

FLORIDA DEPARTMENT OF EDUCATION



STATE BOARD OF EDUCATION

T. WILLARD FAIR, *Chairman*

Members

DONNA G. CALLAWAY

DR. AKSHAY DESAI

ROBERTO MARTÍNEZ

PHOEBE RAULERSON

KATHLEEN SHANAHAN

LINDA K. TAYLOR

Dr. Eric J. Smith
Commissioner of Education



MEMORANDUM

TO: Gwen Parker, Purchasing Director

FROM: Cornelia S. Orr 

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

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

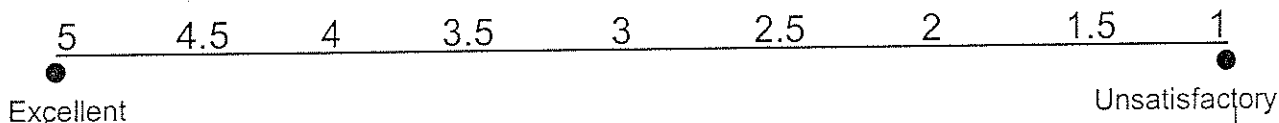
Bidder Name: PEARSON

Date: 6/25/08

Reviewer Name: VICTORIA ASH

Reviewer Signature: Victoria Ash

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

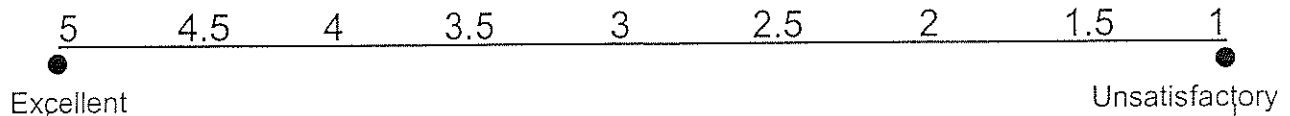
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

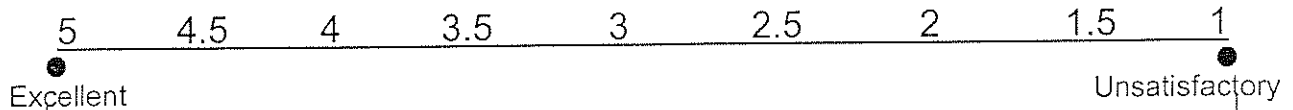
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		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.		4.5							
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.		4.5							
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								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.				3.5						
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									
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

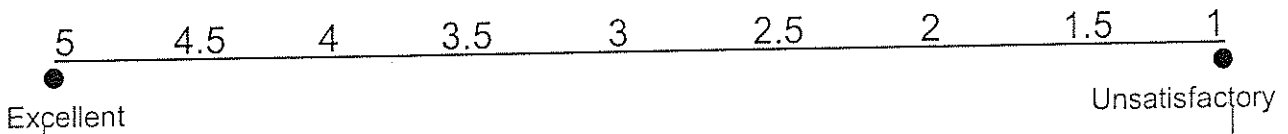
Bidder Name: Pearson

Date: 6-25-08

Reviewer Name: LynnAnn Tabeling

Reviewer Signature: 

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

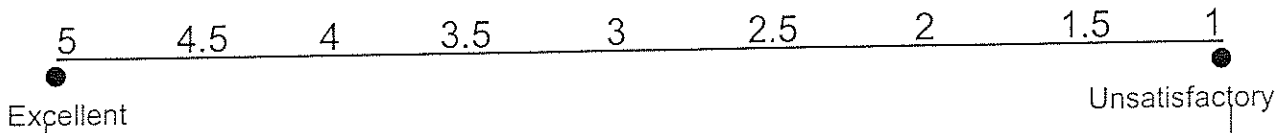
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5							
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		4.0						

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

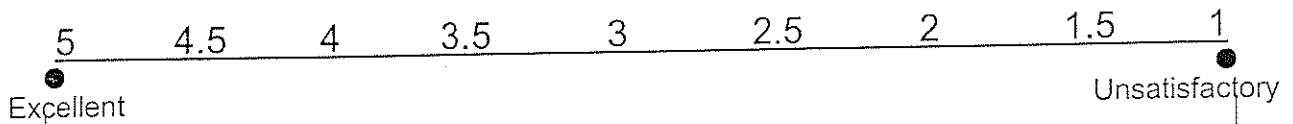
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.					3.0					
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									
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.		4.5								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

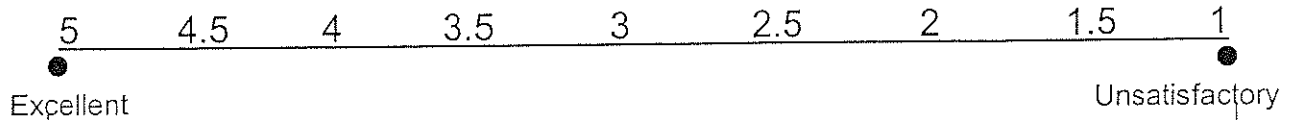
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.						2.5				
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									
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.	3.0		4.0							

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

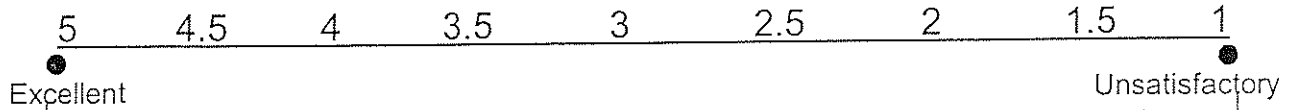
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		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.	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. <i>"Parent Network"</i>	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

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

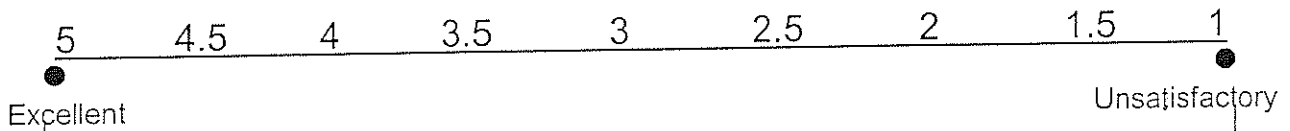
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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. <i>? evidence of platform</i>			4.0							
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									
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

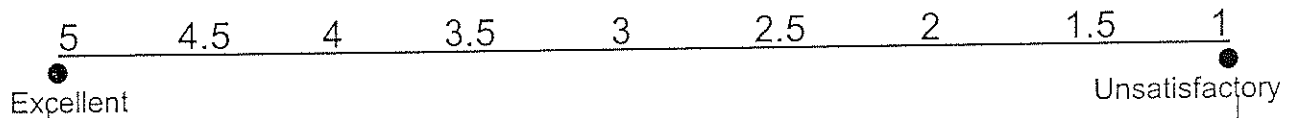
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.	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	

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	


EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

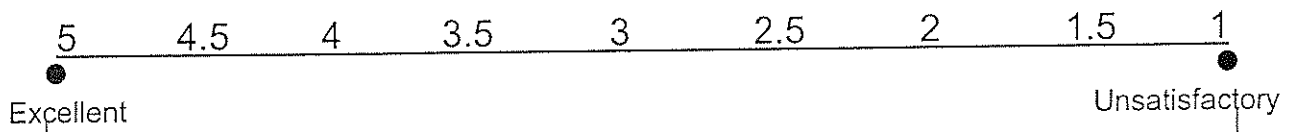
Bidder Name: Pearson

Date: 6/25/08

Reviewer Name: Michael Bailey

Reviewer Signature: 

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

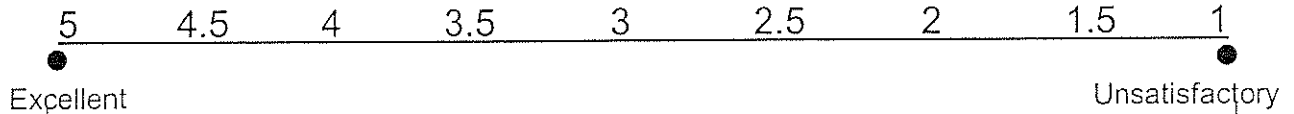
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			<input checked="" type="radio"/>							
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.		<input checked="" type="radio"/>								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

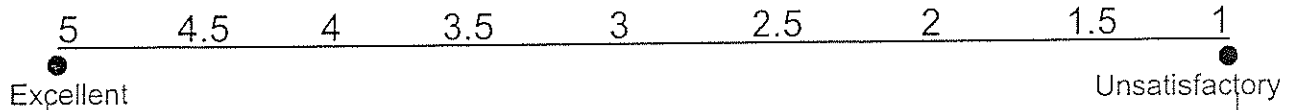
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.			<input checked="" type="radio"/>							
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.		<input checked="" type="radio"/>								
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.		<input checked="" type="radio"/>								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.		4.5	4.0							
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.		4.5	4.0							

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

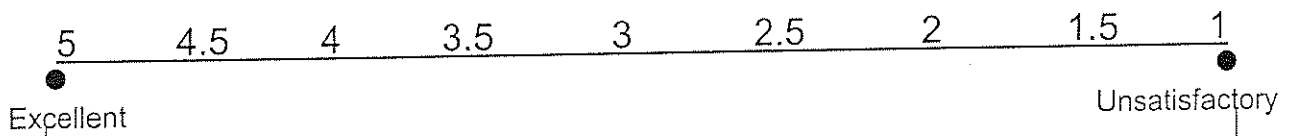
Bidder Name: Pearson

Date: 6/25/08

Reviewer Name: Vince Verges

Reviewer Signature: Vince Verges

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

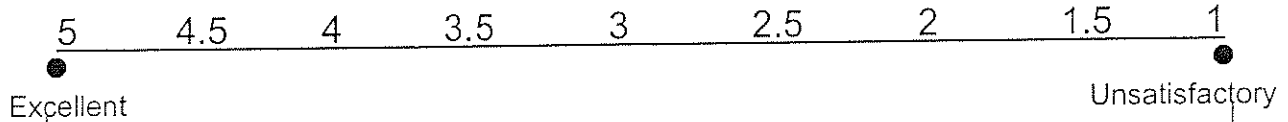
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			(4.0)							
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.			(4.0)							

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

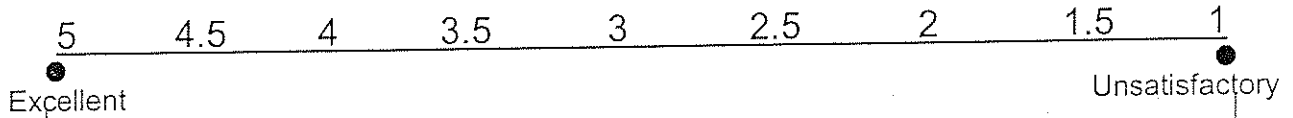
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value												
		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.			4.0										
		- no support for administering accommodations on other than Windows platforms - glitches reported by 3 states pulled (minor)												
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.		4.5											
		- bidder should have proposed more adequate + consistent HS staff (sp, ASD) - otherwise excellent → FTE's vary greatly												
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												
		- superior												

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0	3.5						
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.		4.5								
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.				3.5						

v. large
 - See C3
 - consistent reports from states as to some system glitches
 - a bit of lack of clarity on roles
 - otherwise, superb
 - some issues w/ historic item quality (minor)
 - many instances of errors in quality in disclosure
 - otherwise, good plan moving forward

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

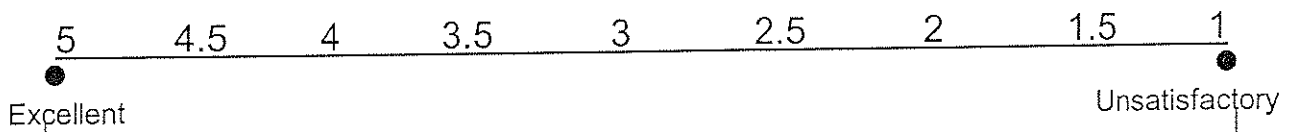
Bidder Name: Pearson

Date: 6/25/08

Reviewer Name: Karen Denbroeder

Reviewer Signature: Karen Denbroeder

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

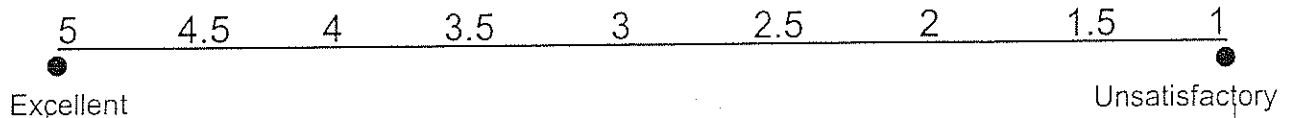
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5							
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.			4.0						

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

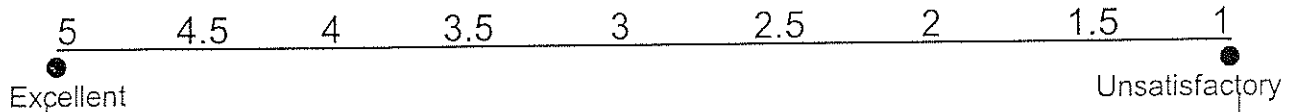
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
C3 – Test Administration	Section 4.0 Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.				3.5						
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.			4.0							
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.		4.5								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

17 Subs

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.				3.5						
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.		4.5								
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.		4.5								

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

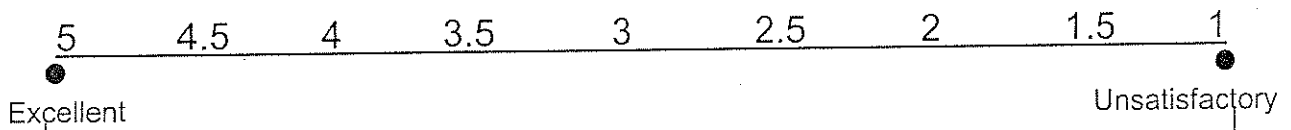
Bidder Name: PRANSON

Date: 6-25-08

Reviewer Name: HOPE Childree

Reviewer Signature: [Signature]

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

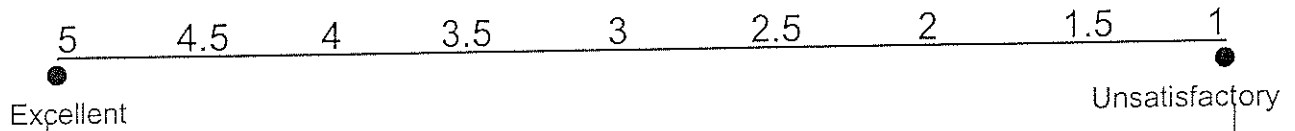
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

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	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	

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

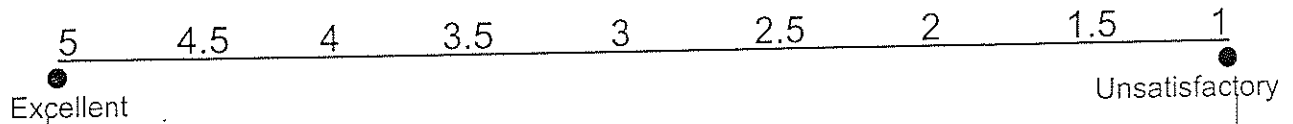
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.		4.5								
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.		4.5								
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

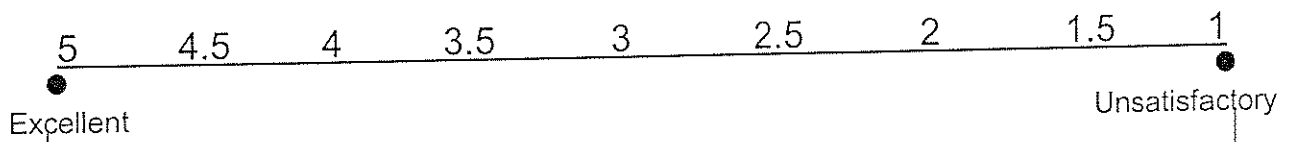
Bidder Name: Pearson

Date: 06.25.2008

Reviewer Name: Salih Binici

Reviewer Signature: S. Binici

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

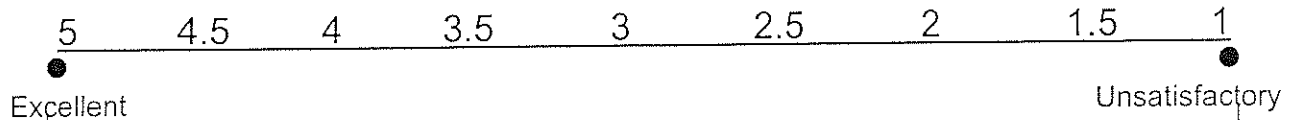
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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)									
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)									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

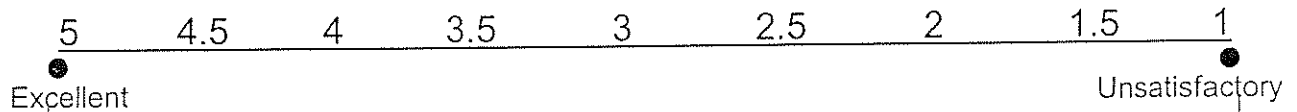
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.	5.0									
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									
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

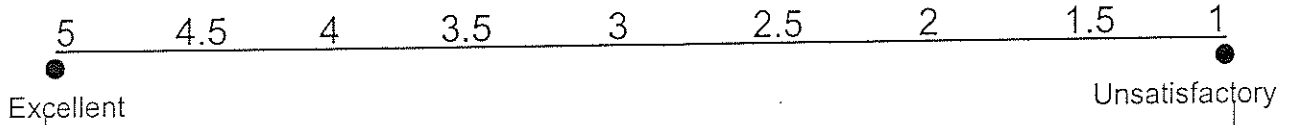
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									
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									

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

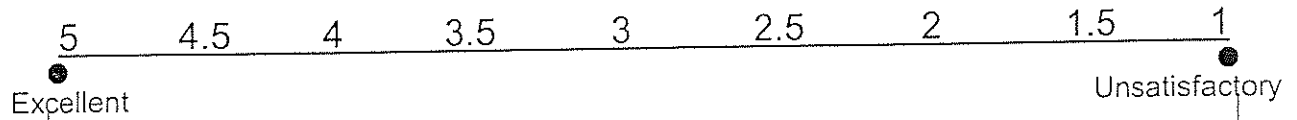
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		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.			4.0							
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.		4.5								
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.				3.5						

EVALUATING BIDDER QUALIFICATIONS AND EXPERIENCE FORM

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

Evaluation Scale for Bidder Qualifications and Experience



The bidder has demonstrated superior qualifications and experience to perform the required tasks.

The bidder either has demonstrated insufficient experience and capability to perform the required tasks or has not established its qualifications and experience.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

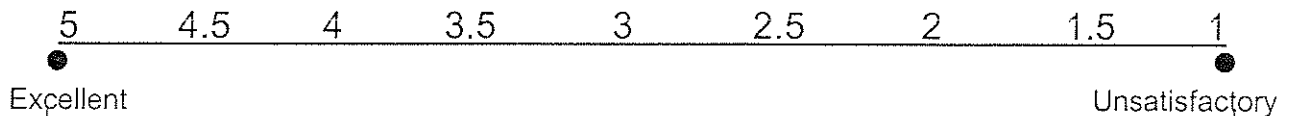
Bidder Name: PEARSON

Date: 6/27/08

Reviewer Name: VICTORIA ASH

Reviewer Signature: Victoria Ash

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.

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.

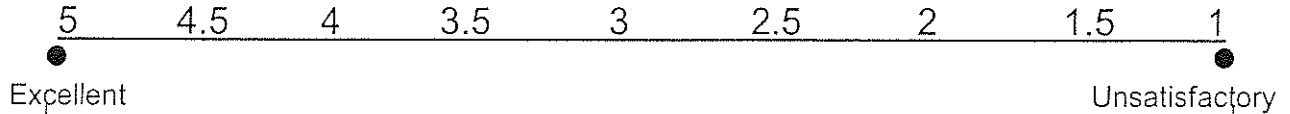
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T1 – Test and Item Development 3.7-4	Section 3.0 Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.		(4.5)								
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)									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

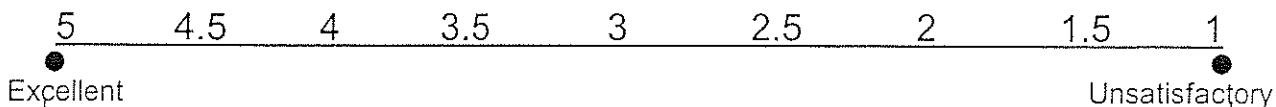
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

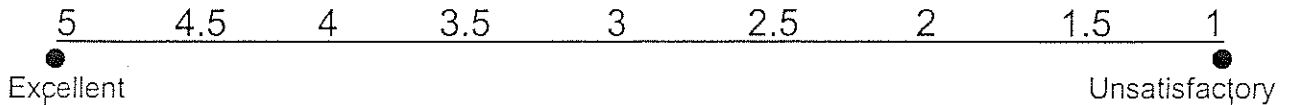
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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								
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

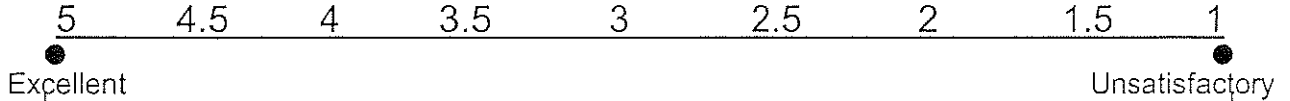
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

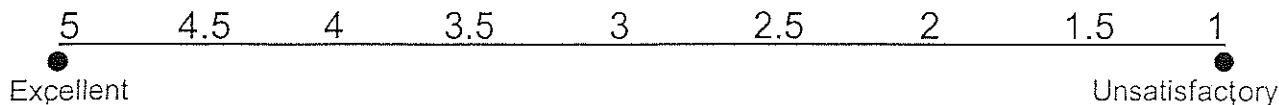
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

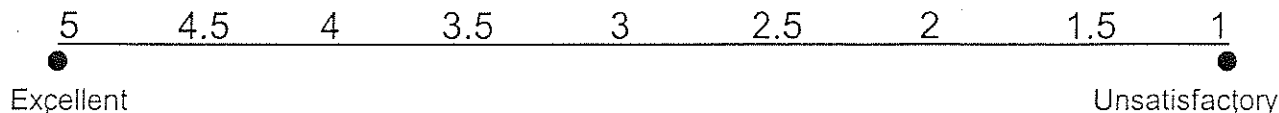
Criterion Number	Work Tasks	Rating Value									
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management 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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									

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

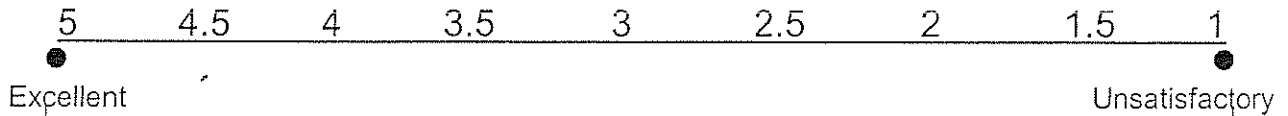
Bidder Name: Pearson

Date: 6-27-08

Reviewer Name: LynnAnn Tabeling

Reviewer Signature: [Signature]

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.

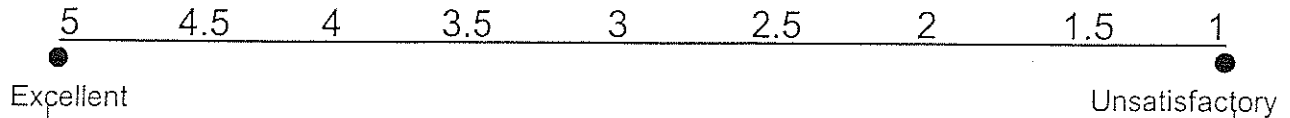
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T1 – Test and Item Development	<i>high FTE</i> 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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

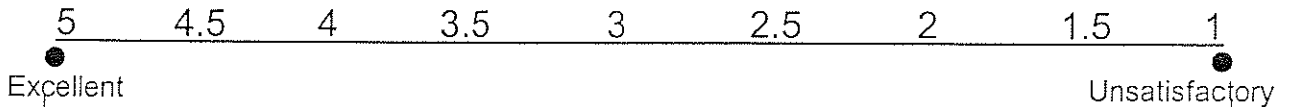
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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 RF	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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

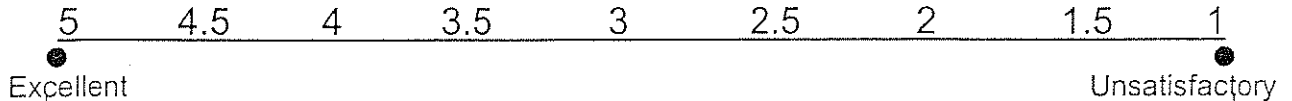
Criterion Number	Work Tasks	Rating Value									
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T7 – Computer-Based Test <i>m/b</i> <i>stakes</i> <i>all</i>	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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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								

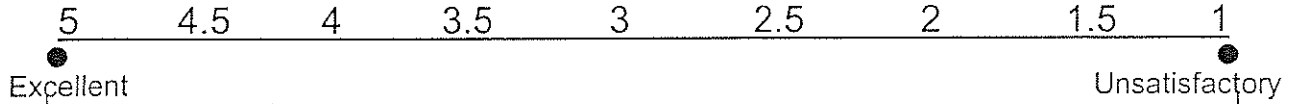
percent quantity

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

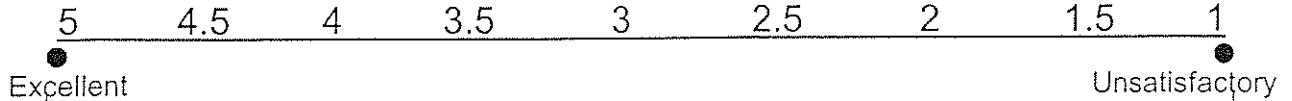
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

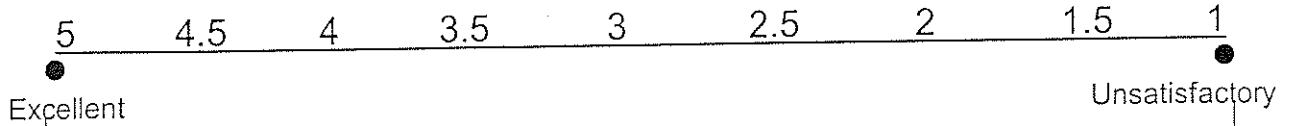
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services 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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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.

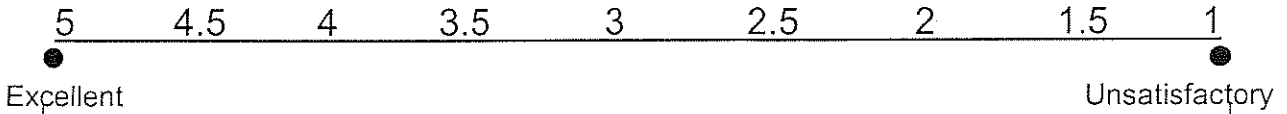
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

Criterion Number	Work Tasks	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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								
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

T3 5.0/4.9 5.0 Pearson system reader Correctness Pre-structure Review award winning design 2006 U.S. 2,8 work done in-house/Dick Robinson Review

T4 - CBT reviewing files 4.5 Others listed

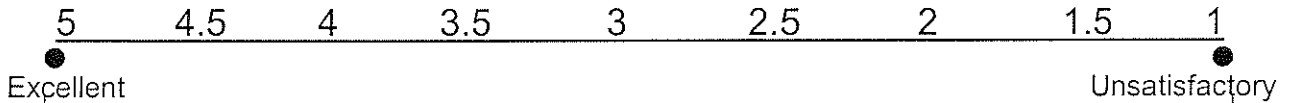
T5 exceeds all proposals offers CDs 5.0

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

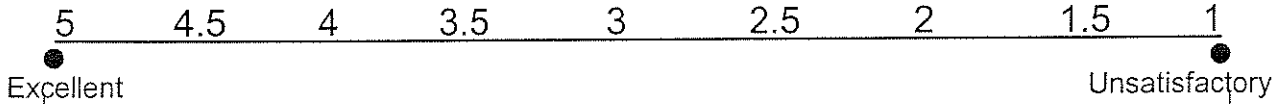
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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								
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

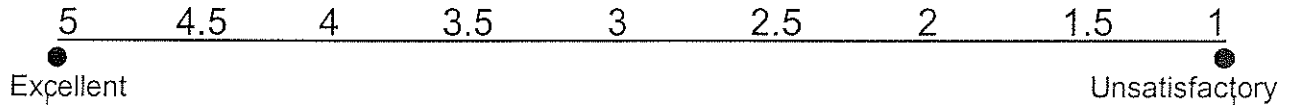
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

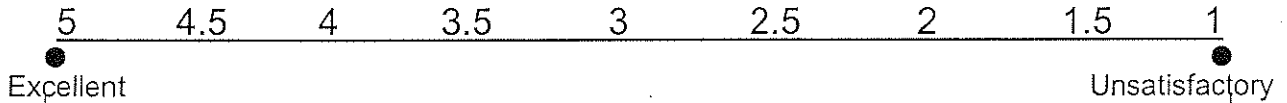
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

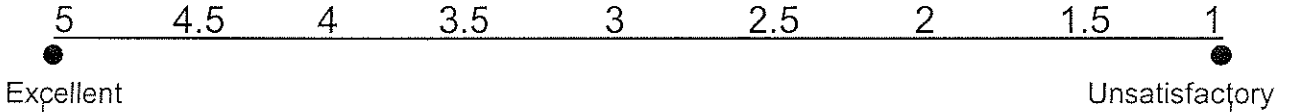
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services 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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
		5	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

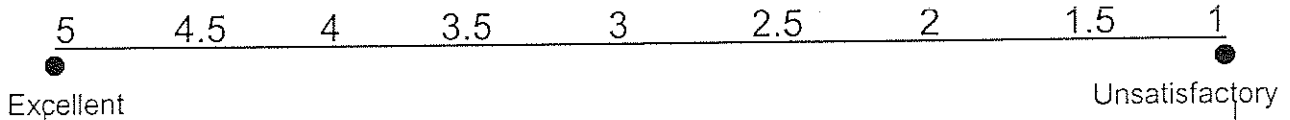
Bidder Name: Pearson

Date: 6-27-08

Reviewer Name: Mark Drennan

Reviewer Signature: Mark Drennan

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.

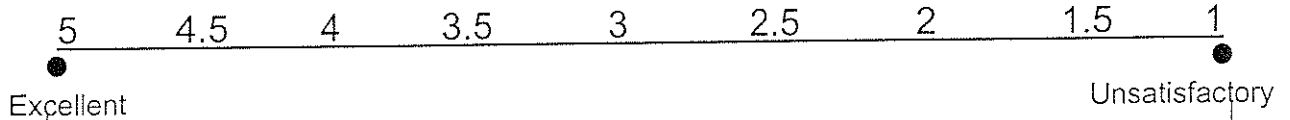
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.			4.0							

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

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.

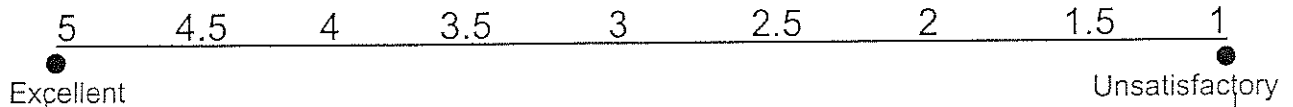
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.			4.0							
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.			4.0							
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

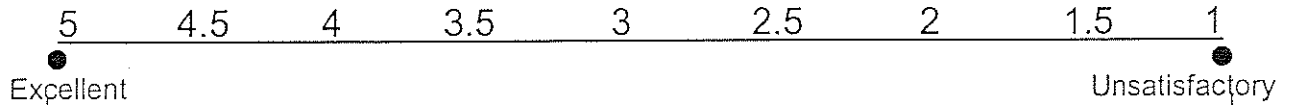
Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.			4.0						
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.			4.0						
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.		4.5	4.0						

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

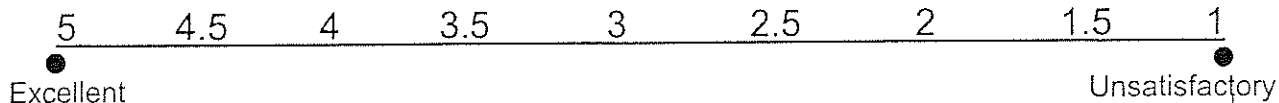
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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									

EVALUATING THE TECHNICAL PROPOSAL FORM
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.

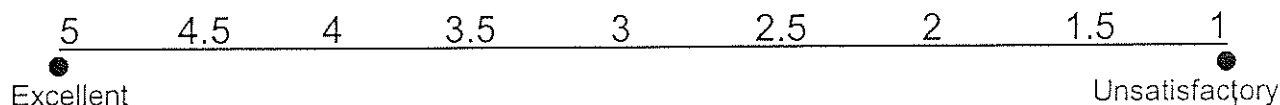
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

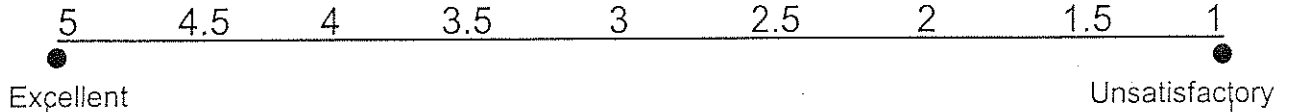
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
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	


EVALUATING THE TECHNICAL PROPOSAL FORM

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

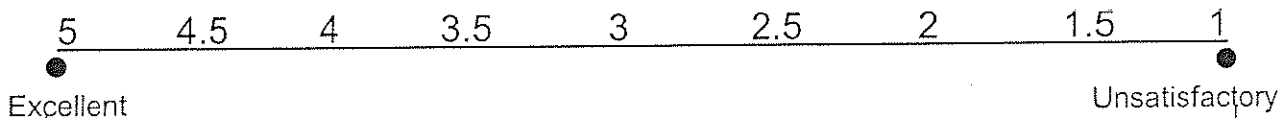
Bidder Name: Pearson

Date: 6/27/08

Reviewer Name: Michael Bailey

Reviewer Signature: 

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.

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.

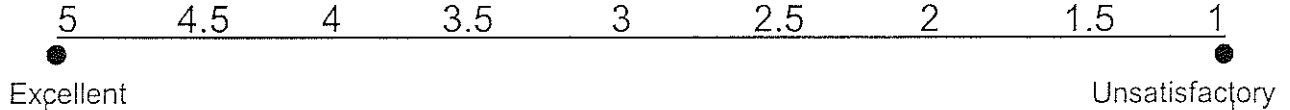
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T1 – Test and Item Development	Section 3.0 Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.			4.0							
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

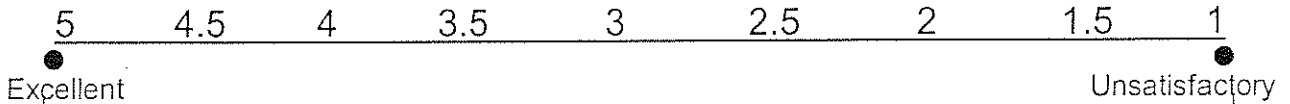
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.			4.0							
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.		4.5								
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

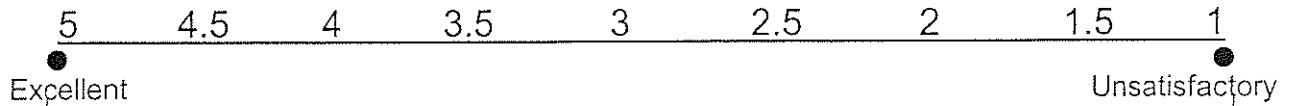
Criterion Number	Work Tasks	Rating Value									
		5.0	4.0	3.5	3.0	2.5	2.0	1.5	1.0		
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical 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.		<input checked="" type="radio"/>								
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.		<input checked="" type="radio"/>								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

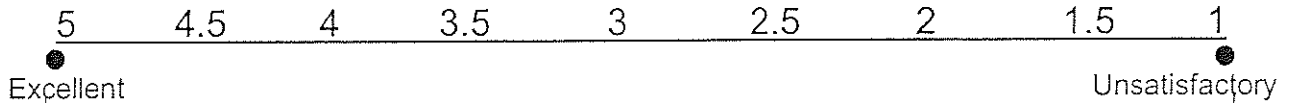
Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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.			4.0						
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							

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

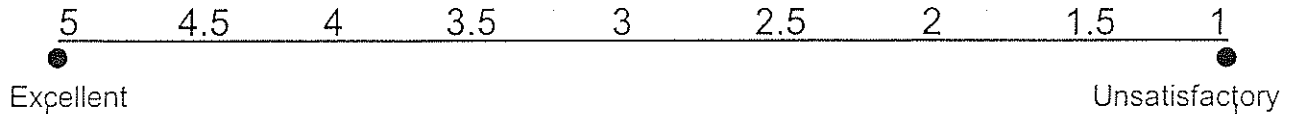
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5							

EVALUATING THE TECHNICAL PROPOSAL FORM

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

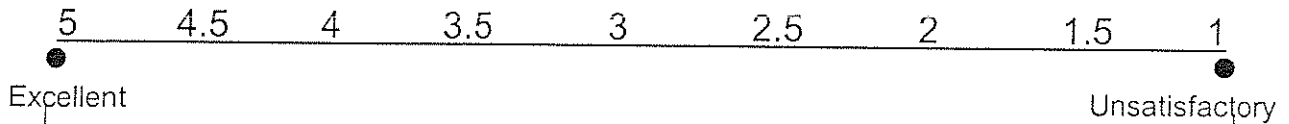
Bidder Name: Pearson

Date: 6/29/08

Reviewer Name: Vince Verges

Reviewer Signature: Vince Verges

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.

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.

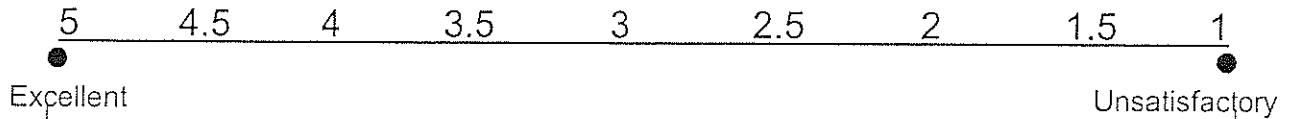
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T1 – Test and Item Development	Section 3.0 Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests. <i>start trans.</i>		4.5								
				- Not enough development of transitioning to ITTB							
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									
				- superior plan							

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

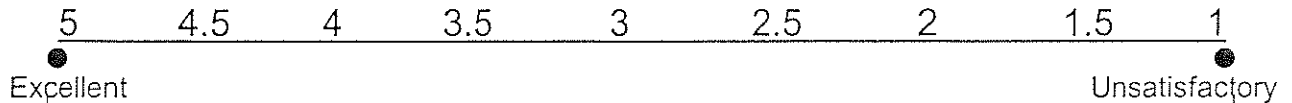
Criterion Number	Work Tasks	Rating Value									
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, 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	
		<i>W/ minor errors</i> - a few minor errors in current system (proposed) - not clear on use of keywords									
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	
		- responsive to RFP									
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	
		- responsive to RFP									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

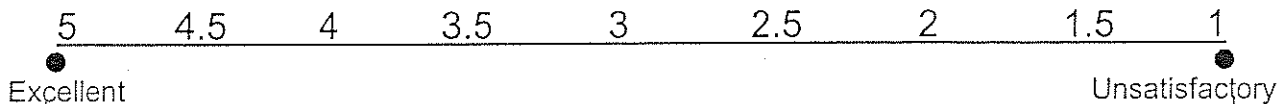
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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.

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. <i>staff</i>	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	<i>- inconsistency in staff time. (explained abt during presentation, but still a question)</i>
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. <i>local teching</i>	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	<i>- local teching</i>
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	<i>- minor flow in report</i>

EVALUATING THE TECHNICAL PROPOSAL FORM
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.

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.

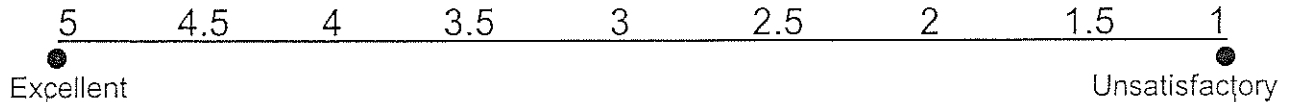
Criterion Number	Work Tasks	Rating Value									
T9 – Calibration, Equating, and Scaling	<p>Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric 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.</p> <p align="right"><i>- skill</i></p>	5.0 <i>- response</i>	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T10 – Reporting	<p>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.</p>	5.0	4.5 <i>- Need more development of how</i>	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

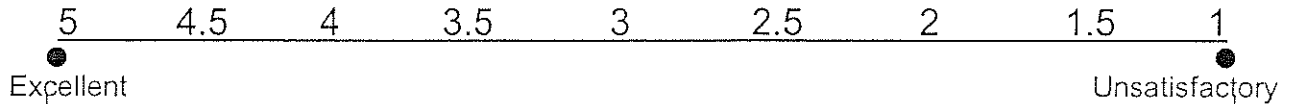
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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 - Superior									
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 - Superior									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

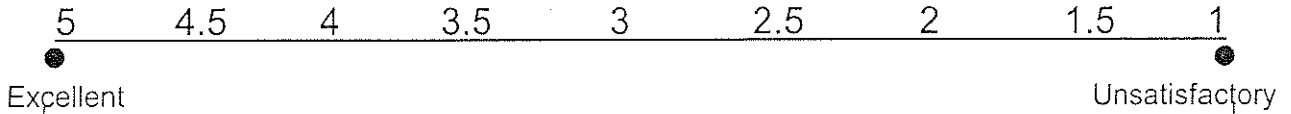
Criterion Number	Work Tasks	Rating Value									
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management 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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
		5	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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 - response to RFP									

EVALUATING THE TECHNICAL PROPOSAL FORM

for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

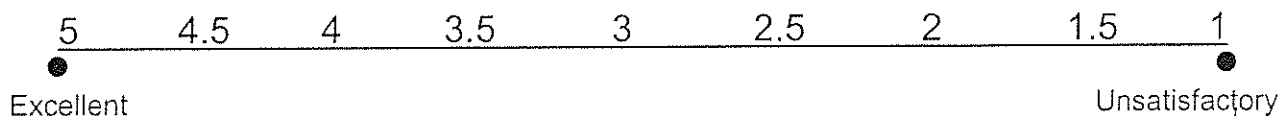
Bidder Name: Pearson

Date: 6/27/08

Reviewer Name: Karen Denbroeder

Reviewer Signature: Karen Denbroeder

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.

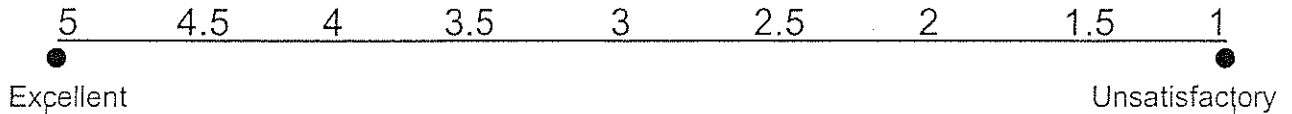
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		<u>4.5</u>								
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.			<u>4.0</u>							

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

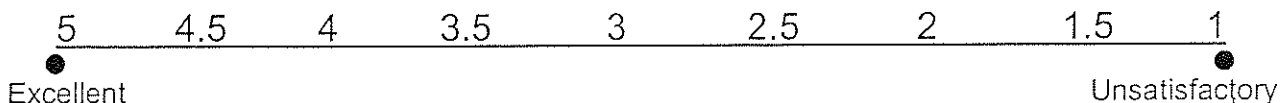
Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.			4.0						
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.		4.5							
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.		4.5							

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

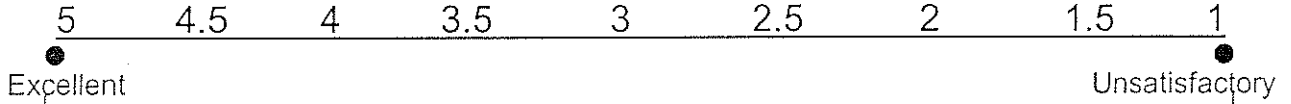
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

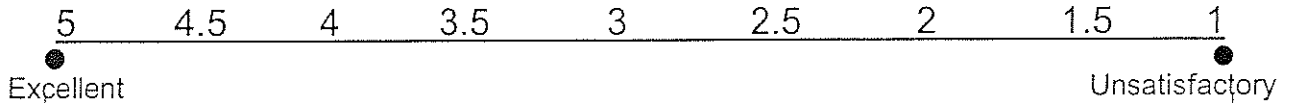
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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.				3.5						

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

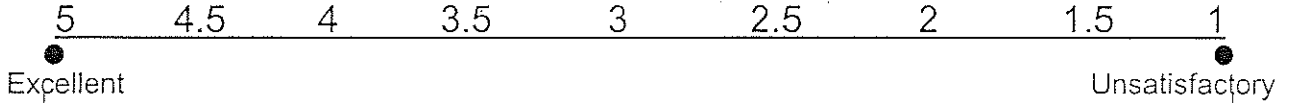
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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.			4.0							
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

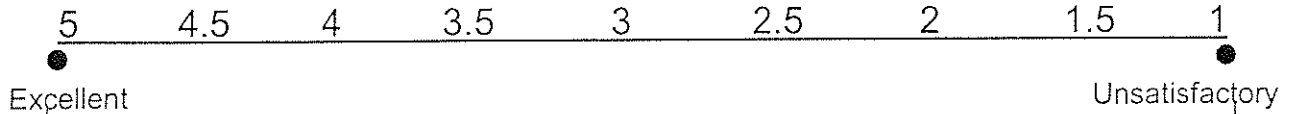
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services 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									
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

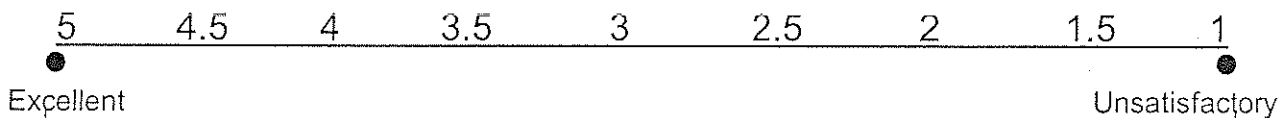
Bidder Name: (HC) Pearson

Date: 10-26-08

Reviewer Name: Hope Childree

Reviewer Signature: Hope Childree

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.

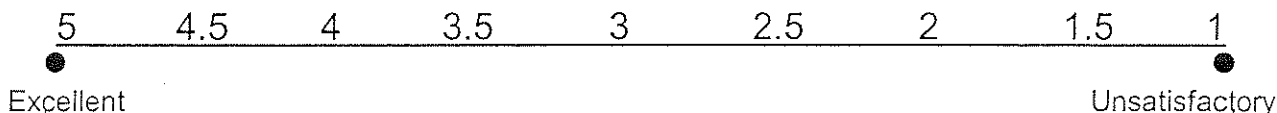
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

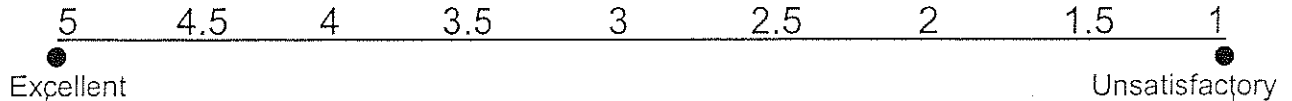
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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.

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	

EVALUATING THE TECHNICAL PROPOSAL FORM
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.

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.

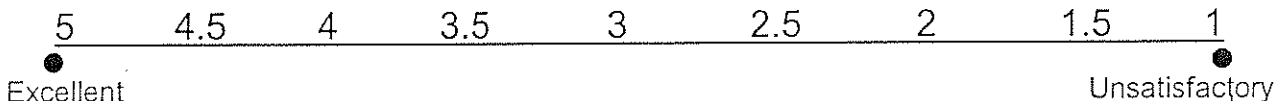
Criterion Number	Work Tasks	Rating Value									
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

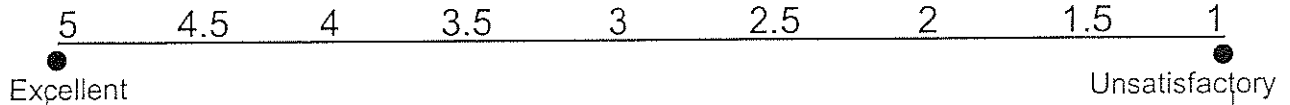
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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								
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							

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

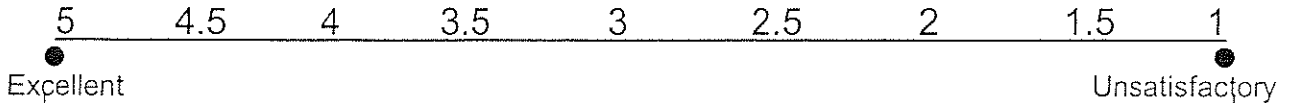
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

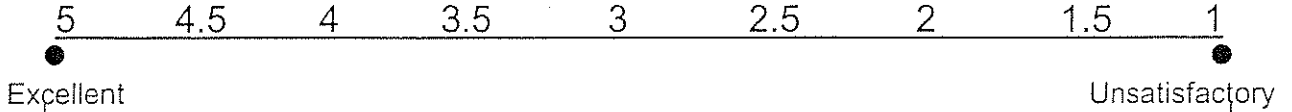
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

For the one (1) criterion 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									
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	

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

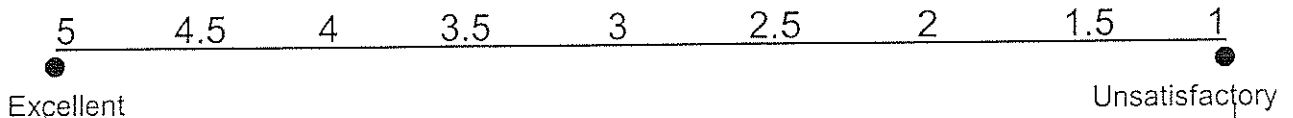
Bidder Name: Pearson

Date: 6.27.2008

Reviewer Name: Salih Binici

Reviewer Signature: S. Binici

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.

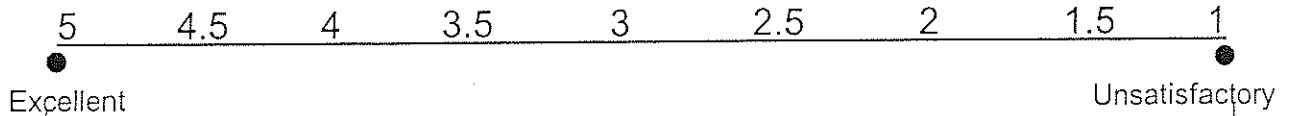
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

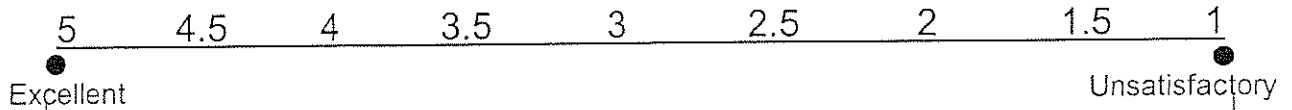
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

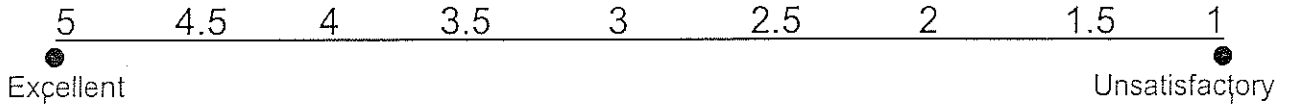
Criterion Number	Work Tasks	Rating Value										
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5	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		

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

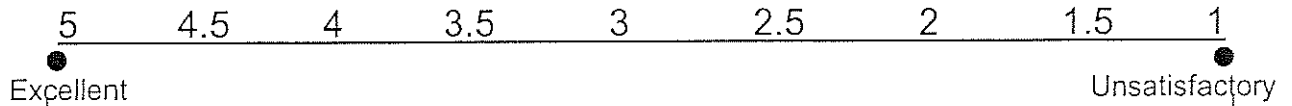
Criterion Number	Work Tasks	Rating Value									
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise 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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

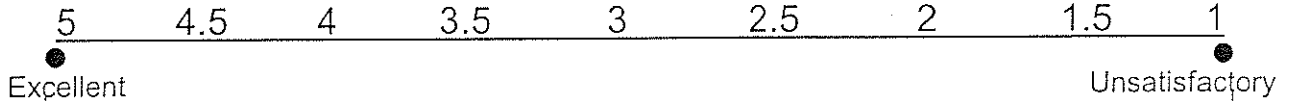
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

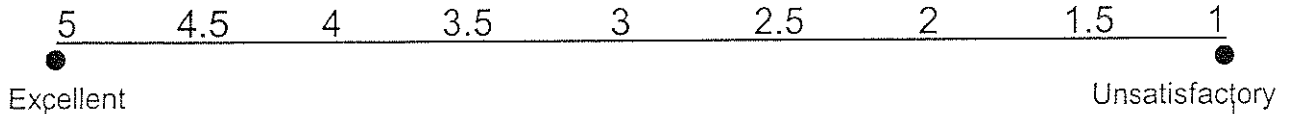
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
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	

EVALUATING THE TECHNICAL PROPOSAL FORM


for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

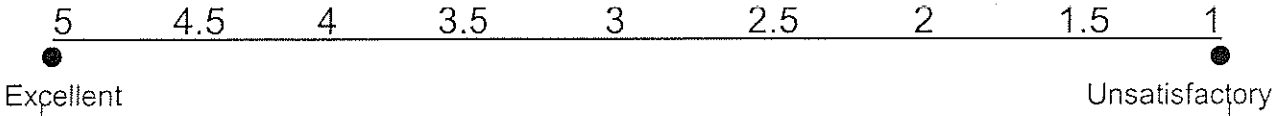
Bidder Name: PEARSON

Date: JUNE 27, 2008

Reviewer Name: Bob Olsen

Reviewer Signature: 

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.

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.

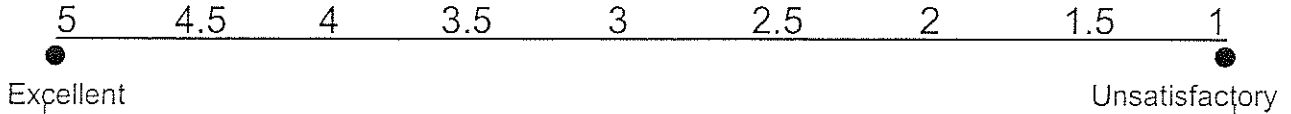
Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T1 - Test and Item Development	Section 3.0 Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course 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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

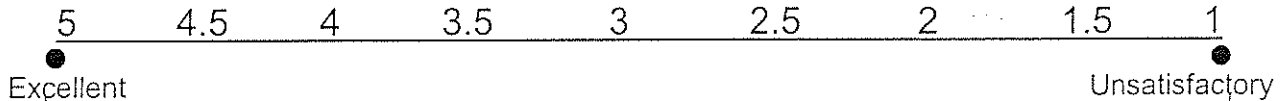
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.			4.0							
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.			4.0							

EVALUATING THE TECHNICAL PROPOSAL FORM
 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.

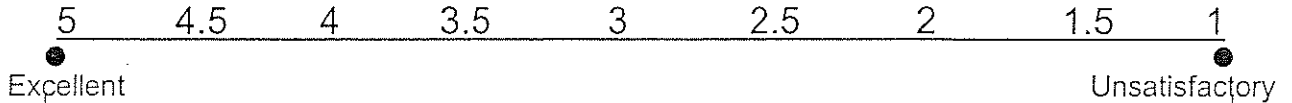
For each of the three (3) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

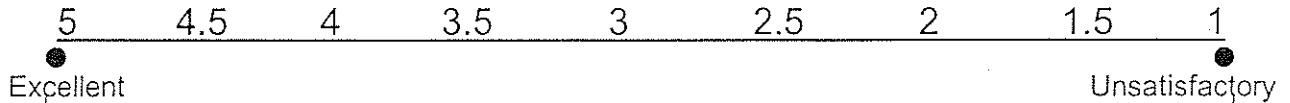
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.			4.0						
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.				3.5					

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

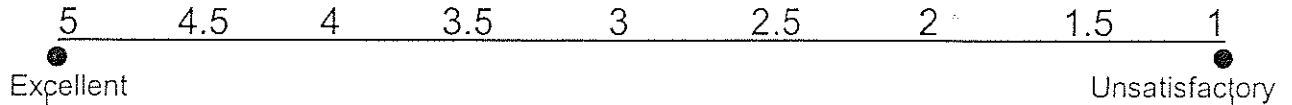
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation 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.					3.0					
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.		4.5								

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

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.

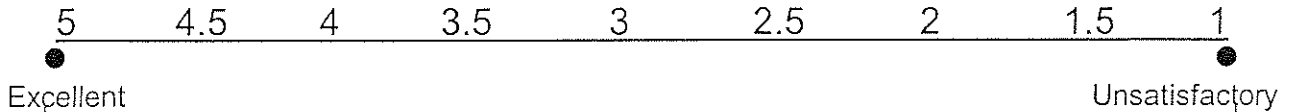
Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services 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

EVALUATING THE TECHNICAL PROPOSAL FORM

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.

For the one (1) criterion 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									
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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

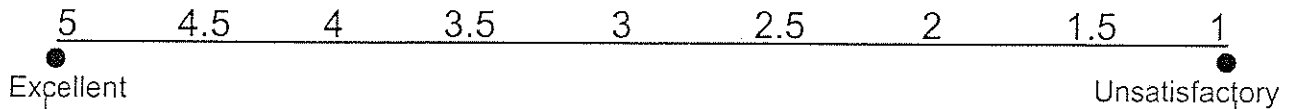
Bidder Name: PEARSON

Date: 6/27/08

Reviewer Name: VICTORIA ASH

Reviewer Signature: Victoria Ash

Evaluation Scale for Technical Aspects of the Cost Options



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.

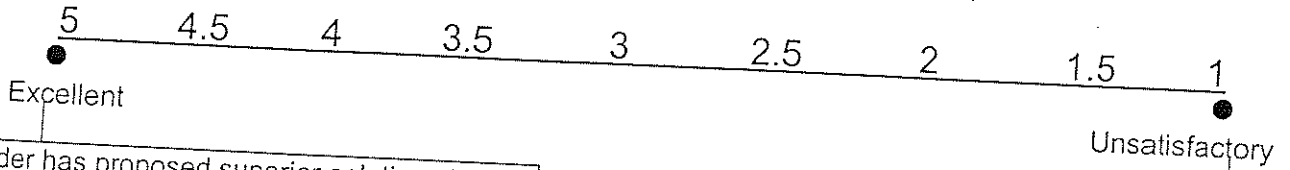
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

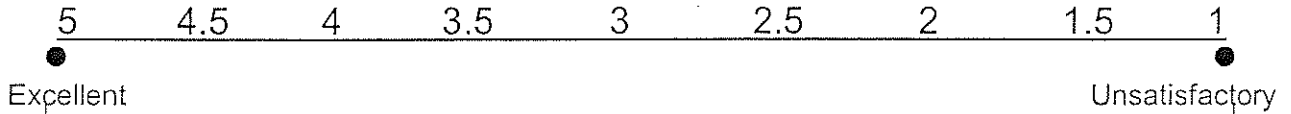
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.					3.0					

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM
 for Proposals Received in Response to RFP 2008-17
 Florida's Standards-Based Assessment (FSA) System

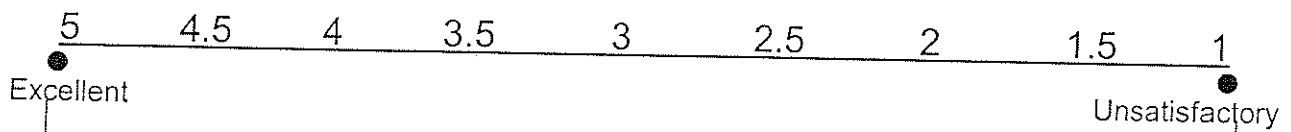
Bidder Name: Pearson

Date: 6-27-08

Reviewer Name: Lynn Ann Tabeing

Reviewer Signature: [Signature]

Evaluation Scale for Technical Aspects of the Cost Options



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.

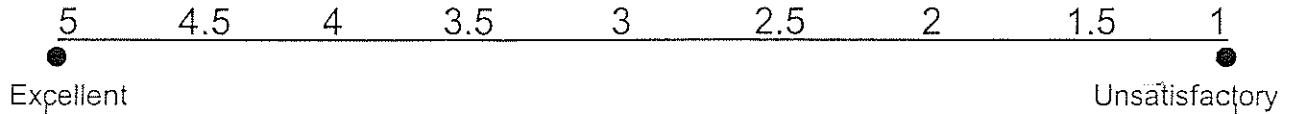
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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.					3.0					

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

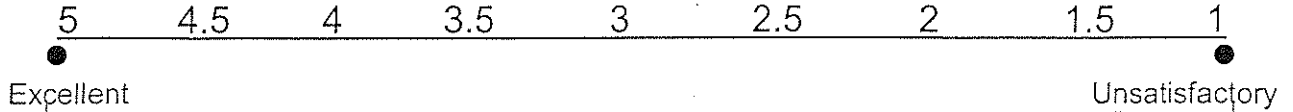
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
CO3 – State-Owned Item Bank <i>3.6 24</i>	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.		4.5								
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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								
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. <i>+ include?</i>	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
CO6 – English-to-Heritage Translation Dictionary <i>window</i>	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

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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

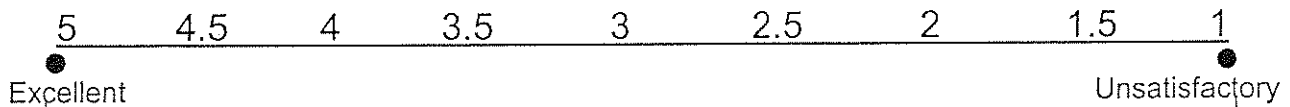
Bidder Name: Pearson

Date: 6/27/08

Reviewer Name: Shirl Williams

Reviewer Signature: [Handwritten Signature]

Evaluation Scale for Technical Aspects of the Cost Options



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.

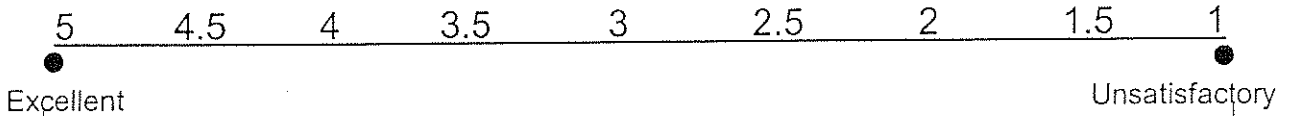
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value										
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		

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

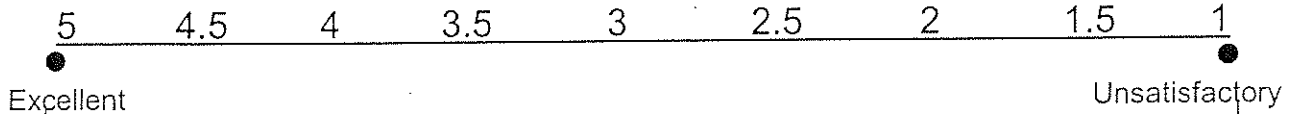
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5							
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								

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

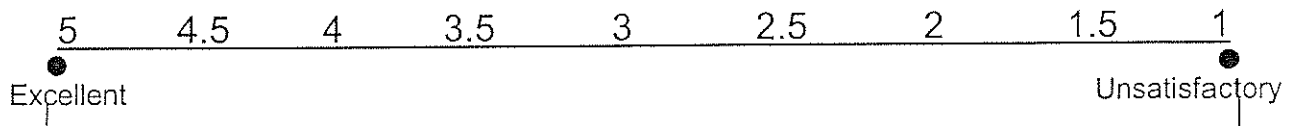
Bidder Name: Pearson

Date: 6-27-08

Reviewer Name: Mark Drennan

Reviewer Signature: Mark Drennan

Evaluation Scale for Technical Aspects of the Cost Options



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.

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.

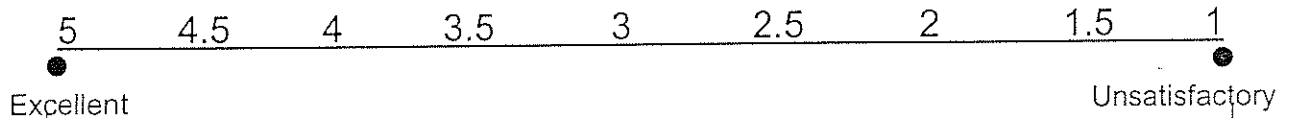
Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
CO1 - Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.			4.0							
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.			4.0							

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

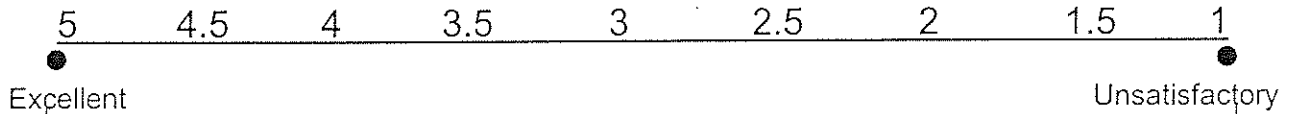
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.			4.0						
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.			4.0 MD		3.0 MD				

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.					3.0					

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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

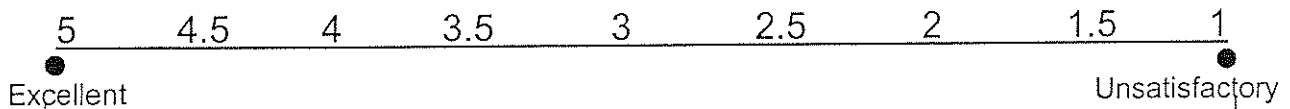
Bidder Name: A Pearson

Date: 6/27/08

Reviewer Name: Michael Bailey

Reviewer Signature: 

Evaluation Scale for Technical Aspects of the Cost Options



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.

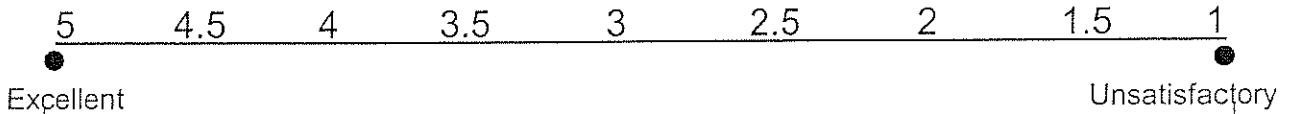
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.			4.0						
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.			4.0						

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

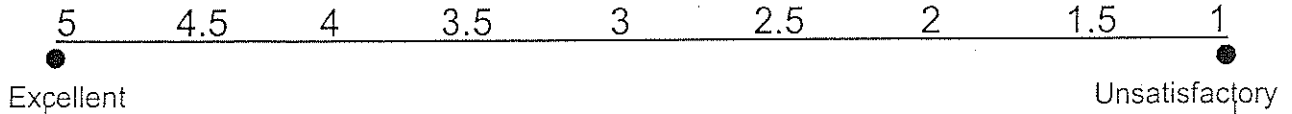
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.			4.0						
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.			4.0						

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.			4.0							
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.			4.0							

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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

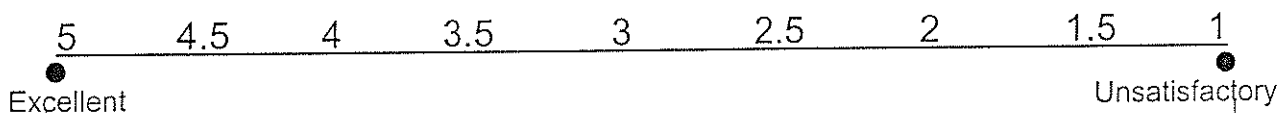
Bidder Name: Person

Date: 6/27/08

Reviewer Name: Vince Verges

Reviewer Signature: Vince Verges

Evaluation Scale for Technical Aspects of the Cost Options



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.

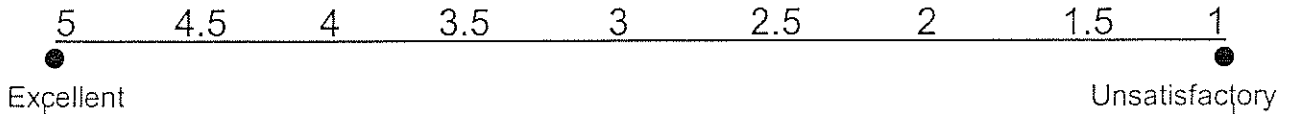
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
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. <i>f. online district</i>	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	1.0
		<i>- Timeline to districts not addressed</i>									
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	1.0
		<i>- responsive</i>									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

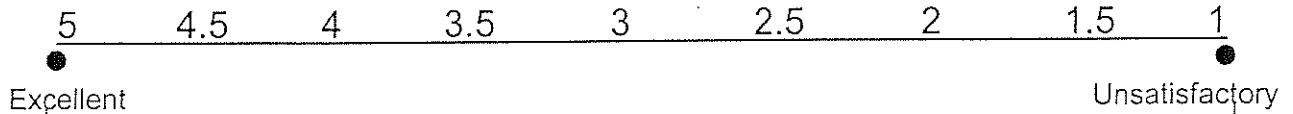
The bidder has proposed inferior or incomplete solutions to the requirements of the RFP or has proposed products and services that would be technically indefensible, would create a flawed assessment program not meeting psychometric standards, or would not be feasible to implement.

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								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5							
		<i>- skill not clear to me what's available</i>								
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								
		<i>responsive</i>								

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM
 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



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.

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								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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								
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.		4.5							

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

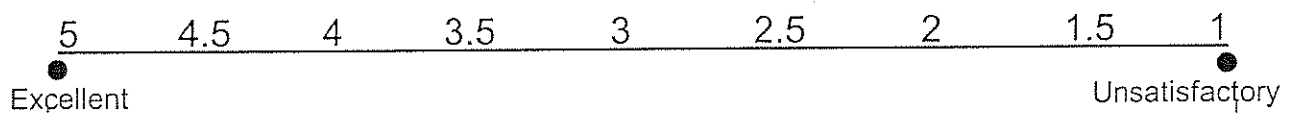
Bidder Name: Pearson

Date: 6/27/08

Reviewer Name: Karen Denbroeder

Reviewer Signature: Karen Denbroeder

Evaluation Scale for Technical Aspects of the Cost Options



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.

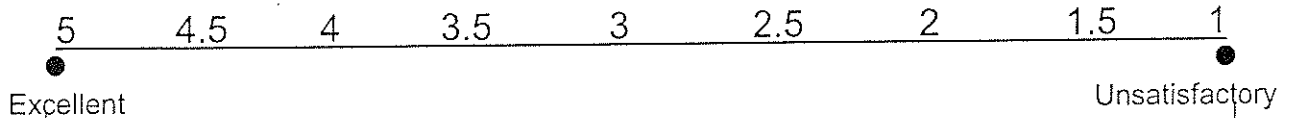
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

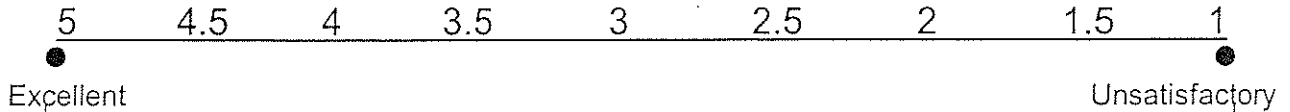
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.				3.5						
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.		4.0								

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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

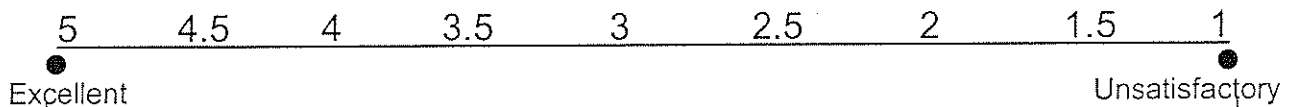
Bidder Name: Parsons

Date: 6-26-08

Reviewer Name: Hope Childree

Reviewer Signature: [Signature]

Evaluation Scale for Technical Aspects of the Cost Options



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.

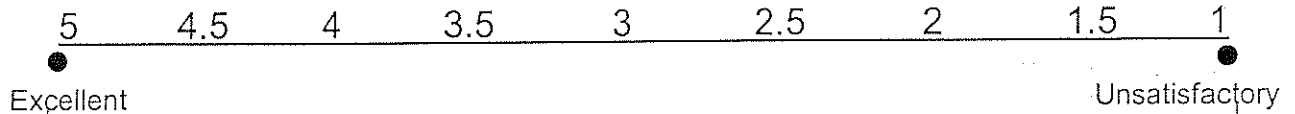
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

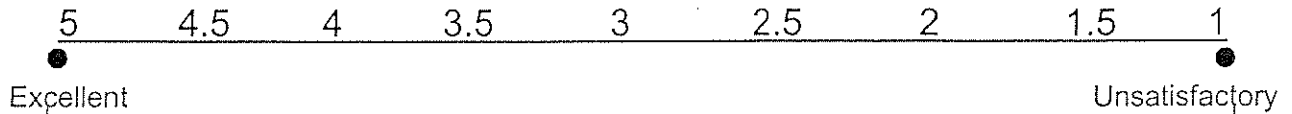
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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	

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM
 for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

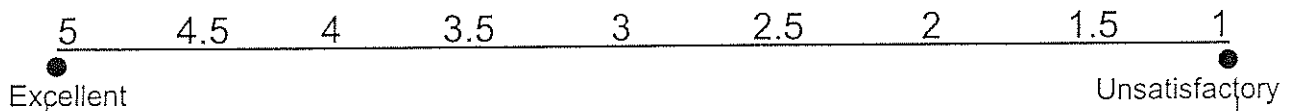
Bidder Name: Pearson

Date: 06.27.2008

Reviewer Name: Salih Primal

Reviewer Signature: S. Primal

Evaluation Scale for Technical Aspects of the Cost Options



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.

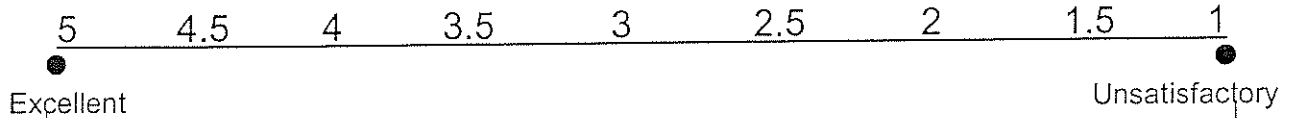
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

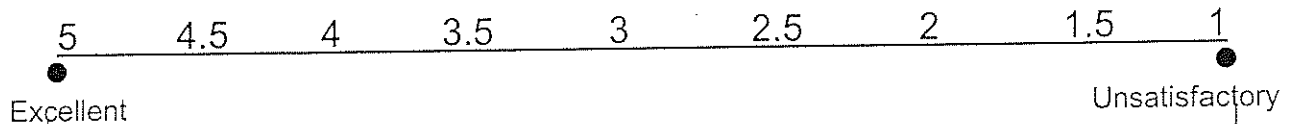
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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									
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.		4.5								
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									

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM


for Proposals Received in Response to RFP 2008-17

Florida's Standards-Based Assessment (FSA) System

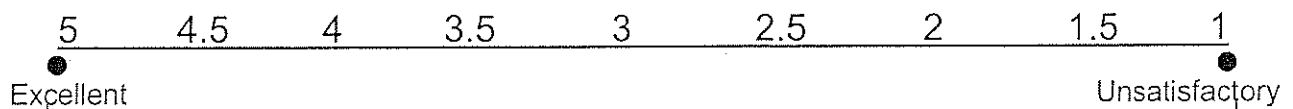
Bidder Name: PEARSON

Date: JUNE 27, 2008

Reviewer Name: Bob Olsen

Reviewer Signature: 

Evaluation Scale for Technical Aspects of the Cost Options



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.

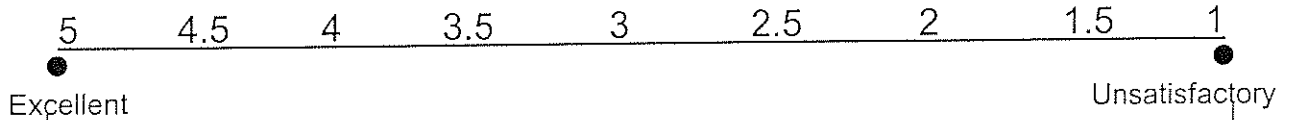
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.					3.0					
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.			4.0							

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

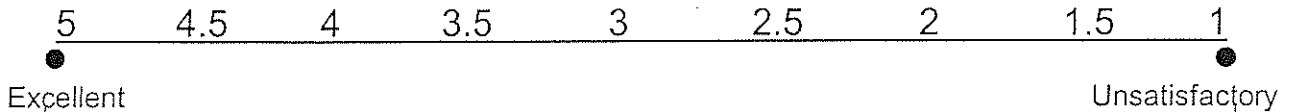
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

Criterion Number	Work Tasks	Rating Value								
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.					3.0				
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.			4.0						

EVALUATING THE TECHNICAL ASPECTS OF THE COST OPTIONS FORM

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



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.

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									
		5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
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.					3.0					
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.					3.0					

PROPOSAL EVALUATION FOR RFP 2008-17
 FLORIDA'S STANDARDS-BASED ASSESSMENT (FSA) SYSTEM
 JUNE 2008
 NCS PEARSON, INC. (PEARSON)

Stage I: Meets mandatory components? Yes

Rater	Bidder Qualifications and Experience								TOT	CONV TO 30 PT SCALE TOT * (30/40)
	C1	C2	C3	C4	C5	C6	C7	C8		
1	5.0	5.0	4.5	4.5	5.0	3.5	5.0	5.0	37.5	28.1
2	4.5	4.0	3.0	5.0	4.5	2.5	5.0	4.0	32.5	24.4
3	5.0	5.0	4.5	4.0	5.0	4.0	5.0	5.0	37.5	28.1
4	4.0	4.5	3.5	4.5	4.0	4.0	4.5	4.5	33.5	25.1
5	4.0	4.5	4.0	4.5	4.5	4.0	4.5	4.5	34.5	25.9
6	4.0	4.0	4.0	4.5	5.0	3.5	4.5	3.5	33.0	24.8
7	4.5	4.0	3.5	4.0	4.5	3.5	4.5	4.5	33.0	24.8
8	5.0	5.0	4.5	4.5	5.0	4.5	4.5	5.0	38.0	28.5
9	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	40.0	30.0
10	4.5	4.5	4.0	4.5	3.5	3.5	4.0	4.5	33.0	24.8
Total	45.5	45.5	40.5	45.0	46.0	38.0	46.5	45.5	35.3	26.4
									aver raw score =	aver conv =

Rater	Technical Quality															TOT	CONV TO 30 PT SCALE TOT * (30/75)
	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15		
1	4.5	5.0	4.5	5.0	4.5	5.0	4.5	5.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0	72.0	28.8
2	5.0	5.0	5.0	5.0	4.5	5.0	3.0	5.0	5.0	4.5	5.0	5.0	5.0	5.0	5.0	72.0	28.8
3	5.0	5.0	5.0	4.5	5.0	4.5	5.0	5.0	4.5	5.0	5.0	5.0	5.0	5.0	5.0	73.0	29.2
4	4.0	4.0	4.0	4.0	4.5	4.0	4.0	4.5	4.5	5.0	5.0	5.0	5.0	5.0	5.0	67.5	27.0
5	4.0	4.5	4.0	4.5	4.5	4.0	4.0	4.5	4.5	4.0	4.5	4.5	4.5	4.5	4.5	65.0	26.0
6	4.5	5.0	4.5	5.0	5.0	4.5	4.5	4.5	5.0	4.5	5.0	5.0	4.5	5.0	5.0	71.5	28.6
7	4.5	4.0	4.0	4.5	4.5	5.0	4.0	4.5	5.0	3.5	4.0	5.0	5.0	4.5	5.0	67.0	26.8
8	4.5	4.5	5.0	5.0	4.5	5.0	4.5	5.0	5.0	4.5	5.0	5.0	5.0	5.0	5.0	72.5	29.0
9	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	75.0	30.0
10	4.5	4.5	4.0	4.0	4.0	4.5	4.0	4.0	4.0	3.5	3.0	4.5	4.5	4.5	4.5	62.0	24.8
Total	45.5	46.5	45.0	46.5	46.0	46.5	42.5	47.0	47.5	43.5	46.0	49.0	49.0	48.0	49.0	69.8	27.9
																aver raw score =	aver conv =

NCS PEARSON, INC. (PEARSON)

Rater	Technical Aspects of Cost Options (CO)						TOT	CONV TO 10 PT SCALE TOT * (10/30)		
	CO1	CO2	CO3	CO4	CO5	CO6				
1	5.0	4.5	4.0	5.0	4.0	3.0	25.5	8.5		
2	5.0	3.0	4.5	5.0	4.5	3.0	25.0	8.3		
3	5.0	5.0	4.5	5.0	4.5	5.0	29.0	9.7		
4	4.0	4.0	4.0	4.0	4.0	3.0	23.0	7.7		
5	4.0	4.0	4.0	4.0	4.0	4.0	24.0	8.0		
6	4.5	5.0	4.5	5.0	5.0	4.5	28.5	9.5		
7	4.5	4.0	5.0	4.0	3.5	4.0	25.0	8.3		
8	5.0	4.5	5.0	5.0	5.0	4.0	28.5	9.5		
9	5.0	5.0	5.0	5.0	4.5	5.0	29.5	9.8		
10	3.0	4.0	3.0	4.0	3.0	3.0	20.0	6.7		
Total	45.0	43.0	43.5	46.0	42.0	38.5				
Stage II: Bidder Qualifications/Experience							aver raw score =	25.8	aver conv =	8.6
Stage III: Technical Quality							69.8			
Stage IV: Technical Aspects of COs							25.8			
Stage IV: Technical Aspects of COs							TOT	130.8		
Stage IV: Technical Aspects of COs							TOT	131		
Stage II: Bidder Qualifications/Experience							26.4			
Stage III: Technical Quality							27.9			
Stage IV: Technical Aspects of COs							8.6			
Stage V: Cost Proposal							30.0			
Stage VI: Total							92.9			

rounded TOT 131 Tot<=100? TRUE (if TRUE, will open cost)

Stage II: Bidder Qualifications/Experience 26.4 average conversion
 Stage III: Technical Quality 27.9 average conversion
 Stage IV: Technical Aspects of COs 8.6 average conversion
 Stage V: Cost Proposal 30.0 average conversion
 Stage VI: Total 92.9

PROPOSAL EVALUATION FOR RFP 2008-17
 FLORIDA'S STANDARDS-BASED ASSESSMENT (FSA) SYSTEM

2-Jul-08

Phase No. and Cost Options (COs)	CTB		PEARSON	
	Cost Amount	PV	Cost Amount	PV
I (2008-09)	\$62,719,973.00	\$62,719,973.00	\$30,216,522.41	\$30,216,522.41
II (2009-10)	\$105,712,400.00	\$104,016,924.14	\$70,943,673.35	\$69,805,838.19
III (2010-11)	\$119,814,496.00	\$115,546,788.09	\$78,476,316.17	\$75,681,045.09
IV (2011-12)	\$119,565,212.00	\$112,735,271.57	\$76,621,047.30	\$72,244,212.43
V (2012-13)	\$124,296,325.00	\$113,467,333.62	\$76,240,920.05	\$69,598,629.81
base reimbursables	\$9,991,125.00	\$9,991,125.00	\$9,991,125.00	\$9,991,125.00
VI,RI (2013-14)	\$132,327,982.00	\$116,219,778.94	\$76,604,056.82	\$67,279,092.56
VII,RII (2014-15)	\$115,449,688.00	\$97,764,370.61	\$65,086,835.51	\$55,116,420.14
renewal reimbursables	\$4,382,800.00	\$4,382,800.00	\$4,382,800.00	\$4,382,800.00
I,CO1 (2008-09)	\$20,520.00	\$20,520.00	\$10,094.51	\$10,094.51
II,CO1 (2009-10)	\$578,876.00	\$569,591.66	\$21,069.51	\$20,731.59
III,CO1 (2010-11)	\$2,620,445.00	\$2,527,106.60	\$45,058.50	\$43,453.55
IV,CO1 (2011-12)	\$5,006,191.00	\$4,720,221.65	\$44,238.86	\$41,711.80
V,CO1 (2012-13)	\$5,100,505.00	\$4,656,136.88	\$44,442.96	\$40,570.98
VI,RI,CO1 (2013-14)	\$5,318,002.00	\$4,670,644.92	\$33,478.54	\$29,403.22
VII,RII,CO1 (2014-15)	\$4,444,962.00	\$3,764,054.45	\$17,492.48	\$14,812.87
I,CO2 (2008-09)	(\$656,456.00)	(\$656,456.00)	\$0.00	\$0.00
II,CO2 (2009-10)	(\$146,949.00)	(\$144,592.15)	\$0.00	\$0.00
III,CO2 (2010-11)	\$114,624.00	\$110,541.17	\$5,470.59	\$5,275.73
IV,CO2 (2011-12)	\$205,123.00	\$193,405.73	\$72,367.29	\$68,233.44
V,CO2 (2012-13)	\$542,744.00	\$495,458.85	(\$481,670.34)	(\$439,706.07)
VI,RI,CO2 (2013-14)	(\$801,442.00)	(\$703,882.96)	(\$470,505.27)	(\$413,230.96)
VII,RII,CO2 (2014-15)	(\$6,391,076.00)	(\$5,412,050.34)	(\$1,003,165.23)	(\$849,494.00)
I,CO3 (2008-09)	\$844,124.00	\$844,124.00	\$498,908.24	\$498,908.24
II,CO3 (2009-10)	\$0.00	\$0.00	\$1,995,632.79	\$1,963,625.69
III,CO3 (2010-11)	\$0.00	\$0.00	\$0.00	\$0.00
IV,CO3 (2011-12)	\$0.00	\$0.00	\$0.00	\$0.00
V,CO3 (2012-13)	\$0.00	\$0.00	\$0.00	\$0.00
VI,RI,CO3 (2013-14)	\$0.00	\$0.00	\$0.00	\$0.00
VII,RII,CO3 (2014-15)	\$0.00	\$0.00	\$0.00	\$0.00

Phase No. and Cost Options (COs)	CTB		PEARSON	
	Cost Amount	PV	Cost Amount	PV
I,CO4 (2008-09)	\$0.00	\$0.00	\$91,914.11	\$91,914.11
	\$0.00	\$0.00	\$31,788.49	\$31,788.49
II,CO4 (2009-10)	\$2,227,570.00	\$2,191,842.96	\$1,188,778.57	\$1,169,712.26
	\$1,389,514.00	\$1,367,228.18	\$938,125.38	\$923,079.19
III,CO4 (2010-11)	\$2,265,866.00	\$2,185,157.45	\$1,199,943.83	\$1,157,202.68
	\$1,431,202.00	\$1,380,223.59	\$946,359.21	\$912,650.56
IV,CO4 (2011-12)	\$2,304,447.00	\$2,172,809.75	\$1,248,626.98	\$1,177,301.49
	\$1,474,141.00	\$1,389,933.44	\$992,046.49	\$935,377.68
V,CO4 (2012-13)	\$2,333,204.00	\$2,129,929.72	\$1,321,914.15	\$1,206,745.85
	\$1,518,369.00	\$1,386,085.08	\$1,062,389.82	\$969,831.89
VI,RI,CO4 (2013-14)	\$2,420,669.00	\$2,126,002.47	\$1,441,058.27	\$1,265,639.14
	\$1,563,925.00	\$1,373,549.38	\$1,178,757.12	\$1,035,267.75
VII,RII,CO4 (2014-15)	\$2,475,378.00	\$2,096,183.86	\$1,474,976.41	\$1,249,030.14
	\$1,610,848.00	\$1,364,088.06	\$1,218,356.80	\$1,031,721.16
I,CO5 (2008-09)	\$464,357.00	\$464,357.00	\$0.00	\$0.00
	\$464,357.00	\$464,357.00	\$0.00	\$0.00
II,CO5 (2009-10)	\$0.00	\$0.00	\$0.00	\$0.00
	\$63,541.00	\$62,521.89	\$0.00	\$0.00
	\$63,541.00	\$62,521.89	\$0.00	\$0.00
III,CO5 (2010-11)	\$0.00	\$0.00	\$0.00	\$0.00
	\$64,963.00	\$62,649.06	\$0.00	\$0.00
	\$64,963.00	\$62,649.06	\$0.00	\$0.00
IV,CO5 (2011-12)	\$0.00	\$0.00	\$0.00	\$0.00
	\$66,902.00	\$63,080.35	\$0.00	\$0.00
	\$66,902.00	\$63,080.35	\$0.00	\$0.00
V,CO5 (2012-13)	\$0.00	\$0.00	\$0.00	\$0.00
	\$68,962.00	\$62,953.87	\$0.00	\$0.00
	\$68,962.00	\$62,953.87	\$0.00	\$0.00
VI,RI,CO5 (2013-14)	\$0.00	\$0.00	\$0.00	\$0.00
	\$70,979.00	\$62,338.77	\$0.00	\$0.00
	\$70,979.00	\$62,338.77	\$0.00	\$0.00
VII,RII,CO5 (2014-15)	\$0.00	\$0.00	\$0.00	\$0.00
	\$73,110.00	\$61,910.55	\$0.00	\$0.00
	\$73,110.00	\$61,910.55	\$0.00	\$0.00

Phase No. and Cost Options (COs)	CTB		PEARSON	
	Cost Amount	PV	Cost Amount	PV
I,CO6 (2008-09)	\$620,827.00	\$620,827.00	\$1,278,903.34	\$1,278,903.34
II,CO6 (2009-10)	\$322,024.00	\$316,859.20	\$0.00	\$0.00
III,CO6 (2010-11)	\$383,663.00	\$369,997.19	\$0.00	\$0.00
IV,CO6 (2011-12)	\$341,851.00	\$322,323.40	\$0.00	\$0.00
V,CO6 (2012-13)	\$308,065.00	\$281,225.64	\$0.00	\$0.00
VI,RI,CO6 (2013-14)	\$351,245.00	\$308,488.16	\$0.00	\$0.00
VII,RII,CO6 (2014-15)	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$838,148,630.00	\$777,561,566.92	\$505,010,149.01	\$469,786,241.94

POINT CALCULATIONS

CO.	PV BIDS
CTB	\$777,561,566.92
PEARSON	\$469,786,241.94
min	\$469,786,241.94

CO.	Cost Points
CTB	18.1
PEARSON	30.0

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 caching 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 Accountability, 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.