

Evaluation Criteria

Although cost will not be the determining factor for award, offerors are reminded that as the technical scores become closer in range between proposals, cost may become a more determining factor to achieve best value for the Federal government.

1. **Quality of the technical proposal.** (40 points)

The extent to which the offeror demonstrates expert knowledge of the findings of scientifically based reading research and the application of that research to instructional practice. The extent to which the offeror demonstrates knowledge of and expertise in curriculum evaluation, especially factors and strategies for evaluating program appropriateness and quality. The extent to which the offeror proposes a sound evaluation design and process for identifying and objectively evaluating reading programs that are submitted for review.

2. **Quality of personnel, including key staff, review panelists, consultants and subcontractors.** (30 points)

Qualifications of key staff and review panelists will be evaluated with emphasis on experience and training in relevant content knowledge, technical expertise, and management. The personnel responsible for conducting this work must have the content, technical, and management expertise necessary to complete the tasks delineated in this statement of work. In particular, the panelists responsible for analyzing evidence to determine whether the subject programs are scientifically-based must have expertise--as evidenced by education and experience--in the following areas:

1. scientifically-based reading research, including theory of reading development,
2. instructional design and techniques, and
3. program evaluation.

The Contractor may also supply such expertise through the use of subcontractors and/or consultants. The Partnership for Reading/NIFL must approve all subcontractors and consultants. In addition to these areas, the Project Director's management experience will be evaluated.

3. **Quality of the management and evaluation plan.** (15 points)

A clear, logical and specific management plan, with provisions for identifying and correcting deficiencies, a process for ensuring quality and timeliness of products, and a process for oversight of subcontractors. In addition, the management plan must include a statement describing how the contractor will address organizational and other conflicts of interest for persons who are consultants or who work for organizations with potential conflicts. The management plan must include identification of the key personnel who will work on each task and the amount of time they will spend on the task they are performing. The management plan must also include a plan for controlling costs.

4. **Required corporate experience and capability.** (15 points)

Evidence that the offeror has the experience, structure, and capability to administer a contract of this size, scope, complexity and type based on past performance of comparable work.