



# DISTRICT OF COLUMBIA PUBLIC SCHOOLS

**OFFICE OF CONTRACTS AND ACQUISITIONS**  
1200 First Street, NE., 9<sup>th</sup> Floor, Washington, DC 20002  
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## **Request for Information (RFI)/ Market Survey For DCPS Student Perception Survey**

**To:** Potential Contractors

**Caption:** Request for Information /Benchmarking Pricing  
Program Content & Pricing for Student Surveys

**Issuance Date:** December 15, 2021

**Response Due Date:** January 4, 2022

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### **1.0 Introduction**

The District of Columbia Public Schools (“DCPS”), Contracts and Acquisitions Division on behalf of the Office of Student Improvement and Supports (“OSIS”) is issuing this Request for Information (“RFI”) to conduct market research to identify the availability and interest of qualified contractors able to develop and provide Student Perception Survey Measures of Educator Effectiveness.

The District of Columbia Public Schools educates approximately 49,000 students in 118 schools and educational centers. DCPS employs about 8,000 teachers, principals, classroom aides, social workers, counselors, custodians and other support staff who work to carry out the public education mission in DC. DCPS also counts amongst its facilities another four (4) administrative locations and mission-oriented offices, such as the Central office location and support sites, warehouse and logistics facilities.

DCPS Contracts and Acquisitions Division is conducting market research for procurement and planning purposes through this Request for Information as part of its procedures to initiate the DCPS procurement requirement of the services.

The requirement is to fulfil the needs of the DCPS, Office of Student Information and

Support to develop and provide student perception survey measures of educator effectiveness for students and teachers as described in Attachment A.

## **2.0 Request for Information/ Benchmarking Pricing**

DCPS is requesting all interested vendors review this RFI Market Survey Request and provide a detailed response to OCA by **4:00 PM, Tuesday, January 4, 2022** at [dcpsoca.inquiries@k12.dc.gov](mailto:dcpsoca.inquiries@k12.dc.gov).

Upon review of the RFI and Benchmarking data provided, DCPS will be able to assess the overall best value and may issue a solicitation to fulfil its requirement.

This request is strictly for market research and planning purposes only and in no way does this request bind DCPS to solicit bids or proposals now or in the future. Interested contractors may be contacted to discuss the responses submitted during review.

Please direct all your questions and responses to the following DCPS/OCA officials:

LaVeta Hilton  
Interim Deputy Chief Procurement Officer  
Office of Contracts and Acquisitions  
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e-mail: [Laveta.Hilton@K12.dc.gov](mailto:Laveta.Hilton@K12.dc.gov)

Joan Aird  
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DCPS would appreciate receiving your response **by 4:00 pm on Tuesday, January 4, 2022** to [dcpsoca.inquiries@k12.dc.gov](mailto:dcpsoca.inquiries@k12.dc.gov); Subject line: Request for Information/Market Survey: GAGA-2022-A-0035, Student Perception Survey.

We thank you in advance for providing the information requested in the RFI/ Market Survey.

## **ATTACHMENT A**

### **STATEMENT OF WORK/SERVICE DESCRIPTIONS**

The District of Columbia Public Schools' (DCPS), Contracts and Acquisitions Division, on behalf of the Office of Student Improvement and Supports (“OSIS”) is requesting information from contractors able to develop and provide Student Perception Survey Measures of Educator Effectiveness. The requested services shall include:

- A validated student survey instrument to be delivered through an online platform
- Robust data quality protocols
- Extensive data analytics and data-based consulting services
- Planning and survey design support
- Resources for stakeholder communication
- Training
- Project management services
- Technical and customer service support
- Customizable reports

The District of Columbia Public Schools anticipates approximately 25,000 students will take the survey each year and approximately 2,200 teachers will receive a survey score as a part of the IMPACT Effectiveness Assessment System for School-based Personnel (IMPACT). The survey will be administered at least once for all teachers; a second, optional, annual administration shall also be included in the proposal. Feedback and score reports should be generated at the teacher-level.

The contractor shall provide overall management, staff, and technical assistance for the student survey. DCPS will provide oversight of these goods and services. The vendor shall provide and perform all goods and services as identified in accordance with appropriate government regulations, and industry standards.

The District of Columbia Public Schools is seeking the following information about your survey and services:

1. What items/questions are included in your survey?
  - Are there differentiated survey levels by grade or subject?
  - Please also share the full list of demographic items that students are asked, along with answer options.

2. How do students complete the survey online?
  - Please share any relevant information about how students access the survey and experience the platform and survey interface.
3. What language translations of your survey are currently available?
  - What student accommodations are available through the online platform?
4. How are survey responses scored?
  - Please note any adjustments based on school type, student characteristics, and classroom composition.
  - Please note if scores are normed on a national sample or are normed within-district.
5. How are survey scores shared with teachers?
  - Please include screenshots of any platforms teachers may use to access or include a sample feedback report, as appropriate.
6. What level of customization do you provide districts and partners?
  - Please note any adjustments that can be made directly to the survey instrument.
  - Please note any adjustments that can be made to the score reports and teacher feedback.
7. Which school districts or partners currently use your survey?
  - Please specifically cite any districts or partners that incorporate the survey into their teacher evaluation system.
8. What is the typical per teacher price to administer the student survey?
  - Estimating approximately 2,200 teachers take the survey (up to twice each), what is the average (or average range) per-teacher price associated with administering your survey?