ATTACHMENT 5

Labor Category Descriptions

Analytics and AI Modernization Services IDIQ

The labor categories identified herein establish the functional scope of services available under the IDIQ contract. The descriptions are intended to represent family groupings of professional services and are not intended to restrict contractors from proposing varying experience levels within each category. Contractors may utilize junior, mid-level, senior, lead, principal, or equivalent internal labor classifications provided the work performed falls within the scope of the mapped contract labor category.

#	Labor Category	Functional Description	Preferred Qualifications
1	**Program Manager**	Provides overall program management and oversight across all active task orders. Serves as the contractor's single point of contact for the Government. Manages integrated schedules, risk and issue logs, resource allocation, and milestone tracking across concurrent workstreams. Coordinates with the COR and Government leadership on contract performance, deliverable status, and emerging requirements. Ensures quality control across all deliverables. Develops and maintains integrated master schedules across concurrent task orders. Proactively identifies schedule conflicts, resource constraints, and cross-task-order dependencies and presents mitigation options to the COR. Prepares monthly status reports, briefing materials, and decision papers that are submission-ready for senior leadership. Responsible for staffing decisions, subcontractor management, and transition planning including development of technical operations manuals, knowledge transfer schedules, and parallel operations support.	PMP or PgMP certification; IDIQ management experience for DoD agencies; familiarity with Microsoft Fabric, Power BI, or enterprise data platforms; experience managing contracts with concurrent task orders across multiple functional areas
2	**Data Architect**	Designs and leads development of enterprise data architecture for the DoWEA data environment. Defines data modeling standards, schema design patterns, and integration frameworks across education and non-education data domains. Develops and maintains target-state architecture for the Microsoft Fabric Lakehouse including medallion architecture zone, data flow patterns, and environment separation strategy. Evaluates current-state infrastructure and produces gap analyses and migration readiness assessments. Provides architectural oversight for Ed-Fi ODS integration and alignment with the enterprise data model. Produces and maintains Architecture Design Documents including target-state data zone structure, data flow diagrams, integration patterns, security architecture, and environment topology. Produces and maintains data dictionaries, lineage documentation, and metadata catalogs. Registers data products in Microsoft Purview with sensitivity labels, domain classifications, and ownership metadata. Provides technical oversight for data engineers and integration workstreams.	Microsoft Certified: Fabric Analytics Engineer or Azure Solutions Architect; experience with medallion architecture and Lakehouse design patterns; experience with Microsoft Purview; experience with education data standards (Ed-Fi or similar)

3	**Senior Data Engineer**	Leads design, development, and optimization of data ingestion pipelines, transformation logic, and data platform components within the Microsoft Fabric environment. Configures and maintains the Fabric environment including tenant administration, workspace architecture, capacity management, and security configuration. Implements environment separation with CI/CD deployment pipelines and infrastructure-as-code. Implements medallion architecture layers with schema validation, data cleansing, normalization, and reconciliation testing. Implements data quality monitoring and automated alerting. Configures data security controls including encryption, RBAC integrated with Microsoft Entra ID, and Privileged Identity Management. Supports disaster recovery and business continuity procedures including rollback testing. Supports hybrid connectivity between on-premises and cloud environments as required. Mentors mid-level and associate data engineers and provides technical problem-solving support.	Microsoft Certified: Fabric Analytics Engineer; experience with Azure Data Factory, Spark/PySpark, and enterprise ETL/ELT frameworks; experience with CI/CD pipelines for data platform deployments; experience with infrastructure-as-code

4	**Data Engineer**	Develops and maintains data ingestion pipelines, transformation logic, and data quality processes within the Microsoft Fabric environment. Implements Bronze/Silver/Gold medallion layers for assigned data domains. Performs data extraction, transformation, and loading from source systems including student information systems, HR/personnel systems, financial systems, and operational databases. Develops data integration pipelines, API connections, and ETL/ELT processes that feed data from source systems into the Fabric Lakehouse. Implements Ed-Fi REST API integration for education data, including Aspen-to-Ed-Fi export mapping, descriptor customization, and API-based data synchronization. Develops non-education data ingestion pipelines for HR/DCPDS, finance, logistics, and IT service management domains. Conducts reconciliation testing and resolves data quality issues. Performs data mapping, transformation logic development, and data profiling. Produces technical documentation for pipelines and processes. Supports Ed-Fi Data Management Service (DMS) migration planning when the DMS reaches production readiness.	Experience with Microsoft Fabric, Azure Data Factory, or comparable cloud data platforms; SQL proficiency; Python or PySpark experience; Ed-Fi Data Standard and REST API experience is highly preferred for education data integration workstreams
5	**Associate Data Engineer**	Provides junior-level technical support across data engineering, ETL, platform, and integration workstreams as directed by senior technical staff. Performs assigned tasks including data extraction, pipeline testing, environment setup, database support, documentation formatting, and technical support activities. Supports data population activities including source system data profiling, data cleansing, Ed-Fi ODS loading, and quality validation. Assists with year-end rollover tasks, data validation, and system configuration under supervision. Supports Oracle and SQL Server database management during on-premises-to-cloud migration activities. Assists with SharePoint site development and collaboration platform configuration. Supports knowledge transfer by producing technical documentation under the direction of senior staff.	Foundational knowledge of SQL, Python, or Power BI; strong organizational and documentation skills; cloud platform exposure through coursework, certifications, or prior work

6	**Senior Data Governance Specialist**	Designs and leads development of DoWEA's enterprise data governance framework, including governance board charters, data classification policies, data quality standards, access request procedures, metadata standards, and governance review workflows. Provides subject-matter expertise on federal and DoD data governance best practices aligned with the DoD Data Stewardship Guidebook role hierarchy. Develops data standards, naming conventions, and quality thresholds for the Fabric and Ed-Fi data environments. Leads steward network identification, training, protocols, and community of practice management including regional steward coordination. Supports operationalization of governance processes including data quality reviews, access request processing, and governance board facilitation. Develops data retention and lifecycle policies aligned with federal retention requirements. Supports Master Data Management strategy development. Configures and maintains Microsoft Purview governance controls including sensitivity labels, data domain definitions, access policies, and DLP rules. Supports data classification and marking requirements. Configures and validates RBAC for data access aligned with the DoWEA governance framework and Microsoft Entra ID. Co-develops all governance artifacts with designated Government staff. Produces governance maturity progress reports.	CDMP or DGSP certification; experience with Microsoft Purview governance controls; familiarity with DoD Data Strategy and VAULTIS goals; experience with federated governance models; experience developing data classification and access governance frameworks
7	**Data Governance Specialist**	Supports implementation and operationalization of data governance processes, policies, and standards. Assists in development of governance artifacts including metadata catalogs, data quality scorecards, data classification inventories, and access control documentation. Performs ongoing data quality monitoring, governance compliance reviews, and data stewardship coordination. Maintains governance documentation and supports knowledge transfer to Government staff. Performs data profiling, validation, cleansing, and quality monitoring across data domains within the Fabric Lakehouse environment. Develops and executes data quality test cases and reconciliation scripts. Monitors data pipeline outputs against established quality thresholds. Documents data quality issues, tracks resolution, and produces quality trend reports. Supports RBAC design and implementation aligned with Microsoft Entra ID and the DoWEA governance framework. Assists with data classification and sensitivity labeling in Microsoft Purview.	Experience with metadata management tools, data catalogs, or governance platforms; familiarity with NIST or DoD data management frameworks; SQL proficiency; experience supporting RBAC or data access control processes; experience with data quality tools or frameworks

8	**Senior Data Analyst**	Leads design and development of enterprise analytics and business intelligence solutions using Power BI and the Microsoft Fabric semantic layer. Assesses current dashboard and reporting portfolio including usage analysis, redundancy identification, and technical debt evaluation. Develops and executes dashboard consolidation and migration plans. Builds enterprise semantic models, certified Power BI datasets, and executive/operational/compliance dashboards meeting performance standards. Implements row-level and object-level security aligned with the data governance framework. Assesses and recommends self-service analytics capabilities and Power BI licensing strategies. Develops predictive models, forecasting tools, and advanced analytical frameworks that analysts can operationalize. Provides analytics strategy and product portfolio management support. Conducts requirements gathering, process analysis, and stakeholder coordination across analytics workstreams. Translates business needs into functional specifications for analytics products. Develops user documentation and quick-reference guides for analytics products.	Microsoft Certified: Power BI Data Analyst; experience with DAX, Power Query, and enterprise semantic modeling; experience with dashboard portfolio rationalization; experience with self-service analytics enablement or Copilot-assisted analytics

9	**Associate Data Analyst**	Develops dashboards, reports, and data visualizations using Power BI and governed data sources from the Fabric Lakehouse. Builds and maintains semantic models, calculated measures, and KPI frameworks. Implements row-level security and workspace access controls. Supports dashboard migration from legacy environments to the modernized analytics platform. Develops user documentation, quick-reference guides, and training materials for analytics products. Provides education and operations analytics support including student outcomes, assessment analytics, enrollment trends, HR/workforce analytics, financial reporting, and procurement analysis. Assists with self-service analytics enablement and Copilot-assisted analytics evaluation. Supports requirements gathering with Government stakeholders to document current-state processes and define analytics product requirements. Develops use cases, process flows, and acceptance criteria for analytics deliverables.	Experience with Power BI, DAX, and Power Query; SQL proficiency; experience developing reports for diverse user audiences; familiarity with education data or federal reporting requirements

10	**AI/ML Specialist**	Supports responsible integration and implementation of artificial intelligence into DoWEA's educational and operational practices, including the design, development, and deployment of AI-driven solutions and process automations. Conducts AI readiness assessments and feasibility-benefit analyses for proposed use cases following a standardized evaluation framework. Develops technical supplements to the DoWEA AI Governance Framework, including AI tool evaluation and adoption criteria, model performance monitoring and evaluation protocols, and AI incident detection and response procedures. Designs, develops, and deploys AI-driven process automations using Government-authorized platforms (e.g., Power Automate, Power Apps, Copilot Studio). Develops and implements AI-enabled solutions through the CDAO Solution Delivery Process, including intake assessment, solution design, development, testing, and production deployment. Builds and maintains AI agents, automated workflows, and intelligent document processing capabilities. Supports AI tool evaluation and pilot program design. Develops AI-enabled analytics capabilities (predictive modeling, forecasting, natural language query) and semantic models in the Lakehouse. Evaluates DoW-developed or acquired AI/LLM platforms for DoWEA applicability. Supports procurement readiness for AI tools. Supports integration of AI capabilities into existing business processes. Provides stakeholder engagement support for AI adoption. All work aligns with DoWEA AI Strategy and AI Guidelines.	Experience with responsible AI frameworks and governance; experience with Power Automate, Copilot Studio, or comparable AI automation platforms; familiarity with DoD Responsible AI Strategy; Python proficiency; experience evaluating or piloting AI/LLM tools in organizational settings
11	**SIS Specialist**	Provides technical and operational support for the DoWEA Student Information System (currently DSIS/Follett Aspen). Supports day-to-day SIS data operations including data extraction, quality monitoring, program review processes, and year-end rollover activities. Supports Ed-Fi ODS implementation, including Aspen-to-Ed-Fi export mapping, descriptor customization, and API integration. Coordinates with Follett support on technical mapping issues. Performs full solution lifecycle support (requirements through implementation) for centralized data operations including batch processing, rollover, reporting extracts, and system-level corrections. Supports Pentagon/DoD reporting and data validation. Develops SIS data quality evaluation programs and review processes aligned with DoWEA data governance standards. Assists with SIS requirements gathering and optimization. Supports data migration planning for SIS transition. Supports Ed-Fi Data Management Service migration planning when the DMS reaches production readiness.	Experience with Follett Aspen or comparable K–12 SIS platforms; familiarity with Ed-Fi Data Standard; experience with education data reporting requirements; experience with data quality monitoring in education settings

12	**Senior Training & Communications Specialist**	Collaborates with Government staff to develop and refine data and AI literacy frameworks, competency progressions, and multi-year literacy roadmaps aligned with DoWEA role groups. Leads the design and sequencing of training content across CDAO-owned literacy domains (data governance awareness, data quality fundamentals, reading and interpreting dashboards, data stewardship responsibilities, data privacy and responsible handling, and introduction to AI literacy for data practitioners). Develops communications strategies and stakeholder engagement plans that support adoption of CDAO data modernization, analytics, and AI initiatives. Assesses workforce data and AI literacy readiness using standardized instruments. Designs assessment instruments to measure training effectiveness. Coordinates with Government employees to align field delivery models. Ensures all training materials meet Section 508 accessibility requirements. Oversees quality and consistency across all training and communications products produced by associate-level staff. Requires demonstrated expertise in adult learning theory (andragogy), instructional design methodology, and competency-based education principles.	Experience with data literacy frameworks; Education and/or change management certification, demonstrated andragogical expertise; experience developing competency-based training for non-technical adult professional audiences in federal or education environments
13	**Associate Training & Communications Specialist**	Designs and develops training content, e-learning modules, and competency-based learning experiences in support of CDAO data literacy and AI literacy initiatives. Creates instructional materials using adult learning principles (andragogy), including multimedia content, interactive exercises, and assessment instruments across multiple delivery modes (interactive e-learning, written articles, voice-over slide presentations, short-form video). Develops facilitator guides to enable Government staff and Educational Technologists to deliver instructor-led training independently. Produces stakeholder engagement materials, communications products, and data literacy support resources for CDAO initiatives. Supports LMS management, content publishing to Government SharePoint, and training portfolio lifecycle activities. Pilots training modules and incorporates feedback before final delivery. Produces communications materials that support governance, analytics modernization, and AI integration adoption across DoWEA audiences. All materials are produced with unlimited Government rights and published in editable source file formats.	Experience with e-learning authoring tools (Articulate Storyline, Rise, or equivalent); demonstrated andragogical expertise; experience designing training for adult professional audiences; familiarity with competency-based learning frameworks; SharePoint publishing experience