

11.11 ATTACHMENT 11 – KEY STAFF REFERENCE FORM

Instructions:

For each Key Staff role, provide two (2) Individual References from two different Projects cited in the **Attachment 10, Part 2 - Key Staff Minimum Qualification Table**, unless only one (1) project is used that meet the MQs identified in this RFP. If only one (1) cited project meets the MQs, then two references from that project are required. Each Individual Reference must clearly identify the Customer/Client Reference individual and that individual's Agency, Department, Organization or Company where Key Staff performed the experience.

The Individual references must be submitted within the Business Proposal as defined within RFP Section 6 - Proposal Structure and Submission including signature of the customer/client reference.

References:

Provide two customer/client references from customers/clients who have first-hand knowledge of the job skills, experience, and abilities cited in the résumé.

The Consortium reserves the right to contact individuals, entities, or organizations who have had contracts or relationships with the Key Staff proposed for this effort, whether or not they are identified as references, to verify that the person has successfully performed their contractual obligations on other similar projects.

Table 1 - Key Staff Reference Form

KEY STAFF REFERENCE FORM	
Key Staff Name: Shonna Clark	
Part 1 – Reference's Information	
This information should match the information provided in Attachment 10 – Key Staff Resumes/Qualifications .	
Customer/Client Reference Name:	Gregg Conley
Customer/Client Reference Title	Current Title: Director of Business Development @ GetInsured Former Title: Executive Counsel @ OCI / Georgia Access
Agency, Department, Organization or Company where Staff member performed:	Georgia Office of the Insurance and Safety Fire Commissioner (OCI)
Project Title on which Staff member performed	Georgia Access Public Awareness Campaign
Reference Phone Number:	[REDACTED]
Reference E-mail Address:	[REDACTED]

Instruction for References: The Contractor Staff above has listed you as a reference and is requesting for you to complete this Staff Reference Form. Please provide your comments and the appropriate rating based on your experience with the proposed Staff.

- Step 1:** Complete Columns 1-2 in Part 2 by marking “yes” or “no” and providing an explanation if needed.
- Step 2:** Complete Part 3 and provide your performance ratings.
- Step 3:** At the bottom of the page, print your name, your company’s name, then sign and date.
- Step 4:** Return the completed, signed Staff Reference Form to Contractor.

Part 2 – The Reference Must Complete This Table.	
COLUMN 1	COLUMN 2
Did the Contractor provide you with a copy of the completed Attachment 10 – Key Staff Resumes /Qualifications for the Contractor's Staff named at the top of this page prior to your completion of this form?	Did the Contractor's Staff named at the top of this page perform the services described in Attachment 10 – Key Staff Resumes /Qualifications , including the functions as described and the time period provided on the project(s) that lists you as a contact?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "No" checked, explain here.)

Part 3 – The Reference Must Complete This Table.
The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.
Performance and Ability Statements
<p>1. Describe the performance of the Contractor's Staff during this engagement.</p> <p>Shonna served as the Account Director for the Georgia Access Public Awareness Campaign from April 2022 through September 2023. During that time, she successfully led the strategy and creative development and launch of integrated marketing and paid media campaigns. The campaigns were aimed at building brand awareness for Georgia Access, Georgia's new healthcare exchange, across the State and with targeted audience groups during the annual open enrollment period for OE 23 and OE 24.</p>
<p>2. Describe the ability of the Contractor's Staff to perform the contractually, required work in a timely manner.</p> <p>Shonna and the Deloitte staff followed the SOW to deliver against the contract on time, schedule and within budget. When modifications were needed due to additional scope requests, Shonna and her team worked with me and our OCI contracts team to update the contract. If any issues threatened the campaign or release timeline, the team would quickly develop a solution to mitigate with little impact to the campaign.</p>
<p>3. Describe the verbal and written communication skills of the Contractor's Staff.</p> <p>Shonna and her team held weekly check-ins with me and my team to share status, conduct incremental reviews of research, work products, and deliverables, obtain approvals, and provide campaign updates and reports. Additional meetings would be scheduled as needs based on need and urgency. The calls were organized with a clear</p>

Part 3 – The Reference Must Complete This Table.
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agenda and presentation of data and decision points. Written communication was also very clear, concise and effective.
4. Describe the ability of the Contractor's Staff to engage in positive working relationships with other coworkers. Shonna and her staff were very easy to work with, professional, collaborative, and accommodating to both my teams and other Deloitte personnel.
5. Describe the knowledge of the Contractor's Staff in the required areas of expertise. Shonna and her Deloitte staff were extremely knowledgeable in marketing strategy, campaign development, paid media, branding and creative content, multi-media and website design, UI/UX, stakeholder and community outreach, event activations, pr, and campaign execution and reporting. The results and overall success of the campaign speak for themselves.
6. How well did the Contractor handled engagement with end users and User input. Shonna and her staff developed a comprehensive community partner network across the State to engage stakeholders with connections and relationships with our target audiences. They created branded materials for them to distribute during their own events, held webinars and training sessions to support the parthers and communicate relevant information, and gathered their feedback to help update and inform current and future outreach and to build trust with OCI and adoption of Georgia Access.
7. Would you rehire this person? Yes.
8. Optional Comments:
On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance?
10

By signing this form, the Reference is certifying that all information provided on this form is correct.

Gregg Conley

Georgia Access



Name of Company Reference (print)

7/25/2024

Date