

August 29, 2012

Ms. Connie Hill
2019 Washington Street, East
P.O. Box 50130
Charleston, WV 25305-0130

Dear Ms. Hill:

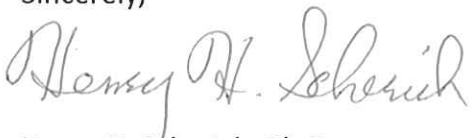
Measurement Incorporated (MI) is pleased to submit our response to the Request for Quotation (RFQ) No. EDD380738, issued August 1, 2012 for the operational implementation of an annual statewide English Language Proficiency (ELP) Assessment for students with limited English proficiency (LEP) called the West Virginia Test of English Language Learning (WESTELL). MI is a recognized leader in development, administration, scoring, and reporting for large-scale testing programs and is fully committed to meeting or exceeding the expectations of the West Virginia Department of Education (WVDE) as outlined in the RFQ.

We have organized our response into three Sections: Project Understanding, Mandatory Specifications, and Cost Summary.

We believe MI will provide the WVDE with the best possible assessment solution for West Virginia's LEP students in grades K-12. We offer a group of highly qualified professionals dedicated to providing the most accurate, reliable, and efficient services in item and test development, printing, distribution, scoring, reporting, and analysis. We look forward to the possibility of serving the WVDE again under this new contract.

If you should have any questions, please do not hesitate to contact me via email at hscherich@measinc.com or at (919) 683-2413.

Sincerely,



Henry H. Scherich, Ph.D.
President

RECEIVED

2012 AUG 29 AM 9:52

WV PURCHASING
DIVISION



**State of West Virginia
Department of Administration
Purchasing Division**

NOTICE

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
EDD380738

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
CONNIE HILL 304-558-2157

VENDOR

*709061944 919-683-2413
 MEASUREMENT INCORPORATED
 423 MORRIS STREET
 DURHAM NC 27701

SHIP TO

DEPARTMENT OF EDUCATION
 BUILDING 6
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0330

DATE PRINTED
08/01/2012

BID OPENING DATE: 08/29/2012 BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	JB		924-10		
<p>THE STATE OF WEST VIRGINIA AND ITS AGENCY THE WEST VIRGINIA DEPARTMENT OF EDUCATION REQUEST A QUOTE TO PROVIDE AN OPEN-END CONTRACT FOR THE SERVICES OF AN OPERATIONS CONTRACTOR FOR THE WEST VIRGINIA TEST OF ENGLISH LANGUAGE LEARNING (WESTELL) ASSESSMENT OF ALL WEST VIRGINIA LIMITED ENGLISH PROFICIENT (LEP) STUDENTS IN ACCORDANCE WITH THE ATTACHED SPECIFICATIONS AND JOB REQUIREMENTS.</p> <p>BID OPENING: AUGUST 29, 2012 AT 1:30 PM</p> <p>LOCATION: PURCHASING DIVISION, BUILDING #15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305</p> <p>PLEASE REFER TO THE ATTACHED INSTRUCTIONS TO BIDDERS.</p> <p>CONSULTING, EDUCATIONAL</p> <p>OPERATIONS CONTRACTOR FOR THE WEST VIRGINIA TEST OF ENGLISH LANGUAGE LEARNING (WESTELL) ASSESSMENT OF ALL WEST VIRGINIA LIMITED ENGLISH PROFICIENT (LEP) STUDENTS IN ACCORDANCE WITH THE ATTACHED JOB REQUIREMENTS AND SPECIFICATIONS. THE CONTRACT WILL BE FOR THE SPRING</p>						

SIGNATURE <i>Dorey H. Scherick</i>	TELEPHONE 919 683-2413	DATE 8/27/12
TITLE President	FEIN 56 1264255	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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PLEASE REFER TO THE ATTACHED INSTRUCTIONS TO BIDDERS.						
***** THIS IS THE END OF RFQ EDD380738 ***** TOTAL: _____						

SIGNATURE <i>Henry H. Scherub</i>		TELEPHONE 919 683-2413	DATE 8/27/12
TITLE President	FEIN 561264255	ADDRESS CHANGES TO BE NOTED ABOVE	

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STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Measurement Incorporated

Authorized Signature: *Randy M. Scherich* Date: 8/27/12

State of North Carolina

County of Wake, to-wit:

Taken, subscribed, and sworn to before me this 27 day of August, 2012.

My Commission expires Jan. 20, 2014.

AFFIX SEAL HERE

CYNTHIA H VANN
NOTARY PUBLIC
WAKE COUNTY
STATE OF NORTH CAROLINA
MY COMMISSION EXPIRES JAN. 20, 2014

NOTARY PUBLIC *Cynthia H. Vann*

CERTIFICATION AND SIGNATURE PAGE

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Measurement Incorporated

(Company)

Henry H. Scherich

(Authorized Signature)

Henry H. Scherich, President

(Representative Name, Title)

919-683-2413

919-425-7726

(Phone Number)

(Fax Number)

8/27/12

(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: EDD380738

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

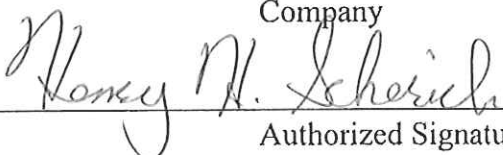
Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Measurement Incorporated

 Company


 Authorized Signature

8/27/12

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.



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 Department of Administration
 Purchasing Division
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VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

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 CHARLESTON, WV
 25305-0330

DATE PRINTED
08/24/2012

BID OPENING DATE: 08/29/2012

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 01		
				1. ANSWERS TO QUESTIONS RECEIVED.		
				2. ADDENDUM ACKNOWLEDGMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN WITH YOUR BID MAY RESULT IN DISQUALIFICATION OF YOUR BID.		
				END OF ADDENDUM		
0001	1	JB		924-10		
				CONSULTING, EDUCATIONAL		
				OPERATIONS CONTRACTOR FOR THE WEST VIRGINIA TEST OF ENGLISH LANGUAGE LEARNING (WESTELL) ASSESSMENT OF ALL WEST VIRGINIA LIMITED ENGLISH PROFICIENT (LEP) STUDENTS IN ACCORDANCE WITH THE ATTACHED JOB REQUIREMENTS AND SPECIFICATIONS. THE CONTRACT WILL BE FOR THE SPRING		

SIGNATURE <i>Ronny W. Scherck</i>	TELEPHONE 919-683-2413	DATE 8/27/12
TITLE President	FEIN 56 1264255	ADDRESS CHANGES TO BE NOTED ABOVE

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PAGE
 2

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 CONNIE HILL
 304-558-2157

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PLEASE REFER TO THE ATTACHED INSTRUCTIONS TO BIDDERS.						
***** THIS IS THE END OF RFQ EDD380738 ***** TOTAL: _____						

SIGNATURE *Henry W. Scheuch* TELEPHONE 919-683-2413 DATE 8/27/12
 TITLE President FEIN 56 1264255 ADDRESS CHANGES TO BE NOTED ABOVE

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SECTION I: Project Understanding

The WVDE is already familiar with MI as the current contractor for WESTELL since 2005. MI is contracted by the Council of Chief State School Officers (CCSSO) to develop, produce, and score a standards-based English Language Development Assessment (ELDA) for LEP students in a multi-state consortium known as the State Collaborative on Assessment and Student Standards (SCASS). Since West Virginia is part of this consortium, MI has been able to provide the ELDA with modifications to serve as the WESTELL assessment.

As we have done since 2005, our plan is to continue providing the ELDA as the annual test required by this RFQ. MI will perform all distribution/collection of test and support materials, staff development training, scoring, and reporting, as detailed on pages 24 through 37 of the RFQ. Our experienced project staff, led by Ms. Jennifer Johnson, will continue to carry out these tasks in the same professional manner that the WVDE has come to expect from MI under the current contract. In the event that Ms. Johnson is not able to fulfill her duties as Project Manager, Ms. Miquela Darnall is the project backup and is familiar with the ELDA project.

In addition to the services we currently provide, the RFQ lists several new or revised activities, which we note below. These activities range in scope from quite small to quite large and collectively have a significant impact on the total cost of the project, as reflected in the price per student.

1. **Administration Materials** (pg. 24)—the RFQ specifies that the Contractor provide student response forms and media (including cassette tapes, CDs, or other digitized data recording media) and student questionnaires.

Currently, MI provides all of the above with the exception of student questionnaires.

2. **Test Administration Training and Support Materials** (pg. 24)—the RFQ specifies that the Contractor develop and produce in paper form school testing coordinator's guides (2 per district); testing administration manuals for the Braille, large-print, and electronic or online versions; administration training materials (1 paper version per district and school); and coordination training materials (1 paper version per district and school).

Currently, MI accommodates the above training and support materials via webinar.

3. **Training Procedures** (p. 25) – the RFQ specifies that the Contractor provide initial train-the-trainers workshops to all state and local district personnel involved in ELDA administration as well as at least three regional administration training workshops annually.

Currently, the State of West Virginia conducts these trainings via webinar with input from MI.

4. **Scoring Procedures for Constructed Responses** (p. 29) – the RFQ specifies that the Contractor provide a 20% second read of the student responses.

Currently, MI provides a 10% second read for West Virginia ELDA Writing tests.

5. **Data Warehousing** (pg. 31)—the RFQ specifies that the Contractor shall design and implement a longitudinal data warehouse that will store ELP assessment information on individual students over multiple years so that progress can be measured and reported.

Currently, MI does not provide a longitudinal data warehouse.

6. **School Reports** (pg. 33)—the RFQ specifies that the Contractor provide paper and electronic copies of the school reports to each district with across school district level summary information.

Currently MI solely sends electronic copies of reports.

MI also recognizes areas that are not mentioned in the RFQ but could be beneficial to the ELDA assessments. Therefore, we have listed the items below as cost options.

1. **Screeners**

As an option to the WVDE, we propose TELPA for the ELP assessments. TELPA is a screener assessment for English Language Learners that was developed by the state of TN with input from the member states of the CCSSO-ELDA SCASS. TELPA was designed to align with ELDA, so the format is similar, and the results are predictive of a student's performance on ELDA specifically.

2. **Technical report**

At the conclusion of the project, we propose as an option that MI will prepare a technical report for the WV ELP assessments. This report will consist largely of a compilation of all operational test analyses, as well as a complete description of each task. In preparing the report, MI will first submit a detailed outline to the WVDE for review and approval. Upon approval of the outline, MI will prepare a first draft of the technical report for review and will ultimately produce a final version, based on feedback from the WVDE on the draft. We propose to include all of the technical report characteristics and content requirements as described below.

3. **Online Testing**

MI would welcome the opportunity to work with the WVDE to move the ELP assessments online, if needed, in the future. MI commits to the same level of excellence, flexibility, and customer service in our online testing services as we deliver with the current ELP assessment. We will work with the WVDE to develop and implement an online testing strategy that is technically sound, fully addresses the WVDE's needs, and leads to a positive online testing outcome. While the goal may be to administer the majority of the tests online, we understand that paper and pencil administrations need to be available as an allowable accommodation for students with disabilities or for special circumstances such as technical difficulties.

MI has proven, robust online testing technologies already operational, having been used by over a million students in thousands of schools. We have devoted considerable time and resources over the past ten years studying and building the corporate technology capabilities necessary to support the high-volume demand of online testing. The MIST system is the ideal solution to this requirement, having been successfully used in several high-profile statewide assessments. MIST is a secure Web-based solution, avoiding excessive software installations and maintenance on individual computers. Furthermore, MIST is browser and platform independent and interoperable with open-source situations such as Linux. MIST includes a proctor function that gives the teacher (with proper authority) complete control of validating the students, controlling test administration and timing, providing security, and handling exceptions. The MIST test engine is designed to deliver a wide variety of multiple-choice and open-ended formats over the Internet. The system permits ease of test item import, including the use of multiple languages, special characters as in the case of math items, and pop-up windows or split screens for such support materials as reading passages.

SECTION II: Mandatory Specifications

Relevant Experience

In addition to successfully accomplishing all tasks associated with the current WESTELL assessment contract over the past eight years, MI has additional experience with LEP assessments as part of our development and scoring contracts with other state departments of education. Similar projects are listed and briefly described below. Please refer to our Corporate Capabilities in Appendix B for additional details and a more complete list of our other recent projects. Client contact information is also provided, and the WVDE should feel free to contact any of our clients for reference purposes.

Nebraska English Language Development Assessment (ELDA) (2004-present)

Nebraska is part of a consortium of states that use the Council of Chief State School Officers' English Language Development Assessment (ELDA) to meet federal guidelines issued by the No Child Left Behind Act. MI is contracted by the Nebraska Department of Education to produce and score the ELDA for the participating Nebraska school districts. Under this direct contract with the State of Nebraska, MI performs all distribution and collection of test and support materials to and from 91 districts and 482 schools. MI scores more than 20,000 tests from students in grades K-12 and returns reports to the districts.

Tennessee Comprehensive Assessment Program (TCAP) – English Language Proficiency Assessment (2007-2014)

Tennessee assesses K-12 students with Limited English Proficiency in speaking, listening, reading, writing, and comprehension through the use of the ELDA (English Language Development Assessment) that MI developed in conjunction with the Council of Chief State School Officers (CCSSO) and a consortium of its member states. MI conducts standard setting; develops, prints, and ships ancillary materials and interpretive guides; produces versions in large print, Braille, and audio; performs all handscoring services; and produces electronic reports at the student, school, and state levels. In addition, we perform a wide array of psychometric services. In 2008, MI tested 27,299 students under this program.

Arkansas English Language Proficiency Assessment (2003-2006 and 2007-2013)

In conjunction with the Council of Chief State School Officers (CCSSO), MI provides a criterion-referenced test to assess the reading, writing, speaking, and listening skills of students with Limited English Proficiency in grades K-12. MI conducts psychometric analyses, develops and prints ancillary materials, performs scanning and handscoring, and reports results in electronic formats. The assessment involves approximately 24,000 LEP students per year in grades K-12.

Please refer to Appendix A for sample reports.

SECTION III: Cost Summary

MI's Cost Summary presents our most competitive offer, based on careful study of the RFQ and our knowledge of the required tasks to be performed. As the current contractor for the ELP assessments since 2005, MI is familiar with the project and has built in performance and cost efficiencies to ensure that the project is completed on time and within budget.

As requested, MI has calculated per-student costs for performing all tasks requested in the RFQ. Additionally, MI has provided supplementary information for the cost of doing the same work under our current contract. We believe that the cost savings for continuing under the current contract will prove beneficial to the WVDE. An outline of how our costs are presented is shown below.

- 1) WVDE Cost Sheet---priced for work outlined in the RFQ
- 2) Supplemental Cost Information
 - a. Current Per-Student Cost— The costs for doing the same work under our current contract
 - b. Additional RFQ Costs— The individual costs for activities that are not currently within our contract
 - c. Cost Options— The costs for options proposed by MI

We will be pleased to provide clarification or additional information at the WVDE's request. We look forward to the possibility of serving the State of West Virginia again under this new contract.

Operations Contractor for ELP Assessment

Quote 1: All Inclusive Price Per Student of Annual Assessment Operations Using West Virginia-Owned Test With **Vendor Scoring of All Portions** of the Test

Quote 2: All Inclusive Price Per Student of Annual Assessment Operations Using West Virginia-Owned Test With Vendor Scoring of Listening, Reading and Writing and **Local Scoring of the Speaking Portion** of the Test

Quote 3: All Inclusive Price Per Student of Annual Assessment Operations Using West Virginia-Owned Test for materials that are ordered, printed, and shipped but **Not Scored**

	Cost Per Student	*Estimated Quantity	Total
Vendor Scoring of all Portions	\$ 56.96	X 1250	\$ 71,201.28
Local Scoring of the Speaking (Vendor Scoring of all other portions)	\$ 51.27	X 750	\$ 38,450.72
Materials that are ordered but Not Scored	\$ 43.09	X 50	\$ 2,154.54
Total Quote			\$ 111,806.54

Supplementary Cost Information

MI is including supplementary cost information for three scenarios: 1) The cost for doing the same work under our current contract, 2) The individual costs for activities that are not currently within our contract, and 3) The costs for options proposed by MI.

1. Current Per-Student Costs

If MI and the WVDE continue under the current contract conditions, the basic costs per student are as follows:

Scoring/Delivery Option	Cost Per Student
Vendor scoring of all portions	\$21.74
Local scoring of the Speaking (vendor scoring all other portions)	\$14.65
Materials that are ordered but not scored	\$10.92

2. Additional RFQ Costs

In Section 1, we indicate new or revised activities that are not in MI's current contract. The following table indicates the costs for each activity should the WVDE decide they want MI to include them moving forward.

Task	Cost Per Student
Student Questionnaires	\$3.44
Test Administration Training and Support Materials (in paper form)	\$4.66
3 Regional Administration Training Workshops Annually	\$9.92
20% Second Read	\$0.20
Longitudinal Data Warehouse	\$9.33
School Reports (in paper form)	\$7.67
Subtotal - Additional Tasks	\$35.22

These per-student costs, added to the current per-student cost shown above, produce the cost estimates shown on the WVDE's cost sheet (\$56.95 per student). Thus, the cost estimates on the cost sheet can be reduced by \$35.22 per student or some portion of that amount depending on the number of tasks listed in the table above that the WVDE wishes to reduce or eliminate.

2. Costs for Options

As described in Section 1, MI proposes three cost options which are shown below.

Task	Labor	Total
Local Training for Speaking*	\$3,900	\$3,900.00
TELPA Screeners		\$34.40 (per pack of 10)
Technical Report	\$4,500	\$ 4,500.00

* Cost reflects the development of an enhanced comprehensive webinar for teachers