



Solicitation Information

November 20, 2015

Addendum #1

**RFP #7550018**

**TITLE: School Accountability – Survey Administration, Marketing & Outreach – “Survey Works”**

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

**ATTACHED ARE VENDOR QUESTIONS WITH STATE RESPONSES. NO FURTHER QUESTIONS WILL BE ANSWERED.**

**Gail Walsh  
Chief Buyer**

## Responses to Questions Received - RFP #7550018

### Vendor A

1. Does RIDE intend for the validated questions with national norms to map to the five key topic areas listed in 1.3?

Yes.

2. Does RIDE expect the vendor to design and calculate the Rasch measurement framework in 2.1 or provide the data for the RIDE staff to do that analysis?

RIDE expects the vendor to do the calculation for the state and by local education agency.

3. Does RIDE intend to use a survey that has been administered in the past in Rhode Island?

RIDE expects to use some items from previously administered surveys to ensure response continuity.

4. Is there a set budget for this project?

Yes, see Cost Proposal/Terms of Payment.

### Vendor B

1. Section 1.4, p 5, indicates that survey administration could include paper, electronic and mobile app. For the latest survey effort, what was the percentage used for each of these formats? Ie, how many print, online or mobile surveys were used?

Approximately 90% were taken online with the remainder on paper.

2. Section 1.4. What is the expected number of survey respondents by category: students, parents, teachers for the 2015-2016 survey effort?

RIDE expects at least a 90% response rate for students. For teachers and parents we have been dissatisfied with response rates and expect the vendor to propose methods to enhance participation rates.

3. Section 2.1, bullet 1. How many new items do you anticipate being added to the current survey? Do you plan on using the existing print (and online, if available) design templates?

Since the survey will be redesigned with the vendor the number of items added will depend on the structure of the survey. The design of the survey will be based on the (print or on line) will be dependent on the design recommended by the vendor negotiated with RIDE.

4. Section 2.2. Please confirm that phone calls to parents are for outreach purposes only and that surveys are not conducted by phone.

Yes that is correct.

5. Section 2.2. What has been the response rates for students, parents and teachers/staff?

See Vendor B question 2.

6. Section 2.4. What “other media” is required for disseminating results to governmental, legislative and general public?

This may include material such as, PowerPoint presentations, informational handouts, etc.

7. Section 2.4. Please explain the requirements/capacity of the dashboard for survey results. Are PDF versions of the report also required (per previous years)? And, do participating schools receive building-level reports? If so, in what format and how are they distributed?

It is expected that downloadable reports will all be available online. PDF's are not acceptable.

8. Section 2.4. Is the year-to-year comparison data submitted as a data file or as a report? And, if a report, what format, PDF, print, online?

Online.

9. Section 2.4. RFP states that vendor will collaborate with “RIDE vendors selected to publicly report and display SurveyWorks data.” Please elaborate more specifically on what the selected vendor’s responsibilities would be with the RIDE vendors.

RIDE expects all vendors to partner around our public reporting platforms.

10. What is the budget range for the scope of work?

See Cost Proposal/Terms of Payment.

11. Will the current SurveyWorks website host data from the upcoming year or is the vendor responsible for developing a new website?

The online reporting platform will be the responsibility of the vendor and will be hosted on RIDE's current public reporting site.

12. Did the survey occur in 2014-15? If not, why not?

No. Lack of funding.

13. Section 2.1 Are the 4 focus groups to be held in person or is online OK?

In person only.

14. Section 5.4 mentions recruitment strategies that include incentives. Do you anticipate having funding for incentives built into the contract?

Yes.

15. Section 5.4. Were incentives and awards for participation used in prior year survey administrations? If so, please give examples

Pizza and gift certificate participation awards.

16. Section 2.4. Will awarded vendor be provided prior year comparison data and expected to post those comparisons with new data?

No.

17. Section 2.2. Are survey instruments, parent notification templates and administration instructions to be translated into multiple languages? If so, will RIDE provide the translations?

The vendor is expected to provide translations for parent communication only but is expected to offer the survey in Spanish.

### Vendor C

1. What is the budget limit or budget range for the project? Our decisions about survey design, administration and reporting will be impacted by resources available.

See Cost Proposal/Terms of Payment.

2. There has been a wealth of student, parent and teacher data collected through 2013. How has that data been shared with constituents in the past? What actions were taken based on that data?

The data is shared with all districts/schools and used according to district/school needs and priorities.

3. Prior year response rates to the student survey appear very high (congratulations). What are the primary factors you believe contributed to the high response rate?

The timing of the survey administration and help from school based survey coordinators.

4. Do you have a goal for the response rate for the student, parent and teacher surveys?  
RIDE expects at least a 90% response rate for students. For teachers and parents we have been dissatisfied with response rates and expect the vendor to propose methods to enhance participation rates.

5. Were there certain schools, or groups of students, teachers or parents, that had very low response rates? No.

6. What reasons might cause you to change from the vendor you have used in the past?

Required to go out to bid at the end of a contract.

7. Do you anticipate paper surveys for any of the groups - parents, students, and teachers?

Yes for parents.

If yes, will the vendor distribute directly to parents, or will the school mail paper surveys to parents?

Vendor will be required to work with schools to orchestrate the administration of paper surveys.

8. Will vendor provide statistical analysis of results?

See 2.5 Additional Requirements.

9. What staff from RIDE will be involved? What expertise will they provide to the project?

The Office of Data Analysis and Research and the Office of Student, Community and Academic Supports will provide limited staff as needed.

10. Why were students, teachers and parents not surveyed in 2014-15?

Lack of funding

### Vendor D

1. Can you confirm the dates for the first survey administration? (The RFP refers to administration in 2015/16, but we are not clear on expectations)

Dependent on contract negotiation and issuance of the state purchase order.

2. Do you expect the current interface with InfoWorks (that PDF reports are made available through the site) to continue, or do you expect a different reporting platform to be used?

The online reporting platform will be the responsibility of the vendor and will be hosted on RIDE's current public reporting site.

3. Do you expect responses to propose a particular survey instrument that will be used in the administration, or a methodology for modifying the existing survey instruments? Is there time and budget allotted for generating a new instrument?

RIDE will propose a survey.

4. What level of input from or communication with RIDE staff will be available to support the selection/refinement/modification of the surveys?

See above.

5. What is the nature of the changes that RIDE wish to make to the existing instrument?  
Refining the instrument (to enhance measurement properties) or to add different indices or topics?  
**RIDE may add questions to align with new strategic plan. Moreover the survey must incorporate Special Education questions.**
6. In the case that a new survey is selected or designed, will the vendor or RIDE be responsible for carrying out validation/reliability studies for the instrument?  
**N/A.**
7. Can you provide an indication of the number of respondents to the parent, teacher, and student surveys that would be expected in each year?  
**RIDE expects at least a 90% response rate for students. For teachers and parents we have been dissatisfied with response rates and expect the vendor to propose methods to enhance participation rates.**
8. How many schools will the vendor need to communicate with and coordinate?  
**Approximately 300.**
9. Can you provide an indication of the number of respondents who might require additional language (non-English) support?  
**No more than 10%.**
10. Can you identify all of the required languages for which translation and support may be required?  
**See section 2.2 Marketing and Outreach. The vendor is expected to provide translations for parent communication only but is expected to offer the survey in Spanish.**
11. Can you provide information on the value of the current contract, and details of any differences in scope between that contract and the requirements of this RFP?  
**There is no current contract.**

12. Is the state or are the LEAs able to provide information on each respondent to the parent surveys? For example would the vendor be able to access names, addresses, email addresses, phone numbers and language requirements for each respondent?

No, the survey is completely anonymous.

13. With reference to the “The vendor will be required to collaborate with any and all RIDE vendors selected to publicly report and display SurveyWorks data.” in Section 2.4 – Can you give an example of what types of collaboration have taken place in the past, or what it may look like in the future?

At a minimum we expect vendors of all of our reporting platforms to coordinate public reporting.

#### Vendor E

1. What is the historical response rate to the survey by students, parents, and teachers?

RIDE expects at least a 90% response rate for students. For teachers and parents we have been dissatisfied with response rates and expect the vendor to propose methods to enhance participation rates.

2. What methodologies have been utilized in past projects (e.g., paper, web, phone) and how successful was each methodology?

Web has been most successful. Paper was used in a limited way based on Internet availability.

3. How many students, parents, and teachers will be included in the survey?

Approximately 120,000 students, 100,000 parents and 15,000 teachers.

4. What is the total number of site coordinators/principals who will need to be contacted by the vendor?

Approximately 300.

5. Was the SurveyWorks project implemented in the 2014-2015 school year? If not, what was the reason?

No. Lack of funding.

6. What parent participation rate would be acceptable to RIDE?

For teachers and parents we have been dissatisfied with response rates and expect the vendor to propose methods to enhance participation rates.

7. What languages are required for the student survey?

English and Spanish.

8. What languages are required for paper parent surveys?

English and Spanish.

9. What is the annual budget for this project?

See Cost Proposal/Terms of Payment.

10. For the paper methodology, is distribution and collection of all the surveys (including the parent surveys) from within the schools an option (i.e., rather than mailing parent surveys directly to the parents' homes)?

Yes.

11. Are telephone surveys encouraged?

No.

12. What type of support of the project is provided by RIDE and/or the schools? With whom would the vendor work most closely on the project?

Office of Data Analysis and Research and the Office of School Community and Academic Supports will provide limited staff as needed.

13. What is the expectation regarding the MBE requirement for this contract?

See Instruction and Notification to Bidders.

14. A high level of engagement is needed by all sample segments. What type of contact information and/or venues for communication will be available to support marketing efforts? Also, for contacting survey participants?

See Section 2.2 Marketing and Outreach.

15. Please provide more detail on the reporting requirements for “infographics and other media.”

This may include material such as, PowerPoint presentations, informational handouts, etc. Also see section 2.4 Analysis and Reporting.

16. The address for proposal delivery is listed on page 13 of the RFP. Please also provide a contact name and phone number for proposal delivery, in case of delivery issues.

Vendor must follow State of RI Dept. of Administration procedure. They provide contact information as stated in the RFP.

## Vendor F

1. Please provide some guidelines concerning your cost expectations. There are a wide range of possibilities that could be proposed, and having guidelines would help us to know which possibilities are feasible.

It is the vendor’s responsibility to propose a budget that fulfills the RFP requirements.

2. Please provide the numbers of people to be surveyed in each category, and the number of distinct questionnaires (e.g., will there continue to be three student surveys, and will the faculty staff continue to share one questionnaire).

Approximately 120,000 students, 100,000 parents and 15,000 teachers. Teachers will have one questionnaire. There will be no administrator survey. Student and Parent surveys will be modified based on student age and school level as appropriate.

3. Please indicate which survey modes (paper/web/phone) have been used in the past, and for which groups. Does RIDE wish to change these modes?

Paper and Web were used in the past. It is expected that paper and web will be used in the future.

4. Will there be any open-ended items on the surveys? If so, what are RIDE’s expectations concerning how they should be processed? What length of response should we anticipate for the open-ended items?

Open ended items are not expected in the 2016/2016 administration.

5. Will students have access to online surveys?

Yes.

6. Who is responsible for translating the surveys?

See section 2.2 Marketing and Outreach. The vendor is expected to provide translations for parent communication only but is expected to offer the survey in Spanish.

7. How comprehensive, and how accurate and up-to-date are the data for contacting parents? That is, what is the quality of the mail addresses, email addresses, text addresses, and telephone numbers?

Vendors will not have access to personal information.

8. Will RIDE directly provide data to the contractor with contact data on students, parents, and teachers, or would such information be provided by the school districts

The vendor will coordinate survey administration with the school survey coordinator.

9. Who is responsible for preparing and printing materials such as the parental notification/consent forms and the weekly survey reminders? Will the new contractor have access to the materials used previously?

See section 2 Scope of Work and section 3.2 Monthly Timeline.

10. How much do you expect the questionnaire to change from one year to another? How extensive should we anticipate that the survey development effort will be?

Survey development will be minimal and RIDE expects little change from year to year.

11. What support can we expect from the state and districts in facilitating high response rates?

RIDE will send out regular survey reminders and will also publically acknowledge school and district participation rates.

12. Do you expect the electronic dashboard to be similar to what RIDE provides now? What role will the contractor take in programming, hosting, and providing data for the dashboard?

See section 2.4 Analysis and Reporting.