MAGMA

Michigan Alliance for Greater Mobility Advancement

Questions and Answers
MAGMA OEM & Industry Seminars, Education and Training Provider Request for Proposals

<u>Attention all potential respondents:</u>

MAGMA understands and accepts that many of the learning objectives and outcomes designated under each of the six specified topic areas may need to be broken into multiple short courses. If your organization feels there are areas which would be better suited if split into multiple short courses, MAGMA encourages you to do so and outline this within your proposal submission.

Submitted Questions are included in **bold**.

1. **Can training providers bid on subsections of Training Requested sections, or must providers bid on all aspects?**

   A. Yes, any training provider can respond to one or multiple training areas of this RFP; they do not need to bid on all aspects

2. **Can one institution submit a subset of courses, such as one or two?**

   A. Yes, any institution can submit a course or courses for one or more of the training areas; they do not need to submit for all areas. Providers may also submit courses in any of the specific aspects of the training areas (i.e., courses on cyber security or end-user design methods within Systems Engineering and Embedded Systems)

3. **What are the top priorities for the evaluation board committee in terms of evaluating the course outline?**

   A. The review committee will recommend MAGMA endorsement of education and training programs that most closely meet the needs identified by industry employers

4. **What type of business model is being followed with the training partners in terms of revenue sharing?**

   A. Providers should price the course at what it would cost to administer, and providers will be paid this amount. The payment schedule for training providers will be negotiated on a mutually agreeable timeline, with an expectation of at least 25% of the course payment due at the beginning of the course, and the remaining 75% due after successful completion.

5. **Which type of feedback system has been put in place to receive feedback from the participants for the training program?**

   A. MAGMA staff will gather feedback from course participants and share that information with providers after anonymizing it. Providers are asked to include methods for assessing participant knowledge in their proposals.

   The following questions were submitted by one organization regarding **Systems Engineering Concepts**

6. **Can you define Human Factors – what outcomes are you looking for?**

   A. Human Factors refers to designing tools, machines, and systems so that they match human abilities, limitations, and behaviors. This includes the areas of haptics and deep learning.

7. **Can you provide clarification in what you're looking for in Automotive Systems?**

   A. An overview of vehicle systems, including but not limited to CAN (computerized area network), LIN (Local Interconnect Network), etc., would be incorporated in a short course or courses dealing with automotive systems. An end user of this short course or courses should be able to contrast the difference between systems.

8. **Can you provide clarification of what you're looking for in cyber security?**

   A. Courses in cybersecurity should address critical cybersecurity concepts and put them in an automotive context. Courses should address key concepts in automotive cybersecurity such as the InfoSec Triad; Threat, Vulnerability, and Risk; Defense in Depth, etc. Cybersecurity courses should also provide instruction in understanding and recognizing good software and embedded security practices and how and why hackers focused on the automotive industry think and operate. Courses should also provide instruction in understanding the importance of organizations roles and support in cybersecurity and making cybersecurity an operational value proposition rather than an afterthought.

9. **What do you mean by Innovation & User Interface?**

   A. In this case, "Innovation and User Interface" refers to the need for training concepts on how to incorporate new technology and applications into the user (consumer) interface. It can encompass the study of HMI (human machine interface),

infotainment systems, connectivity, etc., that allow the driver and passengers to interact with the vehicle.

10. What software are you looking for regarding end-user design methods?

A. Providers should mention any and all software they are able to provide as part of course delivery.