

ACT-IAC Academy 2015 Course Catalog

ABOUT THE ACADEMY

The ACT-IAC Academy is one component of the professional development offerings for federal government employees and the private sector. The Academy strives to create a unique learning environment for professionals serving and working for the federal IT marketplace. The Academy distinguishes itself through its emphasis on the collaboration, experiential learning, and sharing of real world examples among government and industry to complement the key course takeaways. Case studies/exercises will stimulate discussion among the attendees and promote the seamless transfer of learning from the classroom to the work environment. ACT-IAC has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET), as such course participants may be eligible for CEU credits.

Course Catalog for 2015 ACT-IAC Academy - Scheduled Courses

Note: the following courses have been developed by ACT-IAC member professionals or our education partners, FAC Academy and CC Pace.

ACQUISITION RELATED EDUCATION CLASSES

1. **Academy ACQ 101 \$349, 1 (day), Obtain a Working Knowledge of the FAR, for non-acquisition IT Professionals, 5/19/2015 (0.8 CEU credit)**

Synopsis: If putting a 1500 page FAR under your pillow hoping for brain penetration through the night isn't working and you need a basic understanding of the FAR, this course is for you. The course provides a quick overview of the FAR to help you understand how to find things and a review of the main topic areas and how they can impact your organization. Armed with this information, you'll know when you need to refer to the FAR to get extra guidance. This is not material to have a thorough understanding of the Federal Acquisition Regulations. This course would provide attendees enough knowledge to intelligently talk to Contract Officials and understand the key points in acquisition. It is focused on those people dealing with technology procurements.

Expected outcomes: 1. Attendees would understand the key acquisition issues of the FAR. 2. Learn how to articulate to others those key points. 3. be able to read an RFP or a proposal response to an RFP.

By the end of the course, the learner will be able to articulate: Contracting environment, competition requirements, contract types, contracting methods, award criteria, protests, payment and financing, intellectual property, fraud and ethical considerations, government property, acceptance, termination.

Instructor: Kristine Kassekert works for DELL Federal Services. Previously she was an attorney on the procurement team in the Procurement, Fiscal & Information Law Branch of the General Law Division in the Office of the General Counsel at the U.S. Department of Health and Human Services in Washington, D.C. She is an Adjunct Professor at The Graduate School USA (formerly USDA), and a Professorial Lecturer in Law at The George Washington University Law School, where she was recently presented with an Award for Dedication in Teaching. She has also served as an Adjunct Professor at Strayer University's Arlington, VA campus teaching business law and government contract administration courses, where she received the Provost's Circle Award for exceptional commitment to excellence in instruction.

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Ms. Kassekert holds a Masters in Laws (LL.M.) in Government Procurement from The George Washington University Law School. She earned her J.D. with high honors at The George Washington University Law School, and is a member of the Order of the Coif. She is a Certified Federal Contracts Manager (CFCM) and a Certified Commercial Contracts Manager (CCCM) through NCMA.

2. Academy SBA-101 \$349, 1 (day), Understanding the Federal Technology Budget Process, 10/6/2015 (0.8 CEU credit)

Synopsis: Companies and agencies concerned with implementing new ideas/processes have to contend with the federal budget cycle. How do agencies receive funds for new ideas? How do new technologies/services become integrated into the government budget cycle? How can companies introduce new innovations to government? How do agencies embrace new technologies before they are old? This course will provide an overview of the federal budget technology buying cycle, the issues involved in acquisition, what barriers do government and industry face and why it sometimes takes so long to obtain/issue a contract. This expanded one-day session will focus in the morning on the industry issues and in the afternoon on the government issues with regard to the budget process.

Expected outcomes: 1. Learn a basic understanding of the federal technology budget cycle. 2. An understanding of how to overcome the long budget cycles. 3. Lessons in explaining to management the cycle and why it is so difficult to forecast contract closure. 4. Examples of government acquisitions that were “streamlined” to occur quickly.

3. Academy SBA-104 \$349, 1 (day), SBA 104 GSA Schedules Compliance, Requirements, Costing Analysis and Utilization, 6/9/2105 (0.8 CEU credit)

Synopsis: Contrary to a current myth, a GSA Schedule contract is not required by law or regulation to obtain a government contract, but it is an excellent sales tool to obtain government business by means of task or delivery orders. For a government purchaser a GSA Schedule is a simplified process of acquiring commonly used commercial supplies and services. For industry obtaining a schedule contract is neither simple nor easy, and subjects the commercial contractor to numerous laws and regulations not encountered in the commercial world difficult to understand why. The course will describe the pre-award requirements to obtain a schedule, and the continuing post-award obligations.

The second half of the interactive course that will go through examples of lifecycles of a task orders awarded under a GSA Schedule. It is intended to allow government employees who purchase from the schedules and vendors who sell through the schedules to understand the unique characteristics of schedule awards and be able to improve contract administration. Specifically, the course will address: task order competition requirements, small business set-asides, clarifications and discussions in task order competitions, what documentation should be kept in the contract file at contract award, the impact of pricing adjustments, task order terminations for convenience and cause, and the role of GSA in administering task order awards.

Expected outcomes: 1. an understanding of the continuing requirements of maintaining a GSA Schedule. 2. Why would an agency utilize a Schedule for acquisition versus other contract vehicles? 3. How to maximize schedule competition and assure a “best price”.

Instructor: Thomas M. Petruska, MBA President / Senior Contracts Professional, Contracts Unlimited Inc.

Company founder, Tom Petruska has over 33 years of outstanding accomplishments with Government contracts and subcontracts, and commercial contracts, including preparing proposals; cost and price proposals; negotiation, formation, and administration of contracts and subcontracts; contract close-out and Government regulatory compliance; preparation of certified claims and termination settlement proposals; work closely with vendors on subcontracts, and commercial customers. He possesses an in-depth knowledge of GSA Schedules Program and compliance, Federal Acquisition Regulations (FAR), Cost Accounting Standards (CAS), and Uniform Commercial

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Code (UCC). Tom is also experienced in preparing capital, revenue, and operating budgets; cash flow forecasts; indirect rates and labor rates. He has an excellent record of maintaining strong relationships with Contracting Officers, DCAA auditors, and DCMAO analysts. In 2013 Mr. Petruska participated in a case and was recognized by the Circuit Court of Fairfax County, Virginia, as an expert witness in the field of Contract Negotiation.

- Villanova University, BA, 1968.
- George Mason University, MBA (Finance), 1979.
- National Contract Managers Association - Tysons Corner Chapter: President - 1996-1997; National Director 1997-1998.
- American Bar Association

4. Academy SBA-103 \$349, 1 (day), Federal – Industry Technology Partnership: Dispelling the Myths – a communications primer for government and industry, 6/16/2015 (0.8 CEU credit)

Synopsis: The U.S. Federal government was the earliest adopter of computer technology. Since that time the feds have been the Fortune 1 in buying and using technology. How does the federal government partner with technology companies? How do the feds find out about new technologies? How are innovative technologies adopted by the feds? What motivates federal technology personnel to speak to companies? What rules dictate conversations between industry and government? This course describes the communications process between government and industry and dispels some of the myths that people erroneously believe about the process. Finally an explanation of examples of the partnership working and examples where there has been a breakdown between government and industry resulting in failed projects.

Expected outcomes: 1. Understand how feds acquire innovative technologies; 2. Learn how companies and government partner and communicate; 3. Learn the government and industry challenges and the steps you can take to overcome them; 4. Learn arguments you can make to dispel the myths surrounding IT contracting. 5. Understand the pitfall of government and industry communications and how to avoid them.

Instructor: : Dr. Mary Ann Wangemann has spent the majority of her career serving as an executive managing federal programs valued up to \$8B and as a Fellow providing thought leadership at EDS. As a fellow, she focused on critical focus accounts, strategic sales, innovation, thought leadership and intellectual property development. Prior to that, she has ran every aspect of business in positions including account manager, proposal manager, program manager, consultant, business manager, project team leader, contract administrator, operations manager, leadership mentor, marketing and sales support.

She has also had the opportunity to work at Management Concepts as a Program Director for a project management line of products and services to help government employees achieved federal certification.

She currently serves as the Statewide Director for the Procurement and Contracts program at UVA and runs her own consulting practice.

She has also held numerous professor positions at the undergraduate, graduate, and doctoral levels. She has written 14 books on federal government contracting and program management. She is a graduate of the ACT-IAC Partners Class of 2014.



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NOTE: These training programs are designed for participants from both Government and Industry. Since FAC-P/PM certification is granted at the agency level, only Federal employees can earn official FAC-P/PM certification.

SENIOR-LEVEL FAC-P/PM COURSES

Who should attend: This FAI-verified Senior-level FAC-P/PM program is intended for Federal acquisition professionals with at least **4 years of program or project management experience within the last 10 years**. The curriculum teaches participants the knowledge and skills to manage and evaluate moderate to high-risk Federal programs or projects that require significant acquisition investment and agency collaboration.

5. **Academy FAC PPM-302 Advanced Acquisition Management 3 (days), OCT. 14-16, 2015, Non-Gov/Non-IAC member \$1,445, Gov/ACT-IAC Member \$1,295**

Synopsis: This FAI-verified, Senior-level FAC-P/PM course teaches Federal program and project managers from both Government and Industry how to lead their teams through all aspects of the Federal contracting life cycle, from Acquisition planning, to Cost and price analysis, to Solicitation and source selection, and all phases of Contract administration. This course has been verified by FAI for alignment with the OFPP-mandated FAC-P/PM “Contracting” competency, and also earns students 24 CLPs and 24 PMI® PDUs.

LEADERSHIP EDUCATION CLASSES

6. **Academy BP-103 \$349, 1 (day), Federal Technology Customer Relationship Management (subtitled: Everyone is a customer!), 6/2/2015 AND 10/13/2015 (0.8 CEU credit)**

Synopsis: While ACT-IAC strives to forge strong government-industry partnerships, Harvard Business Review describes how customer service is at an all-time low in the United States. How can industry contractors provide better customer service to their government partners? How can government employees provide better service to their constituents and other federal customers? This course will describe the role of customer service; discuss customer turnoffs and how to reduce them; provide ways to deal with dissatisfied customers; discuss methods to exceed customer expectations and win customer loyalty; cover techniques for phone, web, and written customer communications; and describe how to create an environment of good customer service. With examples and exercises to illustrate the good and the bad of customer service, attendees will leave with the knowledge of improving their work environment for themselves and the people they deal with.

Expected outcomes: By the end of the course, the learner will be able to:

- Describe the role of customer service and the power they have to influence it
- Discuss customer turnoffs and how to avoid them
- Demonstrate ways to deal with dissatisfied customers
- Challenge him or herself to exceed customer expectations
- Assess and improve telephone, web-based, and written communication experiences with the customer
- Determine ways to improve his or her own customer service organization

Instructor(s): Course Facilitators: Doug Black, Ambit Group Douglas Black has spent his 16 year career developing and executing customer relationship improvement initiatives for public and private sector clients. Currently a Managing Director at the Ambit Group, he works with government clients to strategize, execute, and measure the



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results of customer relationship improvement efforts using data analytics, strategic communications, facilitation, focus groups, surveys, IT, social media, and project management tools and methodologies.

He is an ACT-IAC Fellow, member of the Voyagers Class of 2012. He is also a member of the PMI Washington DC chapter and the Mid Atlantic Facilitators Network.



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SENIOR-LEVEL FAC-P/PM COURSES

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7. Academy PPM-301 \$1,525 4(days), Advanced Program / Project Management, September 15-18, 2015

Synopsis: This FAI-verified, Senior-level FAC-P/PM course teaches Federal program and project managers from both Government and Industry how to lead their teams as they: Develop detailed requirements; Coordinate complex projects and schedules through Systems Engineering; Test and ensure product or service quality; and Manage life cycle cost and logistics. This course has been verified by FAI for alignment with 4 of 7 OFPP-mandated FAC-P/PM competencies, and also earns students 32 CLPs and 32 PMI® PDUs.

8. Academy FAC PPM-303: Advanced EVM & Cost Estimating 3(days), , May 13-15, 2015 OR November 18-20, 2015 Non-Gov/Non-IAC member \$1,445, Gov/ACT-IAC Member \$1,295

Synopsis: This FAI-verified, Senior-level FAC-P/PM course teaches Federal program and project managers from both Government and Industry how to lead their teams to: Properly analyze and estimate cost; Implement budget execution policies; Measure performance by monitoring and interpreting EVM data. This course has been verified by FAI for alignment with the OFPP-mandated FAC-P/PM "Business, Cost Estimating, and Financial Management" competency, and also earns students 24 CLPs and 24 PMI® PDUs.

9. Academy FAC PPM-304 ADVANCE LEADERSHIP, 2(days), , June 11-12, 2015 OR December 14-15, 2015, Non-Gov/Non-IAC member \$895, Gov/ACT-IAC Member \$805

Synopsis: This FAI-verified, Senior-level FAC-P/PM course provides a framework for Federal program and project managers from both Government and Industry to respond to the challenges facing them by examining the critical topics of Strategic thinking, External awareness, Entrepreneurship, and Vision. This course has been verified by FAI for alignment with the OFPP-mandated FAC-P/PM "Leadership / Professional" competency, and also earns students 16 CLPs and 16 PMI® PDUs.

BEST PRACTICES EDUCATION CLASSES

10. Academy BP-105 \$349, 1 (day), Big Data and Data Information Sharing Across Federal Agencies, 6/17/2015 (0.8 CEU credit)

Synopsis: The government is reluctant to share the data/information frequently kept in silos and often not shared among other entities due to its proprietary, non-portable format or the inability to import/export. The 21st century network models actively encourages the sharing of information across the boundaries. Today, the mission of government requires a whole-of-government approach to address its challenges, enable better decision making, to drive efficiencies and the like. Long gone are the days for stove-piped challenges resorting to stove-piped solutions. With this newly revived information sharing efforts, and an underlying growth of the broader collaboration and sharing economy, how should the Federal government support and enable it with heightened privacy and security requirements? This course will provide a holistic approach that goes beyond just the technology and will bring to life those considerations and building blocks to help build an information sharing framework across Govt., public and private sectors.

Expected outcomes:

- Understand the current political drivers and catalysts around the push for information sharing
- Understand the broader considerations around information sharing
- Understand the building blocks of an information sharing framework
- Understand the political/agency issues with sharing information
- Understand the difference between sharing information and releasing data
- Understand the need to build a culture of trust
- Understand how to overcome the complications of policies and procedures
- Learn how to promote a culture of information sharing within your organization
- Case studies of information sharing programs in government and the public sector

Instructor: Jonathan Addelston, Mr. Addelston owns and operates UpStart Systems, LLC which provides systems and software engineering consulting services, primarily to Federal Government clients. The focus is on Enterprise Architecture and Federal information sharing and safeguarding, and trusted advisory services, including process improvement and Independent Verification and Validation (IV&V).

He was the lead architect for the National Maritime Domain Awareness Enterprise Architecture of the Architecture Management Hub led by the U.S. Department of Navy Chief Information Officer (DON CIO). He was the IV&V Team Lead at the DoD Defense Business Transformation that is developing an extensive Business Enterprise Architecture (BEA) from June 2004 to April 2009 in the new DoD Business Transformation Agency and Program Manager for the BEA IV&V for the current DoD Office of the Deputy Chief Management Officer (ODCMO) from October 2012 through September 2013. He is current a senior enterprise architect on the BEA program, as a subcontractor.

He was the CTO at BDM International (1995-96), the Vice President for Software Engineering at PRC, Inc. (1989-95), and a founding Vice President at the Software Productivity Consortium (1986-89).



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Mr. Addeleston is an active leader in the (ACT-IAC). He is the Chief Technology Officer (CTO) for the Collaboration and Transformation (C&T) Shared Interest Group (SIG), the Industry Co-Chair for the Information Sharing Committee, and the ACT-IAC representative to the Standards Coordinating Council co-chaired by the Program Manager for the Information Sharing Environment, under the Director, National Intelligence. He is also a key advisor to the ACT-IAC IV&V Committee.

He is also the co-founder, Program Chair, and key sponsor for the DC Software Process Improvement Network (DC SPIN) which was started in 1992. This SPIN is co-sponsoring the Software Engineering Working Group (SEPG) North America Workshop with the CMMI Institute in 2014.

11. Academy SBA-102 \$595, 2 (day), Technology Proposal Writing, Capture & Development Management and Source Selection, (1.6 CEU credit)

Synopsis: As an emerging business in the federal market how do you respond to the bid requests of the federal agencies? What are the various bids that need to have a response? When is too much information not applicable? This course will provide the basic tools in order for an individual to read a government requirement document, decide if the requirement is one for you to respond to, organize a response, and evaluate the necessary requirements to put together a winning proposal.

Expected outcomes: Basic understanding of the bid process, understanding of the different acquisition vehicles that require a response, understanding the key issues in putting together a bid response, understanding the key issues in a winning proposal.

Instructor: Carole Stoebe, As the founder of Red Team Consulting, Ms. Stoebe serves as Red Team's President and Executive Consultant. During her 17-year federal contracting career, she has become one of the most successful capture/proposal professionals in the industry, with involvement in over \$65 billion in contract wins. She has provided direct leadership and strategy development on programs that have resulted in more than \$7 billion in profitable revenue, and has successfully managed some of the information technology industry's highest profile contracts. Over the course of her career, she has maintained a win rate of nearly 90%.

Ms. Stoebe developed Red Team's Proposal Development Methodology, which strives to clearly tailor proposal responses to specific RFP instructions and evaluation factors. Ms. Stoebe conducts training and seminars on these and other federal procurement related topics, and has been featured as a panelist numerous times for ACT/IAC events relating to government contracting.

Ms. Stoebe graduated Magna Cum Laude from James Madison University with a B.A. in Political Science. She received a Certification of Appreciation from the US Army for program management leadership, was the recipient of a "Women of Excellence" honor from the National Association of Professional & Executive Women, and is an active member of ACT/IAC.

PROJECT MANAGEMENT EDUCATION CLASSES

Project Management Courses offered in conjunction with partner:



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SENIOR-LEVEL FAC-P/PM COURSES

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12. Academy PPM-410 \$1,745 5(days) FAC-P/PM-IT MODULAR PROGRAM & ACQUISITION MANAGEMENT, August 3-7, 2015 OR December 7-11, 2015

This **FAI-verified FAC-P/PM-IT** course addresses the 18 “General” FAC-P/PM-IT Core-Plus Competencies defined by the Federal Acquisition Institute (FAI) as required for certification of project managers of Information Technology projects. Its focus on the current challenges facing today’s Federal IT program and project managers makes it the perfect course for Mid- and Senior-level FAC-P/PMs who need continuous learning CLP credit, and/or who want to earn their FAC-P/PM-IT certifications. **Prerequisites:** The broad scale of FAC-P/PM-IT competency areas and advanced Federal IT PM concepts examined throughout this course requires that students already have earned their Mid- or Senior-level “Core” FAC-P/PM certifications before attending this course.

This advanced course gives **Federal PMs working on IT programs** the foundational tools to handle the unique challenges they face when managing and supervising the following processes in Federal IT programs and projects: Acquisition Strategy, Business Process Reengineering, Capital Planning and Investment Assessment, Change Management, Compliance, Contracting/Procurement, Cost/Benefit Analysis, Financial Analysis, Financial Management, Product Evaluation, Project Management, Quality Assurance, Requirements Analysis, Risk Management, Stakeholder Management, Systems Engineering, Systems Life Cycle, and Systems Test and Evaluation. A comprehensive business case, built from an actual Federal IT program, forms the basis for various exercises which allow the students to practice the skills that they are developing throughout the course. An assessment tool is provided to assist students in tracking and determining their achievement of attaining the new performance outcomes defined by FAI for IT Project Management certification. Finally, students make presentations describing the actions they intend to take when they return to work to implement the lessons they learned during the class.

FAC-P/PM-IT Competencies & Performance Outcomes Addressed By This Course

#1 Acquisition Strategy: Apply principles and methods for developing an integrated acquisition management plan that describes the business, technical, and support strategies, including the relationship between the acquisition phases, work efforts, and key program events (for example, decision points, contract awards, test activities).

#2 Business Process Reengineering: Implement methods, metrics, tools, and techniques of Business Process Reengineering.

#3. Capital Planning and Investment Assessment: Demonstrate the principles and methods of capital investment analysis or business case analysis, including return on investment analysis.

#4 (Org) Change Management: Employ change management principles strategies, and techniques required for effectively planning, implementing, and evaluating change in the organization.

#5. Compliance: Access, evaluate, and monitor programs or projects for compliance with Federal laws, regulations, and guidance.

#6 Contracting / Procurement: Distinguish among the various types of contracts, techniques for contracting, and participate in contract negotiation and administration.

#7 Cost/Benefit Analysis: Apply the principles and methods of cost-benefit analysis, including the time value of money, present value concepts, and quantifying tangible and intangible benefits.



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#8 Financial Analysis: Comprehend the principles, methods, and techniques of financial analysis, forecasting, and modeling to interpret quantitative and qualitative data; includes data modeling, earned value management, and evaluating key financial indicators, trends, and historical data.

#9. Financial Management: Prepare, justify, and administer the budget for program areas; plan, administer, and monitor expenditures to ensure cost-effective support of programs and policies; assess the financial condition of an organization.

#10 Product Evaluation: Distinguish methods for researching and analyzing external products to determine their potential for meeting organizational standards and business needs.

#11 Project Management: Operationalize the principles, methods, or tools for developing, scheduling, coordinating, and managing projects and resources, including monitoring and inspecting costs, work, and contractor performance.

#12 Quality Assurance: Comprehend the principles, methods, and tools of quality assurance and quality control used to ensure a product fulfills functional requirements and standards.

#13 Requirements Analysis: Identify, analyze, specify, design, and manage functional and infrastructure requirements; includes translating functional requirements into technical requirements used for logical design or presenting alternative technologies or approaches.

#14 Risk Management: Demonstrate methods and tools used for risk assessment and mitigation, including assessment of failures and their consequences.

#15 Stakeholder Management: Identify, engage, influence, and monitor relationships with individuals and groups connected to a work effort; including those actively involved, those who exert influence over the process and its results, and those who have a vested interest in the outcome (positive or negative).

#16 Systems Engineering: Integrate multiple technical disciplines as part of a structured development process throughout a system's life cycle.

#17 Systems Life Cycle: Illustrate systems life cycle management concepts used to plan, develop, implement, operate, and maintain information systems.

#18 Test and Evaluation: Apply principles, methods, and tools for analyzing and developing systems testing and evaluation procedures of the technical characteristics of IT systems, including identifying critical operational issues.

(See <https://actiac.org/academy-course-list> for the upcoming courses, prices, registration and further details)

Note: all classes, dates, times, location are subject to change. All classes have a limit on number of students. Be sure to contact Academy Director to reserve course and date. All classes, unless otherwise noted, will be held in the IAC facility at 3040 Williams Drive, Suite 500, Fairfax, VA.

Contact Jim Beaupre at jbeaupre@actgov.org or (703) 208-4800 ext. 112 for additional information.