executed. KDOL had a daily operational report that identified processes that succeeded or failed; but did not have visibility to processes that simply were not executed. This report required several disparate sources to produce and when automated gave KDOL insight to processes that should have run; but for some reason were not executed. KDOL benefited from process automation of an unemployment fraud detection application that was previously manually intensive and required considerable analysis to determine if an investigation was warranted.

CATCH consultants designed applications that incorporated the use of existing IT infrastructure and Data Science technologies to deliver the operational oversight report and potential fraud detection applications. KDOL's operational oversight report involved reconciling executed processes and process failures against a published process schedule to provide a report that was not only reliable; but complete.

As CATCH Intelligence works with our customers, we are always looking for opportunities to automate business processes through using reports, triggers, alerts, or embedding algorithms into applications to prescribe the recommended action to take.

### Knowledge Transfer, Training, Mentoring

CATCH enabled KDOL to become self-sufficient in the ongoing support and management of their technologies, platforms and tools through knowledge transfer, training, and mentoring. CATCH's System Development Life Cycle methodology provided the necessary steps to achieve a smooth transition and turnover of our solutions including end user training to ensure adoption of new tools and equipping technical staff to support the target environment.

As part of our KDOL engagement, CATCH created a customized training program that focused on report design and visualization best practices that maximize usability and understanding. We also provided hands-on coaching and mentoring to staff based on role.

An integral element to their plans was the leveraging of integrated data models in their SQL Server Data Warehouse to enable end-users to build their own BI applications. CATCH helped design and deliver key dashboards and data visualizations to provide a 360-degree view of claimants and employers while optimizing their processes across the agency.

Length of business relationship: January 2010 to 2023

Project Manager: Misty R

Contact for PM: 402-715-5800

Location: On site and Remote for Kansas

Reference: Former Chief Information Officer, (785) 296-0991

CATCH Intelligence can provide additional detailed reference contact information upon request.

### Dedicated Project Management [RFP 4.3.2.2]

CATCH Intelligence will provide an experienced dedicated PM for this contract to oversee all tasks associated with the project. CATCH PMs are well trained and experienced managing IT and Analytics projects from concept to close-out. The assigned CATCH PM will serve as the single point of contact for the Workforce WV project and be engaged throughout the duration of the project, making contact and assistance quick and simple for Workforce WV.

CATCH Intelligence's vision is to reuse solutions, accelerators, and delivery methodologies from state to state and project to project. As a result, we employ full-time Project Managers (PMs) that are trained to use these reusable tools and templates. Our Data Science PMs have worked with CATCH Intelligence for an



average of over 11 years, and our PM team has an average of over 18 years of Project Management experience.

CATCH's PM will ensure that the appropriate CATCH methodology and resources are in place to achieve the goals outlined in this proposal and assign work to the appropriate resources. The CATCH PM will also provide weekly or monthly status reports based on the requirements designated by Workforce WV. The report will include compliance with requirements, adherence to the schedule and any issues that need to be resolved. The PM will maintain the status of performance to meet the objectives and deliverables using the Project Status Report and updated Project Management Plan.

Our Project Managers are well versed in creating and utilizing Risk and Communication Management Plans to minimize risks and ensure a project stays on the expected timeline and cost.

Our PM and other key personnel will ensure that CATCH delivers quality results, reduces costs, and minimizes technical and schedule risks. They will address any quality deficiency by promptly ensuring it is recorded in an action item and tracked until it has been demonstrated that the mitigating actions taken were effective. The CATCH PM will also request regular contract performance measurements to determine customer satisfaction levels.

CATCH PMs ensure success of our customer engagements and ensure positive project team collaboration by focusing on the needs of the customer and addressing risks, challenges and constraints. The CATCH PMs are the glue that hold our relationships together and create optimal high functioning teams that deliver exceptional results, evidenced by CATCH's consistent top-notch customer service survey scores of 9's and 10's out of a possible 10.

## LOCATION

The scope of work will be performed remotely from CATCH Intelligence's respective locations.

## PRICING

See separate package for pricing information.

## SUMMARY

Based on our expert consultants, and client-focused approach, solutions and extensive experience in analytical applications, data analysis, predictive modeling, we believe CATCH Intelligence is the perfect partner for Workforce West Virginia's Worker Profiling Re-employment System Evaluation project. We have been working with DOLs for 20+ years and have been honored to serve Workforce WV in the past. We look forward to delivering world-class services to your team in the future.

Thank you for your consideration.

Mark Floersch  
CEO, CATCH Intelligence

## APPENDIX A: FORMS AND ACKNOWLEDGEMENTS

The subsequent pages include the following forms and acknowledgments:

1. Designated Contact / Certification and Signature
2. Addendum Acknowledgement
3. Review of Request for Proposal in its entirety

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Mark Floersch, CEO  
(Address) 602 N. 129th St. Omaha, NE 68154  
(Phone Number) / (Fax Number) 402-715-5800 ext 101 / 402-934-2502  
(email address) mwfloersch@catchintelligence.com

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

People Services Center, Inc., DBA CATCH Intelligence

(Company)

(Signature of Authorized Representative)

Mark Floersch, CEO

2/23/2024

(Printed Name and Title of Authorized Representative) (Date)

402-715-5800 ext 101 / 402-934-2502

(Phone Number) (Fax Number)

mwfloersch@catchintelligence.com

(Email Address)

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP WWV24\*003**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

*(Check the box next to each addendum received)*

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

People Services Center, Inc., DBA CATCH Intelligence

Company



Authorized Signature

3/4/2024

Date

**NOTE:** This addendum acknowledgement should be submitted with the bid to expedite document processing.

# REQUEST FOR PROPOSAL

## WorkForce West Virginia RFP WWV2400000003 WORKER PROFILING RE-EMPLOYMENT SYSTEM EVALUATION

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

People Services Center, Inc., DBA CATCH Intelligence

\_\_\_\_\_  
(Company)

 CEO

\_\_\_\_\_  
(Representative Name, Title)

402-715-5800 ext 101 / 402-934-2502

\_\_\_\_\_  
(Contact Phone/Fax Number)

2/23/2024

\_\_\_\_\_  
(Date)