

360° Evaluation Tool Statement of Work

Glossary of Terms

MEDC: Michigan Economic Development Corporation. We are a quasi-state government agency comprised of corporate employees and civil servants.

LOD: Learning & Organizational Development Department. The team charged with designing and implementing leadership development programs at the MEDC.

Performance Management: References to performance management or performance systems refer to our official employee performance management program. We currently use NEOGOV, the State of Michigan's tool, for our program. We will not be using 360° evaluations for this program.

Development: Development refers to any and all MEDC talent development programs. Development may focus on in position skill improvement, performance improvement, or development for future positions.

Purpose/Problem Statement

The MEDC is seeking to acquire a 360° evaluation tool to guide executive leadership development. Currently, the MEDC does not have a tool with sufficient analytical capability or feedback components to support leadership development.

Background:

The MEDC has recently created a set of leadership competencies in alignment with our company values. We are now in the process of designing leadership development programs to ensure leaders at all levels in the organization are capable of successfully leading our teams into the future. There are four leadership development programs; Emerging Leaders, First Time/Front Line Leaders, Mid-Level Managers, and Executive Leadership. We are now working on identifying assessment tools appropriate to each program. These assessment tools will be used to provide individualized development recommendation to leaders based on their unique competency gaps. We have elected to use a 360° tool for our Executive Leadership Program due to their broad scope of influence and accountability.

Each year, the executive team will complete the 360° evaluation. An executive coach will work with the executive to interpret the results and identify competencies for development. LOD will review the aggregate data and work with the executive coach to prioritize competency gaps for development in the new year. LOD will design the annual executive development program around these gaps.

Objectives:

The goals and objectives of this project include:

- Publish a Request for Quotes seeking vendors for 360° evaluations.
- Vet vendors based on identified criterion.
- Purchase a 360° evaluation tool.

- Customize the 360° evaluation tool to the MEDC leadership competencies, selected role attributes, and career development/planning processes.
- Work with IT to integrate the tool into our business applications portfolio (including single sign on, possible integration with Qualtrics, etc.) **NOTE:** This tool cannot be integrated with our people management system, so the vendor will need to work with our IT team to develop an automated approach for populating users and managing staffing changes.
- Conduct user acceptance testing of the tool to ensure it meets internal client expectations.
- Train LOD staff and the third-party executive coach to use the tool, run reports, interpret recommendations, etc.
- Create administrative and end-user training materials to simplify use of the tool.

Deliverables:

Expected deliverables include:

- 360° tool setup for single sign-on and automated user entry
- Customized executive 360° tool, which meets the specified criteria
- Staff and coach training
- Administrative and end user training materials (job aids, videos, or self-paced learning)

Administration:

MEDC will assemble an internal team to support the implementation of the 360° evaluation tool. This team will be comprised of the employees listed below. If additional support is recommended by the vendor, MEDC will add team members.

Project Leader & System Administrator

Laura McGuire, Director of Learning & Organizational Development

Phone: 517-643-2899

Email: mcguirel@michigan.org

System Administrator

Marie Wilson, Learning & Development Program Manager

Phone: 517-648-5212

Email: wilsonm11@michigan.org

IT Support

Mike Lothschutz, Director of Infrastructure Services

Phone: 517-977-5151

Email: lothschutzm@michigan.org

Customer Experience Support

Kaitlyn Ahlers

Director, Customer Experience

Phone: 517-388-6543

Email: ahlersk@michigan.org

Timeline:

The RFQ will be published in mid-January 2025. The purchase process should be concluded by March 28th. The system should be fully designed and ready for launch by August 29th.

360° Evaluation Tool Selection Criteria

- Focus on Development NOT Performance
- Strong analytics; dashboards, trend report, progress tracking, radar charts, bell curve, dept. metrics, exports
- Coaching Guide; narrative report for leaders with development recommendations based on their individual evaluation results
- Data encryptions, safety measures
- Customize to our MEDC leadership competencies and role-based attributes, which are currently under development
- Anonymity
- Questions library, templates, etc.
- Integration with other data or people systems
- Integration capability with other survey tools; Ex. stay interviews, exit interviews
- Development planners; action plans for development
- Autopilot; can we set it up to run automatically with full workflow
- Customer Service capability; service agreements