



Bar Exam Test Prep Services for Flex-LLM Students Response to RFP GMU-1778-22



December 2, 2021

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1. Procedural Information

a. Signed cover page



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS GMU-1778-22

ISSUE DATE:

November 2, 2021

TITLE:

Bar Exam Test Preparation Services

PRIMARY PROCUREMENT OFFICER:

James F. Russell, Director, jfussell@gmu.edu

SECONDARY PROCUREMENT OFFICER:

Erin Rauch, Asst Director, erauch@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM Eastern Time (ET) on November 12, 2021. **All questions must be submitted in writing.** Responses to questions will be posted on the [Mason Purchasing Website](#) by 4:00 PM ET on November 19, 2021. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 1, 2021 @ 2:00 PM ET. **SEE SECTION XIII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.**

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: BARBRI, Inc.

Date: December 2, 2021

DBA: _____

Address: 12222 Merit Dr., Suite 1340

By: 

Dallas, TX 75251

Signature

FBI/FIN No. 38-3837749

Name: Mike Sims

Fax No. _____

Title: President

Email: mike.sims@barbri.com

Telephone No. 214-932-0920

SWaM Certified: Yes: _____ No: X (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: _____

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Officer because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

b. Small business subcontracting plan

ATTACHMENT A SMALL BUSINESS SUBCONTRACTING PLAN TO BE COMPLETED BY OFFEROR

Offerors must advise any portion of this contract that will be subcontracted. It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: BARBRI, Inc.

Preparer Name: Mike Sims, President **Date:** December 2, 2021

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.
- B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: _____ Certification Date: _____

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

c. Payment preferences

BARBRI prefers Option #3 -- Net 30 payment terms. We understand that if we are successful in this bid, BARBRI will enroll in Paymode-X, where all payments will be made directly to our bank account.

2. Qualifications and Experience

a. Description of experience providing similar services described in the statement of needs

Established in 1967, BARBRI is a leading global legal education company. BARBRI's proven U.S. bar review courses have helped over 1.4 million examinees pass a U.S. bar exam, including tens of thousands of foreign-trained attorneys and the overwhelming majority of GMU law graduates.

Since 2012, BARBRI's international team, headquartered in London, has worked closely with our Chicago-based team of editors to craft six-month and ten-month bar review courses specifically designed to meet the needs of foreign-trained attorneys seeking qualification in the U.S. More than 5,000 foreign-trained candidates have passed through the BARBRI Extended Bar Review program.

Today, BARBRI is applying its legal exam expertise beyond U.S. bar exams. In England and Wales, we now offer preparation for the new Solicitor's Qualifying Exam. BARBRI provides training for paralegals in the U.S. through its Center for Legal Studies and BARBRI's Legal Ed division partners with law schools to deliver curriculum, assessment, and data analytics to law schools across the U.S.

b. Documented evidence of success, including pass rates

BARBRI's pedagogy on the Extended Bar Review program effectively prepares foreign-trained candidates to pass a U.S. bar exam. Over the past 11 course intakes, foreign-trained candidates have passed a U.S. bar exam 72% of the time when they complete 70% or more of BARBRI's assigned curriculum.

3. Specific Plan (Methodology)

a. Approach to providing services

Our approach is straightforward. When we work with a law school, we work from the posture of partner, not vendor. We recognize that there is not a “one size fits all” approach that can work with any student body -- especially one consisting of foreign-trained attorneys. A data-first focus informs every aspect of our course and every recommendation we make to our school partners. We found that when we combine BARBRI’s unmatched dataset of over 100,000 bar exam takers (including thousands of foreign-trained attorneys over the past five years), with a law school’s data on each student, we can create an effective, efficient program that maximizes each examinee’s probability of passing the bar exam the first time.

If BARBRI is fortunate enough to be awarded this bid, our first step will be to meet with GMU administration and bar success professionals to develop a course uniquely customized to meet the needs of the Flex-LLM students. The parties will agree to a timeline and a clear set of deliverables and key performance indicators as part of that process. Regular meetings will be held during the delivery of each course to evaluate progress and performance. After each bar exam, a complete evaluation of the course, including a detailed data analysis, will be conducted to identify programmatic strengths and areas for improvement.

b. Outline of programs

Customization of Program to Meet Curriculum Map and Completion Tracking

GMU’s Flex-LLM in U.S. law offers a “one year to bar” study program with bar-related courses distributed across summer, fall, and spring semesters. BARBRI’s six-month or ten-month programs can be customized to meet the needs of Flex-LLM students. The extended bar review course features customizable weekly assignment blocks that can be sequenced to match the Flex-LLM curriculum, including extending the course over 12 months. Unlike the daily schedule of the traditional 10-week bar review course

New York/UBE 10-month course schedule

Week #	Week of	Phase	Topic
1	April 26	MBE	Supplement: Problem Solving
2	May 3		Essay Writing Skills Workshop
3	May 10		Tests
4	May 17		Practice and Review
5	May 24		Contracts
6	May 31		Practice and Review
7	June 7		Contracts Law & Procedure
8	June 14		Practice and Review
9	June 21		MBE Skills Workshop
10	June 28		Real Property
11	July 5		Practice and Review
12	July 12		Practice and Review
13	July 19		Contracts
14	July 26		Practice and Review
15	August 2	Practice and Review	
16	August 9	Federal Civil Procedure	
17	August 16	Practice and Review	
18	August 23	Practice and Review	
19	August 30	Constitutional Law	
20	September 6	Practice and Review	
21	September 13	Practice and Review	
22	September 20	MBE Worksheet	
23	September 27	MBE Practice Exam	
24	October 4	ESSAY	Week 6: Trials
25	October 11		Practice and Review
26	October 18		Advanced Subpoenas
27	October 25		Practice and Review
28	November 1		Agency & Partnerships / Corporations
29	November 8		Practice and Review
30	November 15		Family Law / Conflict of Laws
31	November 22		Practice and Review
32	November 29		Practice and Review
33	November 29		Practice and Review
34-40	December 6 – January 24	REVISION 1	Revision of all MBE and Essay Subjects + Simulated Written and MBE Exams
41-43	January 31 – February 14	REVISION 2	Revision of all MBE and Essay Subjects + MBE Final Prep Exam
	February 22, 2022		Bar exams written day
	February 23, 2022		Bar exams MBE day

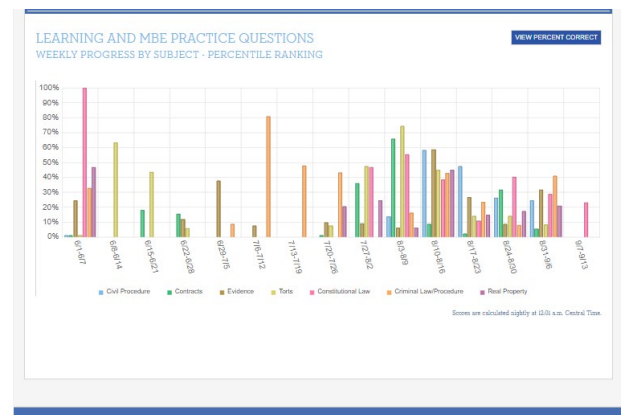
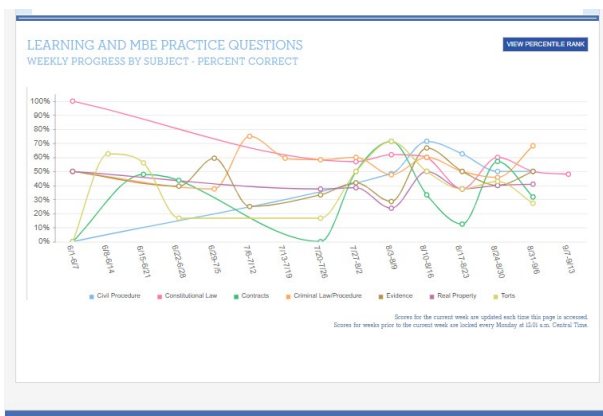
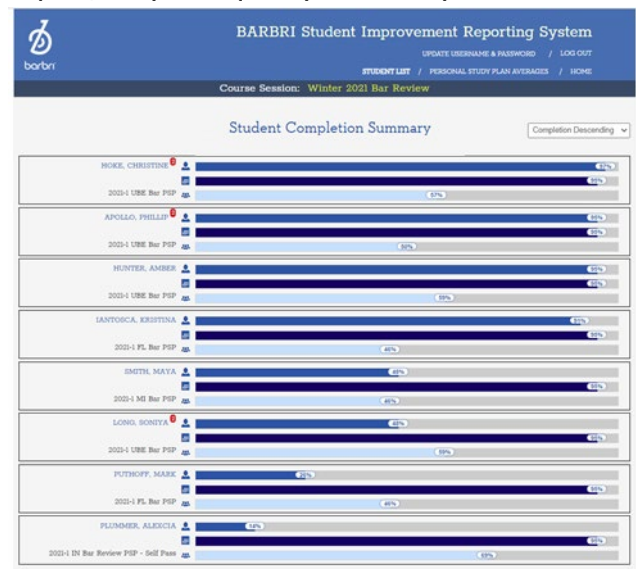
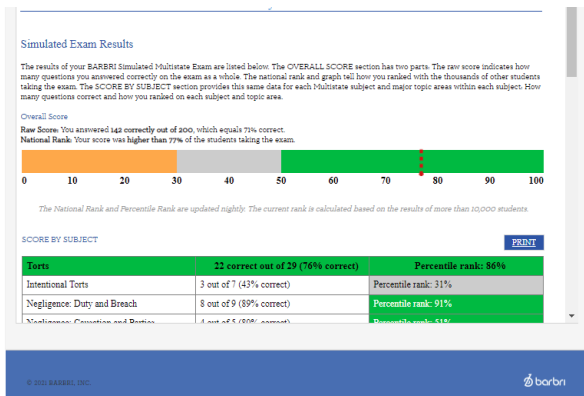
Note: Study on average 10-15 hours per week over 10 months. Weekly study requirements may vary per week.

September 2022

offered to U.S. J.D. graduates, the weekly assignment format of the extended bar review allows Flex-LLM students to incorporate bar study more easily into their LLM course work.

The BARBRI Student Improvement Reporting System provides GMU faculty with real-time multi-dimensional reporting for each student during bar review. The summary page compares each student's progress against the total number of activities assigned to date and the average amount of work completed by all other students studying for the same exam. This second measure is important because of the curved nature of the bar exam. Because BARBRI prepares the vast majority of students for the bar exam each year, BARBRI is uniquely able to report this information.

When faculty drill down into an individual student's report, they can quickly and easily see how the student is progressing through their Personal Study Plan and compare performance against all other BARBRI students.

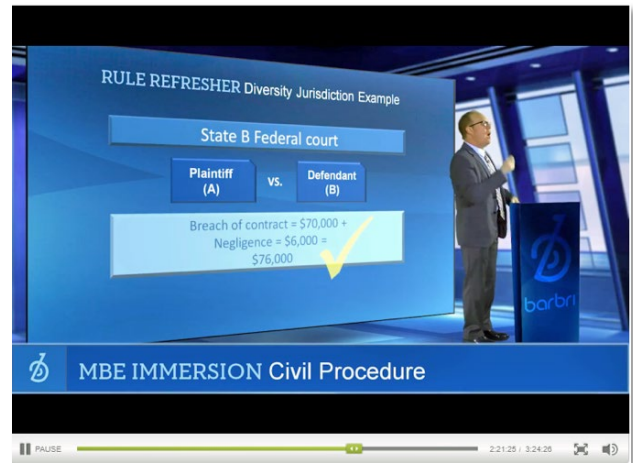


Asynchronous sessions

All BARBRI lectures are available as online, on-demand asynchronous lectures. Importantly, each lecture offers closed captioning and includes a searchable transcript to aid students for whom auditory learning is challenging.

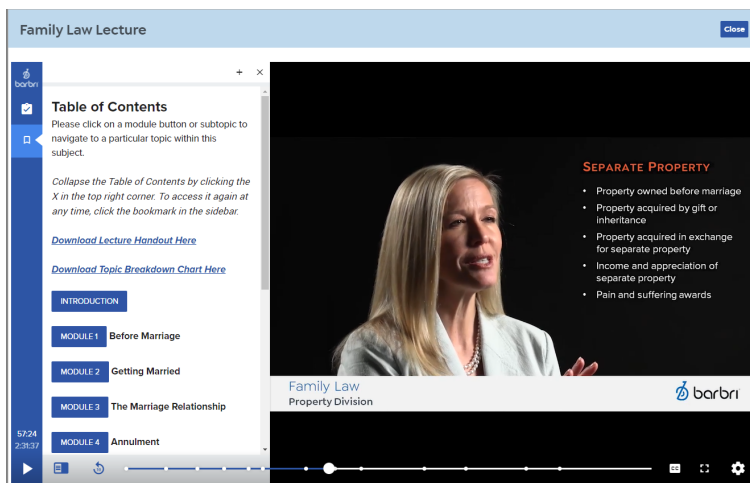
MBE Immersion

BARBRI's MBE preparation includes MBE Immersion. More than a traditional "talking head" lecture, MBE Immersion is a learning science-based workshop that improves student performance on the bar exam's MBE portion. Featuring 12 hours of interactive lessons and exercises, this deep-dive experience provides a substantive overview and skills-focused introduction to each subject that accelerates the pace students master rules and successfully answer more MBE questions.



Subject-specific instruction

BARBRI's faculty is a remarkable collection of teachers and scholars. They have a proven track record delivering engaging lectures that make the complex understandable and the mundane memorable. Today, the BARBRI faculty teaches from completely re-designed lectures with on-screen graphics and embedded assessments to increase retention and engagement. Each lecture is divided into easy-to-digest modules that ensure continued learner engagement and deepen understanding of the material.



Individualized coaching

Each Flex-LLM student will be assigned a personal BARBRI mentor. All mentors are U.S. qualified attorneys with expertise in bar exam preparation and adult learning strategies. Through regular communication in the form of emails and one-on-one meetings, mentors support and encourage students along their bar preparation journey. In addition to providing motivation and accountability, mentors help students identify individual challenges and work with the students to develop improvement plans. More details about BARBRI's mentors can be found at <https://youtu.be/1kJ7BXFEr2U>.

Graded essays

Students are initially assigned four (4) graded essays for submission. Once completed, they have a bank of unlimited graded essays available for additional preparation. Students receive feedback on essay structure, drafting cogent issue statements, and correct application of the rule of law. They are advised on how to prepare winning essays for a U.S. audience.

Group strategy sessions

Throughout the course, BARBRI mentors conduct online strategy sessions. These are supplemental sessions that complement where the students are in the course and provide them with proven strategies to improve retention and performance. Every strategy session will include time for questions and answers about the session or any course, schedule, or bar exam-related questions. The sessions allow Flex-LLM students to engage with mentors and other students, thereby creating community.

Topics for online strategy sessions include

- Getting Started
- Essay Strategies
- MBE Strategies
- MPT Strategies
- Time Management Strategies for Exam Day
- Exam Logistics

Mock live exams

The Extended Bar Review program includes a complete two-day mock exam that is administered online and in-person in select locations. It consists of all three components of the exam. Students are allowed to work on their exam-day strategies and time management, helping them build up their stamina.

c. List of all topics covered

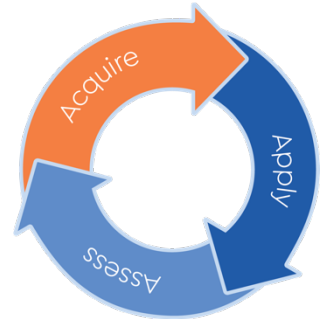
BARBRI offers complete preparation for all sections of the Uniform Bar Exam, the MBE, MEE, and MPT. The course includes printed and digital outlines, subject-specific lectures, and detailed skills workshops. A sample schedule is below:

barbri New York/UBE 10-month course schedule			
Week #	Week of	Phase	Topic
1	April 26	MBE	Systematic Problem-Solving Essay Writing Skills Workshop
2	May 3		Torts
3	May 10		<i>Practice and Review</i>
4	May 17		Contracts
5	May 24		<i>Practice and Review</i>
6	May 31		Criminal Law & Procedure
7	June 7		<i>Practice and Review</i>
8	June 14		MPT Skills Workshop
9	June 21		Real Property
10	June 28		<i>Practice and Review</i>
11	July 5		<i>Practice and Review</i>
12	July 12		Evidence
13	July 19		<i>Practice and Review</i>
14	July 26		<i>Practice and Review</i>
15	August 2		<i>Practice and Review</i>
16	August 9		Federal Civil Procedure
17	August 16		<i>Practice and Review</i>
18	August 23		<i>Practice and Review</i>
19	August 30		Constitutional Law
20	September 6		<i>Practice and Review</i>
21	September 13		<i>Practice and Review</i>
22	September 20		MBE Immersion
23	September 27		MBE Practice Exam
24	October 4	ESSAY	Wills & Trusts
25	October 11		<i>Practice and Review</i>
26	October 18		Secured Transactions
27	October 25		<i>Practice and Review</i>
28	November 1		Agency & Partnerships / Corporations
29	November 8		<i>Practice and Review</i>
30	November 15		Family Law / Conflict of Laws
31	November 22		<i>Practice and Review</i>
32	November 29		Written Practice Exam
33 - 40	December 6 – January 24	REVISION 1	Revision of all MBE and Essay Subjects + Simulated Written and MBE Exams
41 - 43	January 31 – February 14	REVISION 2	Revision of all MBE and Essay Subjects + MBE Final Prep Exam
	February 22, 2022		Bar exam: written day
	February 23, 2022		Bar exam: MBE day
Note: Study on average 10-15 hours per week over 10-months. Weekly study requirements may vary per week.			

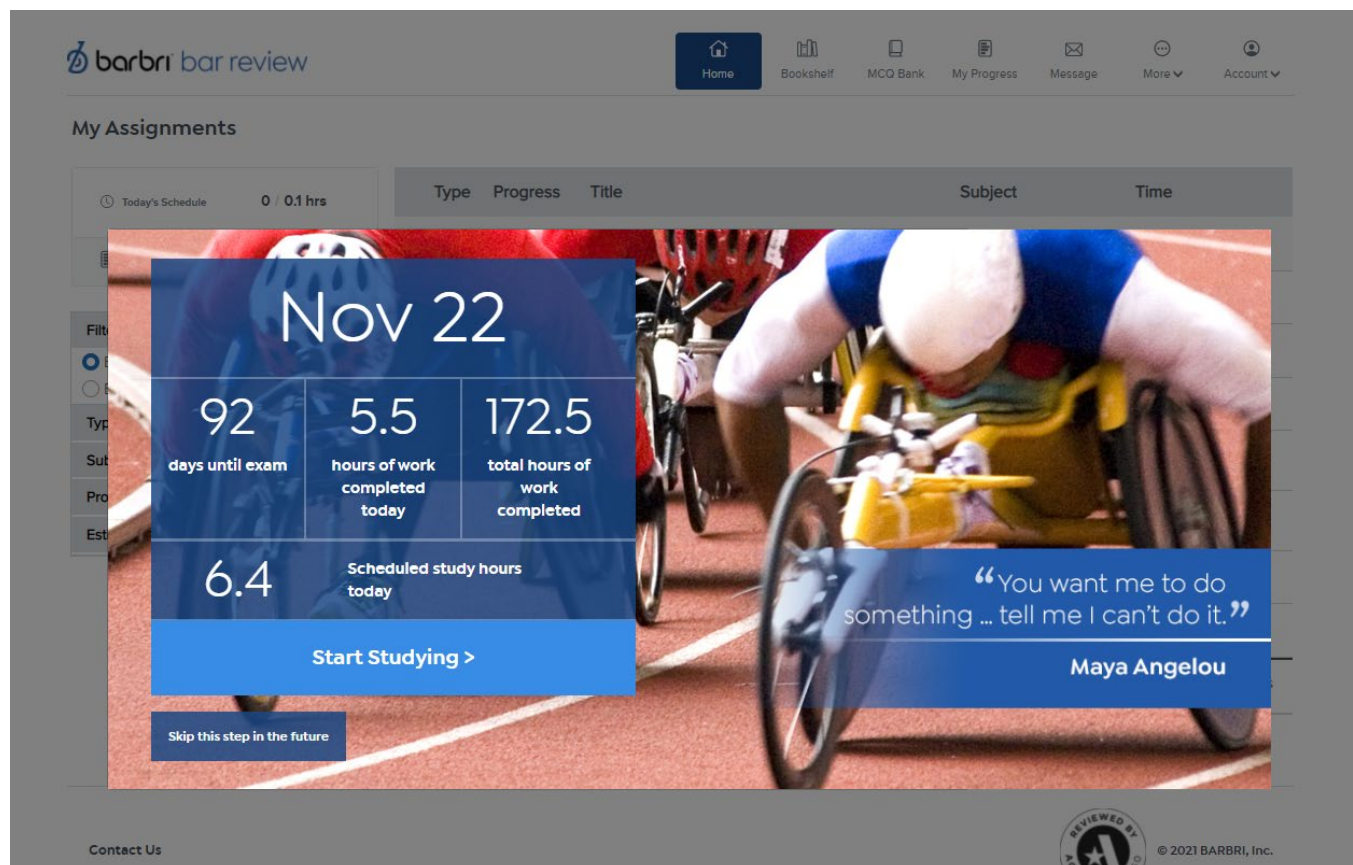
d. Student expectations and outcomes

Course overview

BARBRI employs a learning methodology called active, adaptive legal learning for all aspects of its bar review course. This methodology helps students first acquire knowledge, then apply it, and finally assess their understanding. That assessment then informs each student's path toward additional acquisition, application, and assessment to help create a "virtuous circle" of learning and a continually increasing foundation of knowledge and skills.



BARBRI's exclusive Personal Study Plan (PSP) guides each day of study. The PSP serves as a daily to-do list, guiding students through lectures, reading assignments, and practice questions for all bar exam sections. Using over 1,000 points of data, the PSP continually monitors progress and performance to keep students on track and recommend assignments aligned to unique areas of need.



barbri bar review

Home Bookshelf MCO Bank My Progress Message More Account

My Assignments

Today's Schedule 0 / 0.1 hrs

Type	Progress	Title	Subject	Time
<div> <div>Nov 22</div> <div> <div>92</div> <div>days until exam</div> </div> <div> <div>5.5</div> <div>hours of work completed today</div> </div> <div> <div>172.5</div> <div>total hours of work completed</div> </div> <div> <div>6.4</div> <div>Scheduled study hours today</div> </div> <div>Start Studying ></div> <div>Skip this step in the future</div> </div>				

"You want me to do something ... tell me I can't do it."

Maya Angelou

REVIEWED BY

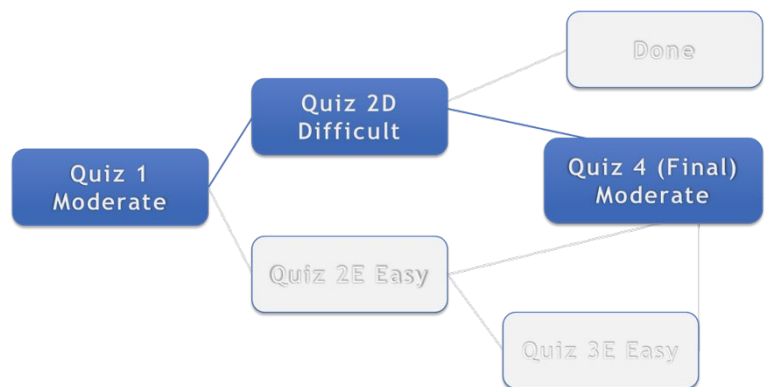
Contact Us

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MBE Assessment

After each lecture, students work a series of carefully curated MBE practice questions. These questions initially feature a mixture of black-letter-law and MBE-type items to help isolate whether a student's struggle is related to rule mastery or legal reasoning and application.

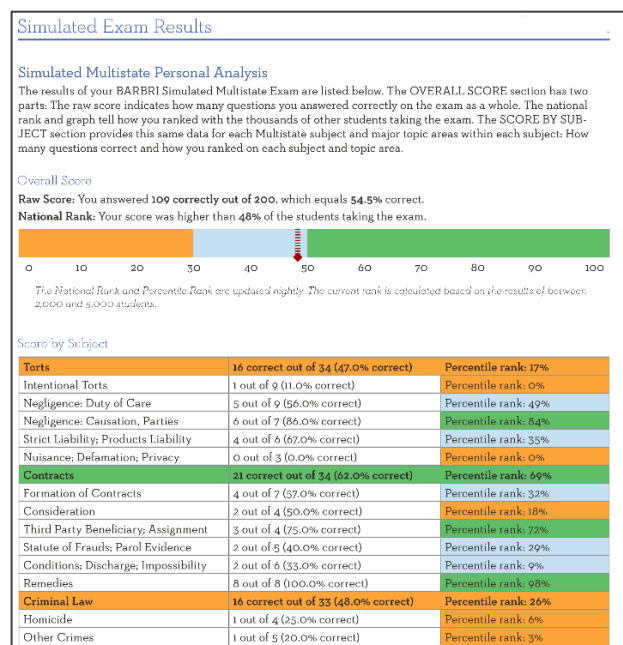
As the course progresses, students move from single-subject to mixed-subject MBE practice questions. Initially, items are delivered online using BARBRI's proprietary branching algorithm, which varies each student's path through the items to increase engagement and avoid burnout or despair. Detailed progress, performance, and percentile ranking reporting is provided to each student throughout bar study.



Another essential feature is BARBRI's Simulated MBE. This test, which is well correlated to the actual MBE, is taken by tens of thousands of students each year and provides the most accurate snapshot of where a student sits on the curve before sitting for the bar exam.

Students receive a detailed analysis of both their percentage correct and percentile ranking for each topic and subtopic tested on the Multistate Bar Exam. This analysis provides both students and Flex-LLM with a clear roadmap for the final three to four weeks of MBE study.

Because BARBRI is the only course that prepares more law graduates than all other bar reviews combined, BARBRI is the only course that can provide Flex-LLM law students with a genuinely accurate and predictive Simulated MBE.



Lastly, approximately one week before the actual MBE, Flex-LLM law students will have access to BARBRI's 100 question MBE "final exam," featuring 100 questions carefully curated from the most recently released NCBE items, including the latest released questions from the NCBE study aid. All questions will include model answers prepared by BARBRI faculty and MBE experts.

Essay exam-specific instruction and unlimited grading

An interactive essay writing workshop supplements the substantive lectures taught by BARBRI's essay faculty. Flex-LLM students receive a printed volume containing a decade of past Multistate Essay Exams, all with model answers. Each student will be assigned four (4) essays to turn in for grading. Additionally, students may submit an unlimited number of additional essays for grading.

Multistate performance test instruction

BARBRI has prepared students for the Multistate Performance Test (MPT) since it was first offered in 1994. The BARBRI MPT workshop is an interactive workshop that teaches a step-by-step method for approaching and analyzing MPT materials and then writing a winning answer in 90-minutes. The MPT workbook consists of past MPTs, all with model answers prepared by BARBRI's subject-matter experts. Each student will be assigned two (2) MPTs to turn in for grading.

[**e. Data pertaining to pass rates for foreign-trained attorneys**](#)

Since 2016, BARBRI's Extended Bar Review pass rates have consistently demonstrated that foreign-trained attorneys pass a bar exam 72% of the time when completing at least 70% of the BARBRI curriculum. In addition, as a higher percentage of the curriculum is completed, foreign-trained attorneys realize higher the pass rates. Anonymized source data can be provided to the committee upon request.

4. References

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5. Proposed Pricing

Pricing for the program, including all features described in this proposal, is \$4,000 per student, with no additional materials deposit.

6. Additional Information

a. Litigation

BARBRI is not currently involved in any litigation with any party.

b. Investigations

BARBRI has not been subject to any investigation or action from any state, local, federal, or other regulatory body in the last three years.

c. Lawsuits

BARBRI has not been involved in any lawsuits in the last three years.