MARYLAND
FAMILY
NETWORK

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REQUEST FOR PROPOSALS (RFP)
Maryland Family Network (MFN) – Family Support Center (FSC)
Data Dashboard Development and Implementation

1. Introduction and Overview

Maryland Family Network (MFN) is seeking a qualified vendor to design, develop, and implement a comprehensive data dashboard system for the Patty Center – Family Support Services (FSC) program. This project aims to create a sustainable data infrastructure that will empower stakeholders at all levels (individual FSCs, MFN, and the Maryland State Department of Education (MSDE)) to make data-driven decisions, improve program effectiveness, and demonstrate outcomes. This is a one-time initiative funded by remaining FY25 grant funds from MSDE.

1.1. About Maryland Family Network (MFN)

Maryland Family Network (MFN) occupies a crucial position within the early childhood education and family support system in Maryland, acting as a significant intermediary and coordinating body for a diverse range of programs and initiatives. The organization is deeply involved in the operational and strategic aspects of several key statewide networks. One of our primary responsibilities is managing the Family Support Center Network, often referred to as Patty Center – Family Support Services, which comprises 18 physical locations across the state [second paragraph of previous response]. These centers serve as vital community hubs, offering a variety of supports and resources to families with young children.

1.2. About the Patty Center- Family Support Services (FSC) Program

Patty Center – Family Support Services (formerly known as Family Support Centers) are community-based programs designed for expectant parents as well as parents and caregivers with children from ages birth to age 5 (four years, eleven months). Patty Centers create a warm, welcoming family centered environment which provides or links families to services. The centers build on the Strengthening Families Protective Factors (https://cssp.org/our-work/project/strengthening-families/) by promoting nurturing and competent parenting, the physical and mental health of parents/caregivers and children, family economic success, and full growth and development of children.

The centers support:
- Parents/Caregivers to meet or exceed their goals related to family life;
- Parents/Caregivers to meet or exceed their goals related to family economic success; and
- Young children to develop fully physically, socially, emotionally, and cognitively, preparing them to enter school ready to learn.

Patty Center - Family Support Services collaborates closely with local communities to empower families and help them thrive. For instance, some existing Centers partner with the local Department of Social Services (DSS) offices in the provision of education and employment services for parents. Some centers work closely with area high schools, functioning as an alternative education or external diploma site. Centers may be part of Judith P. Hoyer Early Learning Hub Partnerships. Programs may connect with Early Head Start, Head Start, or other early childhood settings. Centers may connect with their local

community college for adult education, English language classes, and workforce development services. Centers are expected to link participants to local and available high quality Pre-K environments when available.

2. Project Goals and Objectives

The primary goal of this project is to establish a centralized, user-friendly data dashboard system that provides real-time insights into FSC program performance, client demographics, service utilization, and outcomes. This includes:

- Developing customized dashboards for each of the 18 FSCs.
- Setting us up for success as we onboard new FSCs in future years.
- Creating an aggregated customized dashboard for MFN.
- Providing data access to MSDE and potentially developing a customized MSDE dashboard.
- Improving data-driven decision-making at all levels.
- Enhancing program monitoring and evaluation.
- Increasing accountability and transparency.
- Demonstrating program impact.
- Streamlining reporting processes.
- Potentially revising or replacing the existing Go Engage case management system.

3. Scope of Work

The selected vendor will be responsible for the following tasks:

3.1. Needs Assessment:

- Conduct a thorough needs assessment in collaboration with MFN, FSC representatives, and potentially MSDE (pending their approval) to determine specific data needs, reporting requirements, and dashboard functionalities. This will include identifying key performance indicators (KPIs) and data elements to be tracked.

3.2. Data Source Integration:

- Integrate data from Go Engage and other relevant data sources, such as Excel spreadsheets, surveys, or other databases. Ensure seamless and secure data flow into the dashboard system. If MFN replaces any of these data sources, the vendor would need to integrate data from the new selected systems.
- Develop processes for data cleaning, validation, and quality assurance.

3.3. Dashboard Design and Development:

- Design and develop user-friendly, interactive dashboards with the following features:
  - **Individual FSC Dashboards (18):** Each dashboard should provide access to relevant KPIs, client demographics, service utilization data, and other customized metrics.
  - **MFN Aggregate Dashboard:** These dashboards should aggregate data from all 18 FSCs, providing a program-wide overview and allowing for comparative analysis.
  - **MSDE Access and Optional Dashboard:** MSDE will have access to all data across the system. Proposals should include an option for developing a customized MSDE dashboard, pending their interest and approval.
  - **Customizable Views:** Allow users to customize views, filter data, and generate reports based on specific needs.

- o **Data Visualization:** Utilize clear and effective data visualizations (charts, graphs, tables) to present information in an easily understandable format.
- o **Real-time Data Updates:** The dashboards should be updated with real-time or near real-time data.
- o **Role-Based Access Control:** Implement role-based access to features and data.

3.4. <u>Data Security and Privacy:</u>
- Ensure the dashboard system adheres to all relevant data security and privacy regulations (e.g., HIPAA, FERPA, if applicable). Implement robust security measures to protect sensitive client information.

3.5. <u>Training and Support:</u>
- Provide comprehensive training to FSC staff, MFN staff, and potentially MSDE staff on how to effectively use the dashboards for data analysis, reporting, and decision-making.
- Develop user manuals and training materials.

3.6. <u>System Maintenance and Support:</u>
- Provide ongoing system maintenance, technical support, and troubleshooting for a defined period (specify the proposed period in the proposal). This should include regular system updates, security patches, and bug fixes.

4. Deliverables

The vendor will be expected to deliver the following:
- **Needs Assessment Report:** A detailed report summarizing the findings of the needs assessment, including specific data requirements and dashboard functionalities.
- **System Design Document:** A comprehensive document outlining the technical specifications of the dashboard system, including data architecture, security protocols, and user interface design.
- **Fully Functional Dashboard System:** A fully operational dashboard system with all required features and functionalities for individual FSCs, MFN, and (optionally) MSDE.
- **Training Materials:** User manuals, training guides, and other materials for FSC, MFN, and (potentially) MSDE staff.
- **Training Sessions:** Delivery of comprehensive training sessions to all relevant staff.
- **Maintenance and Support Plan:** A detailed plan for ongoing system maintenance and support.

5. Timeline

This project must be completed by **June 30, 2025**. Proposals should include a detailed timeline demonstrating the vendor's ability to meet this deadline. The timeline should include specific milestones and deliverables.

6. Budget

Proposals should include a detailed budget breakdown, including:
- Personnel costs (hourly rates and estimated hours for each team member)
- Software licenses (if applicable)
- Hardware costs (if applicable)
- Data migration costs (if applicable)
- Training costs
- Maintenance and support costs (for the proposed period)

- Travel expenses (if applicable)
- Any other direct costs
- Indirect costs (overhead)

7. Proposal Submission Requirements

Interested vendors must submit a proposal that includes the following:
- **Cover Letter:** A brief introduction of the vendor and a summary of their qualifications.
- **Company Profile:** Information about the vendor's organization, including its history, size, and relevant experience. Include resumes of key personnel who will be assigned to this project. *Highlight experience with data dashboard development, data integration, and working with non-profit or government organizations, particularly in the social services sector.*
- **Project Understanding:** A clear demonstration of the vendor's understanding of the project goals, objectives, and scope of work.
- **Proposed Methodology:** A detailed description of the vendor's proposed approach to the project, including specific methodologies, technologies, and tools that will be used. *Address the vendor's approach to the Go Engage assessment and potential replacement.*
- **Project Plan and Timeline:** A comprehensive project plan with timelines, milestones, and deliverables, demonstrating the ability to meet the June 30, 2025 deadline.
- **Budget:** A detailed budget breakdown as described in Section 6.
- **References:** Contact information for at least three (3) clients for whom the vendor has performed similar work. *Prioritize references that can speak to the vendor's experience in developing data dashboards for similar organizations or programs.*
- **Sample Dashboards:** If possible, provide examples of previously developed dashboards (screenshots or links to demos) to showcase the vendor's capabilities.
- **Conflict of Interest Statement:** A statement disclosing any potential conflicts of interest.
- **Proof of Insurance:** Verification of adequate liability insurance.

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:
- **Qualifications and Experience (35%):** The vendor's demonstrated experience in data dashboard development, data integration, and working with similar organizations. *Experience with case management systems and the social services sector will be highly valued.*
- **Project Understanding and Methodology (30%):** The clarity and comprehensiveness of the vendor's understanding of the project and the appropriateness and feasibility of their proposed methodology, *including their approach to the Go Engage assessment*.
- **Project Plan and Timeline (15%):** The feasibility and completeness of the project plan and the vendor's ability to meet the project deadline.
- **Budget (10%):** The reasonableness and cost-effectiveness of the proposed budget.
- **References and Sample Dashboards (10%):** The strength of the vendor's references and the quality of any provided sample dashboards.

9. Submission Instructions

Proposals must be submitted electronically in PDF format:
- To mherschenfeld@marylandfamilynetwork.org and yourvoice@marylandfamilynetwork.org
- No later than 5pm ET March 24, 2024. Late submissions will not be considered.

10. Questions and Clarifications

Any questions or requests for clarification regarding this RFP can be submitted in writing to mherschenfeld@marylandfamilynetwork.org.

We will hold an open office hour on Monday March 17 from 12:00 to 1:00 pm ET.
Microsoft Teams Need help?
Join the meeting now
Meeting ID: 282 774 100 560
Passcode: qY7cE3HW

11. Right of Refusal

MFN reserves the right to reject any or all proposals, to waive any informalities or irregularities in the proposals received, and to accept the proposal that is deemed to be in the best interest of MFN. MFN also reserves the right to negotiate with any vendor after the proposals have been submitted.

12. Confidentiality

All information provided in this RFP and any subsequent communications related to this project should be treated as confidential. Vendors shall not disclose any information related to this project to any third party without the prior written consent of MFN.

13. Contract Award

MFN anticipates making a single contract award (subcontracting for added capacity will be considered), after fully considering all proposals submitted.