#### FLORIDA DEPARTMENT OF EDUCATION



Dr. Eric J. Smith Commissioner of Education

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Florida!

STATE BOARD OF EDUCATION

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#### MEMORANDUM

TO: Gwen Parker, Purchasing Director

FROM: Cornelia S. Or.

**DATE:** July 21, 2008

SUBJECT: Posting Intent to Award Contract for RFP 2008-17

Three (3) proposals were received in response to RFP 2008-17, Florida's Standards-Based Assessment (FSA) System, which was issued April 4, 2008. The proposal submitted by ACT, Inc. did not meet the minimum qualifications for the Mandatory Components (Part I), specified in RFP Section 10.1. Two (2) proposals met the minimum qualifications for the Mandatory Components (Part I), and the companies submitting the two proposals are listed below:

- 1. CTB/McGraw-Hill (CTB)
- 2. NCS Pearson, Inc. (Pearson)

As specified in RFP Section 10.5, Stage V: Evaluation of the Cost Proposal (Part V), to be considered in the final ranking of proposals, each proposal must have received an average rating of at least 100 raw score points (with the total number of raw score points being rounded to the nearest whole number) for Bidder Qualifications and Experience (Part II), Quality of Technical Proposal (Part III), and Quality of the Technical Aspects of the Cost Options (Part IV) combined.

The results of the evaluation of proposals reviewed are as follows:

The CTB proposal received an average rating of 31.8 raw score points for Bidders Qualifications and Experience, an average rating of 60.4 raw score points for Quality of the Technical Proposal, and an average rating of 23.7 raw score points for Quality of the Technical Aspects of the Cost Options for a total of 115.9 raw score points rounded to 116 raw score points.

CORNELIA S. ORR, Ph.D.

ASSISTANT DEPUTY COMMISSIONER FOR ACCOUNTABILITY, RESEARCH, AND MEASUREMENT
OFFICE OF ASSESSMENT

Gwen Parker Page Two July 21, 2008

The Pearson proposal received an average rating of 35.3 raw score points for Bidders Qualifications and Experience an average rating of 69.8 raw score points for Quality of the Technical Proposal, and an average rating of 25.8 raw score points for Quality of the Technical Aspects of the Cost Options for a total of 130.8 raw score points rounded to 131 raw score points.

Having averaged a total of at least 100 raw score points (rounded to the nearest whole number) for Bidders Qualifications and Experience, Quality of the Technical Proposal, and Quality of the Technical Aspects of the Cost Options, the cost proposals submitted by CTB and Pearson were opened on July 2, 2008, and evaluated as specified in Section 10.5, Stage V: Evaluation of the Cost Proposal (Part V).

Upon completion of the evaluation process, as described in Section 10.6, *Stage VI: Ranking of Proposals*, the final number of points awarded (based on weighted average ratings/conversion to point scales per Stages II, III, IV, and V) is as follows:

CTB was awarded a total of 74.0 points.

Pearson was awarded a total of 92.9 points

#### Conclusion

The proposal submitted by Pearson was acceptable. Pearson will be recommended to the Commissioner of Education as the contractor for the development and administration of the FSA.

CSO/jk

Attachments

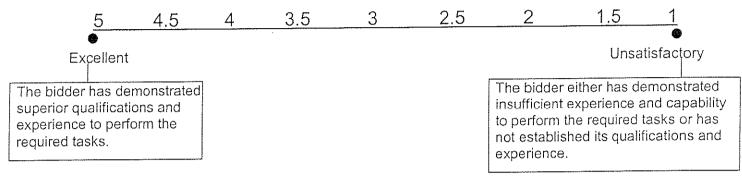
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTB		4-1-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4		D	ate: <u>6</u>	124/0	8	
Reviewer Name:	VICTO	DRIA	AsH	Re	eviewer Sign	ature: <u>7/</u> /	ctoria	Ash	<u>*</u>
	Eva	lluation	Scale for Bi	dder Qual	ifications ar	nd Experier	nce		
5	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	
The bidder has den superior qualification experience to perfo required tasks.	ons and					insufficient to perform	the required the hed its qualif	and capability tasks or has	•

Criterion Number	Work Tasks Rating Value										
C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	(4.0) (A)	3.5	3.0	2.5	2.0	1.5	1.0	
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	(4.0)	3.5		2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

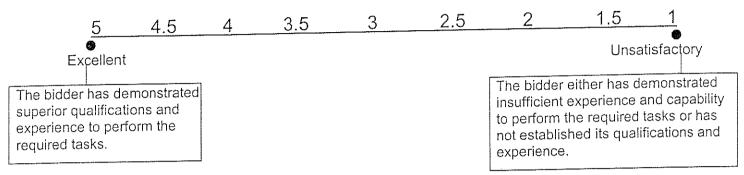
Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks				Rat	ing V	alue			
C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0  Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	ng Va	g Value							
Number	and the second of the second o	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
C6 –	All Sections 2-7 and Appendix E	0.0	1.0	,						
Computer- Based Test System	Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.									
C7 – Program Management	Section 7.0  Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTE	}			D	ate: <i>&amp;</i>	1-24-0	8
Reviewer Name: _	Lynn	Ann	Tabelia	Re	viewer Sign	ature: A.	Adal	İ
	Eva	luation S	Scale for Bi	dder Quali	fications ar	nd Experier	ice	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has dem superior qualification experience to perfor required tasks.	ns and					insufficient to perform	the required shed its qualit	and capability tasks or has

For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks Rating Value									
C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	(s.o)	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	(3.°L (2)	BE)	2.0 ب <sup>ر</sup> ې	1.5	1.0

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for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience

Excellent	5 4.5	4	3.5	3	2.5	2	1.5 1	
The bidder has demonstrated superior qualifications and experience to perform the required tasks.  The bidder either has demonstrated insufficient experience and capa to perform the required tasks or not established its qualifications experience.	Excellent  The bidder has demonstrated superior qualifications and experience to perform the					insufficient to perform not establi	either has demonstra experience and capa the required tasks or shed its qualifications	ated bility has

For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

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Criterion	Work Tasks				Rati	ng Va	aiue			
Number	1 00 1 1 1 1 C				2 "		2.5	20	1.5	1.0
C3 – Test Administration	Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience

5 4.5	4	3.5	3	2.5	2	1.5 <u>1</u>
• Excellent						Unsatisfactory
The bidder has demonstrated superior qualifications and experience to perform the required tasks.			, er		insufficien to perform	r either has demonstrated t experience and capability the required tasks or has ished its qualifications and e.

Criterion	Work Tasks				Rati	ng Va	alue			
Number C6 –	All Sections 2-7 and Appendix E	5.0	4.5	4.0	3.5	3.0 (	2.5	2.0	1.5	1.0
Computer- Based Test System	Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.						) inthe	7,	•	
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

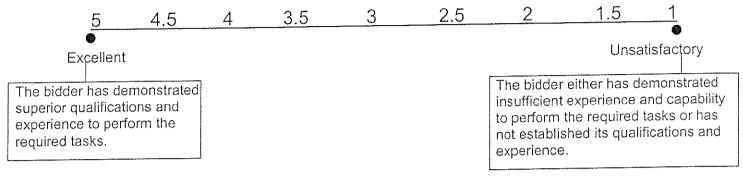
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name: _ Reviewer Name	CT Shirl	B Will	iams	Re	D eviewer Sign	ate:	gaylos Willian	
	Eva	luation	Scale for Bio	dder Qual	ifications a	nd Experier	nce	
5	4.5	4	3.5	3	2.5	2	1.5	
Exceller	nt						Unsa	tisfactory
The bidder has of superior qualification experience to perform required tasks.	ations and					insufficient to perform	the required shed its quali	and capability

Criterion	Work Tasks	Rating Value								
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
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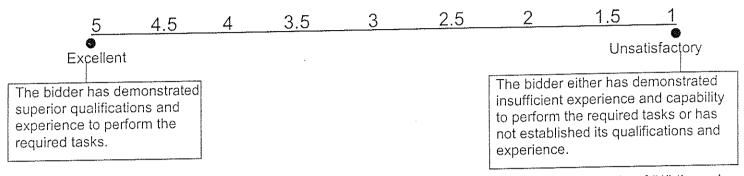
Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks	Rating Value									
C3 – Test Administration	Section 4.0 Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	.5	1.0	
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0	
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value									
Number C6 –	All Sections 2-7 and Appendix E	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0	
Computer- Based Test System	Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.			)							
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

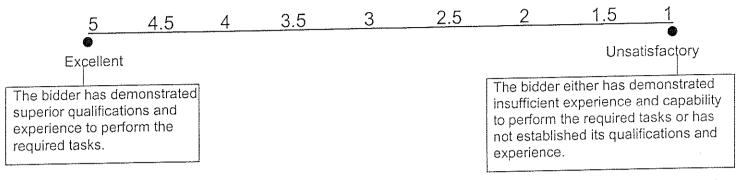
for Proposals Received in Response to RFP 2008-17.
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	TB				D	ate: <u>6-2</u>	4-08	
Reviewer Name: _	Mark	Dre	ennan	Re	viewer Sign	ature: <u>Mon</u>	h Dre	mom
	Eva	luation \$	Scale for Bi	dder Quali	fications ar	nd Experier	ice	
5	4.5	4	3.5	33	2.5	2	1.5	
● Excellent							Unsa	tisfactory
The bidder has den superior qualificatio experience to perfo required tasks.	ns and					insufficient to perform	the required shed its quali	and capability

Criterion	Work Tasks	Rating Value								
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	(4.5) (MI)		3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								
Number C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	(4.9)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience

5	1.5	4	3.5	3	2.5	2	1.5	
Excellent							Unsat	isfactory
The bidder has demonsuperior qualifications experience to perform required tasks.	and					insufficient to perform	the required t shed its qualif	nd capability asks or has

Criterion	Work Tasks	Rating Value								
Number C6 - Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.  More on Nimble	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5(	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4,0	3.5	3.0	2.5	2.0	1.5	1.0

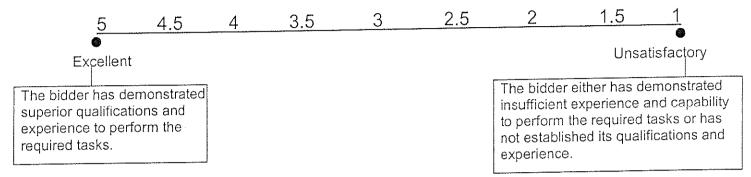
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTB	1c Gra	ω - Hill		Da	ate:	6/24/08	
Reviewer Name: _			1		viewer Signa		A S	<del></del>
	Eva	luation 9	Scale for Bio	dder Qual	ifications an	d Experier	nce	
5	4.5	4	3.5	3	2.5	2	1.5	1
● Excellent							Unsa	tisfactory
The bidder has dem superior qualification experience to perfor required tasks.	ns and					insufficient to perform	the required t shed its qualit	and capability tasks or has

Criterion	Work Tasks	Rating Value								
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	400	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5		3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
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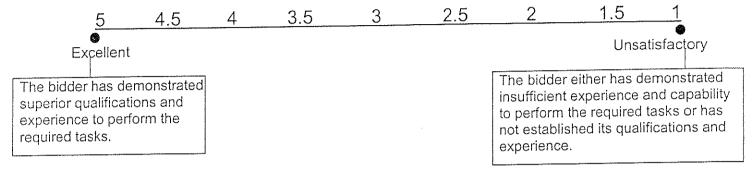
Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								
Number C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0		4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0  Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	•	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	€.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								
Number C6 - Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.	5.0	4.5	40	3.5	3.0	2.5	2.0	1.5	1.0
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	•	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	<b>£.</b> 5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

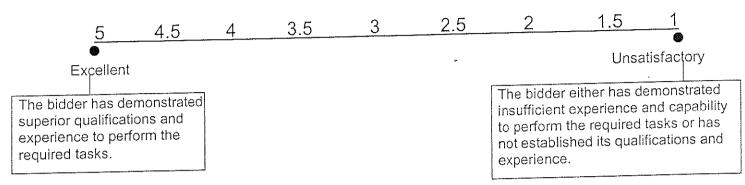
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTB/	106 Gran	, Hill	- street	D	ate:	124/08	
Reviewer Name: _	Vince	Verges		Re	viewer Sign	ature: <u>//</u> //////////////////////////////////	uts. Ve	-ge-
	Evalı	uation Sca	ale for Bio	dder Quali	fications ar	nd Experier	nce	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	itisfactory
The bidder has den superior qualification experience to perform required tasks.	ns and					insufficient to perform	experience a the required shed its quali	emonstrated and capability tasks or has fications and

Criterion	Work Tasks	Rating Value
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0 4.5 4.0 3.5 3.0 (2:5) 2.0 1.5 1.0  FTE/chain unclear in leadership/amagnet  ETS unfinition w/ moneral  ETS/CTB disconnect/lack of about in  conducting educator reviews. (Bins -> Itu Benin
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0 4.5 (4.0) 3.5 3.0 2.5 2.0 1.5 1.0  -not enough evident of successful use of Flemwin in TC  - ETS unfamiliar w/ Monach  - Overall 500/ 50/ution

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

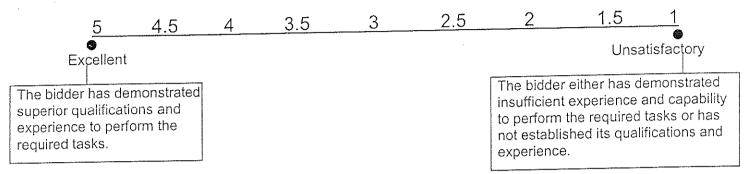
Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value
Number		5.0 4.5 (4.0) 3.5 3.0 2.5 2.0 1.5 1.0
C3 – Test Administration	Section 4.0 Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	- FDOE experie a good, not perhet
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0 4.5 4.0 3.5 (3.0) 2.5 2.0 1.5 1.0  -coperity to secularity perform H.S.  not demonstrated.  -poor history w/stallite operation (ARC)  -kelly staff trinous problematic for  SD/ASD  -good maganet - have reported in from  5.0 4.5 4.0 3.5 (3.0 2.5 2.0 1.5 1.0
C5 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0 4.5 4.0 3.5 3.0 2.5 2.0 1.5 1.0  -insufficent establish and of  guilifications/ exporum to allow higher Score

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value
Number		1 - 160 0 15 100
C6 -	All Sections 2-7 and Appendix E	5.0 4.5 4.0 3.5 (3.0) 2.5 2.0 1.5 1.0
Computer- Based Test System	Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.	Insufficient evolute of good history w/accommendations
C7 –	Section 7.0	5.0 4.5 (4.0) 3.5 3.0 2.5 2.0 1.5 1.0
Program Management	Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	-good history, but chan of bedriship unclear in bid proposal
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0 (4.5) 4.0 3.5 3.0 2.5 2.0 1.5 1.0  - 5 ord experious of commitment to gradify

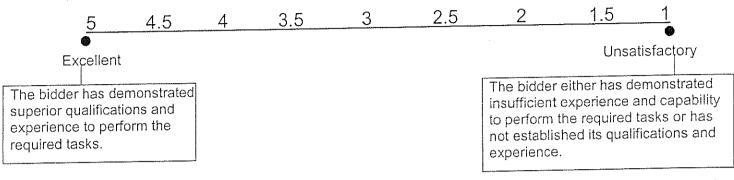
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Kaven				viewer Sign		en Des	troeder
	Eval	uation S	cale for Bi	dder Qual	fications ar	nd Experien	ice	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has den superior qualification experience to performant required tasks.	ons and					insufficient to perform	the required shed its quali	and capability tasks or has
	(6) (1	٠. الاسلام	halaw airak	n one (1) r	ating value o	f the inverse	scale of "1"	through "5."

Criterion	Work Tasks			***	Rati	ng Va	alue			
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

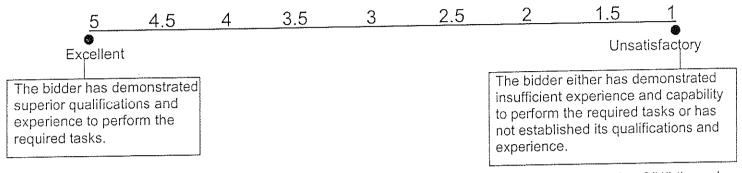
Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks				Rati	ng Va	alue			
Number C3 – Test Administration	Section 4.0 Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0  Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								
C6 – Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	<u> CTB -</u>	NCG	naw-9	4i11	Da	ate: <u>6</u>	-24-0	28
Reviewer Name:	: Hope	- 0	hildres	<sup>2</sup> Re	viewer Signa	ature: <u>A</u>	bpe(C	<u> </u>
	Eva	luation	Scale for Bi	dder Qual	fications an	d Experie	nce	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent	t						Unsa	tisfactory
The bidder has de superior qualifica experience to per required tasks.	tions and					insufficien	r either has de t experience a the required shed its quali e.	and capability tasks or has

Criterion	Work Tasks			·	Rati	ng Va	alue			
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

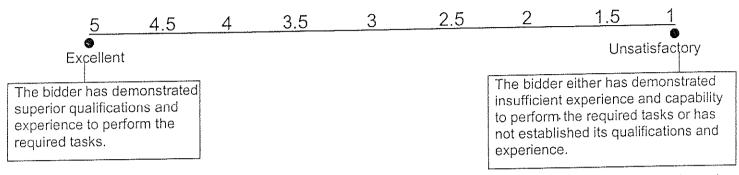
Evaluation Scale for Bidder Qualifications and Experience

5 4.5 4	<u>3.5 3</u>	2.5		1.5	<u>'</u>
Excellent  The bidder has demonstrated superior qualifications and experience to perform the required tasks.			insufficient to perform t	either has de experience a the required t hed its qualif	ind capability

Criterion	Work Tasks				Rati	ing Va	alue	**************************************		
Number C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0  Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks				Rati	ng Va	alue			
Number C6 - Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – adult.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

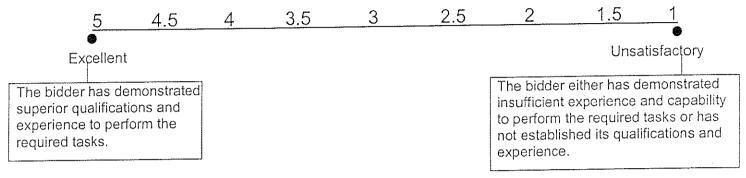
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTBI	Nc Gr	mittil - cue		D	ate: <u>0 (</u>	0.24-0	<u>1008</u>
Reviewer Name:				Re	viewer Sign	ature:	Sip	mil ci
	Eva	luation (	Scale for Bio	dder Quali	fications ar	nd Experier	nce	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has de superior qualificati experience to perferequired tasks.	ons and					insufficient to perform	the required shed its quali	and capability tasks or has

Criterion	Work Tasks	Rating Value								
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
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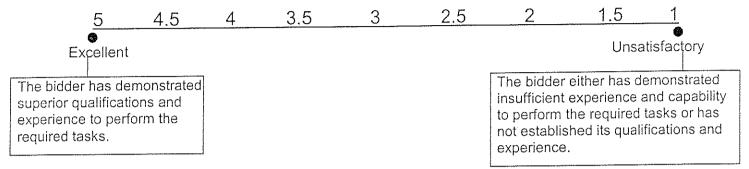
Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks				Rati	ing V	alue			
C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								
Number  C6 – Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – adult.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C7 – Program Management	Section 7.0  Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTB				D	ate: Jur	DE 24.	2008
Reviewer Name:	Bob	OLSE	<i>N</i>	R	eviewer Sign	ature.	gu.	
	Eva	luation	Scale for Bi	dder Qua	lifications ar	nd Experier	ісе	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	itisfactory
The bidder has der superior qualification experience to performant required tasks.	ons and					insufficient to perform	the required shed its quali	and capability

Criterion Number	Work Tasks				Rat	ing V	alue			
C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0 (	4.5	be lien	3.5	3.0	2.5	2.0	1.5	1.0



for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

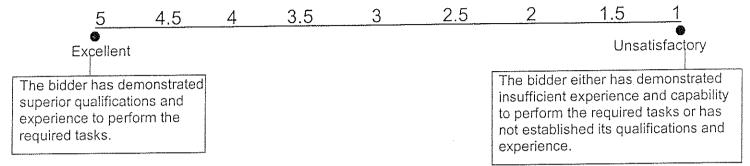
Evaluation Scale for Bidder Qualifications and Experience

5	4.5	4	3.5	3	2.5	2	1.5	
Excellent The bidder has de superior qualificati experience to perf required tasks.	monstrated					insufficient to perform	r either has d t experience the required shed its qual	emonstrated and capability tasks or has ifications and

Criterion	Work Tasks		$\sim$		Rati	ing V	alue			
Number C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0	FL Water	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks				Rat	ing V	alue			
C6 – Computer- Based Test System	All Sections 2-7 and Appendix E  Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 — adult.	5.0	4.5	4.0	3.5	3.0	2.5	ANANA LAND	1.5	1.0
C7 – Program Management	Section 7.0 Provide effective management of the program and all projects, including adequate and qualified staff, appropriate assignment of workloads, and organized workflow so that high-quality products and services are assured. Provide highly qualified management staff that have experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	STEPS MISSE	)1.5	1.0
C8 – Quality Assurance	Sections 5.2 and 7.8 Implement, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5 (	2.0 MGMNT	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CT	<u>B</u>	nd no Thirt Abido		Da	te: <u>4</u>	126/0	18	-
Reviewer Name: _	VICT	ORIA	ASH		Reviewer Signa	ture: <u> </u>	actoria	U Ash	***************************************
		Eva	aluation S	cale for	Technical Qua	lity			
5	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	
The bidder has prop requirements of the					The bidde incomplete	r has propo e solutions	sed inferior o	or ments of	

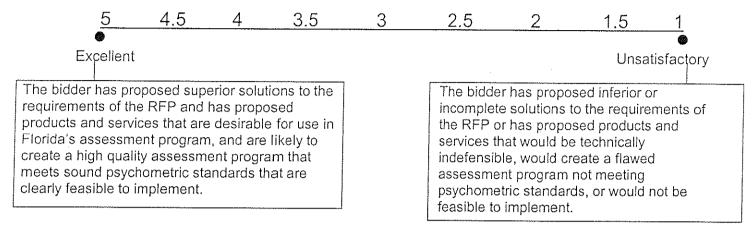
requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks				Rat	ing V	alue			
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

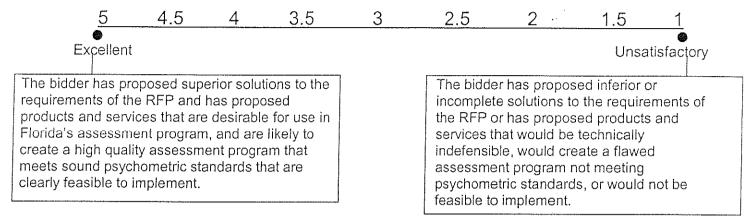
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T3 - Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	(3.9)	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	3.0	(2.5)	2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

2.5

2

1.5

1

3

5

4.5

4

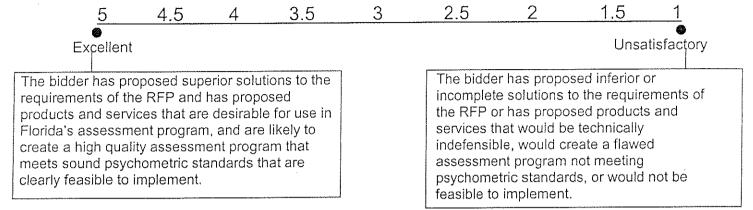
3.5

Excellent	Unsatisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.	The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement

Criterion Number	Work Tasks	Rating Value								
T9 — Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

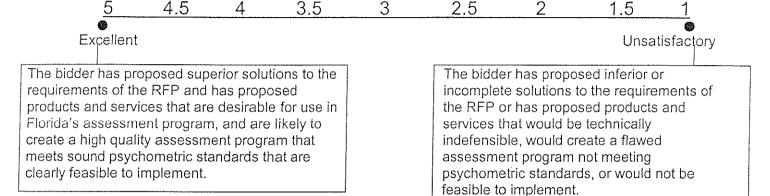
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks Rating Value									
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue	***************************************		
T13 Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	(3.0/	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	1.5	<u> </u>
•								
Excellen	t						Unsa	tisfactory
The bidder has p requirements of t products and sen Florida's assessn create a high qua meets sound psyclearly feasible to	he RFP and vices that are nent program lity assessment of the control of the cont	has prope e desirabl n, and are nent progr andards t	osed e for use in e likely to am that		incompleted the RFP of services to indefensite assessments of the psychometric formal incomplete assessments.	te solutions or has propo that would b ble, would c ent program	osed inferior of to the require osed products be technically create a flawed not meeting rds, or would t.	ements of and

Criterion Number	Work Tasks	Rating Value								
T15 – Quality Assurance 7.8 5-16 BQL	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

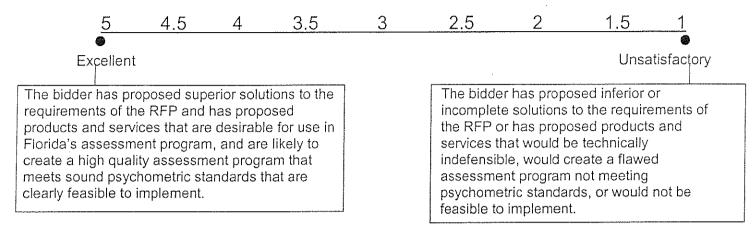
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder	Name:	CT	3			Da	te:( <i>0</i> _	-26-0	4	
Reviev	ver Name: <sub>/</sub>	Lynn	Ann	Tabeling	R	eviewer Signa		1	fol	) 
			E	valuation Sc	ale for T	echnical Qua	lity			
	5	4.5	4	3.5	3	2.5	2	1.5		
	Excellent							Unsa	tisfactory	/
requirer product Florida's create a meets s	nents of the	RFP and ces that are that program y assessmometric states	has propo e desirablen, and are ent progr	e for use in likely to am that		incomplete the RFP or services the indefensib assessmer psychome	e solutions of the solu	sed inferior conto the require sed products technically reate a flawer not meeting ds, or would and the sed of	ments of and	

Criterion Number	Work Tasks				Rat	ing V	alue			
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0 Design and implement an item banking system for importing and maintaining historical and statistical data on items. Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

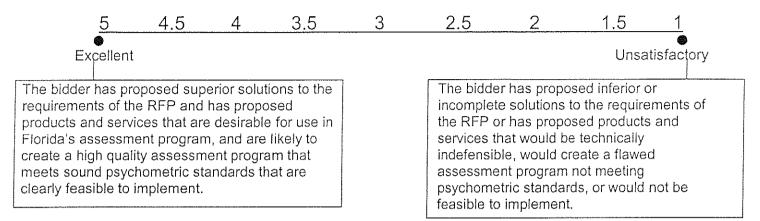
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 . Florida's Standards-Based Assessment (FSA) System

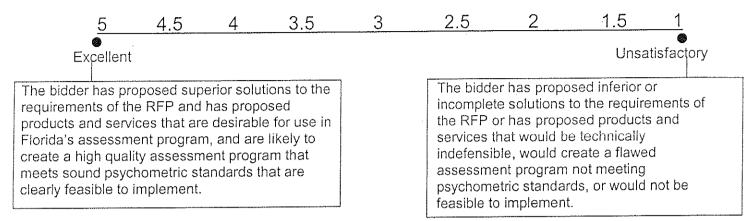
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	(3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	3.0	2.5	)2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

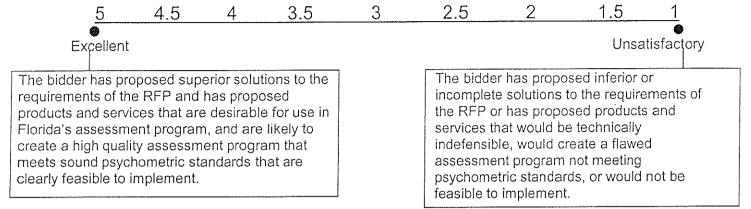
**Evaluation Scale for Technical Quality** 



Criterion Number	Work Tasks				Rati	ing V	alue		****	
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	4.0	3.5	8.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	<b>)</b> 4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks			,	Rat	ing V	alue			
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
Psychometric Services and Special Studies	Section 5.0  Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

3

2.5

2

1.5

Excellent	Unsatisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.	The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

5

4.5

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	Criterion	Work Tasks				Rat	ing V	alue			
	Number		ļ		τ		$\mathcal{A}$	<del>)</del>			,
Company of the state of the sta	T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
The state of the s	T14 – Quality Staffing	Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

5	)	4.5	4	3.5	პ	2.5		1.0	
•									
Exce	ellent							Unsati	isfactory
The bidder had requirements products and Florida's assecreate a high meets sound clearly feasible.	of the servicessme quality psych	RFP and I es that are nt program assessme ometric sta	nas propo desirable , and are ent progra	e for use in likely to am that		incomplet the RFP of services the indefensity assessment	e solutions to or has propos hat would be ole, would cre ent program r	eate a flawed not meeting ds, or would r	ments of and

Criterion Number	Work Tasks					ing V				
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	()-	TB			Da	te:	6-26-0	8	
Reviewer Name:	St.	: (11)	11'ams	Re	eviewer Signa	ture:	I dille	and	
Neviewei Name.	<u> </u>				_	1		•	
		E١	/aluation So	cale for Te	echnical Qua	lity			
5	4.5	4	3.5	3	2.5	2	1.5		
Excellent								tisfactory	
The bidder has prop							sed inferior o to the require		

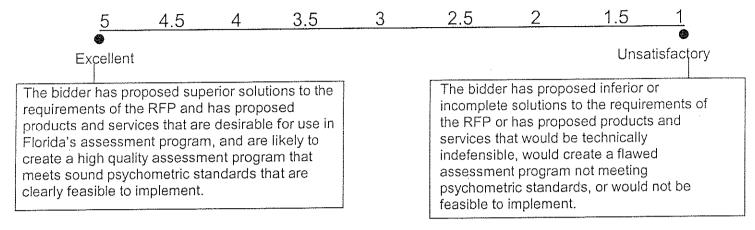
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks Rating Value									
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5 (	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0-

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

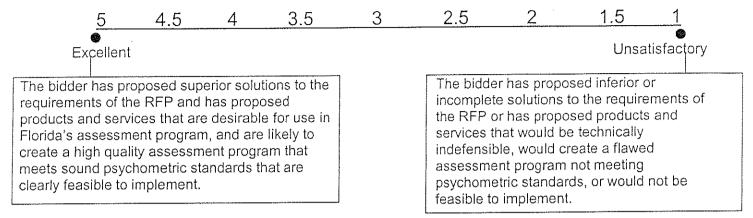
1.5

	5 4.5	4	3.5	3	2.5	2	1.5	1
Exc	ellent						Unsa	atisfactory
requirements products and Florida's ass create a high meets sound	as proposed sums of the RFP and services that a essment prograduality assess psychometric to implements.	d has prop ire desirabl im, and are ment progr standards t	osed le for use in e likely to ram that		incomplet the RFP of services the indefensible assessment psychome	e solutions or has propo hat would b ole, would c ent program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would	ements of s and d

Criterion Number	Work Tasks	Work Tasks Rating Value								
T6 - Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule. Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

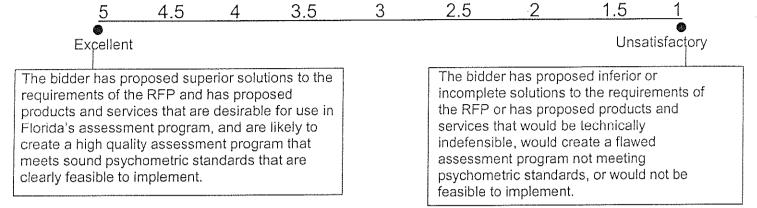
Evaluation Scale for Technical Quality



Criterion	Work Tasks				Rat	ing V	alue			
Number			T , =			T 0 0	100	100	4 5	10
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Work Tasks Rating Value								
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0  Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

Į	5	4.5	4	3.5	3	2.5	2	1.5	1
Exce	ellent							Unsa	tisfactory
The bidder have requirements products and Florida's assuments create a high meets sound clearly feasib	of the service essmer quality	RFP and es that are nt program assessmometric sta	has propo desirable n, and are ent progr	osed e for use in e likely to am that		incomplete the RFP o services the indefensib assessme psychome	e solutions to r has propo nat would be le, would cr nt program	sed inferior of to the require sed products te technically reate a flawer not meeting ds, or would	ements of s and d

Criterion Number	Work Tasks				Rat	ing V	alue			
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T14 — Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0 (	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	1.5	<u> </u>
•								
Excelle	nt						Unsat	isfactory
The bidder has requirements of products and se Florida's assess create a high qui meets sound ps clearly feasible to	the RFP and rivices that are ment progran ality assessmi ychometric sta	has propo e desirable n, and are nent progra andards th	osed e for use in likely to am that		incomplet the RFP of services to indefensity assessment psychome	te solutions to be has propo hat would be ole, would cr ent program	eate a flawed not meeting ds, or would r	ments of and

Criterion Number	Work Tasks	Rating Value								
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 . Florida's Standards-Based Assessment (FSA) System

Bidder Nam	ne: <u></u>	TB				Da	te: <u>6-2</u>	6-08	
Reviewer N	lame: _	Mark	Drer	nan.	Re	viewer Signa	ture:Mav	k Over	mon
			Ev	aluation So	cale for Te	echnical Qua	lity		
<u>.</u>	5	4.5	4	3.5	3	2.5	2	1.5	
Exp	ellent							Unsa	tisfactory
The bidder h requirements products and Florida's ass create a high meets sound clearly feasil	s of the diservice sessmer quality dispropersions.	RFP and I es that are nt program assessmo ometric sta	nas propo desirable , and are ent progra	sed for use in likely to am that		incomplete the RFP of services the indefensible assessme	e solutions r has propo nat would b le, would c nt program	sed inferior of to the require sed products e technically reate a flawe not meeting rds, or would	ements of s and d

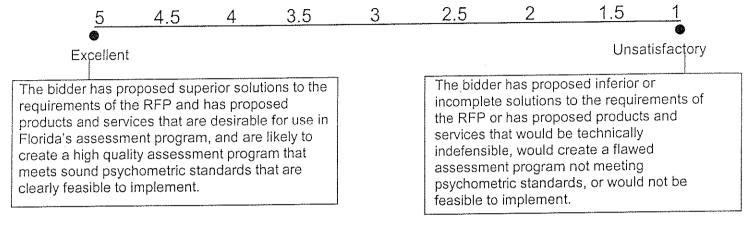
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks	Rating Value								
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	6.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value									
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	40	3.5	3.0	2.5	2.0	1.5	1.0	
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.9	3.5	3.0	2.5	2.0	1.5	1.0	
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	(4.9)	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

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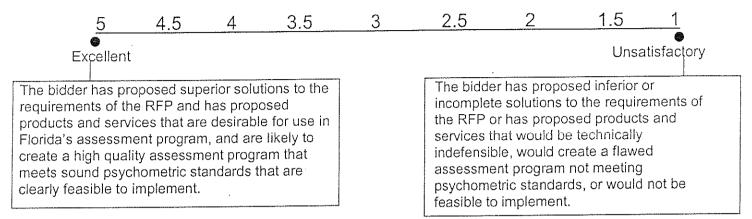
25

5 4.5 4 <u>3.5</u>	3 2.5 2 1.0 1
Excellent	Unsatisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.	The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks	Rating Value								
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.9	3.5	3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	(3.9)	2.5	2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	3,5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

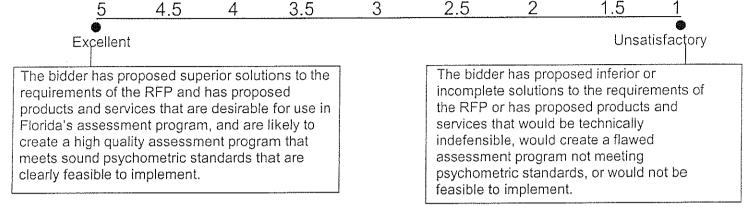
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	43	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	43	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

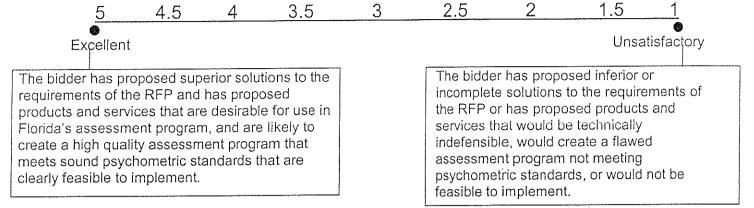
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks Rating Value										
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4,0	3.5	3.0	2.5	2.0	1.5	1.0	
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	(4.)	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T13 – Program Management	Section 7.0  Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	<b>35</b>	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality-

5 4.5	4	3.5	3	2.5	2	1.5	1
•						ilnes	• itisfactory
Excellent						UliSa	itisractory
The bidder has proposed superior requirements of the RFP and has products and services that are deflorida's assessment program, a create a high quality assessment meets sound psychometric stand clearly feasible to implement.	s propos esirable and are l t prograi	sed for use in ikely to m that		incomplet the RFP of services the indefensity assessment psychome	e solutions or has propo hat would b ble, would c ent program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would t.	ements of s and d

Criterion	Work Tasks	Work Tasks Rating Value								
Number			T , , , , , , ,			100	106	20	1.5	110
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	6.1	1.0

for Proposals Received in Response to RFP 2008-17 ... Florida's Standards-Based Assessment (FSA) System

Bidder Nan	ne: 4	TB/Ma	Gran	Hill		Da	te: <i>6</i>	1/26/08	
		,			D.,	viewer Signa	turo:	1.HA	
Reviewer N	Name: _	Mich	rel Dai	ley	Re	viewei Signa	ture		1
			Εv	aluation So	cale for Te	chnical Qua	lity		
_	5	4.5	4	3.5	3	2.5	2	1.5	1
Exc	ellent							Unsa	tisfactory
The bidder h	nas prop	osed supe	rior solut	ions to the		The bidde	r has prope	osed inferior o	or

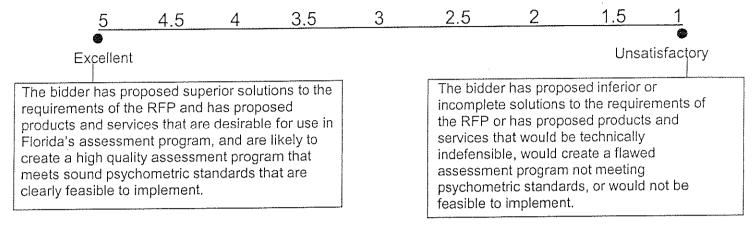
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks	Rating Value								
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	€5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	<b>£</b> D	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

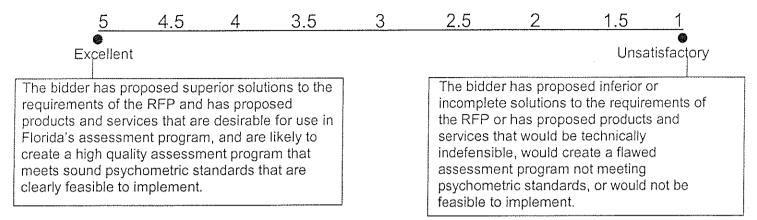
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	€	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	400	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	<b>2</b> 0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

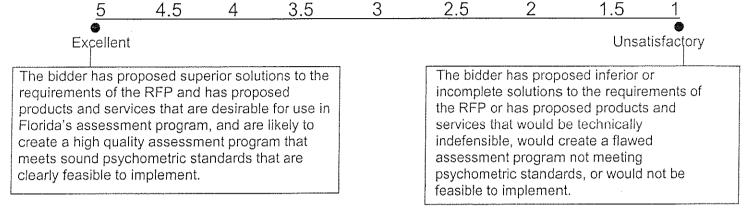
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks		<u></u>		Rat	ing V	alue	<del>, , , , , , , , , , , , , , , , , , , </del>		
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	<del>(2</del> )	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	<b>∂</b> 5	3.0	2.5	2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	<b>6</b> 3	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

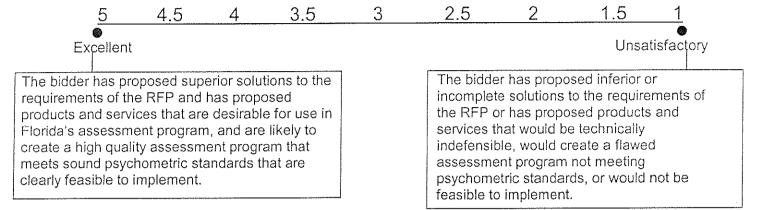
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	***	3.5	3.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5		3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

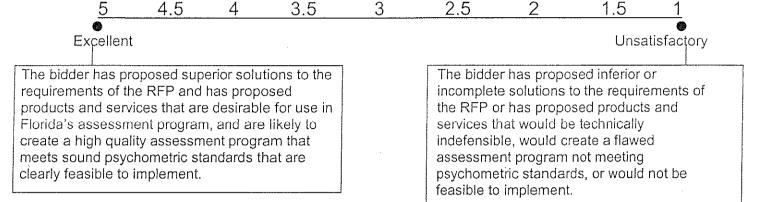
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	<b>(10)</b>	3.5	3.0	2.5	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	<b>(3.5)</b>	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

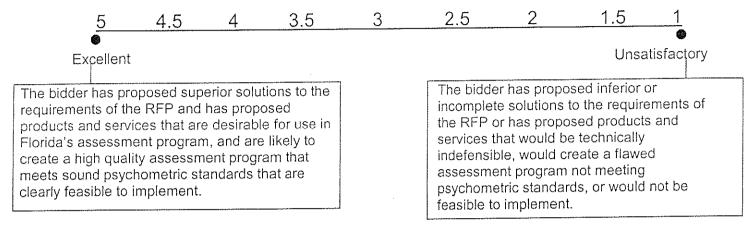
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	33	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	€ G	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								·
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5		3.5	3.0	2.5	2.0	1.5	1.0

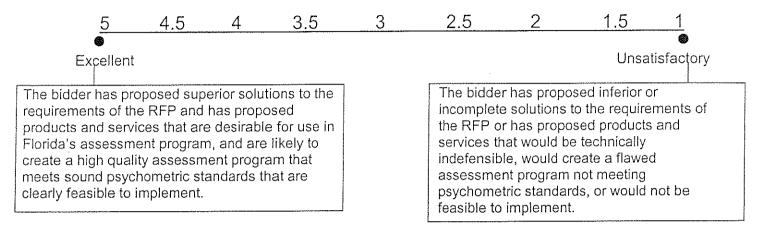
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTO	)			Dai	te: 6/26	F/28	
Reviewer Nam	e: Vince	Verges		Re	eviewer Signa	ture: <u>V</u>	In Veg	
		Ev	aluation So	cale for Te	echnical Qua	lity		
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	
● Excelle	nt						Unsa	tisfactory
The bidder has prequirements of products and se Florida's assess create a high quimeets sound ps clearly feasible to	the RFP and rvices that are ment program ality assessmuchometric states.	has propo desirable n, and are ent progra	e for use in likely to am that		incomplete the RFP of services the indefensible assessment	e solutions to the solutions to the solutions to the solutions to the solutions of the solutions to the solutions to the solutions of the solutions to the solutions to the solutions of the solutions to the solu	sed inferior of the require sed products technically reate a flawe not meeting ds, or would	ements of s and d

Criterion Number	Work Tasks				Rati	ing V	alue				
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0 - 11. - 11.	4.5 for for handi	inty mee nec	3.5 +122 +133 +133 +133	3.0 of &	2.5 TS/c	!	1.5 -t at (B/s-	1.0 ruly TR	cla
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0) -\$-	4.5 p.v.io	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

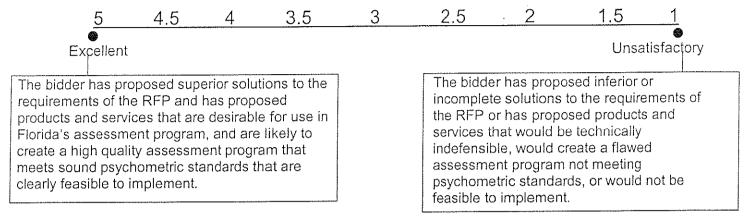
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	ζ2	4.5) sturther		3.5 using ex c		2.5 -4/	2.0 Propo	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	- (03	4.5 Pansiv	4.0 • 1	3.5	3.0 P-4	2.5	2.0 RF1	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	(5.0) - (es	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

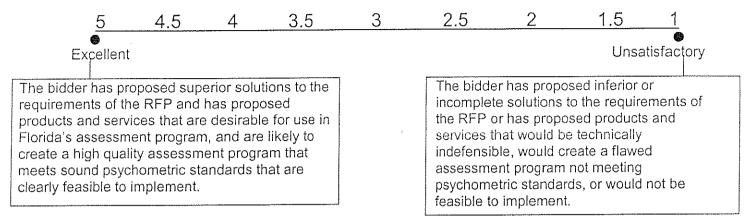
Evaluation Scale for Technical Quality



Criterion	Work Tasks	Rating Value								
Number T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0 4.5 4.0 3.5 3.0 (2.5) 2.0 1.5 1.0  -plan is not a lear process. High-rock solution w/ satellite sites - high risk w/ dral shifts for all  4 - mix of see sub tyring in one go that	nst offi							
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	- Stating model for S/D ASD not ethiciet.  5.0 4.5 4.0 (3.5) 3.0 2.5 2.0 1.5 1.0  - system proposed is not flexible enough  - no plan for copturing writing via compa  In fit  - administrator use issues risks services  reded for high quality	te							
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0 4.5 (4.0) 3.5 3.0 2.5 2.0 1.5 1.0  - propose ( responded to old mode)  when RFP is ked for different  - otherwise good								

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

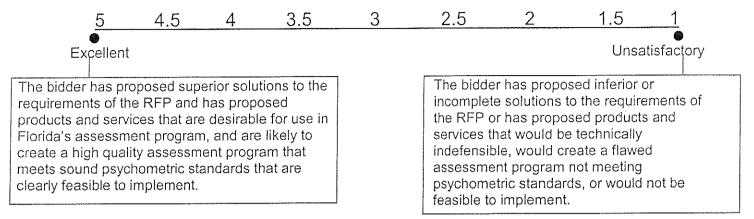
**Evaluation Scale for Technical Quality** 



Criterion	Work Tasks			, <u>,</u>	Rat	ing V	alue			
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to	5.0	4.5 ppsed	4.0	3.5	, ,	2.5 exte	2.0 del	1.5 2 y S	1.0
	complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	- 12 - 14	pact ckin	na pro	ds How ject	for	acce Stat	fort	ed s	orina
T10 — Reporting	Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5) d-0 possed	4.0 fw sy	3.5 e//o	3.0 / <b>.</b> S	2.5 USIN	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

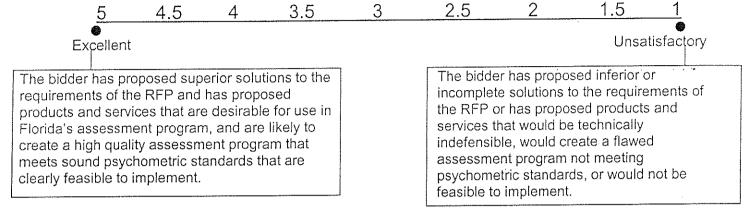
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	(5.0) - re	4.5 Spor	4.0 s.ve	3.5	3.0 RF	2.5 P	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0 -Son - S.	(4.5) ~ / h.f.fr	14.0 plas	3.5 h m-y	3.0 conf be	2.5 lete	2.0 s. Hr	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

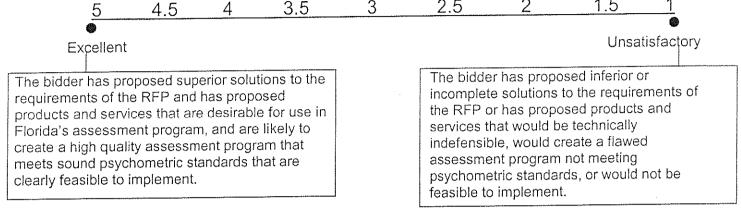
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0 4.5 4.0 3.5 (3.0) 2.5 2.0 1.5 1.0  - Conflicting information makes it  unclear in several places that  stating + organizational plan will be effective  - Stiff named are excellent, however
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0 4.5 4.0 3.5 (3.0) 2.5 2.0 1.5 1.0  - development stathing is unclear and Conflocts in places  - insufficient stath for Read in North  - RMS SD/ACD tamp, time insufficient,

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0 - h	4.5 ed orpo (Lear	(4.0) ~Ae S:*	3.5 en 1 Sis-	3.0 iden -1:4,	د .	2.0 4 - trol	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

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he requirements of d products and schnically te a flawed	or has proposed hat would be te ole, would crea ent program no	Holdmonni The RFP of Seorivies to Indefensitional Assessmental		e for use in likely to	has propo desirabl and are ent progr	e RFP and ices that are ent programity assessmith mometric sta	ord ear hae bro or of the stroments and serses s' mssesses s'i massesses s'i essible son or	require produc florids este reets
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0. ٢	g. r	0.2	S.S.	0.5	3.5	0.4	S. 4	0.9	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	T2 – Item Bank and Test Construction System
0 1	1 2 1	00	30	00	30	ΟV	J V	UJ	000011003	- CT
0.1	G.	2.0	5.5	3.0	3.5	0. <sub>+</sub>	(G: t)	0.9	Section 3.0  Design and implement procedures for developing, pilot testing, and fleld testing test items in reading, writing, mathematics, and science, including items for end of course tests.	T1 – F2t and Item Development
			alue	V Bri	ltsЯ				Work Tasks	Criterion Number

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

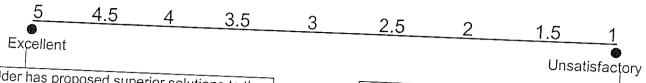
Evaluation Scale for Technical Quality

2 1.3 1
Unsatisfactory  der has proposed inferior or lete solutions to the requirements of or has proposed products and sthat would be technically sible, would create a flawed ment program not meeting metric standards, or would not be
5

Criterion	Work Tasks	1			Ra	ting \	/alue			
Number T3 –	Allo			and the same of th	<del>\</del>		1			
Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	4.0)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	WORK TASKS		·		Ra	ating	Value	<del></del>		
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	5 2.0	)   1.5	1
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.(
	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule. Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

<u>5 4.5 4 3.5</u>	3	2.5	2	1.5	1
Excellent					<u>-</u>
				Unsat	tisfactory
The bidder has proposed superior solutions to the		TI			

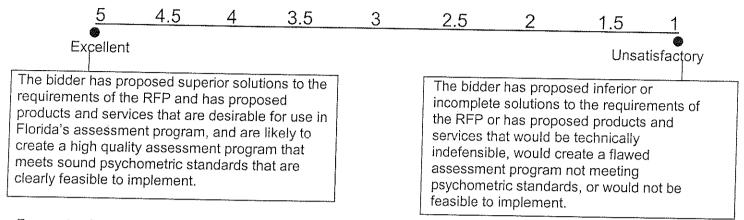
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks				Ra	ting '	Value	<u> </u>	<u></u> -	
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	5 (4.0	3.5	3.0	2.5	5 2.0	1.5	1.
	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value									
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has pro requirements of the products and service Florida's assessment create a high qualite meets sound psychologically feasible to in	e RFP and loces that are ent program by assessment of the complete in the comp	has propo desirable and are ent progra	osed e for use in likely to am that		incomplet the RFP of services the indefensible assessme	e solutions for has propo hat would be ple, would creat program	sed inferior of to the require sed products the technically reate a flawed not meeting ds, or would	ements of s and d

For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks				Rat	ing V	alue			
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	<b>)</b> B.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	1.5	1
								•
Excellent							Unsa	tisfactory
The bidder has progrequirements of the products and service Florida's assessment create a high qualifulation meets sound psychologically feasible to in	e RFP and ces that are ent program by assessmometric states	has propo e desirable n, and are ent progra	osed e for use in likely to am that		incomplet the RFP of services the indefensity assessment	e solutions or has propo hat would bole, would co ent program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would	ements of s and d

Criterion Number	Work Tasks				Rati	ng V	alue			***************************************
T15 – Quality Assurance	Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 - Florida's Standards-Based Assessment (FSA) System

Bidder Nar	ne: <u>(</u>	173	- McO	fraw - dr.	Ell	Da	nte:4	10-26-6	08
Reviewer N	lame: _	Hope	Chil	ldree	R	eviewer Signa	ture:	Spa Co	Du
			Ev	aluation Sc	cale for Te	echnical Qua	lity	•	
2 <b>©</b>	5	4.5	4	3.5	3	2.5	2	1.5	1
	ellent							Unsa	• tisfactory
The bidder har requirements	of the	RFP and h	as propos	ons to the sed		The bidder	has propo	sed inferior o o the require	r ments of

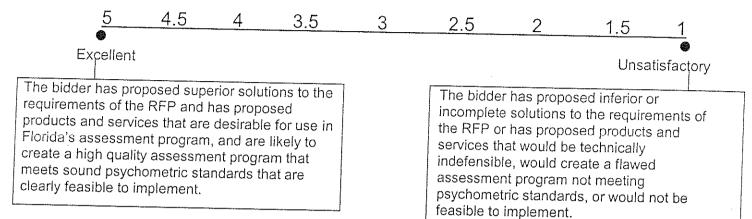
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The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks		$\sim$		Rat	ing V	'alue			
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

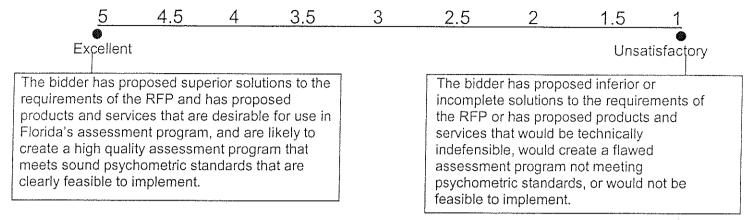
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Ra	iting '	Value			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0.

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

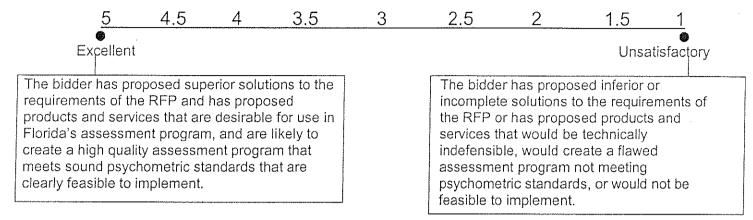
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks			$\overline{}$	Rat	ing V	alue			
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

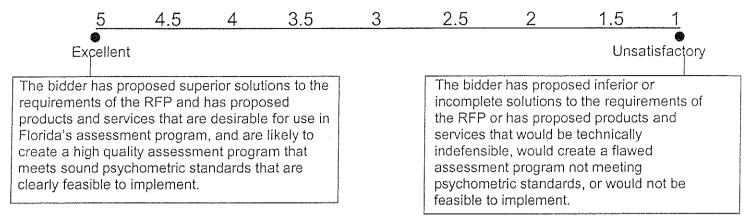
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue		·	***************************************
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T10 - Reporting	Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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Florida's Standards-Based Assessment (FSA) System

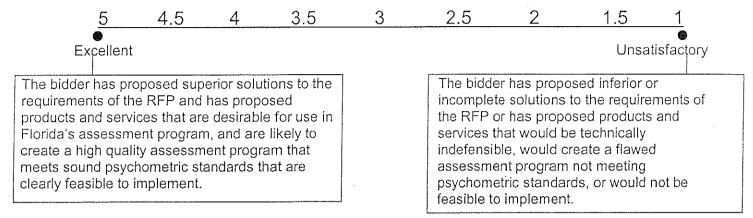
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	(5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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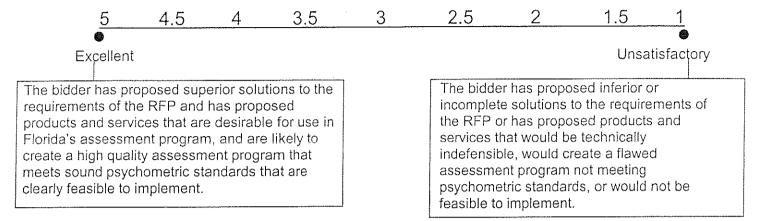
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks			***************************************	Rat	ing V	alue			
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0

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Florida's Standards-Based Assessment (FSA) System

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Criterion Number	Work Tasks			15	Rat	ing V	alue			
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Na	me:(	ITB/N	Nr 656	and this	<u>/</u>	Da	ate: <u>0</u>	-26.5	802
Reviewer I	Vame: _	_52	lih_	Poinic	'. <u>⁴                                    </u>	eviewer Signa	ature:	S.Pn	ricl
			E	valuation S		echnical Qua		1	
<u>:</u>	5	4.5	4	3.5	3	2.5	22	1.5	1
	ellent							Unsa	tisfactory
The bidder have requirements products and Florida's assecreate a high meets sound clearly feasible	s of the F service essment quality a psychor	RFP and h s that are t program, assessme metric star	as propo desirable and are	osed ofor use in likely to		the RFP of services the indefensible assessmer	e solutions to thas propositat would be le, would cro the program i	sed inferior of the require sed products technically eate a flawed not meeting is, or would r	ments of and

For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions

feasible to implement.

Criterion Number	Work Tasks				Rat	ting V	/alue			······································
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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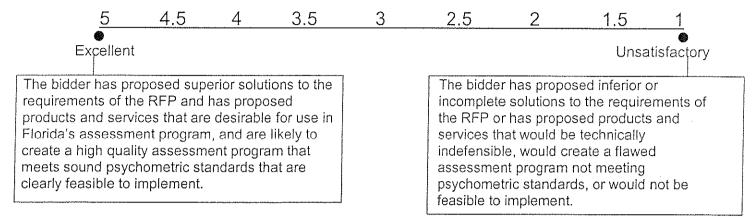
Evaluation Scale for Technical Quality

<u>5 4.5 4 3.5</u>	3	2.5	2	1.5	1
Excellent				Unsa	tisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.		incomplet the RFP c services the indefensible assessme psychome	e solutions to the has propo that would be tole, would cr ont program i	sed inferior of the require sed products technically eate a flawed not meeting ds, or would r	ments of and

Criterion Number	Work Tasks				Ra	iting '	Value	)		
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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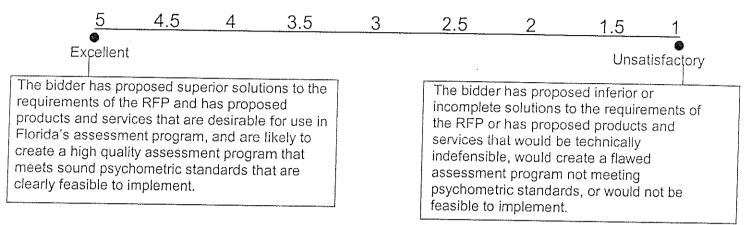
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value										
T6 - Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		

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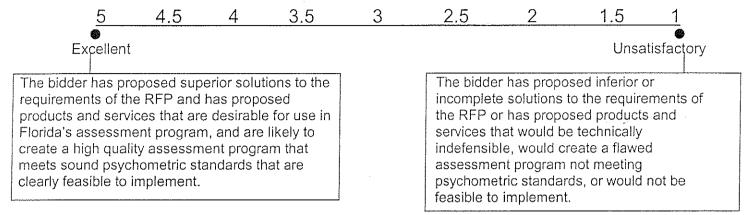
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value									
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
	Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

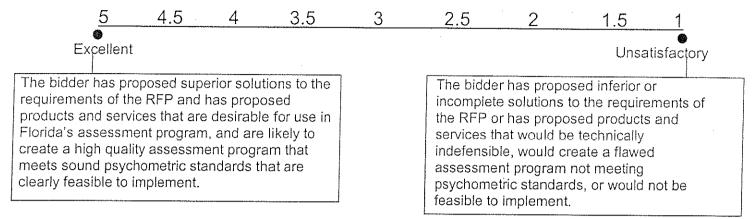
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value										
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T12 – Psychometric Services and Special Studies	Section 5.0  Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		

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Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	15	Rating Value									
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	8.3	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T14 – Quality Staffing	Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.		4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		

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Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	1.5	1
•								•
Excellent							Unsa	tisfactory
The bidder has pr requirements of the products and servalled Florida's assessm create a high qual meets sound psycool	ne RFP and ices that are ent program ity assessminometric sta	has propo desirables, and are ent progr	osed e for use in likely to am that		incomplet the RFP of services the indefensite assessment psychome	e solutions or has propo hat would bole, would co ent program	esed inferior of to the require esed products to technically reate a flawe not meeting ds, or would	ements of s and d

Criterion Number	Work Tasks	Rating Value								
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

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Bidder Name:	多加	Oka	1 9	B	Da	ate: Jun	E 26,	2008
Reviewer Name:	Bob	Olse	M	Re	eviewer Signa	iture:	Rella	<b>_</b>
		Eva	aluation S	cale for Te	echnical Qua	ılity		
5	4.5	4	3.5	3	2.5	2	1.5	
Excellent							Unsa	tisfactory
The bidder has pro							sed inferior o	

The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks	Rating Value									
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17
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Evaluation Scale for Technical Quality

<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
								•
Excellent							Unsa	tisfactory
The bidder has pro	posed sup	erior solut	tions to the		The bidde	r has propo	sed inferior o	or

The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion Number	Work Tasks	Rating Value										
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products:	5.0	4.5	(4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0		
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

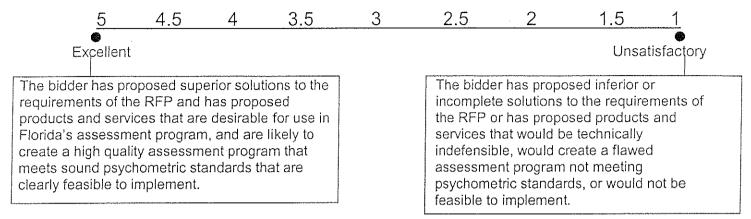
Evaluation Scale for Technical Quality

5	<u>4.5</u>	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has pro requirements of the products and service Florida's assessment create a high quality meets sound psych clearly feasible to in	e RFP and ces that are ent program y assessment of the end of the	has propo desirable a, and are ent progra	osed e for use in likely to am that		incomplet the RFP of services the indefensity assessment psychome	e solutions or has propo hat would b ble, would co ent program	osed inferior of to the require osed products e technically reate a flawed not meeting rds, or would	ments of and

Criterion Number	Work Tasks		***************************************		Rat	ing V	'alue			
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T7 – Computer- Based Test	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – 10.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	)1.0
T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0(	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

### Evaluation Scale for Technical Quality



Criterion Number	Work Tasks		***************************************		Rat	ing V	alue			
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	5.0	4.5	(4.0	<b>)</b> 3.5	3.0	2.5	2.0	1.5	1.0
T10 – Reporting	Section 5.0  Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

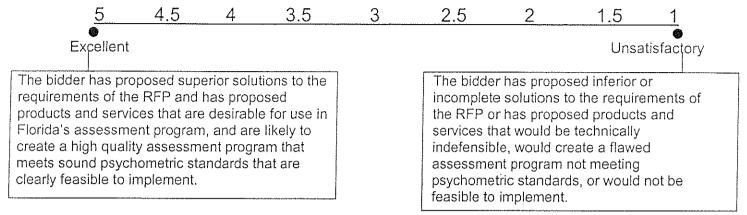
Evaluation Scale for Technical Quality

<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has pr requirements of the products and serve Florida's assessment or eate a high qual meets sound psyconological clearly feasible to	ne RFP and ices that are ent program ity assessmin to the entry assessment as a second to the entry as a sec	has propo desirable a, and are ent progra	osed e for use in likely to am that		incomplete the RFP of services the indefensible assessme psychome	e solutions or has propo nat would be ple, would co nt program	sed inferior of to the require sed products e technically reate a flawer not meeting ds, or would	ements of and

Criterion Number	Work Tasks	Rating Value								
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	)3.5	3.0	2.5	2.0	1.5	1.0
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	4.5	4.0	3.5	3.0	(2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality

5 4.5 4 3.5	ა ა	2.5		1.5	<u> </u>
Excellent				Unsat	isfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.		incomplete the RFP o services the indefensib assessme psychome	e solutions to r has propos nat would be le, would cre nt program r	eate a flawed	ments of and

Criterion Number	Work Tasks	Rating Value								
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder	Name:	C	TB			Da	te: <u>6/</u>	26/08	
Review	er Name: _	VIC	TORI	A AS	<u>H</u> R	evlewer Signa	ture:	actor	a Ach
		Eval	uation S	cale for Ted	chnical As	spects of the	Cost Opti	ons	
	5	4.5	4	3.5	3	2.5	2	1.5	1_
	Excellent							Unsa	tisfactory
requirem products Florida's create a meets so	ents of the	RFP and es that are nt program assessmometric sta	has propo desirable n, and are ent progra	e for use in likely to am that		incomplete the RFP o services th indefensib assessme	e solutions r has propo nat would b le, would c nt program	esed inferior of to the require esed products e technically reate a flawe not meeting ds, or would	ements of s and d

For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion	Work Tasks	Rating Value								
Number		5	1		,		<del></del>	<del></del>	1	,
CO1	Cost Option 3.1 (RFP s. 3.2)	<b>/</b> 5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
Science Labs	Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.									
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	4.0	3.5	3.0	(2.5)	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options

<u>5 4.5 4 3.5</u>	3	2.5	2	1.5	1
Excellent				Unsa	tisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that		incomplet the RFP c services the	e solutions to thas propo that would be	sed inferior on the required sed products to technically the eate a flawer	ements of s and

assessment program not meeting

feasible to implement.

psychometric standards, or would not be

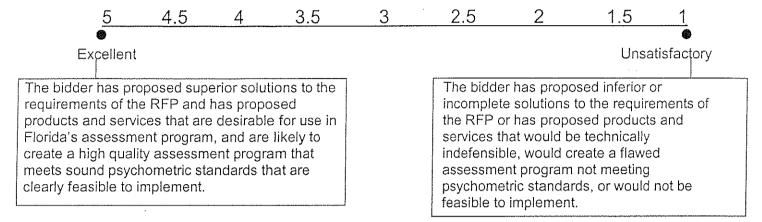
meets sound psychometric standards that are

clearly feasible to implement.

Criterion Number	Work Tasks	Rating Value								
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.  All admuntations—	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	(1.0)
	not gust Spring									

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks	Rating Value									
CO5 – Preidentification Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0	
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name:	<u>C1</u>	<u>B</u>			Da	te: <u>6</u>	-26-0	8
Reviewer Name:	Lyhn!	Am To	beling	Re			AE	1
	Eval	luation S	cale for Ted	chnical As	spects of the	Cost Opti	ons	
5	4.5	4	3.5	3	2.5	2	1.5	1_
Excellent							Unsa	tisfactory
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.					incomplete the RFP of services the indefensible assessme	e solutions r has propo nat would be le, would co nt program	sed inferior of to the require sed products te technically reate a flawer not meeting ds, or would	ments of and

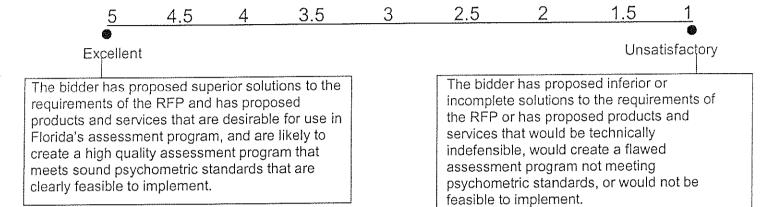
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks Rating Value									
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	(5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options

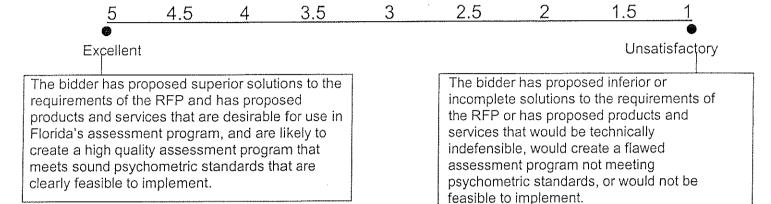


Criterion Number	Work Tasks	Rating Value										
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1) Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		



for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks Rating Value									
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

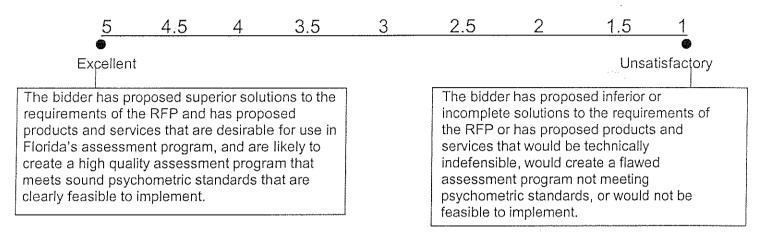
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name:		TB_			Da	ite:	6-26-0	8
Reviewer Name:	Shid	Willia	ms	Re	eviewer Signa	iture:	Millia	)
	Eval	uation S	cale for Ted	chnical As	pects of the	Cost Opti	ons	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has pro requirements of the products and servi Florida's assessme create a high quali meets sound psych clearly feasible to i	e RFP and ces that are ent program ty assessmometric sta	has propo desirables, and are ent progr	osed e for use in likely to am that		incomplet the RFP of services the indefensite assessment psychome	e solutions or has propo hat would b ole, would co ent program	sed inferior of to the require used products the technically reate a flawed the not meeting the to the total	ments of and

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.01	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	t	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks		$\overline{}$		Rat	ing V	alue		***************************************	
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6)  Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1) Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0)	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options

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/	isfactory	IsanU							Excellent
	1	3.1	2	5.5	ε	3.5	Þ	S.4	G

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

0.1	<u>ج</u> . ا	2.0	ე.ე	3.0	3.5	0.4	G.4	) 0.3	Cost Option 4.13 (RFP s. 4.13)  Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	CO6 – English-to- Heritage Translation Dictionary
0.1	Ç <sub>1</sub>	0.2	5.2	0.5	ς·ε	(0.4)	) S't	0.2	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 2.6.	Number CO5 – Preidentifi- cation Labels
			alue	V gni	Rati				Mork Tasks	Criterion

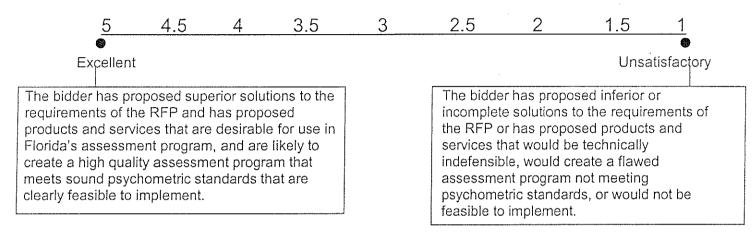
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidde	er Name:	CTB		and the state of t	Date: 6-26-08							
Revie	ewer Name:	Mark	. Dre	nnan	R	eviewer Signa	ture: <u>Mah</u>	Drem	·or-	<del></del>		
		Eval	luation S	cale for Ted	chnical As	spects of the	Cost Opti	ons				
	5	4.5	4	3.5	3	2.5	2	1.5				
	Excellent							Unsa	tisfactory			
require produc Florida create meets	dder has pro ements of the cts and serving a's assessm a high qualification sound psyctessible to	e RFP and ices that are ent progran ity assessm hometric sta	has propo e desirabl n, and are ent progr	osed e for use in likely to am that		incomplete the RFP of services the indefensite assessme psychome	e solutions or has propo nat would be le, would co nt program	sed inferior of to the require sed products a technically reate a flawer not meeting ds, or would	ements of and			

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4,3	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	€0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

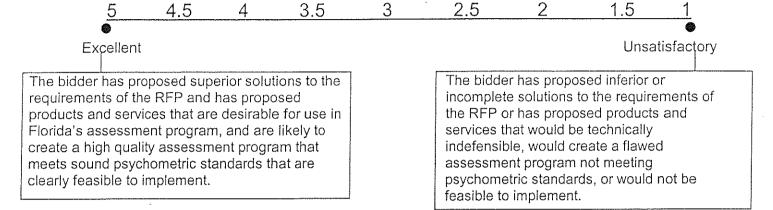
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	(5.9)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1) Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.3	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	4.0	3.5	(3.0)	2.5	2.0	1.5	1.0
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

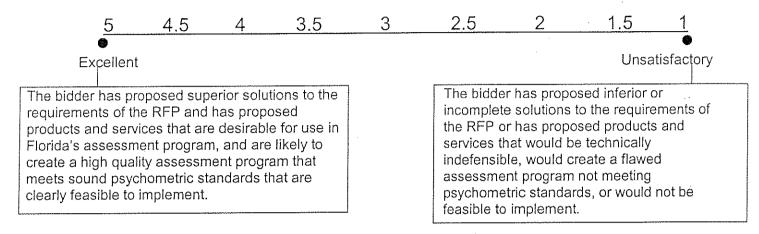
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTB/	Mc Graw	Hal		Da	ite: <i>6/</i>	26/08	***************************************	<del>\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\</del>
Reviewer Name:	Mich	ael Bai	ley	Re	eviewer Signa	ture:	AB (	7	
	Eval	uation S	cale for Te	chnical As	spects of the	Cost Opti	ons		
5	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	isfactory	/
The bidder has pro- equirements of the products and service Florida's assessme create a high quality neets sound psychole	RFP and ces that are not program y assessmometric state	has propo desirable a, and are ent progra	osed e for use in likely to am that		incomplet the RFP of services the indefensith assessment psychome	e solutions or has propo hat would b ble, would c ent program	sed inferior of to the require sed products te technically reate a flawed not meeting ds, or would in	ments of and d	:

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4.5	0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5		3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

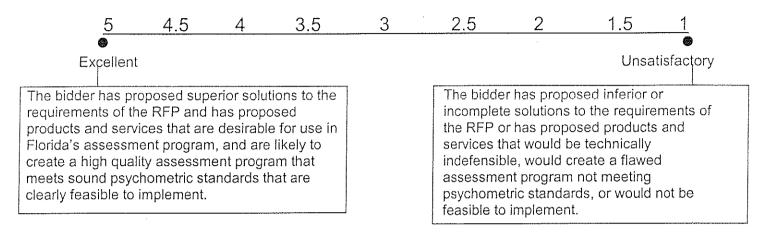
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	•	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0	6.3	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	€	3.5	3.0	2,5	2.0	1.5	1.0
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	5.0	<b>4.3</b>	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	CTa				Dat	e: <u>6/</u> .	25/08	
Reviewer Name:	Vina	Verge	. S	R	leviewer Signat	ure: $\sqrt{\lambda}$	Andey	
			1		spects of the (			
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	
Excellent							Unsa	tisfactory
The bidder been see		rior coluti	one to the		The hidder	hae propo	ead infariar a	r

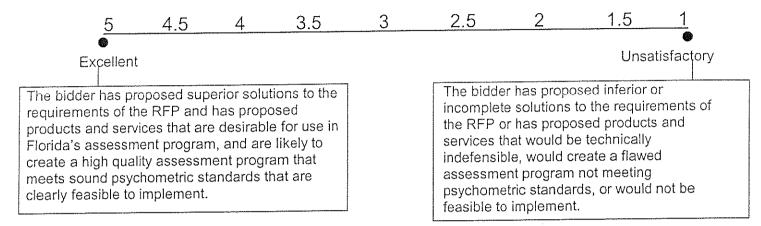
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

Criterion	Work Tasks				Rat	ing V	alue			
Number CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	-50	4.5 prila	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	(5.0 Sv	) 4.5 pいた	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

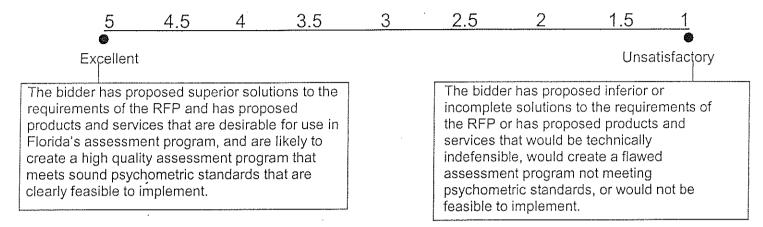
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks	Rating Value								
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0 S	4.5	4.0	3.5	3.0	2.5	Less	1.5 /	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0 - K	4.5 4.5(9)	4.0	3.5 ~~.	3.0 pl	2.5 et e	(2.0)	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	4.0	3.5	3.0	(2.5)	2.0	1.5	1.0
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	(5.0) - [0]	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

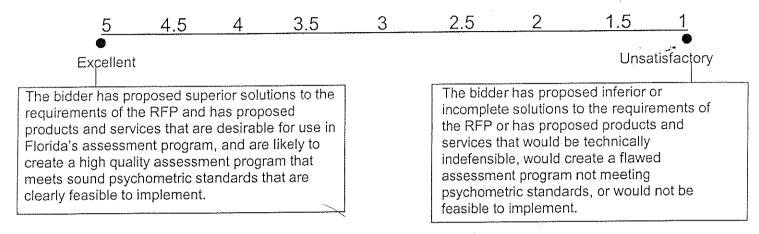
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidde	r Name:	MB				Da	nte: 6/2	6/08	
Revie	wer Name:	Kare	1n	enbro	ede/R	eviewer Signa	iture Q	ien Do	ntroea
		Eval	uation S	cale for Ted	chnical As	spects of the	Cost Opti	ons	
	<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1_
	Excellent							Unsat	tisfactory
require product Floridat create a meets s	Ider has proments of the sand services assessments high quality sound psycheasible to in	e RFP and ces that are ent program by assessmometric state.	has propo desirable, and are ent progr	osed e for use in likely to am that		incomplet the RFP of services the indefensity assessment psychome	e solutions or has propo hat would boole, would co ent program	osed inferior of to the require osed products e technically reate a flawed not meeting rds, or would in	ments of and

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

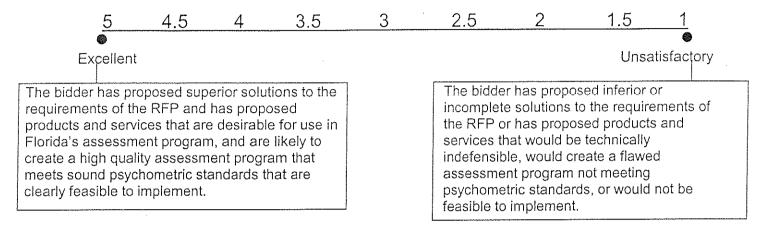
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0 (	(3.5)	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks	Rating Value								
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	4.0	(3.5)	3.0	2.5	2.0	1.5	1.0
CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	ITB-1	Mr 6	vaw-Hi	<u>//</u>	Da	te:	-26-0	8	
Reviewer Name:		ί.			eviewer Signa	ture: 🛠	oaC	<u>)                                    </u>	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							•		
	Eval	uation S	Scale for Te	chnical As	pects of the	Cost Opti	ons		
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1_	
Excellent							Unsa	tisfactory	

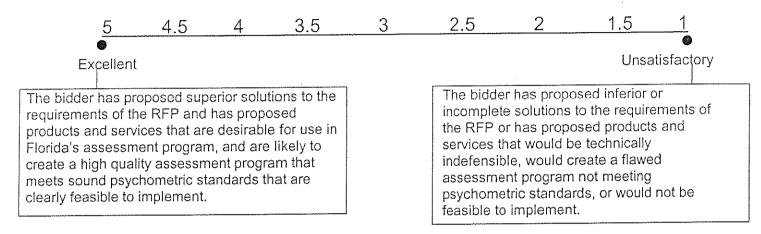
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Criterion Number	Work Tasks	Rating Value								
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2)  Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

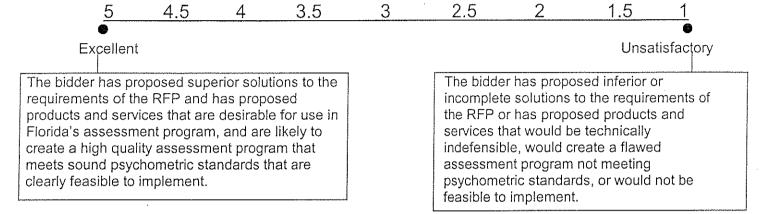
Evaluation Scale for Technical Aspects of the Cost Options



Criterion	Work Tasks Rating Value									
Number CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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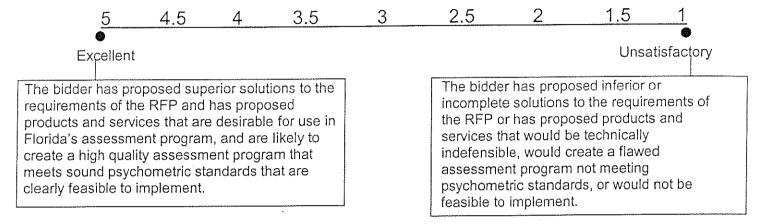
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name: _	CTB/	Mc Gr	an Hil		Da	ite: <u>0 (</u>	26-2	<u> </u>	
Reviewer Name:	_Sali	h T	Silvici	R	eviewer Signa	ture:	5. Pm	iel	_
	Eval	uation S	` Scale for Ted		spects of the		1		
5	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent		٠					Unsa	tisfactory	
The bidder has prorequirements of the products and serve Florida's assessmoreate a high qual meets sound psycolearly feasible to	e RFP and ices that are ent program ity assessm hometric sta	has propo desirable, and are ent progr	osed e for use in e likely to am that		incomplete the RFP of services the indefensible assessme psychome	e solutions ir has propo nat would b le, would c nt program	sed inferior of to the require sed products e technically reate a flawe not meeting ds, or would	ements of and	

Criterion Number	Work Tasks		·		Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

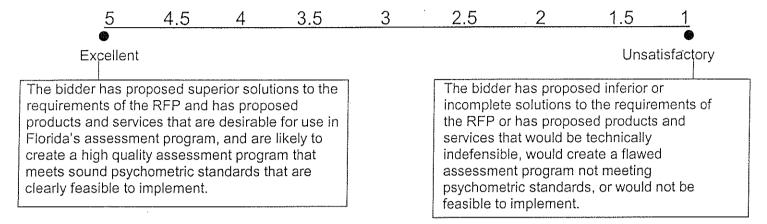
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue		,	
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	(4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1)  Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue		***************************************	
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CO6 – English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

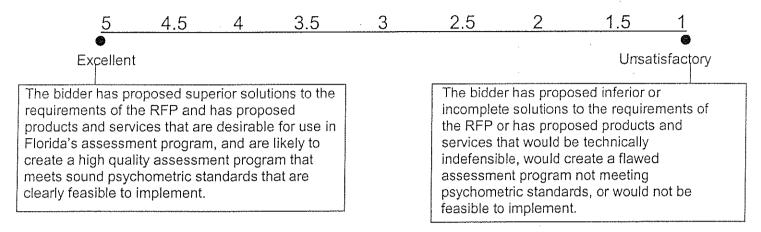
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder N	lame:	CTB				Da	te: Jui	VE 26,	2ev 8
Reviewe	r Name: ˌ	Bok		sen	R6	eviewer Signa	ture:	Ralle	<u> </u>
		Eval	uation S	Scale for Ted	chnical As	spects of the	Cost Opti	ons	
	5	4.5	4	3.5	3	2.5	2	1.5	1
E	xcellent							Unsa	tisfactory
requireme products a Florida's a create a h	ents of the and service assessme ligh quality and psych	RFP and I ces that are int program y assessme ometric sta	nas prope desirable, and are ent progr	e for use in likely to am that		incomplete the RFP o services the indefensible assessme psychome	e solutions ir has propo nat would be le, would co nt program	sed inferior of to the require sed products the technically reate a flawe not meeting ds, or would	ements of s and d

Criterion	Work Tasks				Rat	ing V	alue			
Number		<u></u>		,	-	<b>}</b>		1	т	
CO1 -	Cost Option 3.1 (RFP s. 3.2)	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
Science Labs	Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.									
CO2 – Additional Computer- Based Tests	Cost Option 3.2 (RFP s. 3.5)  Design and recommend procedures for additional computer-based tests for the Florida Standards Assessments including the development of ancillary materials, practice sessions and later testing/earlier reporting for the grades/subjects as specified in Table 3.4.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	(1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

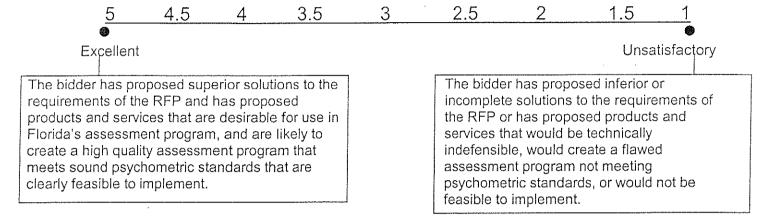
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO4 – Delivery of Materials to Schools	Cost Option 4.1 (RFP s. 4.1) Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	4.0	3.5	3.0	(2.5)	2.0	1.5	1.0
CO6 — English-to- Heritage Translation Dictionary	Cost Option 4.13 (RFP s. 4.13) Design, create, and implement CBT accommodations for English language learners that provide on-screen English to Heritage Language word translations in at least Spanish and Haitian Creole.	5.0	4.5	)4.0	3.5	3.0	2.5	2.0	1.5	1.0

PROPOSAL EVALUATION FOR RFP 2008-17 FLORIDA'S STANDARDS-BASED ASSESSMENT (FSA) SYSTEM JUNE 2008 CTB/MCGRAW-HILL (CTB)

Stage I: Meets mandatory components? Yes

60.4	aver raw score =	37.5			ŬΊ	_				33.0	37.0	42.5	43.0	44.0	45.5	42.5	Total
		э. О	4.5						3.5		4.0	4.0	4.0	4.0	4.5	4,5	10
		4.5	4.5						4.5		4.5	5.0	5.0	5.0	5.0	5.0	. G
		4.0	4.0						4.0		4.0	5.0	5.0	5.0	5.0	4,5	, ω
		3,5	3.5	4.0	5 4.0	4.5	5.0	4.0	3.5	4.0	3.5	4.0	4.0	4.0	5.0	4.5	7
		4.0	3.0						4.0		2.5	5.0	5.0	4.5	5.0	4.0	σ
		4.0	ა.წ						3.5		4.5	4.0	4.0	4.0	4.0	4.5	Cī
		4.0							3.5		4.0	4.0	4.0	4.0	5.0	4.5	4
		4.0							3,5		4.0	4.0	4,5	4.5	4.0	4.0	ယ
		3.0							3.0		3.0	3.5	3.5	5.0	3.0	3.0	2
		ა ა	3.0			Ì			3.5		3.0	4.0	4.0	4.0	5.0	4.0	
		T15	T14	2 T13	1 T1	) T1	T10	T9	18	Τ7	76	T5	T4	T3	72	크	Rater
								ality	echnical Quality	echn							Stage III
score =	aver raw score =							_	39.0	38.0	30.0	40.5	#0.5	+	l	, c	1014
								•			2.0	4.0	4.5	4, 2		30.4.5	Total
									5.0		5.0	5.0	. O	. U		. O.C	è «
									5.0		5.0	5.0	, O	4, r U. c		4 r U C	οα
									3.5 5	<u>ა</u>		4.0	4.0	4.0	5.0	4.0	7
									4.5		3.0	3.0	3.0	4.0		25	၂ တ
									4.5		4.0	4.0	4.5	4.5		4.0	, Cr
									4.0		4.0	4.0	4.5	4.0		4.0	4
									4.5		4.0	4.5	4.0	4.5		4.0	ω
									3.0		2.5	3.0	3.0	3.0		3.0	2
									3.0		3.0	4.0	3.0	3.0		4.0	
									C8	C7	C6	C5	C4	င္သ	C2	C1	Rater
										Experience		Bidder Qualifications and	alificat	der Qu	Bido		Stage II

# CTB/MCGRAW-HILL (CTB)

Stage VI: Total	Stage V: Cost Proposal	Stage IV: Technical Aspects of COs	Stage III: Technical Quality	Stage II: Bidder Qualifications/Experience			Stage IV: Technical Aspects of COs	Stage III: Technical Quality	Stage II: Bidder Qualifications/Experience	Total	10	9	œ	7	6	C)	4	ω	2		Rater	Stage IV
otal	st Propo	chnical A	echnical	dder Quali			chnical A	echnical	dder Quali	45.0 36.5 43.5	3.5			4.5	5.0	4.0	4.5			5.0	CO1 CO2 CO3	l ech
	sal	spects	Qualit	fications	Daning	}	spects	Qualit	fications	36.5 4				3.5	5.0	4.0	4.0	4.0		2.5	002 (	ınıcal
		of CO	₹	s/Experi			of CO	₹	s/Experi		4.0	4.5	4.5	4.5	4.0	4.0	5.0	4.5	4.5	4.0		Aspec
		U)		ence	_		, <i>U</i> )		ence	31.0	2.0	5.0	4.5	ω 5	2.0	ω 5	4.5	4.0	1.0	1.0	CO4	ts of C
74.0	18.1	7.9	24.1	23.9	-	115.9	23.7	60,4	31.8	36.0	2.5	5.0	4.5	3.5	2.5	4.0	3.0	4.0	3.0	4.0	CO5	ost Opt
	average	average	average	average	ot>==1		average	average	average	45.0	4.5	5.0	4.5	4.5	5.0	4.5	4.5	4.5	3.0	5.0	CO6	echnical Aspects of Cost Options (CO)
	18.1 average conversion	7.9 average conversion	24.1 average conversion	23.9 average conversion	The Tob=100? TRUE (If TRUE, will open cost)		23.7 average raw score	60.4 average raw score	31.8 average raw score													_
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18.0	29.0	26.5	24.0	23.5	24.0	25.5	25.5	19.5	21.5	TOT
6.0	9.7	8.8	8.0	7.8	8.0	8.5	8.5	6.5	7.2	CONV TO 10 PT SCALE TOT * (10/30)

PROPOSAL EVALUATION FOR RFP 2008-17 FLORIDA's STANDARDS-BASED ASSESSMENT (FSA) SYSTEM 2-Jul-08

\$498,908.24	\$498,908.24	\$844,124.00	\$844,124.00	I,CO3 (2008-09) II,CO3 (2009-10) III,CO3 (2010-11) IV,CO3 (2011-12) V,CO3 (2012-13) VI,RI,CO3 (2013-14) VI,RII,CO3 (2014-15)
\$1,963,625.69	\$1,995,632.79	\$0.00	\$0.00	
\$0.00	\$0.00	\$0.00	\$0.00	
\$0.00	\$0.00	\$0.00	\$0.00	
\$0.00	\$0.00	\$0.00	\$0.00	
\$0.00	\$0.00	\$0.00	\$0.00	
\$0.00	\$0.00	\$0.00	\$0.00	
\$0.00	\$0.00	(\$656,456.00)	(\$656,456.00)	I,CO2 (2008-09) II,CO2 (2009-10) III,CO2 (2010-11) IV,CO2 (2011-12) V,CO2 (2012-13) VI,RI,CO2 (2013-14) VI,RII,CO2 (2014-15)
\$0.00	\$0.00	(\$144,592.15)	(\$146,949.00)	
\$5,275.73	\$5,470.59	\$110,541.17	\$114,624.00	
\$68,233.44	\$72,367.29	\$193,405.73	\$205,123.00	
(\$439,706.07)	(\$481,670.34)	\$495,458.85	\$542,744.00	
(\$413,230.96)	(\$470,505.27)	(\$703,882.96)	(\$801,442.00)	
(\$849,494.00)	(\$1,003,165.23)	(\$5,412,050.34)	(\$6,391,076.00)	
\$10,094.51	\$10,094.51	\$20,520.00	\$20,520.00	I,CO1 (2008-09) II,CO1 (2009-10) III,CO1 (2010-11) IV,CO1 (2011-12) V,CO1 (2012-13) VI,RI,CO1 (2013-14) VII,RII,CO1 (2014-15)
\$20,731.59	\$21,069.51	\$569,591.66	\$578,876.00	
\$43,453.55	\$45,058.50	\$2,527,106.60	\$2,620,445.00	
\$41,711.80	\$44,238.86	\$4,720,221.65	\$5,006,191.00	
\$40,570.98	\$44,442.96	\$4,656,136.88	\$5,100,505.00	
\$29,403.22	\$33,478.54	\$4,670,644.92	\$5,318,002.00	
\$14,812.87	\$17,492.48	\$3,764,054.45	\$4,444,962.00	
PV \$30,216,522.41 \$69,805,838.19 \$75,681,045.09 \$72,244,212.43 \$69,598,629.81 \$9,991,125.00 \$67,279,092.56 \$55,116,420.14 \$4,382,800.00	PEARSON Cost Amount \$30,216,522.41 \$70,943,673.35 \$78,476,316.17 \$76,621,047.30 \$76,240,920.05 \$9,991,125.00 \$76,604,056.82 \$65,086,835.51 \$4,382,800.00	PV \$62,719,973.00 \$104,016,924.14 \$115,546,788.09 \$112,735,271.57 \$113,467,333.62 \$9,991,125.00 \$116,219,778.94 \$97,764,370.61 \$4,382,800.00	CTB Cost Amount \$62,719,973.00 \$105,712,400.00 \$119,814,496.00 \$119,565,212.00 \$1124,296,325.00 \$9,991,125.00 \$132,327,982.00 \$115,449,688.00 \$4,382,800.00	Phase No. and Cost Options (COs)

		VII,RII,CO5 (2014-15)		VI,RI,CO5 (2013-14)			V,CO5 (2012-13)			IV,CO5 (2011-12)			III,CO5 (2010-11)			II,CO5 (2009-10)			I,CO5 (2008-09)		VII,RII,CO4 (2014-15)		VI,RI,CO4 (2013-14)		V,CO4 (2012-13)		IV.CO4 (2011-12)	II, CO4 (A010-11)		11,004 (2009-10)		I,CO4 (2008-09)	Phase No. and
\$0.00	\$73,110.00	\$73,110.00	00.676,07¢	\$70,979.00	\$0.00	\$68,962.00	\$68,962.00	\$0.00	\$66,902.00	\$66,902.00	\$0.00	\$64,963.00	\$64,963.00	\$0.00	\$63,541.00	\$63,541.00	\$0.00	\$464,357.00	\$464,357.00	\$1,610,848.00	\$2,475,378.00	\$1,563,925.00	\$2,420,669.00	\$1,518,369.00	\$2,333,204.00	\$1,474,141.00	\$2,304,447,00	\$1,431,000.00	#3 365 06 00 #3 365 066 00	\$2,227,570.00	\$0.00	\$0.00	<b>CTB</b> Cost Amount
\$0.00	\$61,910.55	\$61.910.55	\$62,338.77	\$62,338.77	\$0.00	\$62,953.87	\$62,953.87	\$0.00	\$63,080.35	\$63,080.35	\$0.00	\$62,649.06	\$62,649.06	\$0.00	\$62,521.89	\$62,521.89	\$0.00	\$464,357.00	\$464,357.00	\$1,364,088.06	\$2,096,183.86	\$1,373,549.38	\$2,126,002.47	\$1,386,085.08	\$2,129,929.72	\$1,389,933,44	\$2 172 809 75	\$2,100,107.40	\$1,307,220.10	\$2,191,842.96	\$0.00	\$0.00	PV
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,218,356.80	\$1,474,976.41	\$1,178,757.12	\$1,441,058.27	\$1,062,389,82	\$1,321,914,15	\$992,046,49	\$1 248 626 Q8	\$1,199,943.83	\$936,125.38	\$1,188,778.57	\$31,788.49	\$91,914.11	PEARSON Cost Amount
\$0.00	\$0.00	\$0.00 \$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,031,721.16	\$1,249,030.14	\$1,035,267.75	\$1,265,639.14	\$969.831.89	\$1,206,745.85	\$935 377 68	\$1 177 301 49	\$1,157,202.68	\$923,079.19	\$1,169,712.26	\$31,788.49	\$91,914.11	PV

Τc	Phase I Cost Opt I,CO II,CO III,CO IV,CO V,CO VI,RI,CO
Total	Phase No. and Cost Options (COs) I,CO6 (2008-09) II,CO6 (2010-11) III,CO6 (2011-12) IV,CO6 (2011-12) V,CO6 (2012-13) VI,RI,CO6 (2013-14) VII,RII,CO6 (2014-15)
\$838,148,630.00	CTB Cost Amount \$620,827.00 \$322,024.00 \$383,663.00 \$341,851.00 \$308,065.00 \$351,245.00 \$0.00
\$838,148,630.00   \$777,561,566.92   \$505,010,149.01   \$469,786,241.94	\$620,827.00 \$316,859.20 \$369,997.19 \$322,323.40 \$281,225.64 \$308,488.16 \$0.00
\$505,010,149.01	PEARSON  Cost Amount  \$1,278,903.34  \$0.00  \$0.00  \$0.00  \$0.00  \$0.00  \$0.00
\$469,786,241.94	FV \$1,278,903.34 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00

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PEARSON	CTB	CO.	min	PEARSON	CTB	CO.	
30.0	18.1	Cost Points		\$469,786,241.94	\$777,561,566.92	PV BIDS	2

30.0	EARSON
18.1	STB
Cost Points	30.

## Florida's Standards-Based Assessment (FSA) System

Proposal Evaluation Summary of Vendor Reference Responses

#### ETS

Reference: State of Tennessee

Program of Interest: End-of-Course Tests

Interview Conducted By: Susie Lee

Interview Conducted With: Deb Malone, Assistant Director, Tennessee Department of

Education Assessment Division

On a scale of 1-10, what is your level of satisfaction with ETS? Please explain why.

**Response Summary:** Overall, an 8 on a scale of 1-10. ETS does very good work. They have a tendency to complain during transitions when styles or methods don't match, but they comply and get the work done in an effective, efficient manner.

What is the best aspect of their service in regard to End-of-Course Tests?

**Response Summary:** ETS is incredibly detail-oriented and organized. The item bank and specific items are easy for the testing staff at TDOE to find. ETS is thorough with tracking information (e.g., copyright information). They communicate effectively and keep excellent meeting minutes.

What would you like to see improved in regard to End-of-Course Tests?

Response Summary: At this point, things run very smoothly with ETS. During the first year of the contract, Tennessee was transitioning to new curriculum, and found that ETS item writers had different styles and preferences from TDOE staff and Tennessee education specialists. (Tennessee has items reviewed by educators and bias-sensitivity committees, similar to the process in Florida.) During this first year, this issue caused the need for extra review rounds and communications, but ETS has since adjusted to Tennessee's requirements and style and produce good, quality work.

Please comment specifically on development and work with the administration contractor as they relate to End-of-Course Tests.

**Response Summary:** Tennessee has been very pleased with the work ETS does regarding test development. However, TDOE staff does not communicate directly with ETS (except for psychometrics). All communications and decisions go through the administration contractor, even if the work is specific to ETS. This process works very well for Tennessee, and from what they can tell, ETS is very compliant and has a good working relationship with the administration contractor.

Other Comments: Ms. Malone credited much of the success they have working with ETS with the strict chain of command they have in place. Since all final decisions are made only by TDOE and the administration contractor, the subcontracted work runs very smoothly and problems resulting from miscommunications or ill-advised decisions that would affect the contract are avoided.

## Florida's Standards-Based Assessment (FSA) System

Proposal Evaluation Summary of Vendor Reference Responses

#### CTB

1. Reference: State of Indiana

Program of Interest: Monarch System
Interview Conducted By: Tamika Brinson

Interview Conducted With: Wesley Bruce, Assistant Superintendent, Indiana

Department of Education

On a scale of 1-10, what is your level of satisfaction with CTB? Please explain why.

**Response Summary:** Overall, 8.5 on a scale of 1-10. CTB is not perfect, but they are making changes and have served Indiana DOE well. There has been only one "semi-significant issue" in the very recent past in which there was a delayed materials delivery. The lower rating was given due to minor deficiencies in CTB's support system. Mr. Bruce indicated that more checks and balances could be utilized to resolve process issues.

What is the best aspect of their service in regard to the Monarch System?

**Response Summary:** Indiana is the first state to use the Monarch System for a full cycle of item development and operation. The Monarch System closes a lot of loopholes. Since annotations and changes are made live, there is much better security of items. It is a very useful and efficient tool. They save weeks of time by not shipping things back and forth.

What would you like to see improved in regard to the Monarch System?

**Response Summary:** The Monarch System needs to be a fully integrated system. CTB is expanding the capabilities of the system and building more tools across their IT platform.

Please comment specifically on the usability of the Monarch System for development and test building.

**Response Summary:** The Monarch System is so useful for test development that IDOE would not go back to its former test development process. Mr. Bruce indicated that some staff members have no idea that the process can even be done on paper. Staff members have the ability to work at home, and test items still remain secure. The system tracks changes so that maintaining e-mail chains is not required. The system is also described as intuitive with minimal training in Adobe tools needed.

Other Comments: Mr. Bruce stated that the Monarch System represents a huge step forward in test development. Getting IDOE's old test items into the system was a huge effort, but it was well worth it. He further indicated that IDOE has a long relationship with CTB. CTB has always been fair, and the two have had a good partnership.

#### Florida's Standards-Based Assessment (FSA) System

Proposal Evaluation Summary of Vendor Reference Responses

#### **PEARSON**

1. Reference: State of Minnesota

Program of Interest: Online Science Test Interview Conducted By: Tamika Brinson

Interview Conducted With: Cheryl Alcaya, Supervisor, Specialty and Technical

Innovations, Research and Assessment Division

On a scale of 1-10, what is your level of satisfaction with Pearson? Please explain why.

**Response Summary:** Overall, a 7 on a scale of 1-10. Online testing went well, but there were many factors that were beyond Pearson's control. In Minnesota, the equipment and technology varies greatly between districts and from school to school. In addition, the test delivery engine is vulnerable to third party software updates, such as Adobe Flash. If not for issues related to equipment and technology, the rating would be more than 10.

# What is the best aspect of their service in regard to the Online Science Test?

**Response Summary:** Ms. Alcaya indicated that the proctor cacheing system is the best aspect of the test delivery system. The system reduces internet load, which is particularly helpful for delivery of their science content, which also includes audio and video. The downside of the system is that it requires technologically savvy school-level personnel. There is a bit of a learning curve.

# What would you like to see improved in regard to the Online Science Test?

Response Summary: (1) The customer service phone system was not as "accurate and timely" as they would have liked. There were long hold times on occasion. (2) TestNav has to be updated whenever software updates are applied. (3) The look of the system could be updated to be more appealing and engaging to the K-12 audience. (4) Pearson was not as responsive to changes that were specific to Minnesota's assessment program. (5) The system does not have a wide range of accommodations available.

Please comment specifically on the interactive item development and implementation regarding the Online Science Test.

**Response Summary:** Ms. Alcaya indicated that 2007-08 was the first year that the Online Science Test was operational and that the process of development began in 2004. She stated that they were very fortunate in the process of development. MDOE

and the content team basically learned together. Pearson was very patient and indicated a willingness to explore. Overall, MDOE was very happy with the process.

Other Comments: Ms. Alcaya indicated that there have been even more positive developments in regard to the Online Science Test. More specifically, she indicated that online Research and Development has split from Production. Since Research and Development is a group that thinks more creatively, Ms. Alcaya believes that the result will be an Online Testing Program that will be less of a burden on districts. She also communicated optimism that the program will run even more smoothly in the future.

2. Reference: State of Georgia

Program of Interest: End-of-Course Tests

Interview Conducted By: Susie Lee

Interview Conducted With: Dr. Chris Domaleski, Associate Superintendent,

Assessment and Accountablilty, Georgia Department of Education

On a scale of 1-10, what is your level of satisfaction with Pearson? Please explain why.

**Response Summary:** Overall, a 9 on a scale of 1-10. Pearson's work has been excellent and reliable.

What is the best aspect of their service in regard to End-of-Course tests?

**Response Summary:** Pearson is extremely flexible. They efficiently accommodate program changes and customized requests.

What would you like to see improved in regard to End-of-Course tests?

**Response Summary:** Early on, there were some technical glitches in Pearson's online testing system, creating problems during testing. However, while the system is not flawless, it has since been improved and works very well.

Please comment specifically on the development, printing-distribution testing and transition to new assessments regarding End-of-Course tests.

**Response Summary:** Georgia has been very pleased with Pearson's development of End-of-Course tests. During a transition when the state changed its curricula, there were extra demands and a compressed timeline in terms of test development. Pearson did an excellent job understanding the changes and handling the increased demands.

They have had no problems with printing distribution testing.

3. Reference: State of Virginia

**Program of Interest**: End-of-Course Tests **Interview Conducted By:** Kira Sullivan

Interview Conducted With: Shelley Loving-Ryder, Superintendent for Assessment

and Reporting

On a scale of 1-10, what is your level of satisfaction with Pearson? Please explain why.

#### Response Summary: 7

Spring of 2006 - Pearson took over Virginia's program, responsible for their online assessments and the scoring and reporting of results. At that time Pearson wasn't prepared to accommodate the volume of paper and pencil assessments, which caused back-ordered materials due to printing and packaging issues.

Spring of 2007 – Pearson was upgrading their online system to PEMSolutions, a web-based interface. It is a good system, but still had some kinks to work out due to the fact that Virginia was somewhat of their "guinea pig"; there were also problems with end-to-end testing.

Spring 2008 – Testing went very well, but there are still minor problems with the quality control of reports; pre-production seems to go well, but there are production problems (she could not think of examples).

# What is the best aspect of their service in regard to End-of-Course tests?

**Response Summary:** Pearson is very willing to work in collaboration with the state when looking for innovative solutions to challenges faced – "certainly customer service driven." Very pleased with the program management; they are exemplar to work with and interested in Virginia's data and processes

#### What would you like to see improved in regard to End-of-Course tests?

**Response Summary:** There are minor problems with the quality control of reports; pre-production goes well, but there seems to be an issue when it's time for production (examples could not be provided) and things cannot be changed during production

Please comment specifically on the online accommodations regarding End-of-Course tests.

**Response Summary:** Pearson offers an audio-version of the online tests and it works well. No further comments were provided.