UNITED STATES OF AMERICA

DEPARTMENT OF EDUCATION

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PRE-PROPOSAL CONFERENCE

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DRAFT PWS FOR NATIONAL HOUSEHOLD EDUCATION SURVEYS of 2012

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WEDNESDAY

JANUARY 19, 2011

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The conference met in the Institute of Education Sciences National Center for Education Statistics, Conference Rooms 2 and 3, 8th floor, 1990 K Street, NW, Washington, D.C., Sylvia Reid, Contracting Officer, presiding.

PRESENT

SYLVIA REID, Contracting Officer
HELEN M. CHANG, Small Business Coordinator
SHARON MASCIANA, Contract Specialist
ANDY ZUKERBERG, Senior Research Scientist
MARCELLA COVERSON, OSADBU

MELANIE CARTER, OSADBU

CONTRACTORS PRESENT

DAREN WALTON, Novel Management
MALLICK HUGGEHALLI, Novel Management
PAM WELLS, Decision Information Resources
KRISTEN HEIMDAL, Strategic Research Group
ELAINE CARDENAS, Data Reconstruction Corp
ROGER HOUSE, Axiom Corporation
SETH MUZZY, ICF International
AWKIT BHARDWAJ, McKinley Group
POONAM BHARDWAJ, McKinley Group
E ALDREDGE, REDA International
JERRY WEST, Mathematica
CYNTHIA SIMCO, NORC
DAVID BERCHAM, AMSRQ
S. MALITZ, SEG Measurement
LYNN HALVERSON, The Media Network
SHANNON MORRIS, eImagine
TRACY BARNES, ENTAP
DARCY HERMAN, MacroSys
MARTIN STEIN, M Stein Solutions
BECKY SMERDON, Quill Research Associates
SCOTT ELLIOT, SEG
SARAH JONES, Berkeley Policy Association
NEAL COHEN, American Directions Group
LEONARD BELVEDERE, American Directions Group
JANET POCHE, Juarez Associates

TROY STROTHER, NVI
LARA MILAVICKAS, DRC
SIEG GROODING, RCM
DAVID KIASI, APPL ALTERNATIVE
HALLIE SHILLING, Windwalker Corp
HOWARD FLEISCHMAN, Windwalker Corp
MORRIS R. DAVIS, MDAC

P-R-O-C-E-E-D-I-N-G-S

10:02 a.m.

MS. REID: Okay, We're going to get started. Okay, good morning everybody. Thank you so much for joining us for the National household education survey program preproposal conference. I'm Sylvia Reid and I'm the contracting officer for the program.

And, I'll be introducing the other members of the team right after we do a, you have the logistics. As you know--as you notice, in the FedBizOps announcement, there was a conference was supposed to be from, it's going to be from 10 a.m. until 1 o'clock.

The presentation is probably going to take for a couple hours, it'll be the presentation by the Government team and that is also going to include the presentation and questions and answers, and we want to give you an opportunity for the last 45 minutes or an hour to meet and greet some of the other industry partners for teaming arrangements.

If you notice in the FedBizOps announcement, we said this was a small business set-aside and we encourage teaming unless there is a small business that can do the complete requirement and that would be absolutely wonderful. But if you want to team with other small businesses that's great, or if you want to team with large business that's fine, that's, that's well, just as well.

I want you to make sure that it's very important that if you do team with the large business please make sure you as a small business are required to do 51% of the work, and the 49 can be done by a large, large business. So with that said there my understanding is there, the restrooms are, come out this door, go to the right and follow the signs for the restrooms.

And, I will, will let you know when it's time for a--right after Andy and Sharon does they, the questions and answers for the ones that we already received prior to

this conference we'll go over those and--
Melanie will have index cards so if you have other questions during the presentation just raise your hand and Melanie will get an index card for you, you can jot that down and we'll collect those and we'll answer to the best of our abilities the answers on the questions after the, the presentation.

So this is Andy Zoogerbutt--
Zukerberg, and Andy is the core on the contract on the program, and Andy's going to go over the performance work statement and he will answer and he will also give you a little bit of the background on the program. Sharon Masciana is the contract specialist on the program, and Sharon's also going to give you a little bit of details on the acquisition process for those of you that are not familiar with it.

And then, Helen Chang is our small business coordinator from contracts and acquisition management and we also have

Marcella Coverson and Melanie Carter from the Office of small business and disadvantage business utilization, so that said, Helen.

MS. CHANG: Thank you thank you so so much for coming, We're real excited to have you and We're real excited to have this opportunity for for small businesses. Those of you that have worked here worked with Department programs know that we have been trying for years to increase small business participation here at the Department and our contracting Office has has decided to put more emphasis on on this activity and has asked me to take this on as a new position.

Sometime this month, next month, whatever. I want to make sure that you understand that I am not replacing Marcella and Melanie in the Office of small and disadvantage utilization. Every agency has an Office like that and they are small business specialist and they should be your fist contact, you should know them.

They know what's going on throughout the whole Department and in the small business arena, but I'm additional point of contact in the contracts Office itself. My phone number is (202) 245-6173, and I I'm available also to to talk about small business opportunities at the Department and try to figure out your capabilities and and where you might fit in also to help us meeting our goals.

With that said, like to introduce colleague of mine from the contracts Office, Sharon Masciana. Sharon's going to be the contract specialist on this procurement and you should have her phone number, too.

MS. MASCIANA: Okay, as Sylvia Reid mentioned, I'm a contract specialist, Sharon masciana. And I'm going to go through the acquisition process really briefly for those of you who may not be so familiar with it. Speak up? Can you hear me now? Can you hear me? No? Is it on? Is that thing on?

How's that? Okay. All right, I'll just repeat what I just said. I'm going to go briefly through the acquisition process for those of you who want to get a little background on what that's all about. If you haven't been through the process, this will give you a few pointers. First of all, the acquisition process that we use for all those FAR regulations, Federal acquisition regulations.

In this case, Ed is planning this acquisition as a small business set-aside and we plan to put out an RFP under FedBizOps we'll we'll need to post the pre-solicitation notice for a period of 15 days and then after that we'll post the RFP itself for a period of 30 days. I don't have a date for that just yet, so that's one of your question you'll need to continue to check FedBizOps to see what, at what stage we We're at now.

When you see the RFP you'll need to download the RFP and any other materials that we've posted with it, potential offers, at that point we'll need to read through the RFP itself including the proposal instructions located in section L of the RFP. Offers will also need to note when we plan to get all of your questions together so that we can turn around and and provide and Amendment and then post that on the FedBizOps with the answers to your questions.

Keep in mind that the due da te for proposals is extremely important. We're not allowed to accept late proposals so please note the time and date due for those proposals on that RFP. We recommend that offers submit their proposals if We're going to be asking for both soft copies and hard copies.

Try to get them in ahead of time, not five minutes before their due, on our email. Our email processing just can't handle that, large files take time to go through the outlook servers, and and get to me and to Sylvia, okay. After proposals are received we'll have a technical panel review your proposals using the evaluation criteria which are set forth in section-M of the RFP.

We'll also be reviewing past performance as part of that process. This will be a best value process, since it will be taking your costs into consideration as well. When the reviews are completed generally what the co does is determine who is in the competitive range and those within the competitive range will eventually receive clarification and negotiation questions and we'll give you a deadline for that.

And of course after a contract award is made Ed will post the award notice under FedBizOps in the awards section. Okay. Now I'll turn it over to Andy Zukerberg and he'll be going over the statement of, of, I should say the performance work statement.

MR. ZUKERBERG: Okay, thank you. Can people hear me without the microphone? Is it--a little bit? So, use the mic? Okay. Is this better? Okay. There's also, let me try one--perhaps a little volume control. Okay.

Great. I'd like to welcome everyone to the conference as well. What I'm going to do is not go through the entire statement of work but highlight some of the areas where we think maybe there needs to be a little bit more clarification or our requirements might be a bit unclear.

I'm also going to, I'll start off with a little bit of history of the NHES, the National household education survey. And then I'll talk a bit about our plans for 2012, and overview of the data collection activities, and then some NCS and Department of Education procedures and requirements that you should be aware of in considering in preparing your proposal.

And with that. A bit about the NHES. The National household education survey NHES is one of two main household data collections that the National center for education statistics conducts, the other one being a literacy survey. So the NHES is our primary source of gathering data from households directly about education.

We use it to fill the gaps basically that institutional surveys which is the rest of what our surveys are they start us off, they start with schools, school districts, states, or Government agencies as the frame. This ist he only frame that we have that starts with households as the frame.

So it allows us to collect data on a wide range of topics that we can't get through institutional frames like home schooling, early child care and education, and parent involvement in education, school readiness, and adult education.

For some of these topics, there's just no good frame available of institutions, or wouldn't be an appropriate frame. The other aspect of the design of the NHES it's interesting it allows us to track trends over time so in the past the NHES has been conducted approximately every two to three years.

And it's contains a series of rotating modules. The samples have been nationally representative and we cover birth from grade 12 as well as adults. In the 2012 we won't be surveying adults, but in past surveys we have included adults and had that adult education supplement.

Each Administration has a screener and then as I mentioned two or three what we call topical surveys. These are the modules that we rotate to get information on the specific topics We're interested in that particular year.

We have about 7 different rotating modules. We've conducted the NHES by telephone, since the beginning using RDD and most recently list assisted RDD designs. And interviews are conducted in English and Spanish, and the timing of the NHES is important although it's not a school survey in that We're going to schools, we are asking questions about the child's education and the parent's participation in that education.

One of the questions being for example, how many times, how many meetings at the school the parent has gone to. So it's very important for us to hit the right time each year and the same time and we find that January through Mays work best for us, it's actually interesting during the pilot I'll talk about earlier I did we conducted the pilot in the fall and we could see differences in some of our numbers form changing that time period so We're very sensitive about the time period and it is a hard deadline for us in order to collect the data and be out in the field in may which is when basically the end of the school year we need to be out.

We absolutely have to start in January, so there are some tight constraints there eon the timing it's just by he nature of the questionnaire and the topics we cover. So the redesign itself, in 2008 we awarded a contract to redesign the NHES. The reason for the redesign was that our telephone as you can imagine our RDD telephone rates had plummeted in the 2007 collection.

In addition there were some concerns about the coverage as I mentioned it was a list assisted landline RDD sample so we were missing the cell phone coverage and we did a bias study and we looked at coverage issues in 2007 and we didn't see a lot of issues there but we definitely saw a concern for, the, going forward with that design.

So the time, decision was made to look at redesigning the study. We let a contract in 2008, the contract has 2 phases. The first was a small pilot test to test out the new methodology that was conducted in 2009. The second phase what we call the field test just started in January and of 2011 so it just we just mailed out about a week ago.

The final design will be guided by results from that 2011 field test and so one of the things that you probably noticed in the statement of work is that we have a lot of options in there. Those options are things that were actually testing right now in 2011 and we'll have a pretty good idea bout which of those are the most, give us the most effective design by the time the contracts awarded, but or shortly after the contracts are awarded for some of them.

But anyways so we we built them in as options for now to allow us the flexibility to figure out what is the best design during this field test and to really use that to base the design for 2012 on. So, as I mentioned data collections beginning for the NHES in January of 2012 and end sin may of 2012.

It's a two phase design so the design that we've worked out that we tested in the 2009 pilot and that We're refining now in 2011 is essentially a two phase and potentially two mode design. We mailed to households first to screen the households for the presences of an eligible child, and I think some questions came up on this.

Based on the ACS data we expect about 25% of households should have a child within the NHES age range, and then with although that's the percent we would expect from the external data in our 2009 pilot we saw about 30 31% of households reporting a child, and I'll talk a little bit more about that later.

And then it so it's two phases, we screen the household we find and eligible child eligible children in the household we then do within household sampling and then we mail out a topical data collection topical questionnaire.

The followup or the second mode is telephone if we don't receive achieve our response rate goals my bail we go back to the household with telephone non-response followup. That's listed again as an option in the contract or in the RFP in part because it was not very effective in 2009 we want to see how it plays out in 2011 before committing to that mode.

So the data collection itself as I mentioned households will be screened for eligible children, we';re be fielding three topical surveys by mail in the 2012 the first is the early childhood program participation survey which as is mentioned targets children from birth through age six and not in kindergarten not yet starting kindergarten.

The second survey is called the parent family involvement in education and this is the one that focuses on the parent's involvement in the child's education. This targets children age six through 20 and in kindergarten through 12th grade. And then also includes we say that it's in the past on the on the telephone it was two question we only had two questionnaires but for for the mail when we did the redesign we found that it was necessary to break out the home schooling component form the enrolled in a traditional school component of the parent family involvement in education so we actually have a third survey under that which is the home schooling questionnaire but it's really a subset of items from the PFI and then some items that are specific to home schooling situations.

We have Spanish versions of all instruments that we'll that will need to be offered and I also have a note on here about a bilingual questionnaire, We're right now testing at the screener level a screener that's entirely in Spanish and a bilingual screener and I brought some samples of the questionnaires up here for you to look at. I know we should have plenty of time after the conference to walk around and meet and greet and also you can take a look at some of the questionnaires and materials.

We've also included the materials in the in the statement of work I believe they were appendices in the statement of work. The surveys have already been designed but may need some slight updating so we'll definitely need some obvious updates like changing dates changing the OMB number but there's also the potential to need to update some of the content as well.

WE'RE estimating less than 10% of the items would actually need to be updated and that's just on the topicals. The screeners we don't expect to have to do any any changes to the content there will of course be the updating of dates and OMB numbers things like that, but those should be relatively static.

SO in terms of the design of the NHES we are we have switched now from an RDD to an addressed base sample design. We're sampling at ABSOLUTELY-S sampling of course is drawing a sample of addressees from a nearly universal listing of all addresses in the

United States all residential mail delivery locations and the frames should be based on the most recent delivery sequence file and the contractor will need to provide a plan that details how they'll handle the various issues of working with an ABS sample so it's important that you had experience with and have an understanding of the ABS frames because their unique characteristics of those frames that differ from and RDD frame in terms of how addresses are categorized and how to handle certain types of categories such as throwbacks vacant units P.O. boxes, and also that's at the sampling level and of course there are issues when you're in data collection like postmaster returns and on the other issues that come back and dealing with a mail survey.

I also we mentioned that a phone match will be required for the telephone non-response followup so the frame that you choose for the address based sample it will be important that it matches to a foreign number frame as well that can be matched.

Okay. So in terms of the sampling itself obviously there's a final sample needs to be nationally representative of our two target populations as I mentioned before that's children 0 to 6 and not in kindergarten and children grades K through 12. And one of the things that I think can be somewhat confusing about the NHES is that although we interview adults We're interviewing them about their children and they're the population that We're generalizing to is the children so We're sampling and We're drawing our sample of children We're interviewing adults but when we talk about the population and when we write our reports We're writing about the parent's reports about their child.

So We're really focused on the child both in our sampling and in how we we talk about the data. On over sampling will likely be require to ensure adequate representation of minority populations and and for analysis let's see the contractor will need to develop a plan for within household sampling so that within household sampling's really critical and when I get into a couple more slides about the data collection we'll talk about the need to quickly do the sampling and turn around the next questionnaire within the household.

So we estimated a starting sample of approximately 198000 households will be necessary to get us to the final sample that we need and that's again working back from the the fact that only about 30 to 35% of household have an eligible child so right there about 70% of the households We're screening won't fit in for the next stage.

And then also to get to the levels of precision that we want for the for the analysis. And again as it notes here you know, We're open to alternate suggestions of sample size jut make sure that its backed up by an adequate look at what our past response rates have been and eligibility rates that sort of thing and and at least for the purposes of bidding like the 198 in mind as well.

Okay. The initial screener for the screening data collection will contain the first melon will contain an incentive right now We're testing a 2 dollar versus a 5 dollar incentive we used a 2 dollar incentive for the pilot and that twas reasonably successful but we'd like to get our response rate up a little bit so We're testing out a 5 dollar its cash incentive right now in that initial mailing.

Obviously with cash this being a cash contain incentive you'll need to have good security procedures in place for handling the cash incentives both with the email out and I think sometimes people forget about the return that if PMRS come back with the cash in them there need to be procedures when the envelopes are opened to also make sure that the money makes it back to our accounts.

We also may include a magnet We're testing a small magnet with the Department of education logo on it in the testing in the current field test and depending on how that works out we would incorporate potentially incorporate that into the mailing the initial mailing as well.

We're also testing a prenotice letter prior to the initial screener mailing rate now and again depending on how that works out we will that's an option in the the drasting of work that we may consider ordering if if it is successful in boosting our response rates.

This is a example of the screener we';ve actually tested two screeners we tested three different screeners in 2009 We're testing two screeners now in 2011. This is what we call and I think refer to in the statement of work as the screen out screener. In essence it asks the household if there's anyone 20 years old or younger in the household if there's not there respondent's asked to just Mark the box and mail the questionnaire back to us.

If there is we enumerate all the children under 20 and under in the household and we we pull the key characteristics for sampling at that time. WE'RE starting with a couple things within here for example, asking name and not asking name we we ask name of everyone in 2009 we saw some interesting things happen around collecting the child's name so We're exploring now whether we can do the survey without collecting the child's name at the screener level so that's one thing that we'll be determining later.

But we have versions of both made up so again we just be updating whichever version we go forward with. The I think that's probably the most interesting characteristics about this one. The other screener that We're testing is designed to look more like a survey it's sometimes referred to as the engaging screener and it asks a series of questions about the household or at the applicable not just to k through 12 but I think there's we sometimes find that there's a that respondents think that the surveys are surveys because We're the Department of of education or only relevant to K-12 people who families with K through 12 students.

SO to try to get around that a little bit we've designed that survey that has general adult general questions about education and asks some adult education questions as well just to try to indicate to households that hey this this is your we need your answers as well. And then it goes into he household screener because for this we actually do just need k through 12 but it's possible that in later years as we cycle through again that we would bring back our adult education component and need all households to report. SO We're trying to design this in such a way that it works not just now but in the future as well.

SO we've been testing the other version and I'll talk about an option that we have for that one in a slide or two. Okay non-response followup in the screener. So we'll mail up to three screener questionnaires and I mentioned the possibility of the prenotice letter we'll do a reminder postcard third questionnaire mailing we'll use FedEx or priority mail We're experimenting with both right now.

And and depending on the outcome we'll pick one of the two methods for the third mailing. All packages will include a cover letter questionnaire and prepaid return envelope and I have examples of mailing packages that I mention here you won't receive a lookout but this is in essence would be a screener package looks like and so it has our compartment of ed logo both here and and light font and then here is the return address.

And then cover letter here and the

questionnaire itself. And prepaid return envelope so these are all pure if you want to take a look later. And then as I mentioned there's a telephone non-response option that maybe utilized. For the topical let me just flip ahead and just show some examples of the topical. These are this is a little bit of a choppy thing there were received some questions about the variable printing that we asked for so I'll walk through that on here as well.

But this is one of our topical surveys, this is the parent family involvement in education these boxes are mine but this is the cover page and then this is the example of the first page and what we do is we take information from the screener and print it onto the topical to tell the household which child to report on this is especially important in households with more than one child where we've sampled one for them to report it out so we need to do data information to the respondent so what we do is we print this questionnaire these questionnaires should be filled in by a parent guardian who knows about and then if We're using names we do continue to collet name say johnny you know, your six year old who's in kindergarten now and and that would go here and would also go under the first question.

The way that we handled this in 2009 was actually we had a little bit different set up where there was a mailer a perforated runner across the topical of the cover pages and we overprinted so all the questionnaires were printed at once and then we overprinted the child specific information on there.

What we gone for in 2011 is just printing directly onto the form that information and we cover page what we also like to do is to be able to print some of the items so we ask an item we need to verify that we've got the right child and the right grade range the right grade for the child. In cases where we don't have for example, the child's grade on file we would need to collect that grade if the parent didn't' report it at the screener we would need to collect that here so we'd like to be able to change some of the questions to be customized based on how much information we collected in the screener or the information that we have on the screener.

And what we do with that from a printing perspective is not such a problem what We're understanding is that it can be on the data entry side if you're scanning and you got it in set up for each of the possible combinations of the files so that's something to consider as you're thinking through the printing approach we know that it's fairly easy to print custom text but on the data capture side that you can also do that without a problem, something to consider.

And so that covers a bit about the topical let me just back up. Again we'll mail up to three topical questionnaires the first mailing right now is a little bit more complicated. What we found un 2009 was we learned that some respondents we used the same mailing package outgoing envelope as we had used for the screener because this is a two phase design what we found is that some respondents thought that our first topical mailing was us just mailing them the screener again maybe we didn't' get it it got crossed in the mail.

And they tossed out our first topical mailing so in 2011 We're experimenting with a number of different approaches for that topical mailing We're experimenting with an alternate design of the outgoing envelope We're experimenting with using priority mail and FedEx well priority mail I think special delivery for the first mailing of the topical questionnaire again to set it apart from what they already did.

And we've changed the wording on

the envelope to indicate you know, we've basically we've got your earlier questionnaire this is the next step. I I think we over put the envelopes I mean like this is the final step or thank you for your help this is the last step. That wording will upload the envelope that We're using with the dressing of work that in essence We're trying to distinguish the first phase form the second phase in the respondents mind because we know although we tell them in the screener survey that they may be eligible for a second survey we know that people don't read that and don't' attend to it in the second survey come sit could be opened by someone else so we need to make a bit of a distinction there and show that this is a separate task that we already received the first task the households already participated.

So again We're experimenting with a number of things they're all laid out as options right now, in the statement of work and I think as we get closer or just after award we should have the better sense of which ones working the best and how how we want to go forward in 2012.

Again all packages include a cover letter questionnaire and prepaid return envelope and again we have the option of a telephone non-response followup. Another area where we'll need some custom printing and this also effects the telephone non-response followup is that on the last page of the parent family involvement in education we collect the name of the school that the child currently attends and the way that we do that is we take a list of schools from what's called the CCD or the common curve data it's a list that the Department produces of all public schools in the us and the private school survey or PSS which is a list of all private schools in the U.S.

We pool from those lists and print onto the questionnaire the schools that are likely to be in that child's neighborhood based on the zip code so we'll need to be able to print that on there and then we have a box to collect if we haven't hit the school that they're at we have a box for them to Mark and then provide that information.

This is also important in the data file side because we'll need to we then merge based on whatever school they've select ed we merge da ta about that school from the CCD or PSS onto our our restricted use data file so we use we do capture this information for a reason and use it and its important to give the respondent accurate choices to that again require merging data files in with your printing.

Okay. Some thing so just think about in terms of the volume were starting with 198000 cases I mentioned over the three waves of the mailing we can expect potentially as many as 472000 screeners to be mailed across the three topical waves approximately

86000 questionnaires could be mailed you know, in an ideal world everybody would respond to the first mailing and it would just be the 198 and the and the 80 or so or the 40000 or so that We're mailing of the topical but we don't' expect that to happen based on what we've seen in the pilot these are about the numbers in term so overall volume that we think We're looking at.

So we would like to see and hear from you in terms of experience and demonstrated experience in managing mailing operations of this size and complexity also quality control is really critical. It's we can't have a questionnaire and a cover letter mismatched in an envelope that's considered a privacy breach and it would be a reportable one which is a road that none of us I think want to go down.

So QC is important at all stages in the data collection but especially here in the outgoing mail and as well in how the questionnaires are handled when they come back. Okay. Some of the other options I mentioned the the screener switch or I mentioned that we had the two versions of the screeners one of the things that We're testing now is to see if if the screeners we under we saw in 2009 when we tested three different screeners we saw some very interesting differences in who responded to the different screeners that we offered.

And so what We're thinking now is that it's possible that by switching the screeners after the first mailing we may be able to pull in some people who wouldn't respond to the initial one currently in 2011 We're testing that sw2itch between the two screeners and if it's successful it could be something that we implement in 2012 so you would in essence be sending a household on screener at the first mailing and then a different version for the screener at the second mailing again there's some evidence that changing the stimuli can impact the response so We're looking into that and depending on how that works out that's something we would need to do but again there's some management complexity in that in knowing the versions that We're sending and and being able to flip those for the second mailing.

I mentioned before the prenotice letter and We're testing a variety of topical context strategies (?!?!?) Which again I mention I mention some of those but I'll one of the ones I didn't is We're testing differing incentive levels in the 2009 pilot we tested 0 intolerant incentive with the topical the five dollar ten and fifteen or five dollar and five ten and fifteen dollar incentive.

We saw some evidence that perhaps we hadn't reached the threshold where we could maximize our response so We're testing a 20 dollar incentive right now with the topicals as well as those other levels to see if we can't boost our response rate at the topical at the and depending on that outcome we'll probably vary the incentive level for 2012.

Telephone non-response followup so as I mentioned the telephone underperformed the mail in the 2009 pilot. We used the way that the 2009 pilot was structured we started after the first mailing we started pulling cases off and sending them to early phone followup. What we've seen out in the field is that a lot of people who are using addressed based samples are still pushing respondents to phone to try to take advantage of caddy and the speed to using a phone data collection.

What we found is that staying in mail actually boosted our response rates over moving to phone so as a result We're looking at telephone now just as a strictly a non-response followup mode after the third mailing.

If the option is exercised

obviously we'd be looking for most cost effective implementation and which is to say that We're pretty open in terms of how you handle it and and and what how we'd like to see a more simplified or simplified programming in terms of the caddy so that gets that out there faster and is flexible for change if there are changes.

Screener and topical are totally separate events another thing that we found in 2009 because our screener was only about 2 minutes or less for 70% of the households again remembering that 30 only 30 to 35% of households have an eligible child, for 70% of the households it's really just one question, do you have anyone under the age of 20 in your household.

But having it as one instrument that then rolls into the topical our interview length is much longer we have to tell the respondent that the interview could take ten twenty to twenty-five minutes but then 70% of the households it's really a two minute event. So what we've found is an test testing now is the impact of separating out the screener event from the topical so just attempting to collect the screeners as screener non response and then mailing them a topical questionnaire and then do a separate topical telephone non-response followup.

So that means that your system it needs to be a distinct event as well or or capable of being distinct events the control system needs to be able to move cases back and forth between modes so it's not uncommon when you reach a respondent on the phone for them to say well just mail me a questionnaire I don't I don't do this over the phone you need to mail me something.

That means that you case management system that case needs topical go back to phone needs to go back to mail you need to put a hold on it and I talk about this in a few more slides what we think that its important that you be able to control these cases and move them automatically between modes.

Again interviews are conducted in English and Spanish when the telephone I think there's been a question about this in the past five percent of our screener interviews a little under 5% of our screener interviews were conducted in Spanish for the for the mail mode though the 5% number's a little deceiving.

Right now what We're doing in the pilots is targeting what are called linguistically isolated areas but those are areas census areas that have high language minority populations in them basically high incidence of households where no adults in the household speak a language speak English well. And so based on that definition we';re targeting our mailings at bilingual questionnaires so it's possible that you'll be mailing out more than 5% of instruments in

Spanish to collect that.

We're also looking at targeting Spanish households in the General population as well in the non the non linguistically isolated areas. So we'll have more results of that again after the field test but but again in terms of thinking through the numbers and how many bilinguals there will be we've had 5 we'd expect 5% to be completed in Spanish but we'd expect more than that need to be mailed out in Spanish to get to that number.

Another thing to keep in mind in the telephone portion is that all cases will be treated as refused to conversion at this point they've not responded to three they've not responded to three mailings from us so in some ways when you call them when they've been attending to the mailings and throwing them away consciously in in some ways that initial call is a refusal conversion call so we ask in that draft statement of work for you to provide information on the number of experienced interviewers you have or that you would be able to you plan to staff the project with we think that it's important to have experienced staff who are used to doing refusal conversation at the very beginning of this project because it's really not it's not a traditional RDD call where some households are going to cooperate it's the first time you've contacted them this is really your fourth contact with the household.

We'd also like to hear more about your overall response rates from past National studies that you've conducted again just to give us a measure of how how your phone staff operates.

Some telephone some additional telephone considerations approximately 32000 screener non-response cases We're anticipating based on our 2009 results that we'll hit about 32000 we'll have about 32000 cases coming to phone. And there's roughly a five week period to work those cases before the topicals start coming in so the topical non-response so again it's it's a a large workload and and you need to be sure that you're prepared to handle that kind of an up and down about 7000 topical non-response cases would follow a few weeks after that.

Mention that, a topical instrument on one other thing to think about in the topical instrument as I mentioned we do load information from the screener into the topical so it will be loading both the child's information into the into the topical telephone interview so that the interviewer can hone in on the child that we've selected.

And then we'll also be loading that school lookup table in so the interviewer can ask about schools in the neighborhood or at least code a school in the neighborhood when the respondent gives the name of the school that the child attends. And again here we'd like to see demonstration in the response of experience managing a telephone operation of this scale and complexity and especially within the NHES schedule we do have a tight schedule as I mentioned at the outset it's really constrained by he school year so we don't have the ability to slip on the on the closeout side and and really because other holidays and everything else we can't start earlier so we are constrained and we'd like to see that you're able to work within that kind of a time lane and have the resources available to do this in that that time period.

Okay. There's also at ask for telephone number look up this is again because We're starting with an address based sample as opposed to an RDD sample there will be cases where we don't have where your vendor is not able to match a phone number and you may need to go to databases to do lookups. One thing that we want to remind you to consider is that whatever the various NCS data security standards apply to the contractors database that you're looking up names in so we you need to have a contractual arrangement in place with that contractor that holds them up to the same standards for data security that you're held up to and meets things like not updating and in the past some vendors sometimes use credit reporting files things like that which are updated with the information from that you put in for the search we that doesn't fit with our policies.

SO things like that are things to be aware of as your';e thinking about how you will handle the telephone number lookup and again as I mentioned the data protection contract needs to be in place between the contractor and and whoever's doing that matching or whatever database you're using for that matching.

Okay. In terms of the data collection another thing to consider is these timelines and that the screeners have to be QC'ed and entered however whichever mechanism you're proposing to enter the questionnaires to enter the data into a machinery to format needs to be done quickly to prepare for the topical mailing.

What we've, there's a couple things let me back up. The names if We're colleting names what we found in the 2009 pilot was that we needed to do an automated review of the names as well as a manual review to identify appropriate name so print on the topical. We collected nicknames, we collected other names some of the other things that we collected may have been a child's nickname but there are certainly things that the Government would not feel printing onto a form that was being mailed out.

SO it's in really important that there be a QC step if we do end up deciding that a name works collecting the name works best for the to--for the next phase it's very important that you have procedures in place to check the names as they're coming in on the screener and after sampling is done and make sure that they're appropriate names for printing on the questionnaires.

The next thing that's important to keep in mind is that what we've learned in 2009 is that it seems to be the sweet spot for mailing the topical is two weeks after we received the screener but less but no more than three weeks so in essence you've got about 21 days to process the screener that have come in sample the child prepare the print file for the topical or or whatever mechanism you're proposing for printing the topical but print it label it get the cover letter and the package out the door.

That's, that's a tight time frame when you think bout the volume that's coming in from out the first mailing 198000 mailed out and a good percent of those coming back in the first couple weeks. But again we've got we found that three weeks seems to work two to three weeks and so that's what We're aiming for.

We're also because this is the first time We're collecting this data in a production setting and generally we anticipate is we've proposed this in the option there will be various experiments and NCS in general is interesting in having metrics of how our data collections are working so we can continually improve them. It's very important that your systems be able to collect and report metadata on all aspects of the study.

By metadata what We're looking for is data that will help us evaluate the effectiveness of the collection strategies and modes and the case management systems. We're looking for things like the date the questionnaire was mailed, the date it was received at the contractor, the questionnaire wave that it was.

We want to see if for example, respondents we got back more wave one questionnaires after wave two waves being the mailing first wave one being the initial questionnaire mailing wave two being the first non-response mailing, wave three being the second non-response mailing.

We want to see which version o the mailing the contractor or the respondent responded to for example, we want maintenance of call logs when respondents call in to ask questions so that we can improve our training materials for the future or our contact materials if we see a certain question coming up a lot.

We want to obviously we need to keep track of postmaster returns as we compute response rates and if we go into telephone then case status information becomes very important call attempts and outcome codes and we do want you to track and keep those and so that's something to keep in mind in terms of how your systems operate and whether you'd be able to whether you're able to persist that information with the case.

And then in terms of the followup

preparation again we're tracking metadata we want to flag all the variables that are edited or imputed we want to know at what rate the autocoding worked or didn't work the number of miss skip patterns we really do like to look at the data on how the survey is working so that we can make improvements for the next time as a result its its important that your systems be able to track those types of things.

I talked earlier a bit about the data entry, I do want to talk a little bit more in that we know because of the volume of the mailing that various systems may be proposed for moving the data from the questionnaire into the into a a a file into a electronic format. It's very important that whatever system you choose be accurate we are collecting numbers, We're collecting counts of thing we want to make sure those counts are being accurately reported.

If scanning is being used for

example, we like to see some evidence that this system does accurately pick up this this scanned numbers or an alternate proposal for how to handle numeric and letter data if you go the scanning route versus a keying route. If you're going a keying route you know, we want to see some evidence that there's validation of the keying.

Those are probably the biggest things again because quality control is very important to is and you'll see you should see throughout this presentation that we are very focused on the quality for the data that we collected and produce and obviously getting it into that machinery able format is the first step in maintaining that quality.

So that's that's very important in something to consider and and discuss in your RFP. Let's see. The other aspect that's important again is this ability to check in and process large quantities of questionnaires that are coming back in waves so we really do expect uneven work flows where we'll have an initial very large response to the first mailing a bit of a drop down another bit of a drop after the second mailing and another drop after the third mailing and then a big tapering off and then maybe a little bit of a bounce we've seen when telephone non-response followup starts it serves in some ways as a reminder of people and they say oh well let me just get the questionnaire in the mail so they'll stop bothering me so we get a bit of a a little bit of a bounce there so again you know, in terms of thinking about resources we want to know that you have the ability to handle and staff that this way this sort of this sort of a return with in a way that keeps the backlog to a minimum because we are really targeting that three week for the topical mailing.

Let's see. Again, data entry approach and ability to process these quantities of questionnaires. And then ability to track and control the individual formats for the printing stage to our cogent because there is so much volume of paper it's helpful if you have automated systems that move the questionnaire to the various processes that you're using them through all the way to final storage.

So that we know that the so that we can find a questionnaire if we need to look it up on it's not uncommon when we get a data file to have questions about a particular case and to need to go back to the original questionnaire to find that case so being able to track these things and see where they are is helpful and again from check in to processing allows us to know if there's a backlog and be able to manage around that backlog.

Again the case control systems this is just a little bit more I think ti emphasize the importance of having a good on medicate control system it is a short data collection we know when we think about what we're doing two phases and potentially two modes its important that you have something in place that can manage this type of complexity and we also think that it's useful while we request weekly reports we also think it's useful the project manager has daily access to the performance of the sample especially the film mode to ensure that the phone center for example, enough hours are being put on the phone calls that the screener level to clear out the workload before the topical wave hits. Things like that so it's important that within your own house that you have the, the ability to track these things at a very close granular level.

Although we won't necessarily be tracking at that level. Let's see, again I think I talked about this example earlier but if a request comes in for an additional paper questionnaire from the respondent you need to generate a new mailing package put the put the call the telephone portion on hold for a couple weeks to allow the respondent a chance to get the questionnaire and send it back before we start calling again.

And so again we think an automated system is best suited to that and then as noted in the draft statement of work we have some options for additional mailings, if we find that we're not hitting our response rate targets on the three mailings that we have it's possible and we have some options in there for doing some non-response conversation or refusal conversion mailings that may include some additional incentives and other things so again your system needs to be flexible enough to load in new mailings at a late date you know, while we're in the field and track them.

So the end product talk a little bit now about the post data collection activities we end with two separate data files one for the ECPP the early childhood program participation and one for the PFI and then within those we have a restricted use version and a public use version.

The public use version goes through a data review Board which I'll talk about in a little bit the restricted use file is for people who apply for to NCS for a license to have access to that data and it includes additional variables that while still protecting the identity of respondents gives a bit more data on the respondent for example, the school that they attended and data about the school that the child attended.

The contractor be responsible for drafting and implementing specifications at impute the data to should have experience at email survey data is is very difference process than telephone survey data. WE do 100% imputation of missing and outer range values, we utilize hot deck procedures where we have in the past so again a demonstrated experience with hot deck imputation of the useful.

We don't' allow any unreadable fields or unmalleable characters. All valid skips need to be cleared and not not imputed and can be distinguished from valid zeros and nonzero data. Phones are checked for internal consistency and tables are run and reviewed this is in essence what what a data falls should look like before it comes to us for review.

And duplicate responses are reconciled so it is possible in a mail situation to have two questionnaires come back from the same household, two mail questionnaires or three it's also possible to have a phone questionnaire and a mail questionnaire from the same household and so we need to have procedures in place to reconcile those types of things. And so that should all be done before the data files are released to us.

WE also have composite and classification variables that are created independent from files these are basically variables that are created from external sources or by taking an index of information that we've collected on the data file. There's usually about 20 to 30 of those they're explained in considerably more detail in the statement of work but you can also find examples of ones that have been created before in our past users manuals if you go to the website and I think there are links in the in the statement of work to those manuals on the website.

Again it's very important that the variables be consistent with past NHES studies and and I should say that although we've changed the mode and it's required us to reword some of the items our aim is to maintain the trend lines as b establish we can we understand that it's not a complete maintenance of the trend lines we've we've obviously We're rewording the questions we've changed the mode so these factors but we see this as the start of a new set of trend lines but also something that researches should be able to look at how these items were answered in the past and make judgments about whether it is a use whether the trend line has continued or not.

So as a result of that it's important that how ewe handle the data in the data files be as consistent as possible as how it was handled before so for example, in the creation of these composite variables in the editing and imputation that we're consistent with our past policies and procedures.

Okay so as I mentioned there's preparation for the data review Board or disclosure review Board that requires preparation for a data analysis plan disclosure analysis plan which in essence talks about how the data will be protected from disclosure and that can be things like topcoding, perturbing the data, and other disclosure avoidance techniques but again we want to be consistent with how we've done this in the past.

We also weight to ACS and census and we're creating those person level weights we do raking to population totals for the standard errors we report our standard because of the complex sample design we use or have used in the past jackknifed methods and psu and strata variables for Taylor series various estimates. We also compute and document the design effects for certain key variables so that researchers who aren't going to use some of the other techniques can still compute the complex of standard errors.

And our goal is to release the data files within eight months of data collection so that's eight months from the closeout of data collection to the release of the public use data file. We recognize that that's a relatively tight timelines and again that's where we want to see some expertise and experience in getting things out the door.

In terms of the data field we create SASS, SPSS, and STATA versions. We upload the files to something called EDAT, in the past we had an electronic codebook and I think the wording maybe a bit unclear in the statement of work here because we're know moving to this EDAT system which is a web-based tool that the center's created but in essence the input is the same it's a data file that we can upload into the system so that researchers can come to our website and select the variables that they want to use and download them and do their analysis and you know, and download the code necessary to run them in sass or STATA or SPSS.

WE also produce codebooks that include a listing of each variable it's values labels and unweighted and weighted frequencies and the users manual as I mentioned and we do one for the PFI one for the ECPP and one for the restricted use data sets.

And those manuals if you haven't

had experience with the NCS manuals before they're they're it's a great deal of documentation and in some ways they go beyond just documenting what was done but they also explain some of the survey methodological techniques that were used to help users really understand the data set that they're working with and how it came to be so there are more detailed than I think I've seen from some agencies and that's worth bearing in mind and again there examples off on the website.

Another aspect to consider is the NHES the NCS review process. As I mentioned we thoroughly document the data sets we have fully documented sampling plan weighting plan the added specifications are all in there the quality control procedures will all be in there and documented. There will need to be a a bias analysis looking at a non-response as most of you probably know it will be sets in 80% goal for response rates to surveys and sort of thought below that need to do some sort of bias analysis a non-response bias analysis we while we'd love to see it go over 80% because of the two phase design and past experience we expect to be below that so We're anticipating that we will need the bias analysis and that is in there as an as an item.

It's important to accurately document response rates and case outcome codes again because we report that as part of our data set the documentation. It's also worth bearing in mind what we view as the draft it should be a complete product of high quality before it comes to us it should be fully formatted and free of grammatical and typographical errors, and we expect really only minor revisions needed for draft to become final so again in your planning and scheduling it's worth bearing that in mind that our expectations of what a draft is are relatively high.

And all reports must adhered to

our guidelines for stalling content those are included there are links to those in the draft statement of work and a draft will not be considered acceptable if it doesn't meet these guidelines.

In terms of thinking through the time line we do have an extensive review process for publications these are for external publications and there is a requirement in the statement of work one of the tasks has some external publications going in it in addition to the users manuals so it would be a review by the core and that usually takes about we usually allow two weeks for that a management review is about three weeks, a senior management review and technical review which have been concurrently is about six weeks commissioner's review is 4 weeks and then an IES review is six weeks.

So this is a relatively lengthy review process and again you want to bear that tin mind as you're thinking through your schedule and the cost obviously there can be request for changes that may be outside the sort of grammatical and typographical errors but there my be requests for additional analysis or other changes at any one of these steps so you need to build in back and forth time for that as well as the time for the review.

So then just some additional security considerations because data security is very important to us and there is accreditation and other processes that that any systems will have to go through and we'll talk about those in the next few slides and give you some links to resources for thinking through that but again you know, we could have as many as 250,000 questionnaire come paper questionnaires come back that you need to have the facilities to securely store as well as being able to store up you know, the up to half a million in the outgoing side before they go out on the pay of how you handle the printing.

The sample information as well as questionnaire is considered PII or personally identifiable information. There are obviously Federal guidelines on how that information is handled and attempts need to be made to minimize the number of subcontractors who need access to that information. Again its something to think through in terms of how you might handle printing telephone work and the the partnerships that you made.

Everyone who's going to have access to the PII will need to follow the same requirements as the prime contractor and this includes background investigations and information systems certification and accreditation. SO again if you if you have subs or key staff who aren't willing to undergo a background investigation or can't go through one that's something to bear in mind as you're thinking about your proposal or if your subcontractors do or somebody that you're thinking of partnering with.

Additional considerations again if you use an outside vendor for the sample frame we have some procedures there that additional cases need to be drawn so the vendor doesn't know who the final sample is. We do take create steps at all stages of the data collection to protect the identity of the rural respondents so again this is you know, another example of a consideration that we draw a larger sample than we actually need and then subsample within that so that the vendor who shows the sample doesn't know exactly who is in our final corral.

We you'll need to produce a data security plan and this is a one of the tasks or part of one of the tasks in there, this is where you identify all the processes where PII is collected handled and transferred both within your organization and with any subcontractors or partners.

You'll need to explain how the PII

will be protected during all the phases of the collection including the handling and transfer within your staff and information systems as well as those of any of your subcontractors or partners in this I alluded to this a little bit in terms of just thinking through like if you're using a database to search for phone numbers these are things apply to that as well.

So the contractor and any subcontractors will need to go through certification and accreditation process for the computer systems. And receive that authority to operate or ATO before data collection can begin so there's a fair amount I'll talk in the next slide about the time line for this that that has to be done before and in place well before January when data collection starts.

There's extensive documentation required for that C&A process as well as onsite visits to inspect your facilities and equipment and you should allow three months from submission of the complete paperwork to receiving the ATO. If you've had if you've had a C&A before and received ATOS before from the Government that can certainly speed the process up.

In terms of thinking about your systems capacity to meet these requirements and and to document them, these, and these are all in the statement of work as well, but here are some things that you should be familiar with. I won't read through all these they're in there but again it's a good list to make sure that you're familiar with that you're familiar with and can be in compliance with.

When thinking about whether your systems will meet the ATO will meet the requirements for an ATO. So the process itself as I mentioned can take up to three months, There's the creation of the documents conducting security assessments and scanning final reviews and then accreditation of the system and again we say about three three months or so from the time your paperwork's submitted to receiving the final documentation.

So in terms of thinking through the timing of the project as a whole because again this is an important constraint for us the only thing to consider is that there's many complex documents that we'll need to be produced right after the contract's awarded to meet the scheduled dates. The C&A documents that I just mentioned the data security plan, that I talked about a few minutes ago, updating the cover letters and questionnaires preparing the sampling plan the project schedule and the OMB package are all due roughly around the same time so again in terms of thinking through the resources that you have available to do this and the timing it's a consideration to make as you as you're preparing your RFP and thinking through your partners or or whether this is something you can do in house.

And again our goal is to release the data within eight months of data collection. So I think that's that's you take questions and understand there are questions.

MS. REID: Just wanted to make sure that everybody understands that once this conference is over in a few days we will close out the Andy's slides all the questions, all the answers and a list of all the Companies that attended the conference on FedBizOps.

MR. ZUKERBERG: Okay. Yes and if you haven't if you could leave a business card up here that would be great s well, thank you. So this first question actually looks like it's one maybe for Sylvia or Sharon and it looks like there's two versions of it, let me see, you don't think that small business prime must be 51% of the work how does that calculate the 51%. If if so if it looks like so will 51% of labor or does it include other costs such as mortgage two printing maybe or distribute am I close in that AAR?

PARTICIPANT: I guess is it just on labor or are you including things like incentives postage the total value.

MR. ZUKERBERG: Postage, okay.

PARTICIPANT: Labor. Labor.

MR. ZUKERBERG: Okay. And then the next one is does small business need to have 51% of the work or can more than one small business together account for 51% or more of the work with the Companies accounting for 51% by themselves with no Companies accounting for 51% by themselves so example two small businesses that total up to 55% of the work and then a large business for 45.

PARTICIPANT: Okay. That's--that's almost like if you're going to have a prime, so you're going to have you're going to have to decide who's the prime, so the prime will have to have the 51% of the work because if you have two you're going to have somebody's going to have to be a subcontractor so the prime should have 51% of labor.

MR. ZUKERBERG: Okay there are two questions here--

MS. REID: Let me, let me explain--okay. Like I was saying, if you have two small businesses and there is no large businesses then you're okay, that's, 100% is small business. If you have--one's prime and one sub, then you're okay. But, problem come sin if you have two small businesses and then a large is dealing with.

MR. ZUKERBERG: Is doing more, okay, so there's two small business and they're both together account for account for say 55% or 60%--

MS. REID: One has the be prime, the 51%, and the other one has to be 1%.

MR. ZUKERBERG: I see. Okay. There are two questions about copies of the presentation. Yes, we will post it up either to the FedBizOps or we'll include as a link in the statement of work when the final statement of work goes out, and we'll also have ea transcription of today's meeting as well that we'll post with it.

And will there be a request for capability statements before the release of the RFP, will only some firms be invited to submit proposals?

MS. REID: And then it goes straight to RFP. Because of Andy's time line.

MR. ZUKERBERG: And then the next question is, when will the field test 2011 findings be available, when will final, let me take a step--the field test findings will be coming on a full basis as I mentioned we started to mail out in January. We'll be receiving weekly reports form the contractor and and able to make decisions I think as we get in a couple months in to see how the first stage of the screener mailings work out we'll be bale to make some decisions about the screener design and then as the topical winds its way through we'll make some decisions there which leads me to the next question of when will final design decisions be made.

In terms of thinking through some of the options there are some where the decisions will be made after the contract is awarded but I think you know, our our aim as was mentioned earlier is to have the final RFP up in early February and it'll be up for thirty days and then to make a decision within a relatively short time period after that.

So, we would have final design decisions I think around the time the contract is awarded when we have that initial kickoff meeting we'll have made many of the decisions about the options at that point and then and then some of the others we'll wait within will happen within a month or so.

Expect a contract award date again--We're We're looking at an award around the middle of May, early to mid May on the early side of May, let's say. As early as possible because as as you can tell there

there is a lot of work and we want to get it started.

Good, so there was another series of questions that came in via email and I'll take some of those unless there is additional questions from people here. By the--right now, we don't anticipate there will be. It's on our plan and we think that it shouldn't be--

MS. REID: Can I answer that, it depends on, it depends on how what Congress says on the CR what how long they extend it for and what they give agencies the ability to do in terms of recompetes versus new, new new new stuff. We would probably argue that this is a recompete of something that is currently on and normally CR's say you can continue work but it's it's hard to tell it's hard to tell what they're going to do with the departments budget so we'll just see.

MR. ZUKERBERG: Okay, so the first question is exhibits one and two do not align particularly with tasks 6.7 6.8. Based on the exhibits are we correct in assuming our--oh, sorry, exhibits one and two do not perfectly align with tasks 6.7 and 6.8. Based on the exhibits are we correct in assuming that there will be a telephone follow up of nonrespondents after the third screener mailing and the third topical mailing, if so what is the maximum number of telephone attempts required and expected response rate for telephone follow-ups.

And, the answer is yes, there would be telephone non-response followup after the third mailing, excuse me. In terms of the maximum number of attempts, we have not finalized that number yet but we and it will be in the final statement of work, I don't want to guess right now but I with a sense of where it will be but we'll finalize that and that will be in the final statement of work that's presented and and the expected response rate for telephone follow-ups there again we don't really have ea good idea as I mentioned in the 2009 pilot the telephone was not very successful We're going to be looking more careful at it in health activities in this mode in this design as a final method of contact in 2011, we'll have a better sense especially on, we begin screener telephone non response in March and that's really the that's of the two phases that's the phase where we most need to boost our response rate so we would be looking to we would know I think by early April or may rather the screeners whether the telephone's working how much of a response boost it's giving us.

What percentage of respondents to the screener survey can we anticipate will be eligible for the topical survey, what proportion of the surveys will be PFI and what proportion will be ECPP. And according to the ACS as I mentioned 35% of households have an eligible child we usually break down to get the numbers that we want about 70% of the interviews will be PFI and 30% of the interviews will be ECPP among the eligible children--you know, just, so in in terms of the population about 70% of the households that have eligible children work out to be eligible for the PFI and about 30% for the ECPP. And what we look for what we've done in past NHES's is we've ended with around 20,000 complete on the PFI and about 8000 or so completes on the ECPP and that gives us about 2000 in each age group which allows us to do some of the cuts that we're interested in doing.

What percentage of the respondents to the PFI and ECPP surveys should we anticipate will require Spanish versions, and we mention the 5% there and that the more bilingual materials could be needed. Such an individual item--yes this is about the printing which I think we covered, the tailoring of the printing requires a contractor to update the--this is a good one.

Task 6.4--oh, I'm sorry. So task

6.4 requires us to requires the contractor to update the NHES website and asks about the programming language and any other information about the original code. The website is a static website, it's live now because we're in the field it's an this will be in the presentation but it's at surveys.ncs.ed.gov.

It's static html pages, we don't do a lot of fancy programming with this it's really just there for respondent information. We anticipate adding a few more page links to it but again it would be static content and it's not, we generally prepare it or load it up once. This question arises because in the statement of work we prefer to host the respondent information website, we think it adds legitimacy to the survey if it's on our servers as opposed to a contractor's servers.

So we we host it but we ask that the contractor do the updates to the html to get it ready and then we just load it up. But We're looking for a relatively simple and clean design here and and similar to what we have up there now, it would be primarily updating that and adding a few more pieces of information.

Would you consider offering respondents the option of a web based survey, and for this one, not at this time. Our, we prefer to focus on the mail and telephone modes as they have been shown to be the most effective in boosting response rates in National representative household surveys so at this time we're not looking at a web version.

What are your expectations regarding online reporting or user generated reports. In task 6.5 and again task 5.11 if we exercise the telephone option talk about the reporting requirements we're interest at our level in receiving a weekly report and online reporting while it's nice it's not a requirement of the contract so we'll accept reports via email or or other mechanism as well as you know, certainly if if it online reporting is available that's fine too, but we just need weekly updates of the status of the cases and that is as is outlined in the contract, or the statement of work the status of the mail as well as the telephone options exercise combined so we're looking at the overall response rates as well as the individual nodes and how they're performing.

The next question, what have been the biggest issues in conducting the NHES. What issues have arisen during the feasibility test. And I would say the biggest issue has been achieving the desired response rates in the complex survey design. We really are after improvements in our response rates, and so making sure that we're getting up to our targets there.

And then ability to handle the mailing and data entry requirements. Our field test was 60000 cases as we think in terms of magnifying this up to 198000 possibly cases you know our concerns are around the ability to manage something of that size--can you hear me? Is that--so--okay, I'll stay closer to it.

What if, barrier based concerns about the NHES 2012 and again it's achieving a high response rate and delivering a clean high quality data file within 8 months of data collection. The next question is, who are the incumbents, that is, who's been conducting the NHES, who's conducting the polit test with small business that participated as subcontractors on the NHES and the pilot. West side is currently the incumbent on the design project in 2009 they had a subcontractor named e services who provided the printing an mailing services.

That subcontract or was replaced for the 2011 data collection with copy general and in focus and reda, R-E-D-A will provide telephone interviewing in 2011 also child trends has provided technical support and assistance with cognitive interviewing and other aspects of the redesign as has eureka facts they were focused on the cognitive interviewing.

What was the total dollar value of the most recent NHES contract and how many years did that cover. What was, so, that one in the total dollar value, pilot test, the most recent contract to conduct the NHES was awarded in 2003 and covered both the 2005 and 7 data collections. The total contract value was around 11.7 to--11.7 million is, yes, the contract value but it's important to note that these contracts included a lot of methodological studies including a a biostudy that utilized an independent sample so in that biostudy's actually very interesting it's up on our website you can get links to it but there are a lot included in there that was beyond what we would traditionally do in an NHES design and also this was the old design RDD design.

As a final decision been made to

make NHES a small business set-aside or an 8A set-aside, if not when will the decision be made on what basis will you make the decision. And as has been noted ed plans to set this acquisition aside for small business 8A Companies may submit proposals.

When do you anticipate the final RFP will be issued, early February. What contracting vehicle do you plan to use, that is what the contract is through edstat, mobis, or FedBizOps. And we play to post a full and open RFP as a total small business set-aside on FedBizOps and I think Sharon talked more in more detail about that earlier.

And on the final RFP request that you had page numbers which we will definitely do. Good, are there other questions?

PARTICIPANT: Yes, could address the NIACS codes, I wonder if you consider multiple NIACS codes or several processing codes might be appropriate because of the emphasis on systems, so would you consider multiple NIACS codes?

PARTICIPANT: I'm sorry, could you repeat that questions?

MS. CHANG: I don't believe there's one out there, why don't you talk to Sylvia after the meeting we'll have some suggestions.

PARTICIPANT: Okay.

MS. CHANG: There is one out there--excuse me.

MR. ZUKERBERG: I've got a couple other questions.

MS. MASCIANA: The NIACS code, the NIACS code? The one we put on the draft was 541.720 which is research and development in the social sciences and humanities.

MS. REID: Talk to us afterwards if you have other suggestions or otherwise.

MS. MASCIANA: 541.720. Research and development in the social sciences and humanities.

MR. ZUKERBERG: Okay, so this question is we start with the one that I can answer easier, is there any insight as to why the telephone mode underperformed in the 2009 pilot. We don't have a a strong sense from the pilot but we think that the mail we don't really have a good handle why except that RDD telephone interview response rates Generally have been going down and that's you know, that's what we saw in our 2007 data collection and we think that perhaps the mail just adds a level of legitimacy and as you'll see frm the mailing materials you know, we emphasize that the Government connection whereas on the telephone you have caller i.d. issues and the contractor's caller i.d. you know, showing up and so it's not necessarily it doesn't look like it's coming from the Government necessarily the call and so we think that that may have been some of what did it also generally you know, our telephone match rates were relatively low although that was not you know, when we analyzed how the phone did we excluded cases where ewe couldn't match a telephone and tried to match the cases where we had telephone numbers available but generally I think its just the phone is becoming more and more difficult to collect data on and so We're now really and surprisingly in some ways just did a much better job and the question the next question which I'll think I'll turn over to the contracts folks, is as a small business We're concerned about the steep startup cost before any deliverable is produced that would trigger a payment, has NCS considered this issue relative interview required to have all the financial resources in place to start up initial mailing of 198000 screeners etiology cetera.

MS. REID: Yes. Unfortunately that's that's what's going to have to.

MR. ZUKERBERG: So do you want to talk a little more I mean followup there.

MS. REID: I I guess the question is, will small business be required to have the startup cost before any deliverables are and the answer is yes because this is right now we're thinking this is going to be a a hybrid which is a grumpex price and a cost type contract and the data collection part of it is the cost portion of it and the other parts will be the grumpex price. Yes?

PARTICIPANT: Just a quick question for clarification about the relationship between small business and another contractor. If the small business let's say has 55% of the labor can it be a subcontractor to a large business that has 45% of the labor, or must it be--

MS. REID: No. If it's a small business set-aside then the small business has to do 51%, bottom line.

PARTICIPANT: But it doesn't matter if it's prime or sub?

MS. REID: No, it does matter--if it, if the, if it's a small business set-aside, the small business has to be primed at

51%.

MR. ZUKERBERG: Are there questions?

MS. REID: Okay, thank you very much. This is the time now you can actually meet and greet other industry partners for possible teaming and we have business cards also. Thank you so very very much, if you have other questions we will be here. And I think Andy has some, some handouts are far as examples.

(Whereupon, the above entitled matter under discussion was taken off the record at 11:24 a.m.)

C E R T I F I C A T E

This is to certify that the foregoing transcript

In the matter of: Pre-Proposal Conference

Before: US Dept. of Education

Date: 01-19-11

Place: Washington, DC

was duly recorded and accurately transcribed under my direction; further, that said transcript is a true and accurate record of the proceedings.

Neal R Gross

Court Reporter