

# REQUEST FOR PROPOSALS

## ADDENDUM # 1

**ISSUED: 08/15/2013**

RFP NUMBER: CSP904514  
INDEX NUMBER: COS001

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio State Cosmetology Board is requesting proposals for: Partnership to Offer Corrective Action Measures to Violators of Ohio Revised and Administrative Code 4713

Attached are page(s) 3, 4, 8, and 9 to this Request for Proposal (RFP). Remove the corresponding page(s) from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to clarify the Scope of Work and clarify the requirements for the Educational Delivery Presentation Evaluation Summary.

PROPOSAL DUE DATE:  
OPENING LOCATION:

August 23, 2013  
Department of Administrative Services  
General Services Bid Desk  
4200 Surface Road  
Columbus, Ohio 43228-1395

## 1.0 EXECUTIVE SUMMARY

### 1.1 INTRODUCTION

This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of The Ohio State Board of Cosmetology (the Agency), is soliciting competitive sealed proposals (Proposals) for Partnership to Offer Corrective Action Measures to Violators of Ohio Revised and Administrative Code 4713. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP also gives the estimated dates on page one, for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

### 1.2 CONTRACT PERIOD

Once awarded, the term of the Contract will be from the award date through June 30, 2015. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed two (2) years and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

### \*1.3 BACKGROUND

The Board seeks a private or public sector Partner who will provide the logistical support for the delivery of corrective action measures. Corrective action measures are educational programming designed to teach those licensees, or those purporting to be licensees of the Board, or permit holders, and continuing education providers aspects of the law or rules that, after the conclusion of the adjudication process for an administrative agency violation as set forth in Chapter 119 of the Revised Code ("affected persons"), these affected persons have been found to have violated. The Board's staff created content for various aspects of laws and rules that these affected persons have commonly violated. The content of the courses shall include, but not be limited to licensing; infection control; safety, tanning rules and laws, continuing education laws and rules, and Ohio business law as it relates to Independent Contracting and Salon Management.

The Board's private or public sector Partner will provide the ability for The Board to communicate the information and content created by The Board staff to those who have been found in violation of the law. This would include the delivery of course content either through rigorous correspondence courses, in-person training, online educational training, or some combination thereof. The successful Offeror will demonstrate a maximum capacity to educate affected persons with the expectation that the education would fill any educational gaps and would prevent repetition of the violation(s). Thus, developing the information from The Board into a rigorous corrective action educational course is the goal of the partnership.

The proposed changes for The Ohio State Cosmetology Board's Laws and Rules are available at the links below.

<http://www.cos.ohio.gov/rulereview.php>

<http://www.registerofohio.state.oh.us/jsp/publicdisplayrules/listRulesByAgency.jsp?NEXT=0>

### 1.4 SCOPE OF WORK

- A. An Offeror is asked to provide in great detail the manner in which the Offeror will present the content that The Board will develop. The content from The Board shall be in four separate categories; infection control and safety, licensing and legal, record keeping, and tanning permits. The Offeror shall provide corrective action courses in the four categories directed to the following groups of persons:
1. Cosmetology Salons, Managing Cosmetologists, Cosmetologists, and Independent Contractors.
  2. Esthetic Salons, Managing Estheticians, Estheticians, and Independent Contractors.
  3. Manicuring Salons, Managing Manicurists, Manicurists, and Independent Contractors
  4. Hair Designing Salons, Managing Hair Designers, Hair Designers, and Independent Contractors.
  5. Natural Hair Design Salons, Managing Natural Hair Designers, Natural Hair Designer, and Independent Contractors.
  6. Tanning Facility Permit Holders, and Certified Operators of sunlamp equipment.
  7. Schools of Cosmetology, and Instructors in Schools of Cosmetology
  8. Continuing Education Providers
- B. In addition, the Offeror will also assure the following measures are taken for the integrity of the program:
1. Biometrics or some similar manner of assuring that the person who has violated the law, the affected person, is the person who is actually taking the coursework. An identifier to make certain that only the affected person is actually taking the corrective action course.

\*Indicates addition of website links for access to proposed Laws and Rules.

2. A grading system to measure the knowledge learned by the affected person taking the course.
3. The ability to relay the grading scores of the affected person to The Board.
4. The ability to reassign an affected person, who has a grading score of less than seventy-five percent (75%) to a repeat course containing similar subject matter.
5. A tracking mechanism to measure the percentage of the affected persons passing the course upon taking it for the first time, for the second time, etc., to help The Board determine the effectiveness of the material and the manner in which it is being delivered to the applicable persons.
6. The ability to provide designated segments of the content of the courses on The Board's website or other instructional purposes to educate persons working in the cosmetology profession and or members of the general public to prevent future violations. The segments may be in electronic or print format.
7. Customer service assistance in the scheduling and handling of details for each corrective action course, as well as proof that the affected person has been contacted by telephone, electronic mail, United States Mail, or in person to schedule the course and accommodate the affected person's schedule.
8. A verification and tracking mechanism of the customer service and scheduling system. This mechanism will provide The Board and the Offeror the ability to make sure that those affected persons assigned to take the coursework are actually scheduled for the course.
9. The Offeror will charge the licensee directly for the program and will be responsible for collection of the appropriate fee. The fee will be developed based upon the criteria described in the section of this RFP titled "PRICING OF PROGRAM."
10. Programs will be presented in the English language either verbally or in writing. Information in programs may be presented in person, on printed materials, video, film, digital, power point or any other understandable format.
11. Course Materials, including work material or study guide for each person taking the course.
12. All coursework shall be presented in a format consistent with four hours of corrective action programming either through in-person classes, printed materials, video, film, digital, power point, or any other understandable format.
13. The ability to provide corrective action courses to licensees throughout the state of Ohio.
14. All Proposals are a matter of public record and subject to the public records laws of the State of Ohio. Any proprietary information shall be clearly marked by "**BOLD QUOTATION MARKED PROSE**" so that it could be struck out in the event of a public records request.
15. All laws and rules of the State Board shall be followed in the application of the coursework.
16. \*Offerors will provide the estimated time needed to develop all courses and implement the program.

C. PRICING OF PROGRAM:

This is a no-cost contract for the State of Ohio. The contractor is responsible for collecting course fees from licensees for corrective action courses.

No corrective action program course shall cost an affected person any more than the amount legally allowed per instance of violation under Section 4713.64 of the Ohio Revised Code that allows the Board to levy a fine in an amount not to exceed \$500.00 per violation or a corrective action course in lieu of a fine. No corrective action measure shall exceed the maximum sanction allowed by law. An individual failing the course and taking it for a second time shall pay one fourth of the original charge and that amount shall decrease by half for each subsequent time the individual needs to retake the course. Each individual course must be priced out individually for each course type offered. Failure to comply with this provision will be considered as a default and will be subject to Termination or Suspension of the contract.

D. COURSE DESCRIPTIONS:

The Board is interested in the possibility of presenting the classes in different ways, as the Board is looking to find an Offeror who provides a creative means of reaching the licensees and maintain course costs under the cost of \$500. The method of course presentation can be instructor led, in-class, by video or film or internet digital content, by skype hook-up, catalogue, and/or by a combination of all of these or by another means not listed here. The Board would be open to seeing pricing variations, for example lecturer and lecturer with produced video, in other words a "blended learning" atmosphere is acceptable.

\*Offerors providing courses in multiple sections (a four hour course provided in four separate one hour sections) will provide an achievement test at the end of each section. Offerors providing a four hour course in four continuous hours will provide an achievement test at the end of the four hour course.

1. **License and Legal** – 4 hours will include ---Laws & Rules pertaining to licensing of salons & Independent Contracting. Involving All Salons, All licensees/ Cosmetologists, Estheticians, Manicurists, Natural Hair Stylists, Hair Designer, All Managers from each of the above branches & Independent Contractors.
2. **Disinfection & Infection Control Cosmetology**—4 hours will include—Laws & Rules pertaining to Salon operations, Proper instruction on Sanitation, Disinfection & Infection Control. Involving Cosmetology Salons, Managing Cosmetologist, Cosmetologists & Independent Contractors.

**TABLE 3 – EDUCATIONAL DELIVERY PRESENTATION EVALUATION SUMMARY**

Criterion	Weight	Rating (0=Does not Meet to 9=Strong)	Extended Score
<u>Mechanism of Content</u> ; technically accurate, useful tools, well-organized, logical, interesting presentation, holds attention of viewers, easy to use and well-organized materials for course attendees, sufficient time for presentation of educational material and questions from attendees, materials given to attendees are affective, accurate, interesting and easy to use, course presented within the hour time limit, starting and ending no more than five minutes later or earlier than the presentation.	12		
<u>Instructor characteristics</u> ; effectively taught, treated participants with respect, patience, encouraged student input, involvement of students interactively, confident, no distracting mannerisms, pronounced words clearly and with adequate volume, held the interest of the participants.	8		
Scheduling, Identification Protection and Licensee Verification.; offerors shall be able to prove an ability to effectively schedule and to work with The Board during the process of scheduling, able to prove the ability to shield confidential material, such as social security numbers, and protect it from disclosure, ability to verify that the licensee charged with the violation of The Board’s laws or rules is the individual who takes the course.	3		
Interview, Question and Answer Session	3		

Total Presentation Score: \_\_\_\_\_

\*Educational Delivery Presentation for up to three highest scoring Offerors after the Technical and Cost scores are determined. Ranking may change as a result of the Educational Delivery Presentation and interview.

Criteria	Maximum Points
Presentation/Interview	234

Educational Delivery Presentation. The time of the presentation will be given to Offerors invited to make a presentation. An Offeror will be responsible for any costs of transportation or other expenses related to the presentation. If using any technical or media equipment as part of the presentation, the Offeror will need to bring that equipment to the Board. The Offeror will have one hour in which to present portions of a previously completed educational project, to discuss the Offeror’s ideas for the presentation of the Cosmetology-related educational material, to describe the Offeror’s means of providing security, and how the Offeror envisions working with the Board on these courses. The Offeror will present the portions of a previously completed educational project as if the audience were students or Board licensees with violations. The audience will consist of Evaluation Committee members, Content experts from The Ohio State Board of Cosmetology staff, and DAS staff. After the hour presentation, the audience will ask questions. The Offeror should not use this time to advertise the merits of the company or the instructors, but should provide past project(s) as an example of the skills and talents of the Offeror, and then should focus on explaining how the Offeror would meet the Board’s needs. The presentation(s) will be scored in accordance with the evaluation criteria shown in Table 3.

\*A. A standardized evaluation form used to evaluate the Educational Delivery Presentation will be provided a week prior to the presentation to those Offerors who are invited to present the sample modules and participate in the Interview. It will include the following categories:

1. Content knowledge, including use of examples, explanation of technical terms;
2. Offeror characteristics, including the ability to present difficult technical knowledge to a lay audience, to actively involve students in the learning process;
3. Effective use of time;
4. Course materials, including student materials and audio-visual aids;
5. Interview Q & A Session.

\*Indicates clarification to Educational Delivery Presentation. Change “instructor” to “Offeror.”

\*B. Guidelines; Offerors may select the module to teach

1. The length of the module presentation will be one hour, including approximately five minutes for the Offeror to introduce himself/herself and his/her company;
2. The module should include;
  - a) Mechanism of Content Delivery;
  - b) Appropriate audio visual, props, or other related equipment;
  - c) Sample materials to support the Educational Delivery Presentation;
  - d) "Hands-on" application or exercise, if applicable;
3. The module will be followed by a 30-minute question-and-answer session with the Evaluation Committee and Subject Matter Experts, covering subject content and instructional techniques;
4. Vendors must submit one entire sample student manual that was designed for the same or similar course, which could be customized if the vendor is awarded the Contract;
5. Vendors are responsible for travel and lodging costs when presenting an Educational Delivery Presentation during the preview.

\*C. Procedures for presenting sample Educational Delivery Presentation; DAS will contact vendors approximately one week prior to the preview date to schedule the preview.

Offerors are required to provide all equipment needed for their presentation.

The evaluation and scoring for any interviews, presentations, demonstrations or discussions will be scored on the weighted criteria, and a recommended award will be determined solely on the presentation, demonstration and interview scores of the highest one to three Offerors determined to be most qualified by the technical and cost scores. The Educational Delivery Presentation, Demonstration, and Interview are critical to the award of this Contract as it will reflect the best Offerors for the courses, as required.

2.5 **COST PROPOSAL POINTS** DAS will use the information Offeror gives on the Cost Summary Form to calculate Cost Proposal Points. DAS will calculate the Offeror's Cost Proposal points after the Offeror's total technical points are determined, using the following method:

Cost points = (lowest Offeror's cost/Offeror's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. The value is provided in the Scoring Breakdown table. "Cost" = Total Not to Exceed Cost identified in the Cost Summary section of Offeror's Proposal. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Offeror X has proposed a cost of \$100.00. Offeror Y has proposed a cost of \$110.00 and Offeror Z has proposed a cost of \$120.00. Offeror X, having the lowest cost, would get the maximum 60 cost points. Offeror Y's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$110.00 (Offeror Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Offeror Z's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$120.00 (Offeror Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: \_\_\_\_\_

2.6 **FINAL STAGES OF EVALUATION** The Offeror with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: \_\_\_\_\_ + Cost Score: \_\_\_\_\_ + Presentation Score: \_\_\_\_\_ = Total Score: \_\_\_\_\_

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

2.7 **REJECTION OF PROPOSALS** DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.

\*Indicates clarification to Educational Delivery Presentation. Change "instructor" to "Offeror."