

SOLE SOURCE DETERMINATION

The Purchasing Division has been requested to approve a sole source purchase for the commodity or service described below. Pursuant to West Virginia Code 5A-3-10c, the Purchasing Division is attempting to determine whether the commodity or service is a sole source procurement. If you believe your company meets the required experience and qualification criteria stated below, please e-mail the Purchasing Division Buyer at Shelly.L.Murray@wv.gov with a copy to w.michael.sheets@wv.gov to express your interest in the project. Please forward any and all information that will support your company's compliance with required qualification and eligibility criteria along with any other pertinent information relative to this project to the Purchasing Division no later than 1:30 PM on 11/09/2011.

Requisition Number: EDD366857 **Department/Agency:** Education

Detailed Description of Project: This contract supports the implementation of the West Virginia Department of Education's web-based Career and College Readiness Initiative project supported by the Benedum Foundation. This project will broaden the definition of college and career readiness and create a data-rich framework for discussions and planning of career and college readiness programming in the public schools—in the context of student educational aspirations, economic realities and labor-force demands. The project focuses on three web-based modules—education, economy, and workforce, along with the analytics to navigate among them and the creation of strategic planning templates, individual career plans, and curricular assessments required to personalize education delivery. Specifically, the project encompasses the following capabilities within the three modules:

The *economic module* will provide an environmental scan of key industries: growth rates, employment rates, wage histories, labor inventories, gaps and other customizable analytics.

The *workforce module* will provide skill gap and occupational profiles of the workforce by industry.

The *education module* will look at education gaps between career choice and current position in terms of demand, skill gaps, career pathways, career readiness, and current instructional programs. The analytics will include: (a) calculation of the supply and demand for specific courses and training programs by career cluster; (b) definition of the skills, knowledge, interests, attributes, work value, work style, and work activity among various occupations; (c) mapping of requirements by career cluster, occupation, instructional program and

experience; (d) designation of the fastest and largest growing occupations by career cluster, including the generation of supply and demand maps in selected geographic boundaries; and, (e) development of instructional program profiles detailing career pathways for specific demand occupations, including a listing of technical schools, two-and four year institutions and training programs offering coursework and degrees in support of specific careers.

To assure data analyses are current, internal algorithms will support the simultaneous extraction of data from many sources including American College Testing (ACT), Classification of Instructional Programs (CIP), Integrated Postsecondary Education Data System (IPEDS), Local Area Unemployment Statistics (LAUS), National Center for Education Statistics (NCES), North American Industry Classification System (NAICS), Occupational Employment Statistics (OES), and O*NET.

Once data from the various analytics have been generated, the web-based tool will create an Individual Career Profile and Personalized Career Pathway Plan for each student, resulting in improved student outcomes at both the secondary and postsecondary levels.

Proposed Sole Source Vendor: Worldwide Interactive Network (WIN), Inc.

Specific Eligibility Criteria:

The vendor must meet the following six criteria as the basis for the contractual work for the West Virginia Department of Education's web-based College & Career Readiness Initiative:

- **Education Analytics:**
 1. Calculate the demand for WV specific courses and training programs, disaggregated by county and RESA, and the supply based on recent graduates by career cluster, SOC occupational family and green clusters.
 2. Calculate the skills, knowledge, interests, attributes, work value, work style and work activity gaps among occupations.
 3. Map career pathways by career clusters, occupation, instructional program and education and experience requirements.
 4. Calculate the fastest and largest growing occupations, including green, by Career Readiness Certificate level.
 5. Generate maps indicating the number of Career Readiness Certificates issued to CTE and adult completers based upon geographic boundary selected.
 6. Generate percentage comparison of Career Readiness Certificate levels and education and experience requirements.

7. Provide full instructional program profile including career pathways requiring the specified program, occupations requiring the specified program and institutions offering the specified program.
- **Economic Analytics:**
 1. Calculate the top ten industries and related occupations in growth and decline including the identification of green industries by county and RESA.
 2. Display percentage change in employment over time.
 3. Display unemployment rate.
 4. Display average wages.
 5. Display total wages.
 6. Display total and percentage of occupational employment by industry including the identification of green industries and occupations.
 7. Calculate occupation gap for supply and demand by career cluster, SOC occupational family, educational program, industry and green clusters.
 8. Display industries at 2 digit, 4 digit, 5 digit, and 6 digit levels, including industries flagged as “green”.
 9. Provide the following mapping functions: commuting patterns, employment and unemployment.
 - **Workforce Analytics:**
 1. Display first-time workers by race, gender, and degree type.
 2. Identify skill and wage compatibility by comparing a selected occupation to the universe of occupations contained within the SOC-O*NET classification system including the identification of green occupations.
 3. Contain customizable occupational profiles for all O*NET occupations (green occupations are denoted) including education and experience requirements, skill requirements, average wages, Career Readiness Certificate level and required instructional programs.
 4. Identify emerging, declining, and mature industry and occupation clusters including the identification of clusters that have a competitive advantage.
 5. Calculate occupation supply and demand based upon customized projections.
 - **Strategic Planning Templates:**
 1. Contain templates for developing a strategic plan for workforce and economic development.
 - **Individual Career Plan:**
 1. Calculate the demand for WV specific *courses and training programs*, disaggregated by county and RESA, and the supply based on recent

graduates by career cluster, SOC occupational family and green clusters.

2. Generate a capabilities and career compatibility summary of current knowledge and skill competencies and the related occupational career clusters requiring similar proficiencies.
 3. Provide job comparison between current/previous occupation and target occupation.
 4. Compare ability between current/previous occupation and target occupation.
 5. Compare knowledge between current/previous occupation and target occupation.
 6. Compare skill between current/previous occupation and target occupation.
 7. Compare career readiness between current/previous occupation and target occupation.
 8. Identify programs that train for target occupation (within geographic location selected) – including CTE and adults.
 9. Recommend alternative occupations based upon user's career cluster and organized by job zone level including earning and annual openings.
- **Curricula Assessment:**
 1. Identify the institution-specific demand for specific courses and training programs by occupation, instructional program, industry and employment projections, and calculates the supply based upon recent completers of instructional program.
 2. Analyze the career pathways that contain the in-demand courses and a full instructional program profile that can be accessed to provide detailed information on the program description, the occupations requiring the courses and the two-and four-year institutions with recent graduates.
 3. Monitor career exploration trends based upon students and job seekers career searches compared to regional labor supply and demand by industry and location.

Specific Qualification Criteria:

Worldwide Interactive Network (WIN) is the sole source provider; sole publisher, sole ASP hosting source, and sole distributor of WIN Strategic Compass and ancillary programs. WIN Strategic Compass® is federally copyrighted, trademarked, and patented and no other entity has been assigned the rights to distribute, sell or host these programs. WIN has received sole source contracts in Missouri and Alabama, as well as large regional contracts in Texas, Tennessee and New York.

Based on a thorough internal review of on-line products the WIN Strategic Compass is the only available web-based program that meets all of the

requirements of the West Virginia Career and College Readiness Initiative in the following areas: (a) economic analysis and reporting; (b) education analysis and reporting; (c) workforce analysis and reporting; (d) customized data analysis and reporting; and, (e) individual college and career readiness reporting.