



## CORPORATION FOR PUBLIC BROADCASTING

### REQUEST FOR PROPOSALS

#### Research Study for Station Education Services

**FILING DEADLINE: THURSDAY, NOVEMBER 20, 2014 at 5:00 PM ET**

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#### **I. PROJECT BACKGROUND**

CPB seeks to engage a qualified researcher (Contractor) to conduct a study that will include:

- 1) a brief (20 questions or fewer) survey of approximately 172 public television stations about their education services (Station Survey), in order to update public media's knowledge and understanding of stations' education services, which were last measured by a station survey conducted in 2007 (see Exhibit A);
- 2) case studies investigating how eight stations participating in the American Graduate initiative changed their internal practices or approach as a result of their participation (Case Studies); and
- 3) an environmental scan to determine community needs and the services that public media can provide to meet those needs (Environmental Scan).

CPB's objective in commissioning the study is to obtain a picture and an analysis of public media's current work in education services and to identify what communities' education needs are from public media. Over the past several years, public media education practices have changed as technology has evolved; new initiatives have been created such as American Graduate ([www.americangraduate.org](http://www.americangraduate.org)); and state and federal policies concerning education, the availability of funding, and the economy have shifted. At the end of the study, Contractor will write a publication-quality report that provides a detailed analysis of the Station Survey, the Case Studies, and the Environmental Scan.

#### **II. PROJECT WORKSCOPE**

In conducting the research, Contractor must provide the following services:

##### **1. Meetings and Communication with CPB**

Meet, in person and by phone, with CPB as needed throughout the project to plan and discuss issues related to the study activities, updating CPB and its Board of Directors as needed. We expect up to four in-person meetings between CPB and Contractor, including one at the start of the project to plan the study; one as the data is being processed to discuss emerging trends; and one at the end of the project, to present and discuss the findings included in the final report. CPB expects these meetings to take place at CPB's offices in Washington, D.C., with one of the four meetings possibly (at CPB's request) taking place at a public media industry conference in winter/spring 2015.

##### **2. Station Survey**

The purpose of the Station Survey is to identify and describe public media's current work in

education service. In consultation with CPB, Contractor will design a survey (20 questions or fewer) to answer the following broad questions:

- What activities are stations undertaking to provide their communities with education services?
- Once the survey data are collected, determine how stations' education services have changed since 2007.
- What role, if any, have advances in technology played in the stations' work?
- How are stations supporting and sustaining their education work (e.g., funding, staff, etc.)?

Contractor will administer the survey via Survey Monkey or similar online tool to station general managers and/or education leaders at all 172 public television licensees in the United States (one response per licensee). CPB will provide a list of licensees and their contact information to Contractor. To obtain a high response rate, Contractor will ensure that the survey is not burdensome for stations to complete and will work with CPB to solicit station buy-in through webinars, conference calls, and in-person meetings. Contractor will analyze the data resulting from the survey by station licensee type and other relevant characteristics to be identified by CPB.

### **3. Case Studies**

Many stations participating in the American Graduate initiative have advised CPB that their participation in the initiative has resulted in positive changes in their approach to providing education services and community engagement. As a result, the purpose of the Case Studies is to investigate how eight stations have changed their approach. The Case Studies must evaluate whether the stations' approach became more inclusive by involving other departments, such as station management, development, membership, and communications. In addition, the study must look into whether individual departments have changed their practices. These stations were previously subject to an [evaluation](#) by the Everyone Graduates Center at Johns Hopkins University. The evaluation examined the impact of the initiative on the stations' communities from the perspective of the stations' partners. To reiterate, the Case Studies will examine the internal impact of the initiative from the stations' perspective.

To gather the information for the Case Study, Contractor will develop, in consultation with CPB, a set of interview questions for station staff. Contractor will interview station senior management and department heads at the identified stations. Contractor will ask stations that are also participating in the Ready To Learn initiative to consider how the stations' participation in Ready To Learn has affected their practices and their ability to create a continuum of education services from cradle to career. Contractor will analyze data and produce, for CPB and for stations, a set of case studies and recommendations highlighting effective practices and how to support and scale these practices in the public media station system. They will be included in the Final Report.

CPB will work with Contractor to select the eight stations. Once a Contractor is selected, CPB will provide Contractor with a list of the 34 current American Graduate stations and summaries of their work.

### **4. Environmental Scan**

The purpose of the Environmental Scan is to find out what parents and children in local communities throughout the United States need from public media stations related to education and children's content, and to look across community needs to identify national trends. In consultation with CPB, Contractor will develop and implement a research method that identifies and engages key persons

and organizations that serve children and families, which may include but are not limited to key peer groups, service agencies (government programs, nonprofits, and libraries), local leaders and activists, employers, media, and commercial forces whose partnership and involvement factors in the success of public media's education service. The Environmental Scan should be designed to answer the following broad questions:

- What do children and families need to support children's success in school and in life?
- What do public media partner organizations need to serve families effectively?
- What is the role of public media in facilitating partner organizations' success as well as serving children and families directly?
- What do partner organizations see as public media's unique contribution to addressing a community's education-related needs?

Upon awarding the contract, CPB will provide Contractor with background information on public media education initiatives from the past few years and a list of organizations that have partnered with public media stations to serve children and families in local communities. Contractor will collect and analyze the data resulting from the Environmental Scan by community type and other relevant characteristics identified by CPB.

## **5. Final Report**

Contractor will write, format, and produce a publication-quality written report (approximately 20-25 pages) that includes an executive summary and provides a detailed report and analysis of the Station Survey, the Case Studies, and the Environmental Scan. Because the report will be read by many without a research background, Contractor will ensure that the report is understandable by general audiences. Contractor will include engaging graphics, detailed charts, and graphs that demonstrate the results in a creative fashion. Contractor must provide CPB with at least two layout design concept options for the report. Contractor will provide up to two rounds of revisions to the CPB-selected design concept. Contractor will submit the final report in the form of a single indexed PDF file, not to exceed 5 MB in size and suitable for downloading from a Website or as an e-mail attachment. CPB will be responsible for the cost of printing and distributing the report.

During the data collection process, CPB may need an occasional graph, chart, or summary of the results to date to provide to its Board or use at industry meetings. Contractor will be expected to provide the same upon request.

## **III. PROPOSAL REQUIREMENTS**

Applicants must separate their technical and cost proposals.

Technical proposals must include the following information in the order specified.

### **1. Proposal Narrative (Microsoft Word or Adobe PDF format)**

Written narrative (10 pages maximum, not including appendices) clearly outlining:

- Proposed approach to managing the project described above, including applicant's proposed research methodology for the Environmental Scan, and a brief narrative describing any significant issues or obstacles that CPB might face while conducting the study, along with suggestions on how CPB might overcome the same;
- Summary of applicant's qualifications, including not more than three examples of similar projects completed during the past three years, along with URLs or PDF copies of related final project reports.
- Staffing plan, including the number and quality of staff assigned to the project, their

responsibilities, and number of estimated hours broken down by task. Please attach a biography for each assigned staff.

2. Cost proposals should be provided to CPB in Microsoft Excel and include the following:
  - Budget with line item and fee structure detail, including personnel rates, the number of hours per assigned staff per task, and the cost of any subcontractors.
  - Estimated travel and out-of-pocket expenses to attend three meetings at CPB’s offices in Washington, D.C. Please note that only travel expenses that comply with CPB’s published guidelines are subject to reimbursement (see Exhibit B).

**IV. TIMELINE**

Below is the anticipated timeline and due dates for the project.

Action Items	Dates
Submit Proposal to CPB	November 20, 2014
Project Begins (Contract in place)	December 15, 2014
Conduct Station Survey	December 2014 – January 2015
Conduct Case Studies	December 2014 – February 2015
Conduct Environmental Scan	January – March 2015
Submit Final Report to CPB	April 30, 2015

**V. EVALUATION CRITERIA**

Proposals will be evaluated based on the following criteria and associated weights:

1. Proposed approach, including project management plan to ensure completion within the expected timeline, the proposed methodology to implement the Environmental Scan, and Contractor’s understanding of issues that might arise during the process and how to address them (40%);
2. Demonstrated experience and qualifications in conducting education research, including instrument design, data collection and analysis, and writing publication-quality reports, as demonstrated in Contractor’s examples of similar projects (35%); and
3. Cost and reasonableness of the proposed budget (25%).

**VI. PROPOSAL SUBMISSION**

Proposals are due no later than November 20, 2014, at 5:00 p.m. Eastern Standard Time. Applicants

must submit separate technical and cost proposals. Technical proposals must be e-mailed (as attachments in PDF format) to Sarah Bean, Project Manager, Education, [sbean@cpb.org](mailto:sbean@cpb.org). Cost proposals must be provided by e-mail (as attachments in Excel format) to Jackie Livesay, Vice President, Compliance, [jlivesay@cpb.org](mailto:jlivesay@cpb.org). CPB will acknowledge by e-mail receipt of each proposal. Please include in the subject line of any e-mail "RFP Education Researcher." CPB reserves the right to disqualify applicants who include cost information in their narrative proposal.

All questions must be submitted via e-mail to Ms. Bean at the e-mail address above, preferably before November 13, 2014, and will be posted on CPB's Website without attribution.

CPB may request applicants with the top scores to meet with and present their proposals to senior management at CPB's offices in Washington, D.C. If so, CPB will notify applicants to schedule these meetings.

#### **VII. CPB TERMS**

Proposals submitted in response to this RFP by an applicant ("Offeror") shall be valid for at least 90 days following the closing date of this RFP.

Proposals must provide a straightforward, concise description of the Offeror's proposals to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. An Offeror should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets.

The selected Offeror shall be responsible for all services required by this RFP. Subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Offeror's proposals.

By submitting an offer in response to this RFP, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the RFP review process, CPB may share materials, data, other information, and analyses (collectively, "Information") with Offerors. As a condition of receiving such Information, Offerors responding to this RFP shall be deemed to agree to protect, preserve, and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in your possession.

CPB is not responsible for loss or damage to material submitted with or in support of this RFP. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any Offeror. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

Solicitation by CPB of proposals does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect to select multiple parties or elect not to pursue this project in any manner.

By submitting a proposal, each Offeror grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each Offeror guarantees that the Offeror has full and complete rights to all of the information and materials included in the proposal. Each Offeror also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

#### **VIII. CONDITIONS OF AGREEMENT**

- If a proposal in response to this RFP is selected for funding, Offerors will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Offerors are not authorized to commence work until the agreement is fully executed. If Offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.
- As a condition of agreement, Offerors must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Offerors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
- Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:
  - A demonstration of adequate financial support to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
  - Maintenance, for 3 years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes. (Offerors will additionally ensure that any subcontractors or advisors under the agreement shall also maintain such records for the period specified and under the same terms);
  - Maintenance, for 3 years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
  - Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
  - Compliance with equal employment opportunity and nondiscrimination laws and policies;
  - Offerors will be required to provide documentation as to actual costs and provide supporting detail demonstrating that all costs are reasonable, necessary, and allocable to the requirements and objectives of the work undertaken; and
  - All research and materials created, developed, compiled, or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the Offeror will be required to assign all right, title, and interest in and to such research and materials to CPB. Offerors further agree that neither they nor any of

their subcontractors will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.

- The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
- Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.
- CPB will have complete rights to the reports created as deliverables for this project.
- CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting a proposal or in performing any other activities relative to this solicitation.

**Exhibit A**

[“Public Television Stations: A Trusted Source for Educating America”](#)



## **Exhibit B – CPB Non-Employee Travel Expense Guidelines**

Travel Expenses incurred by non-CPB staff (including consultants) need to be itemized in the Non-Employee Expense Form. All expenses worth \$25.00 or higher denominations must be supported by original receipts. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

### **Transportation**

Only coach or economy class airfare, rail fare, or bus fare will be reimbursed towards travel expenses. Travelers must make every effort to plan travel and book transportation sufficiently in advance so as to realize cost savings and are required to accept the lowest fare available for the required itinerary. Full fare coach may be used only in unusual and/or special circumstances and, in each such instance, a detailed explanation shall be provided and reimbursement shall be contingent upon approval by CPB.

Private automobile use will be reimbursed at the prevailing IRS rate, but not in excess of the lowest available airfare. Taxi cab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed per day car rental rate, or when no other convenient and less expensive form of ground transportation is available. Travelers may rent intermediate-size vehicles.

### **Lodging**

CPB will only reimburse for reasonable, standard rate, single-room accommodations and appropriate incidental charges. Incidental expenses incurred for comfort, grooming or personal enjoyment, such as airline and room movies, haircuts, shaving equipment, shoe shines, etc., are not subject to reimbursements.

### **Meals**

CPB will reimburse for meals up to a total of \$65.00 per day for domestic travel and \$75.00 per day for foreign travel, provided that meals are not otherwise furnished or included in connection with an activity.