### FLORIDA DEPARTMENT OF EDUCATION



Dr. Eric J. Smith Commissioner of Education

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Florida!

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LINDA K. TAYLOR

#### MEMORANDUM

TO: Gwen Parker, Purchasing Director

FROM: Cornelia S. Or.

**DATE:** July 21, 2008

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

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

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

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

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

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

CORNELIA S. ORR, Ph.D.

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

Gwen Parker Page Two July 21, 2008

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

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

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

CTB was awarded a total of 74.0 points.

Pearson was awarded a total of 92.9 points

#### Conclusion

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

CSO/jk

Attachments

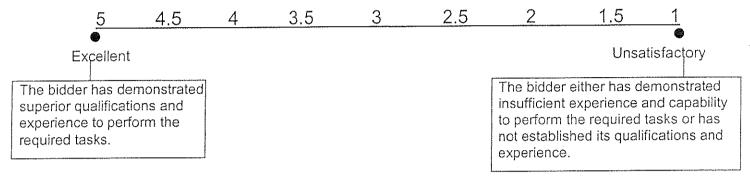
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	PEAR	SON_		- Property	Da	ate: <i>Q</i>	0/25/8	8
Reviewer Name:	Vict	ORIA	ASH	Re	viewer Signa	ature: <u>Z</u>	ictorii	a Ash
	Eva	luation S	cale for Bio	dder Qual	fications an	d Experier	nce	
5	4.5	4	3.5	3	2.5	2	1.5	1
•								•
Excellent							Unsa	atisfactory
The bidder has den superior qualification experience to perforequired tasks.	ns and					insufficient to perform	experience the required shed its qual	emonstrated and capability tasks or has ifications and

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

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

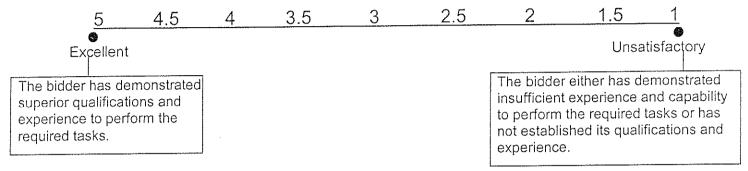
Evaluation Scale for Bidder Qualifications and Experience



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

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

Evaluation Scale for Bidder Qualifications and Experience



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

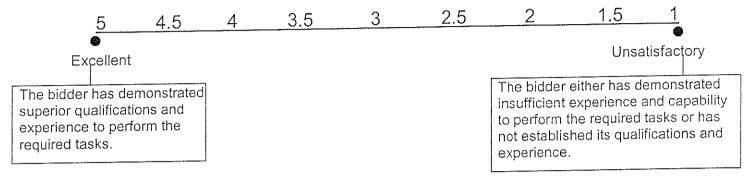
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pear	<u>~62</u>			Da	ate:6	-25-08	3	-
Reviewer Name:	Lynn	AnnT	abeling	Re	viewer Signa	ature: <u>/</u>	7.A.T	In the	آر د د
	Eva	luation S	Scale for Bi	dder Quali	fications ar	nd Experier	nce		
5	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	
The bidder has der superior qualification experience to performation required tasks.	ons and					insufficient to perform	experience and the required shed its quali	emonstrated and capability tasks or has fications and	

Criterion	Work Tasks	Rating Value								
Number C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.		4.5	(4.0)	3.5	3.0	2.5	2.0	1.5	1.0

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

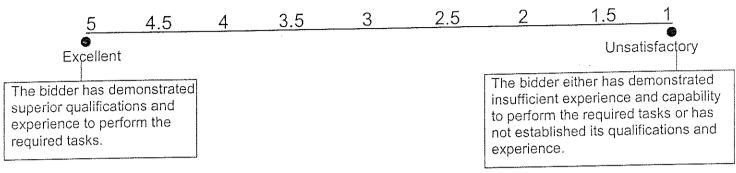
Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks				Rati	ng Va	alue			
Number	N. C. C.	5.0	4.5	4.0	3.5	<b>3</b> 0	2.5	2.0	1.5	1.0
C3 – Test Administration	Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	J.0	7.3							
C4 – Scoring, Reporting, and Special Studies	Section 5.0 Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C5 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience



Criterion	Work Tasks	Rating Value								,
Number		5.0	4.5	4.0	3.5	3.0	$\sqrt{2.5}$	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	4.0	7.0	3.3	0.0	2.0	2.0		
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.	<b>(30)</b>	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

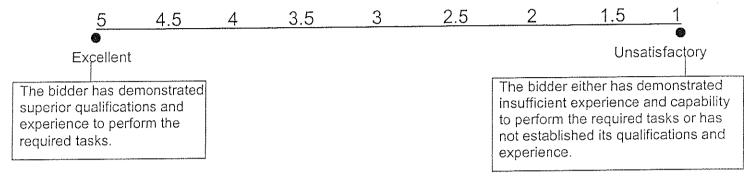
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pearso				D	ate:	0-25-08	
Reviewer Name: _	Shirl	Willian	<u> </u>	Re	viewer Sign	ature:	J-AWIL	ian
	Eva	luation (	Scale for Bi	dder Quali	fications ar	nd Experien	ce	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has den superior qualificatio experience to perfo required tasks.	ns and					insufficient to perform t	experience a he required hed its quali	emonstrated and capability tasks or has fications and

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

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

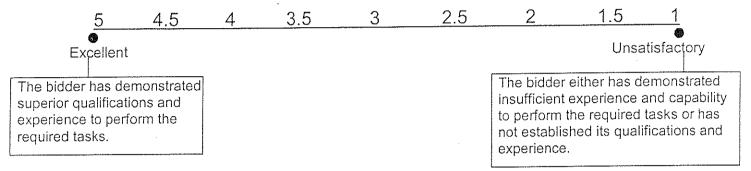
Evaluation Scale for Bidder Qualifications and Experience



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

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

Evaluation Scale for Bidder Qualifications and Experience



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

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

Bidder Name:	<u>Pearso</u>	)n				eate: 6-2	15-08	
Reviewer Nam	e: <u>Mar</u> l	c Dr	enna	<u>ν</u> Re	eviewer Sigr	ature: <u>Mex</u>	up Dire	
	Eva	luation	Scale for Bi	dder Qual	ifications a	nd Experier	nce	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excelle	nt		·				Unsa	tisfactory
The bidder has superior qualific experience to perequired tasks.	ations and					insufficient to perform	the required shed its quali	and capability

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	•	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience

5	4.5	4	3.5	3	2.5	22	1.5	
Excellent							Unsa	atisfactory
T he bidder has de s uperior qualificat e xperience to perf required tasks.	ions and					insufficient to perform	experience the required shed its qual	emonstrated and capability tasks or has ifications and

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

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

Evaluation Scale for Bidder Qualifications and Experience

5 4.5	4	3.5	3	2.5	2	1.5	<u> </u>
Excellent							atisfactory
The bidder has demonstrated superior qualifications and experience to perform the required tasks.					insufficient to perform	the required shed its quali	emonstrated and capability tasks or has fications and

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

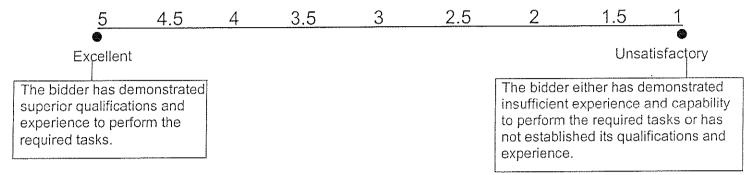
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pearson												
Reviewer Name:	Michae	-l Baile	N .	Re	viewer Sign	ature:		7					
	Eva	luation	Scale for Bi	dder Qual	fications a	nd Experier	ice						
5	4.5	4	3.5	3	2.5	2	1.5						
• Excellent							Unsa	tisfactory					
The bidder has den superior qualification experience to perforequired tasks.	ns and					insufficient to perform	the required shed its quali	and capability tasks or has					

Criterion Number	Work Tasks			Rati	ing V	alue				
C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5		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		4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks		***************************************		Rat	ing V	alue	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	<b>40</b>	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	45	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	<b>4</b> ₽	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience

5	4.5	4	3.5	3	2.5		<u> </u>	
Excellent						The hidder	Unsat	isfactory monstrated
The bidder has de superior qualificati experience to performed tasks.	ons and					insufficient to perform t	experience a the required to hed its qualifi	nd capability asks or has

Criterion Number	Work Tasks	Rating Value								Squ
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	400	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	43	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	€32	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Bidder Name:	Pearson				D	ate: <i>6</i> /	25/08	- Company
Reviewer Name:	Vince	Verges		Re	viewer Sign	ature: Vứ	mts Veryt	-
	Eva	aluation S	Scale for Bi	dder Quali	fications ar	nd Experier	ice	
5	4.5	4	3.5	3	2.5	2	1.5	
Excellent							Unsa	tisfactory
The bidder has der superior qualification experience to perform required tasks.	ons and					insufficient to perform	the required shed its quali	and capability tasks or has

Criterion Number	Work Tasks	Rating Value
C1 - Item and Test Development	Section 3.0 Implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0 4.5 (40) 3.5 3.0 2.5 2.0 1.5 1.0  -proposed tea has little experient as  Eac tests, Corporate Knowledge is good but no clar link Setwen the 2  - superb mall other aspects
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  - proposed tem has little experience as least tem banking system in process now  - New Ztom bank banks outstanding, but incomplete (Tost deline bilder)

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

Evaluation Scale for Bidder Qualifications and Experience

Excellent

Unsatisfactory

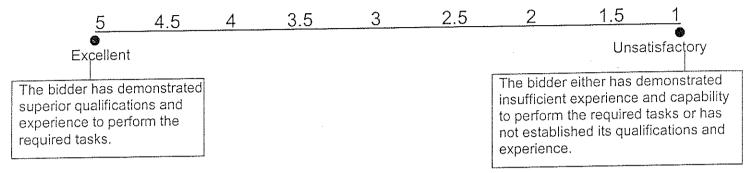
The bidder has demonstrated superior qualifications and experience to perform the required tasks.

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

Criterion Number	Work Tasks	Rating Value
C3 – Test Administration	Section 4.0 Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	5.0 4.5 4.0 3.5 3.0 2.5 2.0 1.5 1.0  - no support for and mistering  accomplations on other-than-  windows platforms  - glitches reported 4, 3 states polled (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.	5.0 (4.5) 4.0 3.5 3.0 2.5 2.0 1.5 1.0  -bidder should have proposed more adequate to consist at HS staff (5b), As  -otherwise excelled 5 PTE'S VAY STEATLY
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 - s.perior

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

Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks	N. Value
C6 – Computer- Based Test System	All Sections 2-7 and Appendix E Provide a computer-based test platform with limited end user system requirements, including hardware and connectivity, appropriate security features, design flexibility, and infrastructure capacity for use in grades 3 – adult.	5.0 4.5 (40) (3.5) 3.0 2.5 2.0 1.5 1.0  See C3  - consistent reports fine  states is h some system  glitches
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  - 2 5it of lack of clarity or  roles  - otherwise, superb
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  - some issues w/ historic item goolity (mitor) - may instances of crooks in quality h disclosure - otherwise, good plan moving arment

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

Bidder Name: _	Pears	01			D	ate: $\frac{6/2}{2}$	5/08	
Reviewer Name	: <u>Karen</u>	Der	broed	er Re	viewer Signa	ature: Hyu	en Oca	broeder
	Eva	luation (	Scale for Bi	dder Qual	ifications ar	ıd Experier	nce	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
● Exceller	nt						Unsa	atisfactory
The bidder has d superior qualificate experience to pe required tasks.	ations and					insufficient to perform	experience the required shed its quali	emonstrated and capability tasks or has fications and

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

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

Evaluation Scale for Bidder Qualifications and Experience

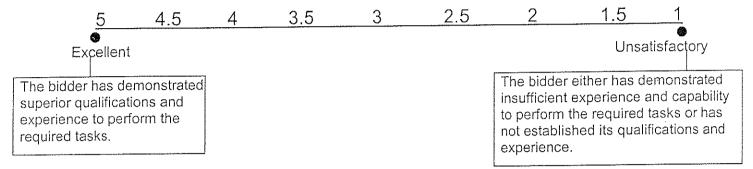
5 4.5 4 3.5	3 2.5	<u>2 1.5</u>	1
Excellent  The bidder has demonstrated superior qualifications and experience to perform the required tasks.	S 2.0		ce and capability ed tasks or has

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



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

Evaluation Scale for Bidder Qualifications and Experience



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

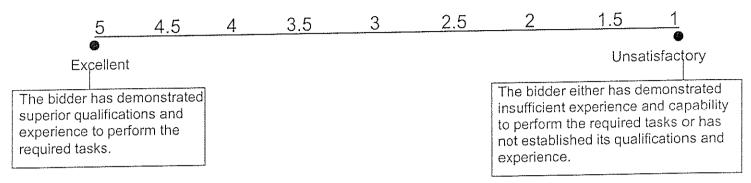
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name: _	Pans	00			D	ate: <i>G</i>	75-0	28
Reviewer Name	: <u>"Hope</u>	= Cl	rildree	Re	viewer Sign	ature: <u></u>	ppo (	
	Eva	luation	Scale for Bi	dder Quali	fications a	nd Experie	nce	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Exceller	nt				,		Unsa	ntisfactory
The bidder has consuperior qualification experience to perform required tasks.	ations and					insufficient to perform	the required shed its quali	and capability

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

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

Evaluation Scale for Bidder Qualifications and Experience



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

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

Evaluation Scale for Bidder Qualifications and Experience

5	4.5	4	3.5	3	2.5	2	1.5	
Excellent  The bidder has den superior qualification experience to perfor required tasks.	nonstrated					insufficient to perform	r either has do t experience a the required shed its quali	emonstrated and capability tasks or has fications and

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

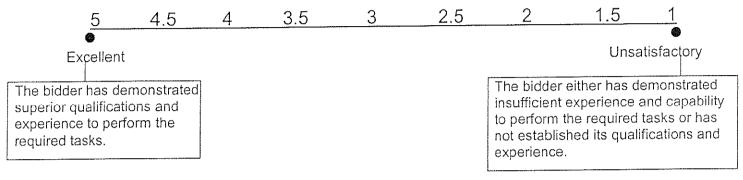
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pea	رعدي	<b>}</b>		Da	ate: <u>0 (</u>	<u> </u>	1008
Reviewer Name: _	<u>5</u> a	<u>lih</u>	Bini	R	eviewer Signa	ature:	S. B	Mich
	Eva	luation	Scale for Bidd	ler Qua	llifications ar	nd Experier	nce	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	itisfactory
The bidder has dem superior qualification experience to perfor required tasks.	ns and					insufficient to perform	the required shed its quali	and capability

Criterion	Work Tasks				Rati	ng Va	alue			
Number		(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.	(9.9)	7.0	7.0	0.0	<b>3</b> .0				
C2 - Item Bank and Test Construction System	Section 3.0 Provide an item banking system for importing and maintaining historical and statistical data on items. Provide a system for constructing annual test forms that incorporates both multiple-choice and constructed-response items and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience



Criterion Number	Work Tasks				Rat	ing V	alue			
C3 – Test Administration	Section 4.0  Provide materials that support a secure, efficient, and standardized administration, paper-based and computer-based, of all tests, including training of test administrators and the shipment/delivery and return of test materials and test files.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
C4 – Scoring, Reporting, and Special Studies	Section 5.0  Provide timely and accurate scoring and reporting of results for all students tests in electronic and paper formats, including integration of computer- and paper-based responses, with detailed advance planning/ specifications and appropriate data quality controls under restricted time frames.	6.0)	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.	6.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Bidder Qualifications and Experience

5	4.5	4	3.5	3	2.5	2	1.5	<u>. 1</u>
Excellent							Unsa	etisfactory
The bidder has de superior qualificati experience to perf required tasks.	ons and					insufficient to perform	experience a the required shed its quali	emonstrated and capability tasks or has fications and

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

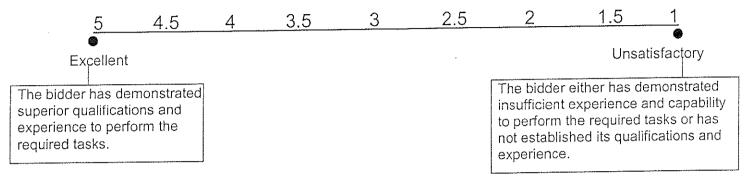
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	PEARS	M		- Link	Di	ate: <b>ქ</b> UI	NE 25 -	-2000
Reviewer Name:	- 6	Osev	l	Re	viewer Signa	ature:	Pollses	
	Eva	aluation S	Scale for Bi	dder Quali	fications ar	nd Experien	ce	
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	tisfactory
The bidder has de superior qualificati experience to perf required tasks.	ons and	Tarret .				insufficient to perform t	experience a he required hed its quali	emonstrated and capability tasks or has fications and

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

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

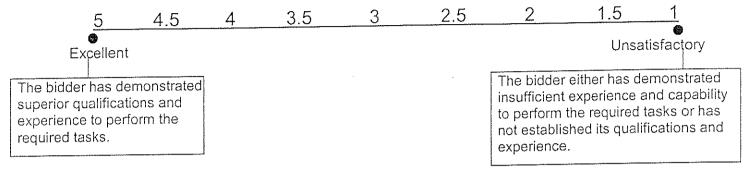
Evaluation Scale for Bidder Qualifications and Experience



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

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

Evaluation Scale for Bidder Qualifications and Experience



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

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

Bidder Name	:	PEAL	RSON				Date:	6/27/	08	
Reviewer Nar	me: _	Vic	TOR/A	As.	H	Reviewer Siç	nature:	Victor	ia P	<u> Isr</u>
			Eva	luation S	Scale for	r Technical G	uality			
5		4.5	4	3.5	3	2.5	2	1.5		
Excelle	ent							Uns	atisfactory	ı
The bidder has requirements o products and s	f the ervice	RFP and es that are	has propose e desirable f	ed or use in		incomp the RFI	lete solutio	oposed inferior ns to the requi oposed produc	rements of	

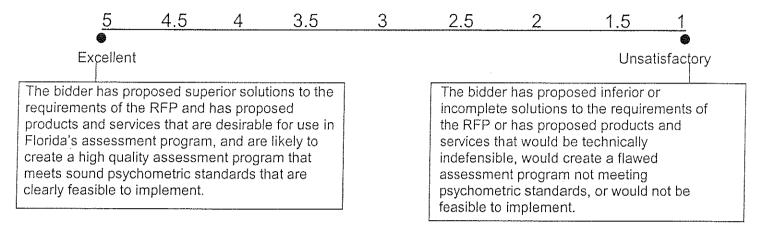
requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

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

Criterion Number	Work Tasks	Rating Value								
T1 – Test and Item Development 3.1-1	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5)	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

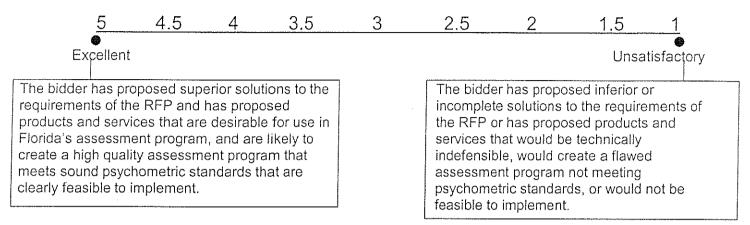
Evaluation Scale for Technical Quality



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

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

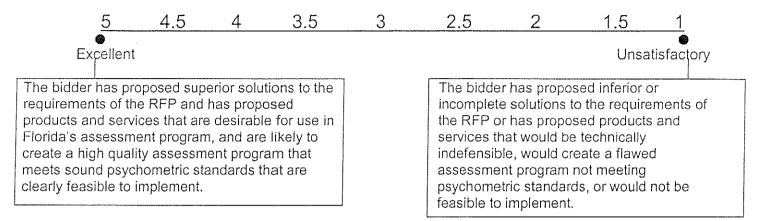
Evaluation Scale for Technical Quality



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

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

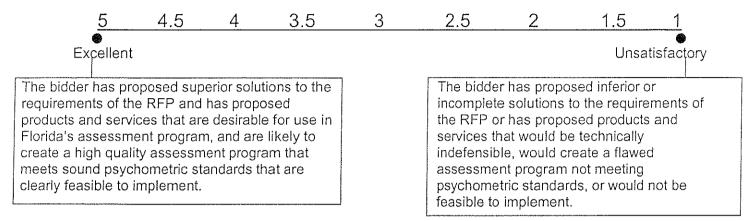
Evaluation Scale for Technical Quality



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

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

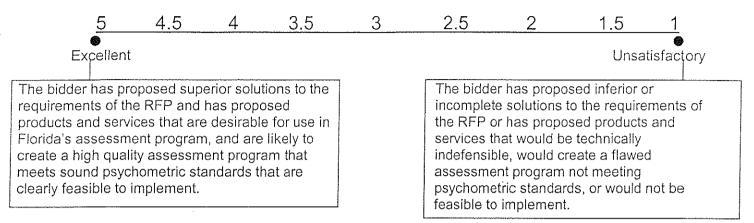
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



Criterion	Work Tasks			····	Rat	ing V	alue		***	
Number 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	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T14 - Quality Staffing	activities of internal program operations and those of all subcontractors.  Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Quality

. 5	4.5	4	3.5	3	2.5	2	1.5	<u> </u>
								•
Excellent							Unsa	tisfactory
The bidder has pro requirements of the products and servi- Florida's assessme create a high quali- meets sound psych clearly feasible to in	e RFP and I ces that are ent program ty assessmenometric sta	has propo desirable, and are ent progra	e for use in likely to am that		incomplete the RFP of services the indefensible assessme psychome	e solutions to the proponat would be tole, would cr nt program	sed inferior of to the require sed products the technically reate a flawed not meeting ds, or would of	ments of and

Criterion Number	Work Tasks				Rat	ing V	alue			
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	(£.0°)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

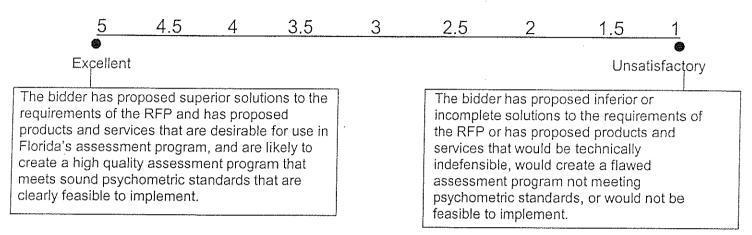
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidde	r Name:	\ <sup>)</sup> e0	urson			Da	te:(	0-27-0	18	
Revie	wer Name: _	Lynn	4nn Ta	rbeling	Re	eviewer Signa	ture: 🔏	34-	1-6	7
			E	/aluation S	cale for Te	echnical Qua	lity			
	5	4.5	4	3.5	3	2.5	2	1.5	1	
	Excellent	,						Unsa	tisfactory	
requirer product Florida' preate a meets s	Ider has proper ments of the sand service assessmer high quality sound psychological forms and the sound psychological forms and the sand	RFP and less that are not program assessmentic state.	has propo desirable , and are ent progra	e for use in likely to am that		incomplete the RFP o services the indefensib assessme psychome	e solutions r has propo nat would be le, would co nt program	sed inferior of to the require sed products e technically reate a flawed not meeting ds, or would	ements of and	

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

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

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	'alue			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution 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.

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

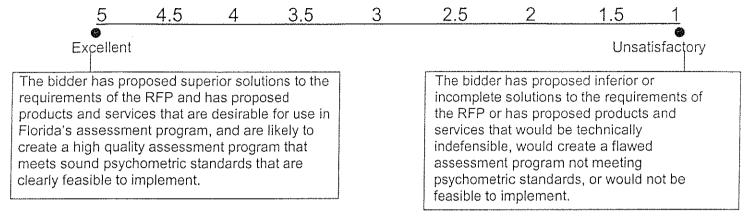
Evaluation Scale for Technical Quality

<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1
Excellent								tisfactory
The bidder has pro requirements of th products and servi Florida's assessme create a high quali meets sound psyci clearly feasible to i	e RFP and I ces that are ent program ty assessme hometric sta	has propo desirable , and are ent progra	e for use in likely to am that		incomplet the RFP of services the indefensible assessme psychome	e solutions to thas propo nat would be ple, would cr ent program	sed inferior of to the require sed products the technically reate a flawed not meeting ds, or would it.	ments of and

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

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

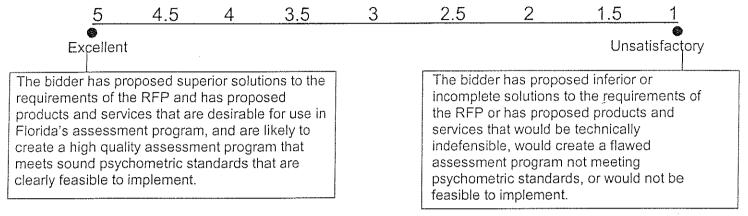
Evaluation Scale for Technical Quality



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

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

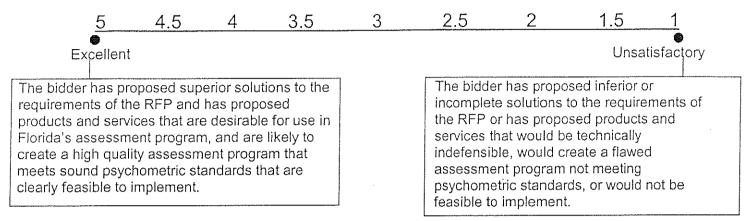
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks		***************************************		Rat	ing V	alue			
T11 – Interpretive Products	Section 6.0 Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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.	6.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

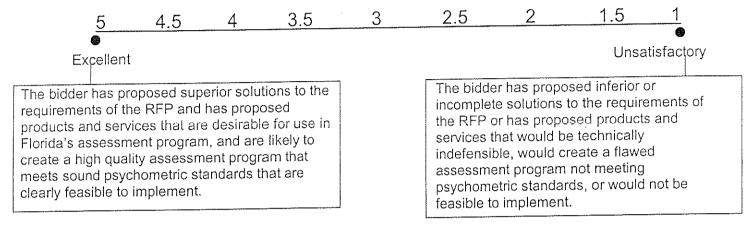
#### Evaluation Scale for Technical Quality



Criterion	Work Tasks		***************************************		Rat	ing V	alue			
Number T13 –	Section 7.0	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
Program Management	Provide effective management of 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.									
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	A			Rati	ing V		£		
T15 – Quality	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1,5	1.0

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

Bidder Name: _	Year	Sun			Da	ite:	27/08	
Reviewer Name	: Shir	Willian	ns	R	eviewer Signa	ture:	Idule	iam
		E	valuation Sc	cale for Te	echnical Qua	llity		
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent	t						Unsa	atisfactory
The bidder has pr requirements of the products and serve Florida's assessm create a high qual	ne RFP and vices that an nent progran	has prop e desirab n, and are	osed le for use in e likely to		incomplete the RFP of services the	e solutions r has propo nat would b	osed inferior to the requir osed product e technically reate a flawe	rements of ts and v

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.

meets sound psychometric standards that are

clearly feasible to implement.

assessment program not meeting

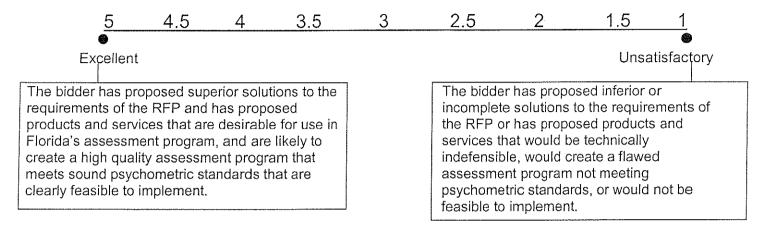
feasible to implement.

psychometric standards, or would not be

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

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

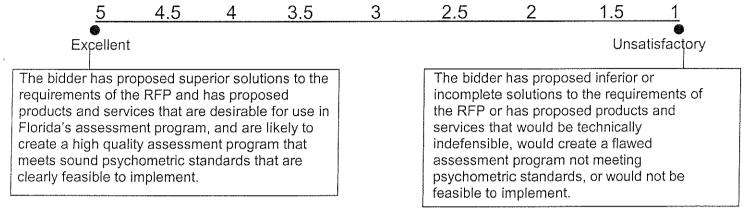
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks		7	30.10	19 (	3.0	Sum	reader	Pensi Aurio	$\supset$
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)	1.8 T-4 T-5	- CB	award work There	dans dans	inher iles	my 20 / Day	S let	m leide
T4 – Test Distribution	Section 4.0  Design and implement systems for the packing, distribution, and return of tests and answer books and related materials.  Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

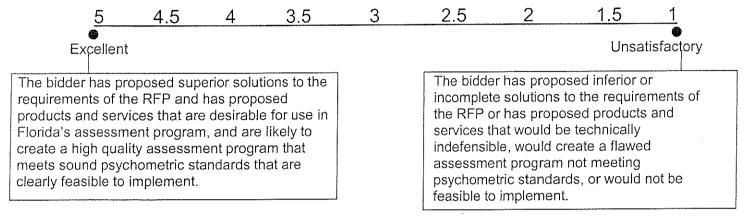
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	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		4.0	3.5	3.0	2.5	2.0	1.5	1.0
 T8 – Scoring and Data Verification	Section 5.0 and Appendix B  Design and implement effective and efficient systems for the processing, scanning, imaging, and scoring of student responses to test forms incorporating both multiple-choice and constructed response items (mixed-format) within the limited time constraints of the assessment schedule.  Develop and implement data verification procedures for all processing, scoring, and report production steps.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

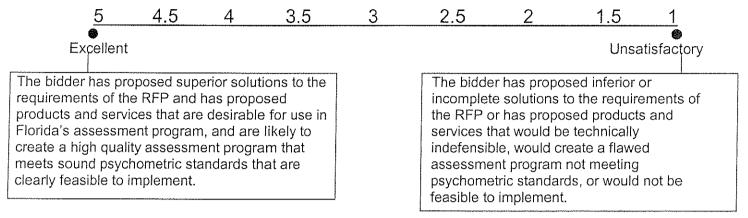
Evaluation Scale for Technical Quality



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

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

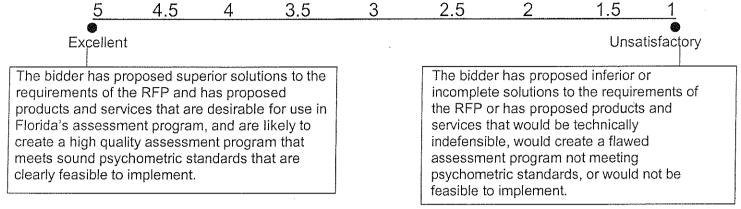
**Evaluation Scale for Technical Quality** 



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

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

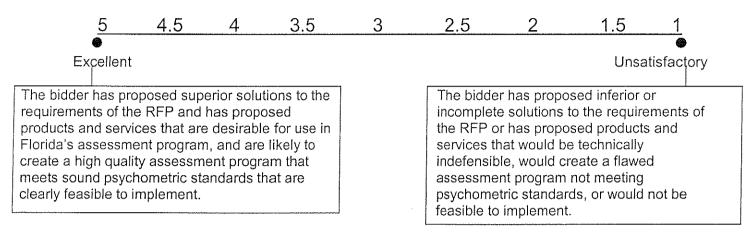
**Evaluation Scale for Technical Quality** 



Criterion Number	Work Tasks				Rat	ing V	alue		4	
T13 – Program Management	Section 7.0  Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

**Evaluation Scale for Technical Quality** 



Criterion Number	Work Tasks				Rat	ing V	alue			
T15 – Quality Assurance	Sections 5.2 and 7.8 and Appendix B Plan for, maintain, monitor, and assure the highest quality of all operations and products, guarantee accuracy, and conduct quality reviews of all processes and products at designated times, including the use of performance metrics.	5,0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Bidder Nan	ne: <u></u>	carso	<u>n</u>			Dai	e: <u>6-27</u>	-08	
Reviewer N	lame: _ <b>,</b>	Mark (	Drent	1an	Re	viewer Signat	ure: <i>M</i>	ouh Evrer	non
			Ev	aluation So	cale for Te	chnical Qua	lity		
<u>.</u>	5	4.5	4	3.5	3	2.5	2	1.5	1
Exc	<b>e</b> llent							Unsa	tisfactory
The bidder h requirements products and Florida's ass create a high meets sound clearly feasib	s of the I d service sessmen n quality d psycho	RFP and hes that are at program, assessmentic sta	as propo desirable , and are ent progra	esed for use in likely to am that		incomplete the RFP o services the indefensib assessme	e solutions r has propo at would b le, would c nt program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would	ements of s and ed

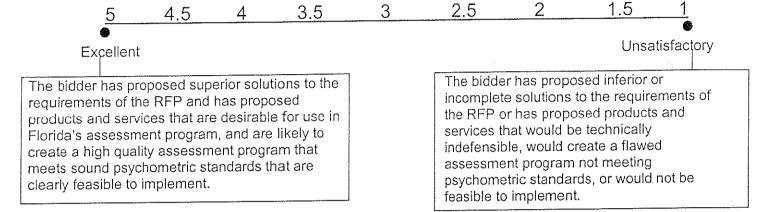
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks				Rati	ing V	alue			
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4,1	3.5	3.0	2.5	2.0	1.5	1.0
T2 – Item Bank and Test Construction System	Section 3.0  Design and implement an item banking system for importing and maintaining historical and statistical data on items.  Design and implement a system to construct annual test forms that incorporates both multiple-choice and constructed-response items, and that utilizes IRT test information to estimate the statistical characteristics and comparability of various forms of tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

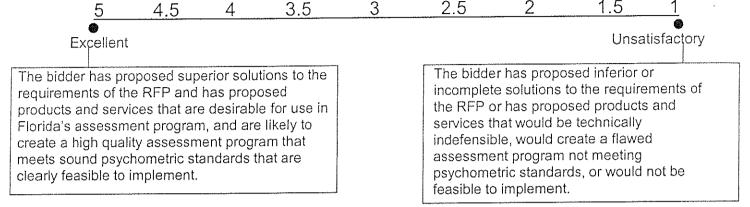
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5	4.)	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	4.5	4.9	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	5.0	4.3	4.0	3.5	3.0	2.5	2.0	1.5	1.0.

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

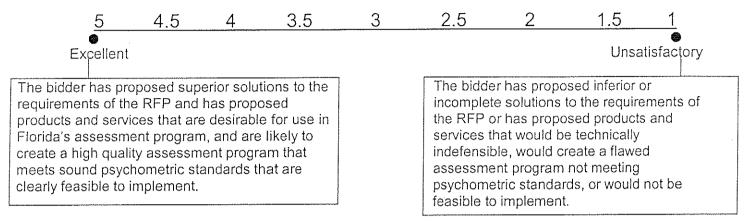
Evaluation Scale for Technical Quality



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

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

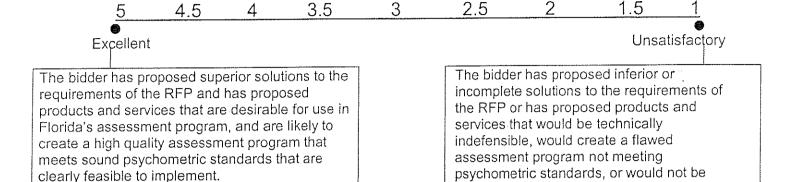
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



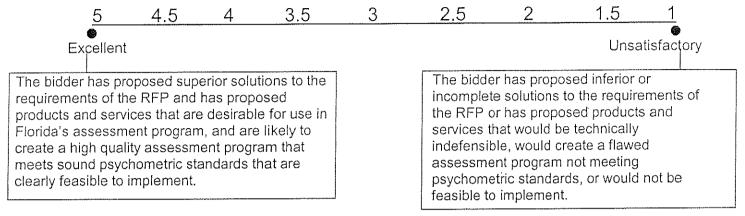
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks	Rating Value									
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	
T12 – Psychometric Services and Special Studies	Section 5.0  Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	(5.9)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

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

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	6.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Quality

5_	4.5	4	3.5	3	2.5	2	1.5	1
Excell	ent						Unsa	tisfactory
The bidder has requirements of products and selected a high queets sound personal products.	f the RFP and ervices that are sment progran uality assessm sychometric sta	has prope desirable n, and are lent progr andards t	osed e for use in e likely to am that		incomplet the RFP of services the indefensite assessment	e solutions or has propo hat would be ble, would co ent program	sed inferior of to the require sed products to technically reate a flawer not meeting rds, or would	ements of s and d

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

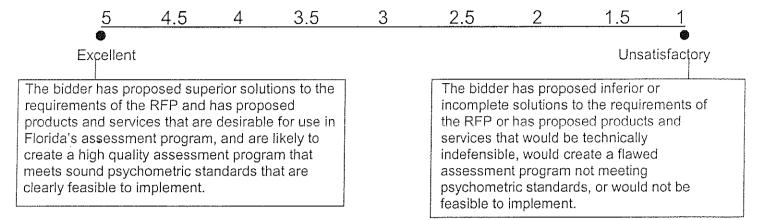
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder N	ame:	Pearson				Date:		6/27/08	
Reviewe	r Name:	Michael	Bailey		Revi	ewer Signature	e:		
			Eval	uation Scale	e for Tech	nnical Quality		U	
	5	4.5	4	3.5	3	2.5	2	1.5	
Ε	xcellent							Unsat	isfactory
requireme products a Florida's a create a h meets sou	ints of the land service assessmen igh quality	osed superi RFP and ha es that are d it program, a assessmen imetric stand plement.	s propose esirable fo and are lik It program	d or use in ely to that		The bidder had incomplete so the RFP or had services that indefensible, assessment paychometric feasible to im	olutions to as propos would be would cre program r standard	o the requirer sed products technically eate a flawed not meeting	ments of and

Criterion Number	Work Tasks	Rating Value									
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	<b>O</b>	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	43	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

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

#### Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value								
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5,0	4.5	40	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	5.0	€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	<b>C</b> 5	4.0	3.5	3.0	2.5	2.0	1.5	1.0.

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

Evaluation Scale for Technical Quality

5	4.5	4	3.5	33	2.5	2	1.5	1
•								
Expellent							Unsat	tistactory

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

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

Criterion Number	Work Tasks Rating Value									
T6 - Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	40	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	€	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		4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	<u> 1.5 </u>	1
• .								•
Excellent							Unsa	tisfactory
				l				

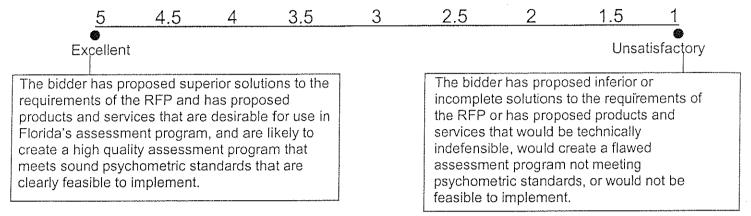
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Criterion Number	Work Tasks	Rating Value								
T9 – Calibration, Equating, and Scaling	Section 5.0 To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling 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	6	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		4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

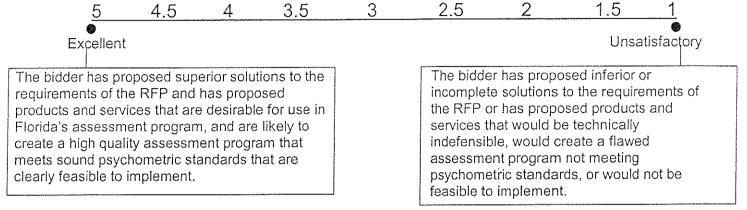
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value									
T11 – Interpretive Products	Section 6.0  Develop, write, and produce high-quality print and web-based publications that provide information about, help to develop understanding of, and help in the correct interpretation of results for Florida's testing program for all stakeholder groups. Provide plans, designs, specifications, special formats, translations, and schedules that will ensure the accuracy and on-time delivery of the products.	5.0	4.5	€D	3.5	3.0	2.5	2.0	1.5	1.0	
T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	6	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

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

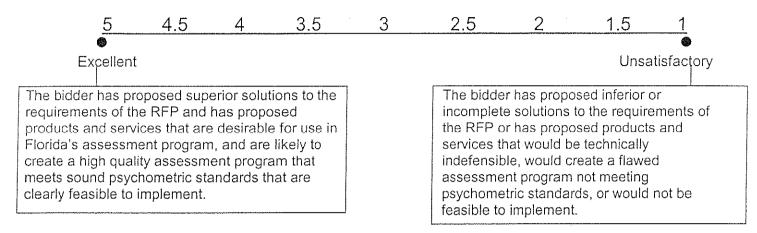
#### Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value									
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	5.0	100	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	•	4.0	3.5	3.0	2.5	2.0	1.5	1.0	

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

Evaluation Scale for Technical Quality



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

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

Bidder Nam	ne:	Pews:	2^		·······	Da	<sub>ite:</sub> <i>G</i> /	29/28	
Reviewer N	ame: _	Vince	Verges		R	eviewer Signa	ture: $$	In luge	
			E١	/aluation So	cale for T	echnical Qua	lity		
5	5	4.5	4	3.5	3	2.5	2	1.5	1
Exce	llent							Unsa	tisfactory
The bidder have prequirements or oducts and Florida's assected a high meets sound clearly feasible.	of the service essmen quality psycho	RFP and les that are	has propo desirable , and are ent progra	sed for use in likely to im that		incomplete the RFP o services th indefensib assessme	e solutions or has proposed to has proposed to have been been to have	sed inferior of to the require sed products technically reate a flawed not meeting ds, or would i	ements of and

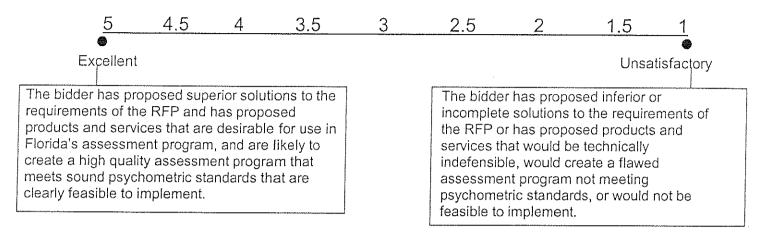
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks	Rating Value									
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	#.5 sh.ff	4.0	3.5 lop~ ETTB	3.0 4 . f	2.5 fr.:	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	Plan	3.5	3.0	2.5	2.0	1.5	1.0	

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

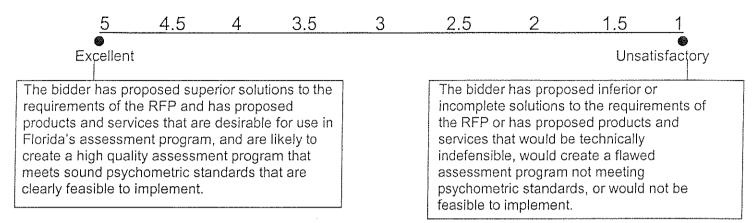
**Evaluation Scale for Technical Quality** 



Criterion Number	Work Tasks		9/1/2	70	Rat	ing V	alue			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	5.0	4.5 En + cl		3.5	3.0 S	2.5	2.0 11.A e./	1.5 Sy s#	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.	6.0 - 12	14.5 3p2~3	4.0	3.5 L R	3.0 F/	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.	6.0) - (r:	4.5	4.0 Ve v	3.5 L	3.0	2.5	2.0	1.5	1.0

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

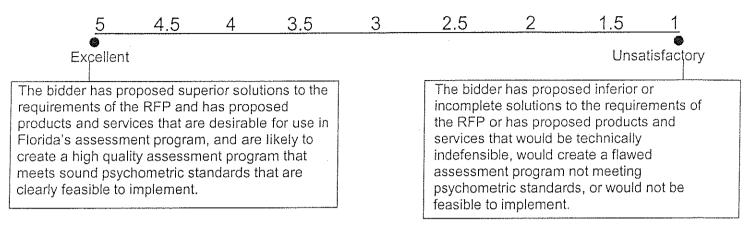
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue		Parametera and an about the first the angle of the	der Arte de la companya de la compa
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 - h ab	4.5	14.0	3.5	3.0 hSt tetin	2.5 Am	2.0 e. (e. shi	1.5 ph.	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 - ls.	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	J4.0	3.5 ,4	3.0	2.5	2.0	1.5	1.0

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

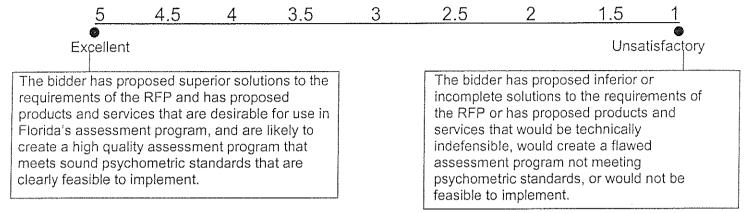
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	Rating Value										
T9 – Calibration, Equating, and Scaling	Section 5.0  To support early processing and scoring activities, retrieve and score student responses from selected schools to complete calibration and scaling within critical time periods. Provide psychometric expertise to conduct accurate and defensible calibration, equating, and scaling of test forms for each administration. Provide psychometric expertise and direction in the assembly of equivalent pre-equated test forms.	(5.0) - re	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 - N	(4.9) cald brish	4.0	3.5 dead	opma Persi	2.5 1 st - Acc	2.0 h.w s/a	sh~iz~	<i>fi</i> i.s		

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

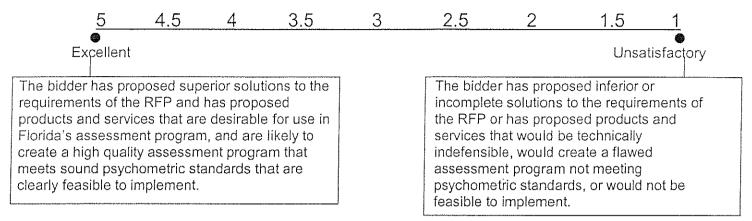
**Evaluation Scale for Technical Quality** 



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

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

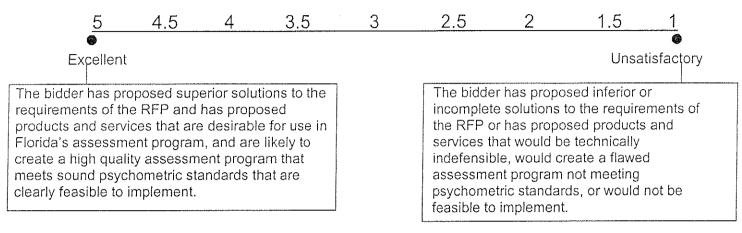
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T13 – Program Management	Section 7.0 Provide effective management of all the program components, including staffing, assignment of workloads, and organization of workflow so that high-quality products and services are assured. Implement program management and organizational practices that will effectively manage the workload and activities of internal program operations and those of all subcontractors.	6.0 -3. p	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 Ha	(4.5) Liess Jun	4.0 3 4r	3.5	3.0 <i>I</i> 7€	2.5 s 1·4	2.0	1.5	1.0

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

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks			Rat	ing V	alue			
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.	5.9 4.5 - respossi	4.0 - t	3.5 p.f/	3.0	2.5	2.0	1.5	1.0

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

Bidder	Name: 🖺	) ERYS B	$\gamma$			Da	ite: 6/2	7/08	
Review	er Name:	Kave	n. De	nbroe	<u>dev</u> r	eviewer Signa	` )	· ^	bracke
			E	valuation So	cale for T	echnical Qua	lity		
	5	4.5	4	3.5	3	2.5	2	1.5	1_
Ī	Excellent							Unsa	atisfactory
requirem products	ents of the and servi	e RFP and	has propo e desirabl	e for use in		incomplet the RFP o	e solutions or has propo	sed inferior of to the require sed products e technically	ements of s and

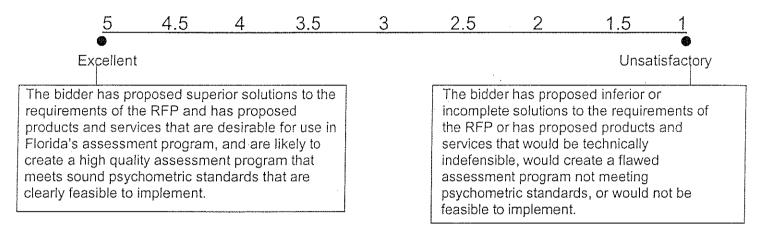
requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to implement.

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

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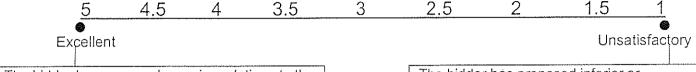
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



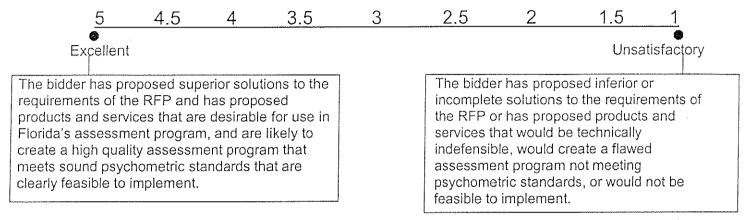
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Criterion Number	Work Tasks				Rati	ing V	alue			
T6 – Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very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

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

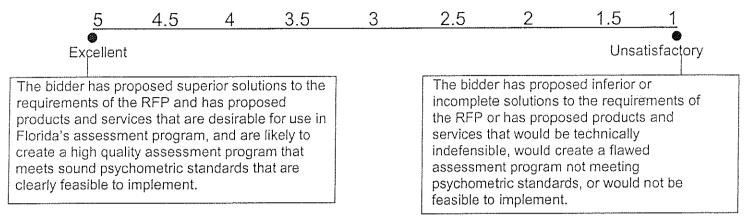
Evaluation Scale for Technical Quality



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

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

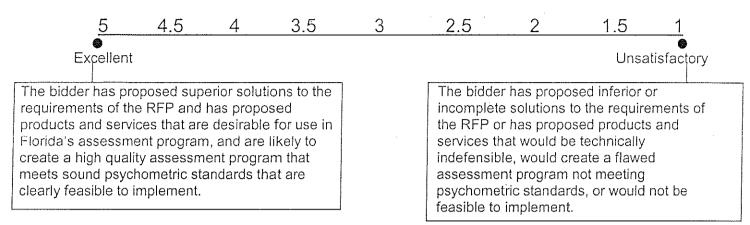
Evaluation Scale for Technical Quality



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

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

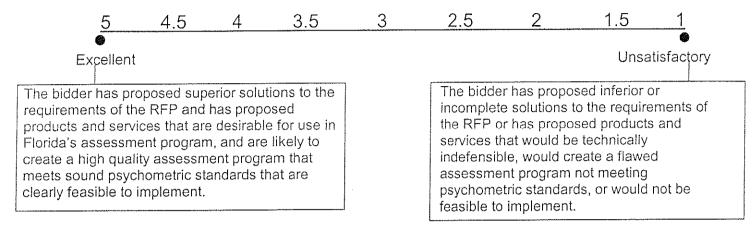
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



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

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

Bidder Name: Bo Marson

Date: 6-26-08

Reviewer Name: HOPE Childre

Reviewer Signature:

Evaluation Scale for Technical Quality

<u>5</u> 4.5

3.5

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2.5

1.

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Excellent

Unsatisfactory

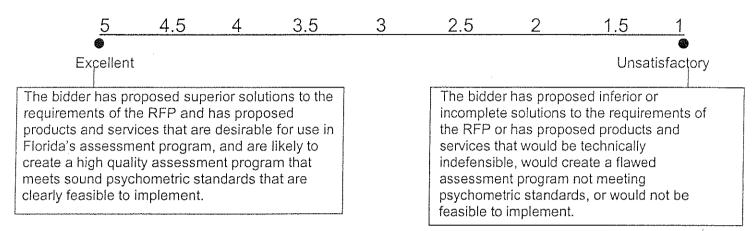
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to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

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

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

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

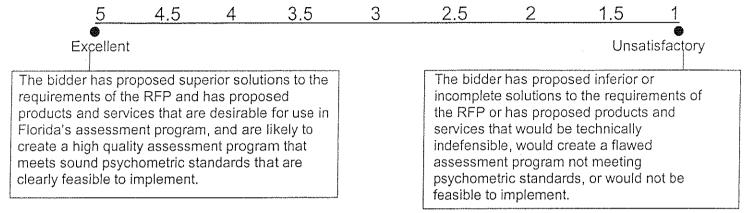
Evaluation Scale for Technical Quality



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

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

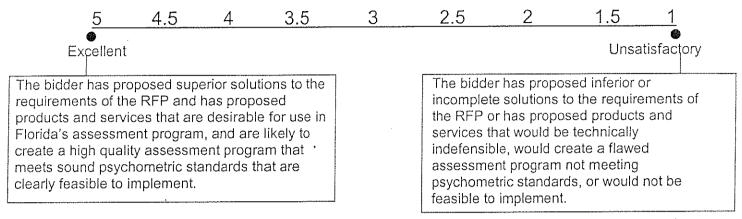
Evaluation Scale for Technical Quality



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

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

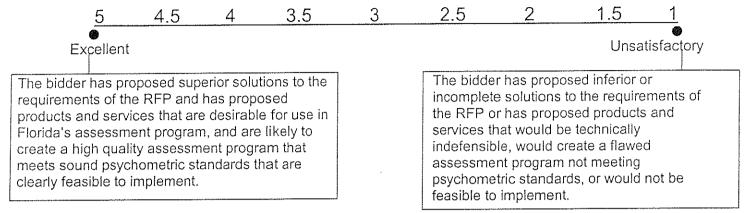
Evaluation Scale for Technical Quality



Criterion	Work Tasks	Rating Value								
Number										
T9 –	Section 5.0	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
Calibration,	To support early processing and scoring									
Equating, and Scaling	activities, retrieve and score student					İ				
Scaling	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.				·					
<del>-</del> 10		F 0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T10 –	Section 5.0	5.0	4.5	)4.0	3.5	3.0	2.3	2.0	1.0	1.0
Reporting	Design and implement an effective and innovative reporting system, including									
	informative, easily interpreted reports design									
	for school, district, state, and student									
	reports, including images of student									
	responses. Provide secure and user-friendly									
	electronic reporting sites for various									
	stakeholders, including parents. The			-						
	reporting system must post and deliver									
	reports within critical time periods.			***************************************						
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for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

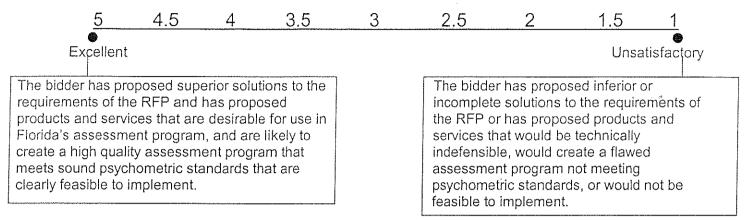
Evaluation Scale for Technical Quality



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

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

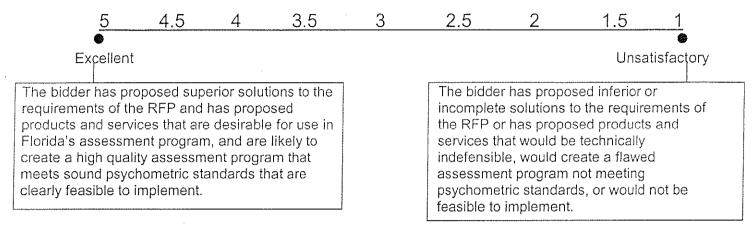
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



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

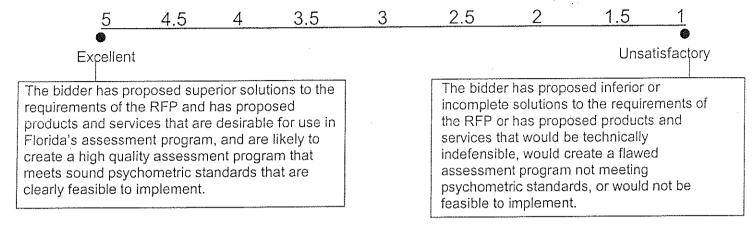
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pea	rson			Da	nte:(c	, 27.2	<u>2008</u>	·····
Reviewer Name:	<u>Sal</u>	ih F	Sind	Re	viewer Signa	iture:	S-P	MMC	<u>a</u>
		E١	/aluation Sc	ale for Te	chnical Qua	ality			
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5		
Excellent							Unsat	isfactory	
The bidder has pro- requirements of the products and servi Florida's assessme create a high quali meets sound psycl clearly feasible to i	e RFP and loces that are ent program ty assessment on the end of t	has propo desirable and are ent progra	osed e for use in likely to am that		incomplet the RFP of services the indefensible assessment psychome	e solutions or has prop hat would to ble, would controlly	osed inferior of to the require osed products be technically create a flawed not meeting ards, or would not.	ments of and	

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

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

Evaluation Scale for Technical Quality



Criterion Number	Work Tasks				Rat	ing V	alue			
T3 – Publication Production	All Sections 2-7 and Appendix A Design and implement a system that meets the highest industry standards to develop and print and electronically publish, on time and in high-quality color as required, test books and answer books, ancillary materials, reports of results, and interpretive products.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T4 – Test Distribution	Section 4.0 Design and implement systems for the packing, distribution, and return of tests and answer books and related materials. Provide secure and efficient methods of delivering and retrieving test documents and computer-based test files.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
T5 – Training and Ancillary Materials	Section 4.0 Provide accurate, effective, and easily accessible training for test administrators. Provide materials that support the standardized administration of the test, and facilitate the shipment and return of test materials and files.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1,5	1.0.

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

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	<u>        1.5                            </u>	1
Excellent							Unsa	tisfactory
			·		The bidde	rhae propo	ead infariar a	\r

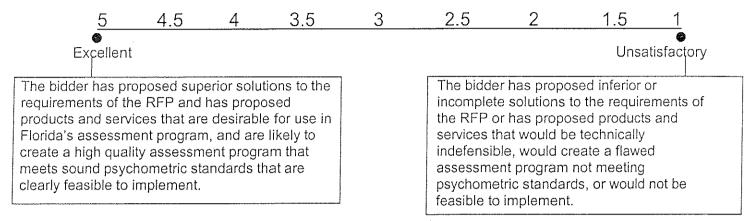
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Criterion Number	Work Tasks				Rati	ing V	alue			
T6 - Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very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

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

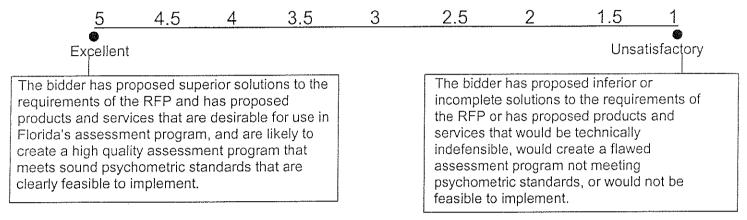
Evaluation Scale for Technical Quality



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

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

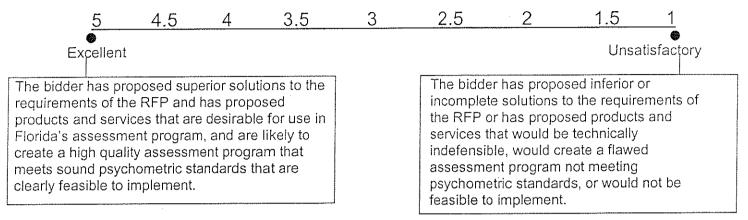
#### Evaluation Scale for Technical Quality



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T12 – Psychometric Services and Special Studies	Section 5.0 Design, implement, and provide high-quality staff for recurring and special measurement projects including selecting statistically based samples, constructing parallel test forms, conducting vertical scaling investigations, and designing and supporting standard setting.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

#### Evaluation Scale for Technical Quality



Criterion	Work Tasks				Rat	ing V	alue			
Number			a	т	1	·	Т		T	r
T13 –	Section 7.0	[ 5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
Program Management	Provide effective management of 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.									
T14 – Quality Staffing	Section 7.0 Provide qualified staff with appropriate workloads so that high-quality products and services are assured. Provide highly qualified management staff that have related experience and authority within the company. Provide subcontractors that meet the same requirements.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

#### Evaluation Scale for Technical Quality

	<b>5</b>	4.5	4	ა.ე	<u> </u>	<u> </u>		1.0	
	•								
Ex	cellent							Unsat	isfactory
The bidder requiremen products ar Florida's as create a hig meets soun clearly feas	its of the nd services sessme on quality nd psych	RFP and es that are nt program assessmometric sta	has propo desirable a, and are ent progra	e for use in likely to am that		incomplet the RFP of services to indefensible assessment psychome	te solutions to br has proposition hat would be ble, would cr ent program	eate a flawed not meeting ds, or would r	ments of and

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

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

Bidder	Name:	PEARS	W			Da	te: Jur	JE 27,	2008
Review	ver Name: _	Bob	Olso	<i>~</i>	R	eviewer Signa	ture:	Rellen	
			E	valuation So	cale for Te	echnical Qua	lity		
	5	4.5	4	3.5	3	2.5	2	1.5	
	Excellent							Unsa	tisfactory
requiren products Florida's create a meets so	der has propents of the sand services assessment high quality ound psychoasible to in	RFP and h es that are nt program, assessme ometric star	as propo desirable and are nt progra	osed e for use in likely to am that		incomplete the RFP of services the indefensible assessme	e solutions r has propo nat would b le, would c nt program	esed inferior of to the require esed products e technically reate a flawe not meeting rds, or would	ements of s and d

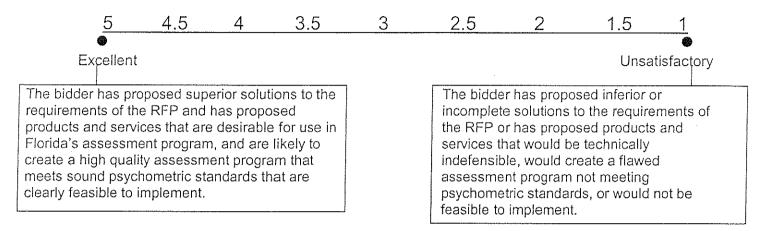
For each of the two (2) criteria listed below, circle one (1) rating value of the inverse scale of "1" through "5." Note that a rating of "5" is the "Excellent" end of the scale and a "1" is the "Unsatisfactory" end of the scale. Refer to the evaluation scale above for definitions.

feasible to implement.

Criterion Number	Work Tasks	Rating Value								
T1 – Test and Item Development	Section 3.0  Design and implement procedures for developing, pilot testing, and field testing test items in reading, writing, mathematics, and science, including items for end of course tests.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0
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for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality

5	4.5	4	3.5	3	2.5	2	<u> </u>	1
								•
Excellen	t						Unsa	tisfactory
· · · · · · · · · · · · · · · · · · ·					(			

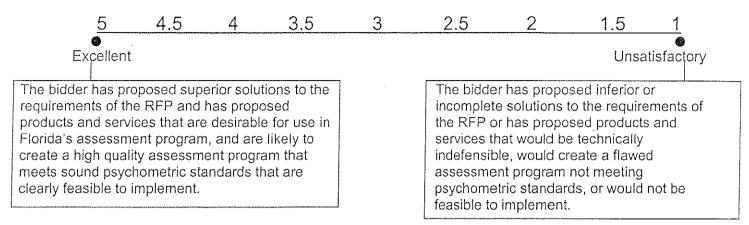
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T6 - Handscoring	Section 5.0 and Appendix D Design, effectively staff, and implement innovative, efficient, and effective procedures for handscoring student responses to performance tasks within very limited time constraints.	5.0	4.5	4.0	3.5	3.0	2.5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

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

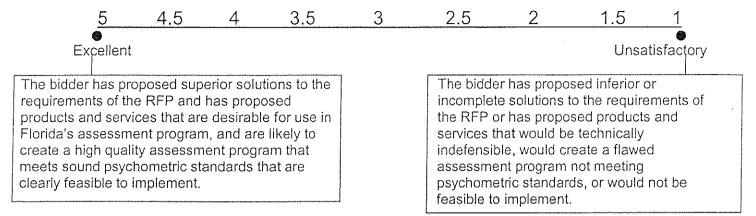
Evaluation Scale for Technical Quality



Criterion Number	Work Tasks	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	Design and implement an effective and innovative reporting system, including informative, easily interpreted reports design for school, district, state, and student reports, including images of student responses. Provide secure and user-friendly electronic reporting sites for various stakeholders, including parents. The reporting system must post and deliver reports within critical time periods.	5.0	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0

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

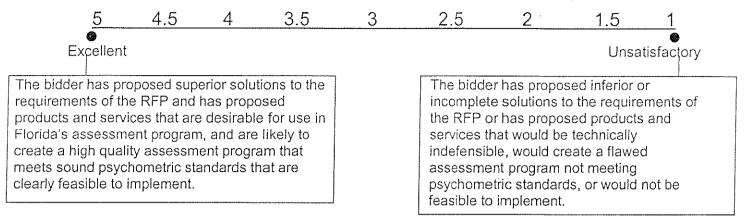
Evaluation Scale for Technical Quality



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

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

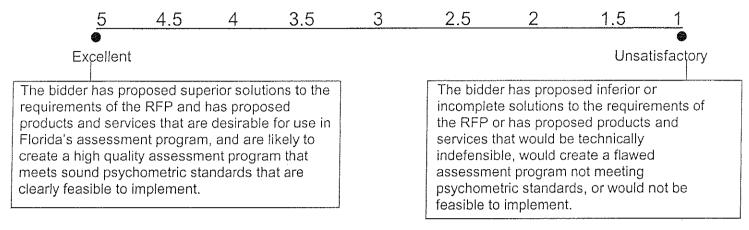
Evaluation Scale for Technical Quality



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

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

Evaluation Scale for Technical Quality



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

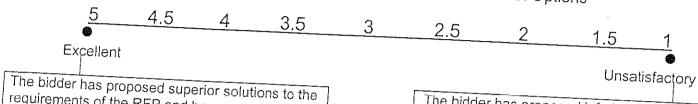
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	PEA	RSON			Da	ite: <u>6,</u>	127/0	8	
Reviewer Name: _	VICT	ORIA	AS	<u>H</u> R	eviewer Signa	ture:	Victor	a A	21
	Eval	uation Sc	ale for Ted	chnical A	spects of the	Cost Opti	ons		
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	
The bidder has proprequirements of the products and service lorida's assessment a high quality meets sound psycholearly feasible to impress to the product of the product o	RFP and es that are the program assessmometric sta	has propos desirable , and are li ent prograr	for use in kely to that		incomplete the RFP o services the indefensib assessment psychome	e solutions r has propo nat would be le, would co nt program	sed inferior of to the require sed products technically reate a flawed not meeting ds, or would i	ments of and	

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	24.0	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Aspects of the Cost Options



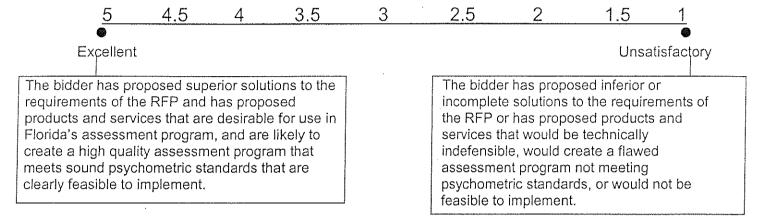
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to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

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

Criterion Number	Work Tasks	Rating Value										
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.		
	Cost Option 4.1 (RFP s. 4.1) Develop and implement processes for test material delivery to and retrieval from schools for the two methods from which districts could choose as described in RFP Section 4.1.	(5.0)	4.5	4.0	3.5	3.0	2.5	2.0	1.5	1.0		

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

Bidder Name:	Year	50r	······································		Da	nte: <b>[</b>	-27-08	3
Reviewer Name:	Lynn /	for ta	beling	Re	eviewer Signa	iture:	Anta	lo
	Eva	luation S	cale for Te	chnical As	spects of the	Cost Opti	ons	2
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent The hidder has pro-							Unsat	tisfactory

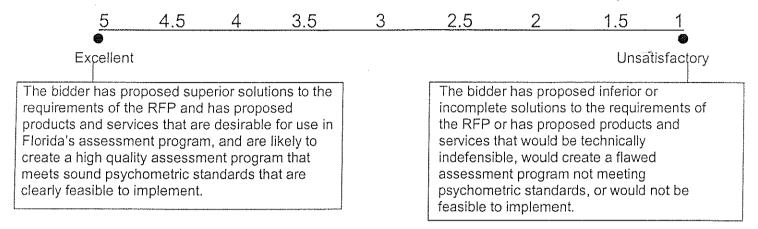
The bidder has proposed superior solutions to the requirements of the RFP and has proposed products and services that are desirable for use in Florida's assessment program, and are likely to create a high quality assessment program that meets sound psychometric standards that are clearly feasible to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

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

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

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

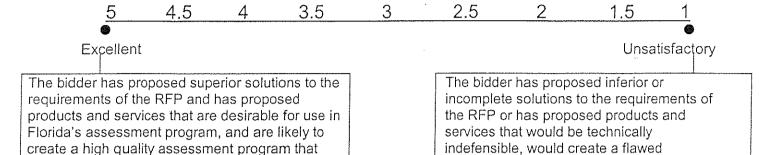
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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.

assessment program not meeting

feasible to implement.

psychometric standards, or would not be

meets sound psychometric standards that are

clearly feasible to implement.

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

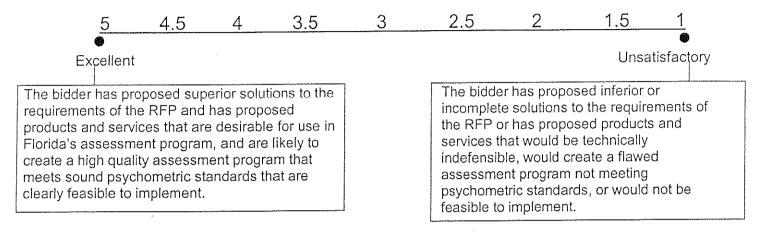
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder	Name:	Tears	<u>^</u>			Da	ite:	0/27/08		
Review	/er Name: _	Shir	l Will	4m)	Re	eviewer Signa	iture:	Alliam		manuscher freihe freihe
		Eval	uation S	cale for Ted	chnical As	spects of the	Cost Opti	ons	,	
	5	4.5	4	3.5	3	2.5	2	1.5		
	Excellent							Unsat	isfactory	
requiren products Florida's create a meets so	der has properents of the sand services assessmer high quality ound psychological particles.	RFP and les that are not program assessmentic state	nas propo desirabl , and are ent progr	osed e for use in likely to am that		incomplet the RFP of services the indefensite assessment psychome	e solutions or has propo hat would b ble, would c ent program	osed inferior of to the require osed products e technically reate a flawed not meeting rds, or would it.	ments of and	

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

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

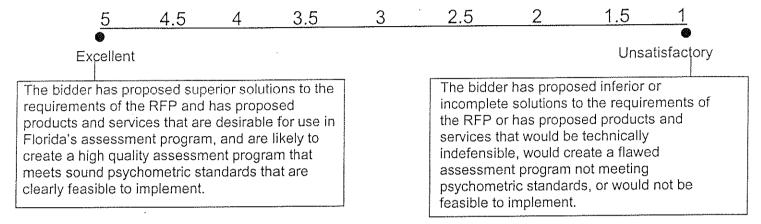
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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

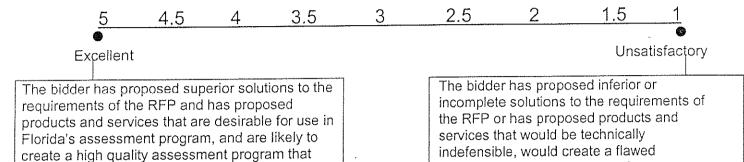
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name: Pearson					Da	te: <u>6-27</u>	2-08	***************************************				
Reviewer Name	e: Mark i	Drenr	nan	 Re	eviewer Signa	ture: <u>Me</u>	nh Dres	~~	<u> </u>			
	Evaluation Scale for Technical Aspects of the Cost Options											
5	4.5	4	3.5	3	2.5	2	1.5	1_				
Excellen	nt						Unsa	tisfacto	ry			
The bidder has p requirements of t products and ser Florida's assess create a high quameets sound psy clearly feasible to	the RFP and vices that are ment program ality assessment changed to the metric state.	has proposed desirables, and are sent prograndards to the sent proposed to the sent prograndards to the sent proposed to the sent pr	osed e for use in e likely to am that		incomplete the RFP of services the indefensible assessment psychome	e solutions or has propo nat would b ble, would c ont program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would	ements of and d	of			

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4.5	4,8	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	4.9	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Aspects of the Cost Options



meets sound psychometric standards that are

clearly 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.

assessment program not meeting

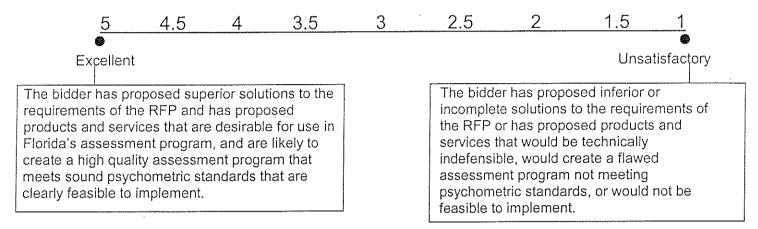
feasible to implement.

psychometric standards, or would not be

Criterion Number										
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	4.9	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	MD	3.5	mù	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

Bidder Name:	X Pe	rson			Da	te:6	127/08	and the Proofs for wear front of the self-self-self-self-self-self-self-self-
Reviewer Name:	Mich	rel Bai	ley	Re	eviewer Signa	ture:	E	
	Eva	luation S	Scale for Ted	chnical As	pects of the	Cost Opti	ons	
5	4.5	4	3.5	3	2.5	2	1.5	1
Excellent							Unsa	itisfactory
The bidder has pro requirements of the products and service Florida's assessment create a high qualit	RFP and ces that are ent program	has prop e desirabl n, and are	osed le for use in e likely to		incomplet the RFP c services the	e solutions r has propo nat would b	osed inferior of to the require osed products e technically reate a flawe	ements of s and

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

meets sound psychometric standards that are

clearly feasible to implement.

assessment program not meeting

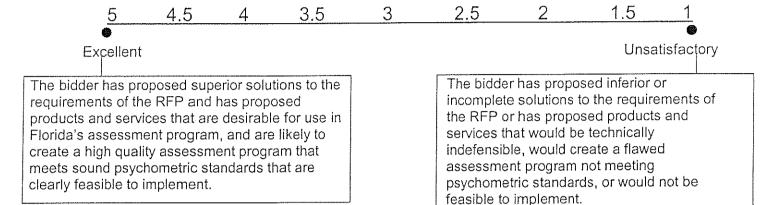
feasible to implement.

psychometric standards, or would not be

Criterion Number	Work Tasks				Rat	ing V	alue			
CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0	4.5	40	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	400	3.5	3.0	2.5	2.0	1.5	1.0

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

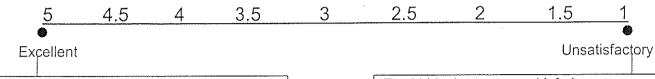
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks				Rat	ing V	alue			
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a state- owned item banking system with all of the functionalities described in RFP Section 3.6.2. with at least three levels of security.	5.0	4.5	<b>₽</b>	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	<b>(1)</b>	3.5	3.0	2.5	2.0	1.5	1.0

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

Criterion Number	Work Tasks				Rat	ing V	alue			
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	5.0	4.5	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	<b>₹</b> ®	3.5	3.0	2.5	2.0	1.5	1.0

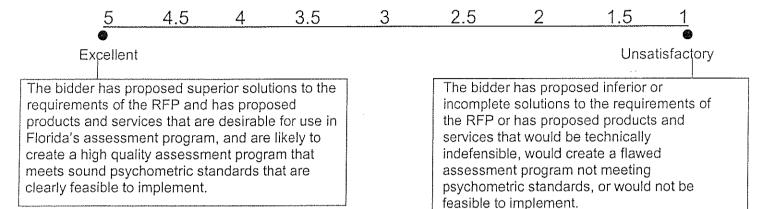
for Proposals Received in Response to RFP 2008-17
Florida's Standards-Based Assessment (FSA) System

Bidder Name:	Pens	<u>```</u>			Dat	te: <u>6/</u>	121/08		
Reviewer Name:	Vince	Verges		Re	eviewer Signat	ture: <u>(//</u>	inder Ve	7	
	Eva	uation S	cale for Te	chnical As	spects of the	Cost Option	ons		
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	
The bidder has pro requirements of th products and servi Florida's assessm create a high quali meets sound psyc clearly feasible to	e RFP and ices that are ent progran ity assessman hometric st	has propo e desirablen, and are ent progr	osed e for use in e likely to am that		incomplete the RFP o services th indefensib assessme psychome	e solutions to r has propo nat would be le, would cr nt program	sed inferior of the require sed products technically reate a flawe not meeting ds, or would.	ements of s and d	

Criterion	Work Tasks	Rating Value						
Number CO1 – Science Labs	Cost Option 3.1 (RFP s. 3.2) Design and recommend procedures for developing and implementing science laboratory experiments that would be completed prior to the test administration of science end-of-course tests including field testing of items, a study of the reliability and dimensionality of scores, and a proposal for operational implementation of these activities.	5.0 (4.5) 4.0 3.5 3.0 2.5 2.0 1.5 1.0 - Timelou L districts not adversed						
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.	6.0 ) 4.5   4.0   3.5   3.0   2.5   2.0   1.5   1.0						

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

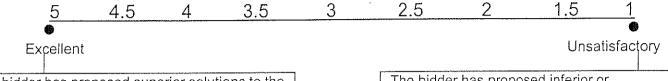
Evaluation Scale for Technical Aspects of the Cost Options



Criterion Number	Work Tasks Rating Value									
CO3 – State- Owned Item Bank	Cost Option s 3.3 (RFP s. 3.6) Design, create, and implement a stateowned 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) (3.5) (4.0) (4.5) (4.0) (4.5) (4.0) (4.5) (4.0) (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.	B.0 )4.5 4.0 3.5 3.0 2.5 2.0 1.5 1.0								

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

Criterion Number	Work Tasks	Rating Value									
CO5 – Preidentifi- cation Labels	Cost Option 4.2 (RFP s. 4.6) Develop and implement a process for district printing of preidentification labels and uploading student information for CBTs for the three options from which districts could choose as described in RFP Section 4.6.	(5.0 -res	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 -p	(4.5) L. H., n t.c.,	4.0 -s? -the deter	3.5 ? - !s	3.0	2.5	2.0	1.5	1.0	

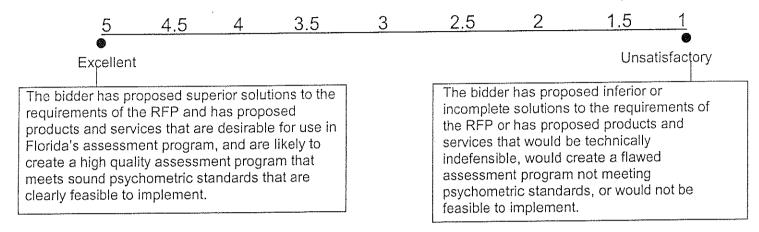
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Na	ime: <del>[</del>	ears	ton_		.,,,	Da	te: <u></u>	27/08	
Reviewer	Name: 1	(aren	De	bred	ler Re	eviewer Signa	ture: XV	ien De	ntroed
		Evalu	uation S	cale for Ted	chnical As	pects of the	Cost Opt	ions	
	5	4.5	4	3.5	3	2.5	2	1.5	1_
Ex	cellent							Unsa	tisfactory
requiremer	nts of the nd servic ssessmer gh quality nd psycho	RFP and hes that are nt program assessmeore assessmeore tric sta	nas propo desirable, and are ent progr	e for use in likely to am that		incomplete the RFP of services the indefensible assessme	e solutions r has prope nat would b le, would d nt program tric standa	to the require cosed products be technically create a flawer not meeting rds, or would t.	ements of s and d

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

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

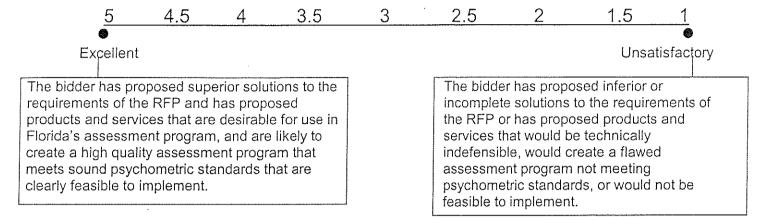
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

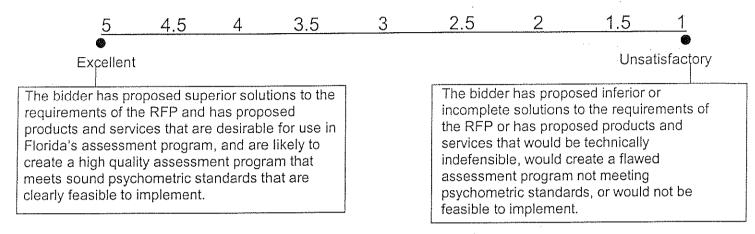
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Bidde	r Name:	TPANA	21/			Da	te: <i></i>	20-08		
		<b>,</b> *	-	ildræ	Re	eviewer Signa	~/	po Co	<u></u>	
		Eval	uation S	cale for Ted	chnical As	spects of the	Cost Opti	ons		
	5	4.5	4	3.5	3	2.5	2	1.5	1	
	Excellent							Unsa	tisfactory	
require produc Florida create meets	dder has proper ments of the ts and service is assessme a high quality sound psych feasible to in	RFP and ses that are nt program y assessm ometric sta	has propo desirable n, and are ent progra	osed e for use in likely to am that		incomplete the RFP o services the indefensib assessme psychome	e solutions r has propo nat would be le, would co nt program	sed inferior of to the require sed products e technically reate a flawe not meeting rds, or would	ements of s and d	

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

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

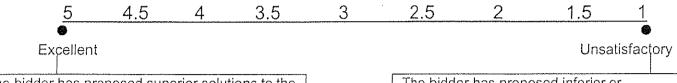
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

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

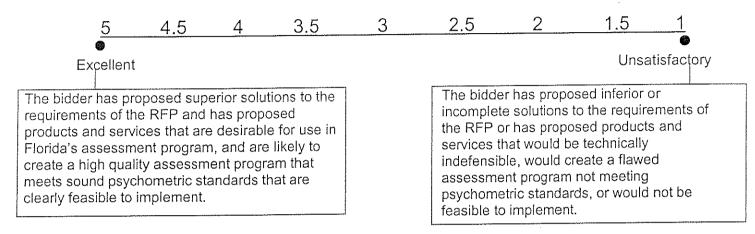
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name	:: <u>Pe</u>	ourson		and the second second	Da	te: <u>0b</u> .	27.2009	<u>}</u>
Reviewer Na	ıme: S	<u>slih</u>	Polici	Re	eviewer Signa	ture:	S. Pnl	wal
	E	Evaluation	Scale for Tec	chnical As	pects of the	Cost Opti	ons	
<u>5</u>	4.5	5 4	3.5	3	2.5	2	1.5	
Excel	lent						Unsa	itisfactory
The bidder harequirements of products and secrete a high commets sound products and products assected to the commets of the co	of the RFP a services tha ssment prog quality asse psychometri	and has pro t are desira gram, and a ssment pro c standards	oposed able for use in are likely to gram that		incomplete the RFP of services the indefensible assessme psychome	e solutions or has propo nat would b ole, would c ont program	osed inferior of to the require osed products e technically reate a flawe not meeting rds, or would	ements of s and d

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

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

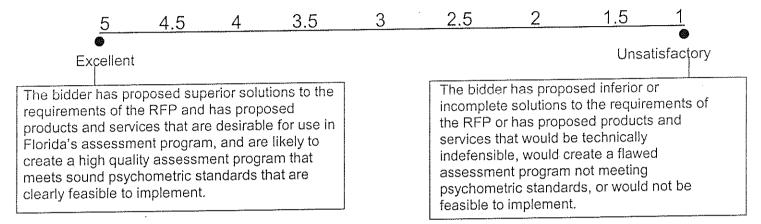
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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

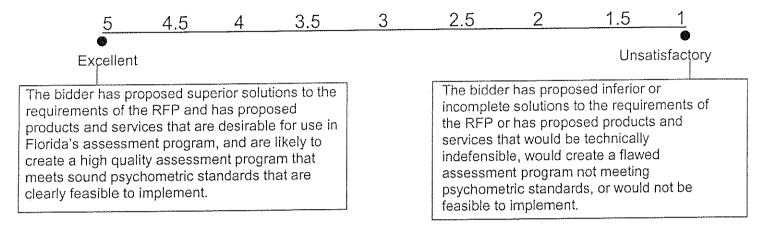
for Proposals Received in Response to RFP 2008-17 Florida's Standards-Based Assessment (FSA) System

Bidder Name:	PEARSO	m			Da	ıte: پسا	UE 27.	2009	
Reviewer Name:	Bob (	Olsen		R	eviewer Signa	ture:	All.	Ås.	
	Eval	uation S	cale for Ted	chnical As	spects of the	Cost Opti	ons		
<u>5</u>	4.5	4	3.5	3	2.5	2	1.5	1	
Excellent							Unsa	tisfactory	,
The bidder has pro requirements of the products and service Florida's assessme create a high qualite meets sound psych clearly feasible to in	RFP and I ces that are ent program y assessmo nometric sta	has propo desirable a, and are ent progra	e for use in likely to am that		incomplete the RFP of services the indefensible assessment psychome	e solutions or has propo nat would be le, would co nt program	sed inferior of to the require sed products e technically reate a flawe not meeting ds, or would	ements of and	

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

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

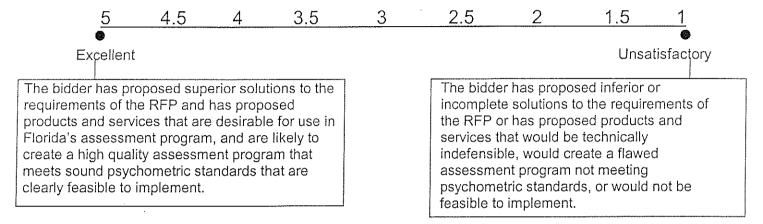
Evaluation Scale for Technical Aspects of the Cost Options



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

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

Evaluation Scale for Technical Aspects of the Cost Options



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

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

Stage I: Meets mandatory components? Yes

Total	10	. O	- 00	7	O	C <sub>1</sub>		. ω	2	_	Rater	Stage III	***************************************	Total	10	9	œ	7	တ	<b>U</b> 1	4	ω	N		Rater	Stage II
45.5	4.5	5.0	4.5	4.5	4.5	4.0	4.0	5.0	5.0	4.5	H			45.5	4.5	5.0	5,0	4.5	4.0	4.0	4.0	5.0	4.5	5.0	$\Omega$	
46.5		5.0	4.5	4.0	5.0	4.5	4.0	5.0	5.0	5.0	T2			45.5								5.0		5,0		Bido
45.0	4.0	5.0	5.0	4.0	4.5	4.0	4.0	5.0	5.0	4.5	귏			40.5	4.0	5.0	4.5	ယ (၁	4.0	4.0	3.5	4.5	3.0	4.5	င္သ	der Qu
46.5	4.0	5.0	5.0	4.5	5.0	4.5	4.0	4.5	5.0	5.0	T4			45.0	4.5	5.0	4.5	4.0	4.5	4.5	4.5	4.0	5.0	4.5	C4	Bidder Qualifications and
46.0	4.0	5.0	4.5	4.5	5.0	4.5	4.5	5.0	4.5	4.5	<b>T</b> 5			46.0	3.5	5.0	5.0	4.5	5.0	4.5	4.0	5.0	4.5	5.0	C5	
46.5	4.5	5.0	5.0	5.0	4.5	4.0	4.0	4.5	5.0	5.0	T6	Ŧ		38.0	ა ა	5.0	4.5	<u>ယ</u> ဟ	ა ლ	4.0	4.0	4.0	2.5	3.5	6	Experience
42.5	4.0	5.0	<b>4</b> 5	4.0	4.5	4.0	4.0	5.0	3.0	4.5	T7	echnical Quality		46,5	4.0	5.0	4.5	4.5	4.5	4.5	4.5	5.0	5.0	5.0	С7	ence
47.0	4.0	5.0	5.0	4.5	4.5	4.5	4.5	5.0	5.0	5.0	81	al Qua		45.5	4,5	5.0	5.0	45	3.5 5	4.5	4.5 5	5.0	4.0	5.0	င္ထ	
47.5	4.0	5.0	5.0	5.0	5.0	4.5	4.5	4.5	5.0	5.0	19	ality												•		
43.5	ပ	5.0	4.5	ა 5	4.5	4.5	5.0	4.5	4 5	4.0	T10															
46.0	3.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	5.0	T11															
49.0	4 5	5.0	5.0	5.0	5.0	4.5	5.0	5.0	5.0	5.0	T12															
					5.0			5.0		5.0	113															
_			5.0		4.5			5.0		5.0	T14															
_	4.5	50	5.0	5.0	5.0	5	5.0	5.0	5.0	5.0	T15															
aver raw score = 69.8	62.0	75.0	72.5	67.0	71.5	65,0	67.5	73.0	72.0	72.0	101			aver raw score = 35.3	33.0	40.0	38.0	33.0	33.0	34.5	33,5	37.5	32.5	37.5		
aver conv =										***************************************	, was the same of	200		aver conv =												0.05
27.9	24.8	30.0	29.0	26.8	28 6	26.0	27.0	29.2	28 8	28.8	TOT * (30/75)	CONV TO 30 PT SCALE		26.4	24.8	30.0	28.5 5	24.8	24.8	25 9 25 9	25.1	28.1	24.4	28 1	TOT * /30/40)	SONV TO RE OT VINOS

# NCS PEARSON, INC. (PEARSON)

nversion nversion nversion nversion	26.4 average conversion 27.9 average conversion 8.6 average conversion 30.0 average conversion 92.9	26.4 27.9 8.6 30.0 92.9	rience )s	ins/Expe lity Is of CC	alificatio al Qua Aspect posal	dder Qu echnica chnical chrical ost Pro	Stage II: Bidder Qualifications/Experience Stage III: Technical Quality Stage IV: Technical Aspects of COs Stage V: Cost Proposal Stage VI: Total	
Tot>=100? TRUE (if TRUE, will open cost)		131	TOT		rounded			
		130.8	TOT					
N SCORE	25.8 average raw score	25.8	)s	ts of CC	Aspect	chnical	Stage IV: Technical Aspects of COs	
N SCORE	69.8 average raw score	69.8		lity	al Qua	echnica	Stage III: Technical Quality	
w score	35.3 average raw score	35.3	rience	ns/Expe	alificatio	dder Qu	Stage II: Bidder Qualifications/Experience	
	38.5	42.0	46.0	43.5	43.0	45.0	Total	
	3.0	3.0	4.0	3.0	4.0	3.0	10	
	5.0	4.5	5.0	5.0	5.0	5.0	9	
	4.0	5.0	5.0	5.0	4.5	5.0	8	
	4.0	3.5	4.0	5.0	4.0	4.5	7	
	4.5	5.0	5.0	4.5	5.0	4.5	တ	
	4.0	4.0	4.0	4.0	4.0	4.0	51	
	3.0	4.0	4.0	4.0	4.0	4.0	4	
	5.0	4.5	5.0	4.5	5.0	5.0	ω	
	3.0	4 5	5.0	4.5	3.0	5.0	2	
	3.0	4.0	5.0	4.0	4.5	5.0	_	
	CO6	CO5	CO4	CO3	CO1 CO2 CO3	CO1	Rater	_
	Technical Aspects of Cost Options (CO)	ost Opt	cts of C	l Aspe	chnica	Te	Stage IV	

aver raw score =												
25.8	20.0	29.5	28,5	25.0	28,5	24.0	23.0	29.0	25.0	25.5	TOT	
aver conv =												
												0000
8.6	6.7	9.8	9.5	8.3	9.5	8.0	7.7	9.7	8.3	8,5	TOT * (10/30)	TO 10 PT SCALE

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

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

		VII,RII,CO5 (2014-15)		VI,RI,CO5 (2013-14)			V,CO5 (2012-13)			IV,CO5 (2011-12)			III,CO5 (2010-11)			II,CO5 (2009-10)			I,CO5 (2008-09)		VII,RII,CO4 (2014-15)		VI,RI,CO4 (2013-14)		V,CO4 (2012-13)		IV.CO4 (2011-12)	==,CC+ (AC C-1-)		11,004 (2009-10)		I,CO4 (2008-09)	Phase No. and
\$0.00	\$73,110.00	\$73,110.00	00.676,07¢	\$70,979.00	\$0.00	\$68,962.00	\$68,962.00	\$0.00	\$66,902.00	\$66,902.00	\$0.00	\$64,963.00	\$64,963.00	\$0.00	\$63,541.00	\$63,541.00	\$0.00	\$464,357.00	\$464,357.00	\$1,610,848.00	\$2,475,378.00	\$1,563,925.00	\$2,420,669.00	\$1,518,369.00	\$2,333,204.00	\$1,474,141.00	\$2,304,447,00	\$1,431,000.00	#3 365 06 00 #3 365 066 00	\$2,227,570.00	\$0.00	\$0.00	<b>CTB</b> Cost Amount
\$0.00	\$61,910.55	\$61.910.55	\$62,338.77	\$62,338.77	\$0.00	\$62,953.87	\$62,953.87	\$0.00	\$63,080.35	\$63,080.35	\$0.00	\$62,649.06	\$62,649.06	\$0.00	\$62,521.89	\$62,521.89	\$0.00	\$464,357.00	\$464,357.00	\$1,364,088.06	\$2,096,183.86	\$1,373,549.38	\$2,126,002.47	\$1,386,085.08	\$2,129,929.72	\$1,389,933,44	\$2 172 809 75	\$4,100,107.40	\$1,307,220.10	\$2,191,842.96	\$0.00	\$0.00	PV
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,218,356.80	\$1,474,976.41	\$1,178,757.12	\$1,441,058.27	\$1,062,389,82	\$1,321,914,15	\$992,046,49	\$1 248 626 Q8	\$1,199,943.83	\$936,125.38	\$1,188,778.57	\$31,788.49	\$91,914.11	PEARSON Cost Amount
\$0.00	\$0.00	\$0.00 \$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,031,721.16	\$1,249,030.14	\$1,035,267.75	\$1,265,639.14	\$969.831.89	\$1,206,745.85	\$935 377 68	\$1 177 301 49	\$1,157,202.68	\$923,079.19	\$1,169,712.26	\$31,788.49	\$91,914.11	PV

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

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

30.0	EARSON
18.1	STB
Cost Points	30.

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

Proposal Evaluation Summary of Vendor Reference Responses

#### ETS

Reference: State of Tennessee

Program of Interest: End-of-Course Tests

Interview Conducted By: Susie Lee

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

Education Assessment Division

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

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

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

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

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

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

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

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

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

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

Proposal Evaluation Summary of Vendor Reference Responses

#### CTB

1. Reference: State of Indiana

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

Interview Conducted With: Wesley Bruce, Assistant Superintendent, Indiana

Department of Education

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

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

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

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

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

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

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

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

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

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

Proposal Evaluation Summary of Vendor Reference Responses

#### **PEARSON**

1. Reference: State of Minnesota

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

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

Innovations, Research and Assessment Division

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

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

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

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

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

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

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

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

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

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

2. Reference: State of Georgia

Program of Interest: End-of-Course Tests

Interview Conducted By: Susie Lee

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

Assessment and Accountablilty, Georgia Department of Education

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

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

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

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

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

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

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

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

They have had no problems with printing distribution testing.

3. Reference: State of Virginia

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

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

and Reporting

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

#### Response Summary: 7

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

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

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

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

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

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

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

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

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