

QUESTIONS AND ANSWERS NO. 1

REQUEST FOR PROPOSAL

PROJECT NO. 15-08

PROJECT TITLE: Alumni and Employer Surveys Software and Related Services

Date: June 8, 2015

To: Prospective Respondents

From: Procurement Operations Department, Houston Community College

Subject: Questions and Answers Request for Proposals, HCC **Project No. RFP 15-08**

1. The scope of services implies that all surveys will be done online, and not by phone, mail or in person. We would like to confirm that explicitly.

Answer: Of course, we will want a high response rate for the surveys, so if including more options than only online, like phones, will improve the response rate, it would be beneficial to note and include.

2. Scope of Services, Section 2.1: For each survey, will HCC provide a contact list of potential respondents? Or will the vendor have to acquire potential respondents on their own? For example, if HCC desires to survey employers who hire HCC graduates, will HCC provide the list of employers including contact name, email/phone etc.?

Answer: Yes, we will provide a contact list of employers, though not necessarily specifying whether they hire HCC graduates or not. That will be one of the first questions to determine the populations of questions from the library. Additionally, we would want the alumni survey to “build” upon the original list by extracting all employer information to develop and customize the employer list.

3. Scope of Services, Section 2.2:
 - a. Does the vendor have to provide their own survey software, or can we use a third party software? As a small business that focuses on survey design, questionnaire development and data analysis, we do not own our own software but subscribe to a software platform that provides extensive functionality as listed in the scope of work. This is a more cost efficient approach for us, as we are a small, HUB-certified business.

Answer: As long as the third-party software fulfills all the requirements of the Scope of Services, it should be fine.

- b. If vendor doesn't have their own survey software, can they partner with a survey software provider to meet the needs of this proposal?

Answer: Refer to the Answer of 3.a. above.

- c. Will HCC employees use this survey software directly, or will they rely on the vendor to perform analysis and reporting? In what areas/topics would training and customer support be required?

Answer: It will be important to have the ability internally within HCC to do the analysis and reporting, though there may be times we need to rely on the vendor. Training requirements will depend on the complexity of the software. It may be specifics related to creating surveys, especially complex logic and reliability of question types. It may be analysis and reporting.

- 4. Instructions to Proposers, Tab 5- Price/Cost Schedules Billing Rates: in order to estimate costs and price this project, we would appreciate a better understanding of the size and scope of surveys that will be required.

- a. From section 2.3 and 2.4 of the Scope of Services, we understand there will be at least 3 surveys each per year for employer and alumni. For each survey, how many respondents will need to be contacted, and how many survey completes will be required?

Answer: We envision two types of surveys, one for HCC alumni and one for employers in the Houston/Gulf-coast region. From those two surveys, though, multiple versions can be created from a library, say with around 200 question types, using complex logic to account for the diversity and number of industries and HCC Programs (e.g., from Welding to Interior Design to Accounting to Cosmetology, etc.).

We have not determined an exact number of surveys, though we will need to have a high response rate to have reliable data in order to make sound decisions. We encourage vendors to make recommendations based on their expertise/research.

- b. Is it expected that incentives will need to be paid to respondents who complete the survey? If so, should vendor price those in with our pricing, or will those be handled separately on a project-by-project basis?

Answer: No. No incentives will be paid.

- c. Will the vendor execute and manage the entire survey process – from survey design and questionnaire writing, to fielding, post processing and analysis/presentation? Or will HCC members want to execute specific pieces?

Answer: At this point in time, HCC has little capacity to implement and execute the survey process. HCC will be involved throughout the process, but support is hoped throughout. It may be beneficial to provide a breakdown of either/or to allow for options/choices.

- d. One straight forward approach by which we can price this this RFP is a price-per-complete. That will take certain assumptions into account, based on your answers to our questions above. This price per complete will be inclusive of everything – software license, survey design and analysis. Would this be the best approach to pricing, or are you looking for something different?

Answer: I don't believe a price-per-complete would be the best approach, because we don't see the software solely used for surveys. We are hoping it's capable of other types of reporting, too, like Annual Reports or Program Reviews. Additionally, because HCC is the second largest Community College, the number of surveys could be quite numerous.