



***Solicitation Information
October 30, 2015***

RFP # 7550018

TITLE: SCHOOL ACCOUNTABILITY - SURVEY ADMINISTRATION, MARKETING & OUTREACH - "SURVEY WORKS"

SUBMISSION DEADLINE: NOVEMBER 30, 2015 AT 2:00 PM (ET)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at gail.walsh@purchasing.ri.gov no later than **Tuesday, November 10, 2015 at 5:00 PM** (Eastern Time). Please reference the RFP number on all correspondence. Answers to questions received, if any, will be posted on the website, as an addendum to the solicitation, at www.purchasing.ri.gov.

SURETY REQUIRED: No

BOND REQUIRED: No

**Gail Walsh
Chief Buyer**

Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov.

NOTE TO VENDORS:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

Request for Proposals (RFP)
School Accountability- SurveyWorks

The Rhode Island Department of Administration, Division of Purchases, on behalf of the Rhode Island Department of Education (RIDE) is requesting Proposals from qualified vendors to provide survey administration, marketing and outreach, and analysis and reporting services, in accordance with the terms of this solicitation.

This is a Request for Proposals, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO BIDDERS:

Potential offerors are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content, shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.

It is intended that an award pursuant to this Request for Proposals will be made to prime contractor(s) who will assume responsibility for all aspects of the work. Joint ventures shall be considered, so long as the contractor's duties and responsibilities are clearly articulated in such form as acceptable to the State. Subcontractors are permitted, provided their use is clearly indicated in the offeror's proposal and the subcontractor(s) to be used are identified in the proposal.

All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.

In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This will be a requirement only of the successful bidder (s).*

Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.

Also, Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or Dorinda.keene@doa.ri.gov. Visit the website <http://www.mbe.ri.gov>.

Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.

Equal Employment Opportunity (RIGL 28-5.1)

§ 28-5.1-1 Declaration of policy. – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email raymond.lambert@doa.ri.gov.

RIGL 37-13-3.1 State public works contract apprenticeship requirements. * (a)
Notwithstanding any laws to the contrary, all general contractors and subcontractors who perform work on any public works contract awarded by the state after passage of this act and valued at one million dollars (\$1,000,000) or more shall employ apprentices required for the performance of the awarded contract. The number of apprentices shall comply with the apprentice to journeyman ratio for each trade approved by the apprenticeship council of the department of labor and training.

BACKGROUND/OVERVIEW

1.1 Introduction

The Rhode Island Department of Education is requesting proposals from qualified vendors to provide services for the administration, analysis and reporting of the education survey known as SurveyWorks. The objective of this request is to select an entity that is best qualified to provide requested services.

1.2 History

Originally administered as the School Accountability for Learning and Teaching (SALT) survey in 1997, the current SurveyWorks! was developed by Rhode Island Department of Education (RIDE) and is aligned to RIDE's Strategic Plan (2010-2015) and the Basic Education Program (BEP), the overarching set of regulations for the public school education system. Together with other federal and state laws and regulations, the BEP and RIDE's strategic plan outlines the rights of every student in the Rhode Island public education system and sets basic guidelines to help ensure that high-quality education is available to all public school students.

1.3 Purpose

SurveyWorks! is an annual survey administered to students, parents, and teachers/staff, to collect perceptual and opinion data related to five key topic areas:

Focus on Learning and Achievement
Building Learning Communities
Engaging Families
Resource Allocation
Creating a Safe and Supportive Environment (culture and climate)

1.4 Notification of Award/Contract:

Costs associated with developing the proposal, preparing for oral presentations, and any other expenses incurred by the vendor in developing this proposal are the responsibility of the vendor. The Contract will be awarded to the company with the best proposal, i.e. the proposal that will have the highest score according to evaluation criteria.

The winning bid is the proposal that best:

- Proposes concrete and strategic support to LEAs by working directly with district and school staff;
- Demonstrates the ability to utilize strategies that maximize participation rates for parents, teachers, and students;
- Proposes and offers to administer a variety of paper, electronic, and dynamic survey (i.e. mobile app.) administration options for parents, student and teachers.
- Demonstrates extensive, institutional knowledge about the educational policies and context of the State of Rhode Island.

The final agreement for services will be reflected in a contract signed by RIDE and the selected vendor.

SCOPE OF WORK

The vendor must outline how they propose to complete their primary responsibilities of (1) marketing and outreach, (2) survey administration, (3) analysis, and (4) reporting of results. Deliverables will be accepted contingent upon RIDE's approval of all factors involved.

Proposal Components

Proposal Components: All proposals must include:

2.1 Survey Modifications

The vendor will be responsible for:

- Investigating other nationally, validated survey items and additional surveys that generate scaled scores and measurable outcomes;
- Collaborating with RIDE staff to finalize all survey instruments;
- Working with RIDE staff to determine survey items and calculations to complete the data analysis and reporting requirements for United States Department of Education, Office of Special Programs (OSEP). The current methodology is the Rasch measurement framework designed to yield a mean measure that reflects the overall performance of the State and LEAs to measure schools' facilitation of parent involvement that meets the "percent of parents who report that schools facilitated their involvement."
- Following-up with a minimum of 4 focus groups after the survey completion each year to gather feedback, elicit ideas, and generate targeted, meaningful questions as a step in refining the instrument for the subsequent year of the contract;

2.2 Marketing and Outreach

The vendor will provide a detailed plan for community outreach and social marketing; in particular, the vendor will articulate strategies for attaining parents' participation via phone and other means in an effort to increase response rates. Such interviews will be conducted in English, Spanish, Portuguese, and Khmer.

2.3 Survey Administration

Vendor Responsibilities: The selected vendor will be responsible for:

- The visual layout of the survey data collection instrument;
- The coordination and production of the surveys for distribution;
- Administration of all survey materials to all students in grades 4-12; parents of all public elementary, middle, and secondary students; and teachers of all public elementary, middle and secondary schools.

- Weekly and final detailed call disposition and response rate reports. These reports will include detailed counts for specific groups, e.g. teachers, parents, students, schools, districts.
- A bi-weekly project progress report (either written or discussed via conference call with RIDE representatives)

2.4 **Analysis and Reporting**

The Vendor is responsible for the following analysis and reporting deliverables:

- printout or computer file providing information on all values changed as a result of data editing procedures.
- SPSS and excel formatted electronic database of survey responses cleaned and tested for out-of-range values and logical errors for all completed interviews.
- An electronic code book and data dictionary with variable name descriptions and value labels, to be included with the dataset.
- A final methods report describing the:
 - survey instrument,
 - data collection process,
 - opt-out procedures, and call-disposition outcomes,
 - response rate calculations,
 - data cleaning and weighting procedures (if applicable),
 - outline of analysis plan,
 - list of key variables used in the analysis.

The project manager and advisory team will review a draft of the report before the final deadline. This report will be a comprehensive methods report available to the public on the RIDE's website.

- A Final Report that will include an executive summary for use by the Commissioner of Education, detailing survey outcomes, overall trends, and suggestions for future topic analyses. The final report will be prepared in an electronic format, including the navigation/user interface, easy-to-understand tables, graphics illustration, appropriate interpretation/analysis, and how-to-use guidelines.
- Infographics and other media that may be disseminated to governmental, legislative, and general public audiences;
- A year-to-year comparison of data (i.e., comparison of current year data to previous year data);
- An electronic version of survey results which will include a flexible, interactive dashboard for RIDE, districts, and schools to visualize and manipulate survey results. The dashboard will allow sharing of important survey information that can be presented in a variety of graphs and bar charts to inform decision making.

- A report on the State and LEAs performance of a school’s facilitation of parent involvement that meets the “percent of parents who report that schools facilitated their involvement.” The report will respond to the OSEP reporting requirements including appropriate statistical analysis.

The vendor will be required to collaborate with any and all RIDE vendors selected to publicly report and display SurveyWorks data.

2.5 **Additional Requirements**

In addition to the above reporting requirements, a User’s Guide will be developed specifically for administrators which will be sent electronically to LEAs. This guide will include the following:

- How to Use This Report: Insights into what the data in the report mean and how users will use the information in the reports to improve decision making;
- Easy to understand tables showing the comprehensive data findings denoting user-friendly definitions, a summary index of 1-2 pages to communicate a larger picture so readers have various interpretations of the results/finding along with histograms, index variables, ordinal scales, etc. that will serve as a comprehensive aid to the general public, community stakeholders, parents, teachers, and administrators;
- Respondent Profile: the composition of respondents with respect to demographics, type of institution, number of FTE’s, etc.;
- Examples and ideas of how administrators will be able to use data for school improvement, funding, budgeting, and school committee purposes;
- Glossary: appropriate explanations of measures and terms used;
- Data dictionary.

3. **Project Schedule**

3.1 **Timeline:** Preparation for the survey will begin in August of each year of the contract. *(Year 1, school year 15/16 will be dependent on the execution of the contract and will be negotiated with the vendor selected)*

- There will be a six (6) week window during November and December (*negotiable for year 1*). Results for student and teacher surveys will be expected to be completed and delivered to RIDE by January 31;
- Results will be finalized in January of each year during the contract period;
- Parent survey results that include paper surveys will be finalized after student, teacher, results are delivered.
- The actual dates will be decided by RIDE. The following timeline will be a shared responsibility between RIDE, LEA’s, and the vendor:

3.2 **Monthly Timeline** *(Dates will be negotiated with the vendor for year 1)*

August- Month 1

- The vendor will initiate communication with principals and site coordinators and provide follow-up as applicable
- Superintendents and/or principals will update master district list/school profile in eRIDE.

September- Month 2

- The vendor will contact principals to assemble the names of site coordinators. If no site coordinators are appointed, principals will assume that role.
- The vendor will contact site coordinators to welcome and inform them of the SurveyWorks timeline, coordinator checklist and guidelines. Participation with new site coordinator trainings will include the site coordinator webinar, webinar slides, training supplements, parent consent letters, parent invites, print-ready surveys, flyers, and opt-out memorandums.
- The vendor will begin mandatory two-week opt-out process for parents with LEA's. There will be two forms of parental notification to be used in the event parents do not want their child to partake in the survey.

October- Month 3

- Opt-out period will end for schools that started on time.
- Schools will return opt-out information and checklists to vendor.

November- Month 4

- The vendor will begin sending Survey Works' materials to schools that have completed required actions (training, opt-out period, and checklist).
- SurveyWorks will go live and will be tested prior to the start date.
- Survey implementation begins for students, parents, teachers/staff, and administrators.

November/December- Months 4 and 5

- Site coordinators and/or principals will send weekly survey reminders to parents and teachers/staff.
- The survey implementation period will end.
- Site coordinators will send completed parent paper surveys to vendor for data entry.

January- Month 6

- Results for the computer generated survey will be made available to RIDE by January 31.

4. Management Plan

This section provides corporate orientation that will include:

- The year, state, country of incorporation, and a brief description of the vendor's present activities;
- A description of the organizational unit(s) that will be responsible for the contract and the general management approach;
- The management and staff capacity that will be judged on the basis of prior professional experience, professional qualifications, vendor references, and an evaluation of training plan to address any capacity gaps.
- Personnel and facilities necessary for the performance of this project.

5. Qualifications / Experience

5.1 This section will provide a detailed description of the vendor's prior experience working on projects similar in size, scope, and function to the proposed project. Vendors will describe their experience in other states or in education /state agency survey research.

5.2 The vendor must meet FERPA requirements and have data security policies in place that meet FERPA guidelines.

5.3 The vendor will provide detailed information about the experience and qualifications of personnel considered key to the success of the project.

5.4 Please describe your organization's experience with the methods and subject matter of this survey. Indicate the experience the organization has had, if any, in the following areas:

- Conducting Telephone Surveys -- Indicate any work with on-going survey efforts where new samples are delivered frequently and respondents must be contacted within a specified amount of time after service is delivered;
- Employing strategies to maximize the response rates of students, teachers, and parents including options ideas for incentives and awards;
- Reaching participants who upon contact, are non-cooperative, reluctant to respond to questions, or argumentative;
- Interacting with customers of government programs and/or disadvantaged groups;
- Collecting survey data for measuring educational programs and services and provide examples;

- Administering surveys that target smaller subsets of special populations (i.e., Student with Disabilities, English Language Learners) and analyzing data with specifications reflecting mean score for the State, as well as, local education agencies' performance.

ADDITIONAL CONTRACTOR REQUIREMENTS/QUALIFICATIONS

- Bidders must submit a letter of transmittal signed by an owner, officer, or other authorized agent.
- Bidders must submit relevant organizational information, a list of similar projects undertaken and/or clients served, agency expertise relative to the services requested, and a statement of existing workload as it impacts the performance of the project.
- Bidders must provide an overview of key personnel assigned to the project including education and prior experience.
- Bidders must disclose any work to be sub-contracted including the specific work to be performed and staffing, organizational structure, and business background of the sub-contractor.

TERMS OF THE CONTRACT

The contract will begin **upon receiving purchase order, 2015** and end **June 30, 2018**. The scope of the work may be modified by RIDE prior to beginning work on a given task. RIDE retains the option of granting a time extension of up to **two years** with additional funding if available and if the level of work is expanded by mutual written consent. If necessary, deficiencies in performance of services and/or failure to supply deliverables in a complete and timely manner will be documented in writing by RIDE. Should a pattern of substantial dissatisfaction become apparent, RIDE reserves the right to terminate the contract.

SUBCONTRACTING

The State shall have a single prime vendor as the result of any contract negotiation, and that prime vendor shall be responsible for all deliverables referenced in the RFP or proposal. This general requirement notwithstanding, vendors may enter into subcontracts. If the vendor intends to subcontract for portions of the work, the vendor will include specific designations of the tasks to be performed by the subcontractor.

The State will not be liable for any errors in proposals. The State reserves the right to make corrections or amendments due to errors identified in proposals by State or the vendor.

Vendors are responsible for determining that there will be no conflict or violation of the Ethics Code if their company is awarded the contract. Ethics issues are interpreted by the Rhode Island Ethics Commission.

DATA CONFIDENTIALITY AND USAGE

Data and all survey materials are confidential and are owned by RIDE and cannot be resold, shared, or distributed and/or combined with other data without permission. The details of data confidentiality and usage outlined in this RFP extend to any subcontractors that the selected vendor engages in this work.

All materials submitted in response to this request become the property of State. Selection or rejection of a proposal does not affect this right.

COPIES OF QUESTIONNAIRE, SURVEY RESPONSES, DATABASE

All hard and digital files related to the Survey: (1) questionnaire; (1) responses recorded from the survey, including in electronic format agreed with RIDE; and (3) other related tables and graphics and instructions for accessing, extracting and analyzing data are the sole property of RIDE.

The results of the survey will become the property of RIDE and will be for internal use, thus they will not be used without permission of RIDE.

COST PROPOSAL/TERMS OF PAYMENT

The contractor must prepare a cost proposal reflecting the hourly rate or other fee structure proposed for this scope of services using the Cost Proposal Forms contained in Appendix A. Please ensure the budget is presented by state fiscal year, which runs from July 1st through June 30th.

Please note that reimbursement for travel within the continental United States will be limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.

Proposal Submission

Questions concerning this solicitation may be e-mailed to the Division of Purchases at the address on the cover sheet of this solicitation and no later than the date & time listed. **Send your questions in Microsoft Word format.** Please reference the RFP# on all correspondence. Questions received, if any, will be posted and answered on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. For computer technical assistance, call the helpdesk at 401-222-3766 or Lynda.moore@doit.ri.gov.

Proposals (an original plus 4 copies) should include the following:

1. A completed and signed three-page RIVIP Bidder Certification Cover Form, available at www.purchasing.ri.gov.
2. A **separate Cost Proposal** as described above.
3. A *separate* Technical Proposal (see below) describing the qualifications and background of the applicant and experience with similar programs, as well as the work plan or approach proposed for this requirement.
4. A completed and signed W-9 (taxpayer identification number and certification). Form is downloadable at www.purchasing.ri.gov.

Deliver to: Department of Administration
Office of Purchases
One Capitol Hill
Providence, Rhode Island 02908

Contractor assumes all responsibilities for proposals submitted by mail or commercial delivery service. Proposals misdirected to other state locations or which are otherwise not present in the Office of Purchases at the time of opening, for any cause, will be determined to be late and will not be considered. Faxed responses will not be considered.

TECHNICAL PROPOSAL/REQUIRED ELEMENTS

- | | |
|---|-------------|
| 1. Marketing and Outreach | (10 points) |
| 2. Contractor's Understanding of the Issues | (10 points) |
| 3. Scope of Work/Work Plan | (20 points) |
| 4. Capacity of the Agency Effectively to Administer the Project | (20 points) |
| 5. Quality of Key Personnel (including Curriculum vitae /resumes) | (10 points) |
| 6. Cost Proposal | (30 points) |

The technical proposal should be 10-20 pages in length, respond to each area of the required elements listed above, and contain a cost proposal using the forms in Appendix A. Supplemental information may be appended to the technical proposal.

A Selection Committee will evaluate submitted proposals on the basis of the above criteria items. Consultant Teams may be invited to appear before the Committee for in-person presentations. The Committee will then make a qualifications based recommendation for final selection to the Rhode Island State Purchasing Agent, or her designee, who will make the final award decision.

To advance to the cost evaluation phase, the technical proposal must receive a minimum of 40 out of a maximum of 70 technical points. Any technical proposals scoring less than 40 points will not have the cost proposals opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 40 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in the cost category, bringing the potential maximum score to 100 points.

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all responses, and to award in its best interest.

Responses found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. The State reserves the right to reject any or all responses submitted and to waive any informalities in any vendor's submission.

A notice of bid protest pursuant to R.I. General Law 37-2-52 must be filed with the chief purchasing officer by the protestor in accordance with the guidelines provided in Section 1.6 of the State of Rhode Island Procurement Regulations, which can be accessed at the following link:

<http://www.purchasing.ri.gov/RIVIP/publicdocuments/RULES2011/SEC1.pdf>

The contract agreement resulting from this award will include all provisions outlined in Title 2 of the Code of Federal Regulations, Chapter 2, Appendix II to Part 200. These provisions can be accessed at the following link: www.ecfr.gov

APPENDIX A

BUDGET MULTI-YEAR PROJECTS

The Contractor estimates that its budget for work to be performed under this Agreement is as follows:

<u>Expense Category</u>	<u>Estimated Expenditures</u>		
	Year 1	Year 2	Year 3
1. Employee Salary and Benefits	0	0	0
5. Purchased Services	0	0	0
3. Supplies and Materials	0	0	0
4. Travel	0	0	0
5. Printing	0	0	0
6. Office Expense	0	0	0
7. Other: <i>(describe)</i>	0	0	0
8.	0	0	0
Subtotal	0	0	0
Indirect Cost *	0	0	0
TOTAL	0	0	0

It is understood and agreed that the amounts indicated above for the several line items are estimates of expenditures to be incurred by the Contractor on behalf of this Agreement and to be claimed by the Contractor for reimbursement under this Agreement. It is further understood and agreed that actual expenditures may vary from the estimates set forth above and that such variations shall not in themselves be cause for disallowance of reimbursement by RIDE; provided, however, that the Contractor shall notify the contract officer of the variance and obtain pre-approval, in writing; and provided further that unless permission of the contract officer shall have been obtained in advance, no expenditure shall be claimed by the Contractor for reimbursement by RIDE under this Agreement if such expenditure shall have been incurred in a line item category not listed above. Transfer of funds between categories requires prior written approval by RIDE. In no event shall the total amount of reimbursement claimed by the vendor under this agreement exceed the total approved contract amount.

**** Attach a copy of the approved indirect cost documentation***

BUDGET DETAIL SHEET *
 FISCAL YEAR _____

EMPLOYEE SALARY AND BENEFIT DETAIL (TOTAL COMPENSATION)**

NAME	POSITION TITLE	NUMBER OF HOURS	HOURLY RATE (including benefits)	SALARY and BENEFIT TOTAL \$
TOTAL REQUEST				

PURCHASED SERVICES DETAIL

NAME	POSITION TITLE	HOURS	HOURLY RATE \$	TOTAL \$
TOTAL REQUEST				\$

OTHER EXPENDITURES DETAIL

EXPENSE CATEGORY	DESCRIPTION	TOTAL
Supplies and Materials		
Travel ***		
Printing		
Office Expense		
Other: <i>(describe)</i>		
Indirect Cost		

Total \$

* Please include a detail budget sheet for each state fiscal year (July 1st – June 30th)

** Please round hourly rates to the nearest whole dollar and ensure there are no rounding differences with the extended totals.

*** Reimbursement for travel within the continental United States is limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.