



Parents Involved in Education & Learning of Children and Youth Survey II

REQUEST FOR PROPOSAL EVALUATION

September 12, 2012

Proposals Due: SEPTEMBER 24, 2012

Background

Founded in 1953, the PEI Home and School Federation (PEIHSF) is a provincial, community-based organization of volunteers, whose mission is to advocate for the best possible education of children and youth in Prince Edward Island.

For more about the PEI Home and School Federation and its mission, please visit www.edu.pe.ca/peihsf

The PEI Home and School Federation developed a survey in 2008 to determine various aspects to parental involvement in their child's education. The survey summary results are located at: <http://peihsf.ca/>

Research Purpose

The purpose of this document is to outline the components of the Survey Project, particularly the importance of information collection on target population knowledge, attitudes, behavior. The information will influence activities in coming years in the Federation and Local Associations.

Research and Development Components

- **Target Audience:**

Parents of school aged children in Prince Edward Island.

- **Objectives:**

Work with the survey project committee to develop questions on parents' perspectives on how they are involved in their children's education for an on-line survey; monitor on-line activities; determine results and compile survey summary. A paper version of the survey will be discussed.

- **Methodology:**

The information collected through the survey will influence PEIHSF policy, program development, communication tools, and methods as well as provide continual understanding of the target audience.

Budget:

We are looking for a proposal that meets our requirements while considering the budget constraints of a not-for profit organization. Current external funds have been granted by Education and Early Childhood Development for this survey. The contract will be for no more than a 9 month period.

In order to help us understand and evaluate your proposal, please clearly identify costs related to:

- Consulting time and administrative tasks
- Survey tools and execution
- Working with enrollment for population analysis
- Data entry (up to 1000 surveys)
- Data analysis
- Report on findings

Sample Size:

Dependent on enrollment but must represent a provincial representation of parents.

Final Deliverables**Time Frame**

The following outlines the schedule related to this RFP and the overall project.

RFP released:	September 12, 2012
Proposals submitted:	September 24, 2012
Selection:	October 10, 2012
Strategy and plan developed:	November 1, 2012
Focus testing	December 1, 2012
Issue Survey	December 15, 2012
Final Report	March 31, 2013

Proposal Submittal and Review Process

Please submit an electronic copy of your proposal to Shirley S. Jay at peihsf@edu.pe.ca no later than 4 pm on September 24, 2012. Late submissions will not be considered.

Proposals should include:

- An outline of your proposed approach to the project that reflects your understanding of its scope.
- An explanation of why your experience and qualifications are a good fit for the project, specifically with information collection on target audiences.

- A description of sampling frame including anticipated sampling method and limitations.
- A budget and work plan that take into account the timelines outlined below. Please identify costs by component and clearly indicate any pro-bono contributions or charitable discounts.
- Names of at least two individuals who can provide references for you, addressing your ability to complete high quality work on time and on budget.
- Expectation of support required from **the PEI Home and School Federation**.

Proposals will be evaluated on the following criteria:

- The proposed approach to conducting this research
- Related work experience and key qualifications
- Enthusiasm for the assignment
- Price and any pro bono work offered

Please direct any questions related to this proposal to:

Contact information

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