



**Request for Proposals:
Surveys of NMSDC Corporate Members and Minority Business Enterprises**

Bidder Questions

- 1. The RFP states that the NMSDC is “revising its operation model.” Does NMSDC’s current model include satisfaction surveys among corporate membership and minority business enterprises (MBEs)?**

Yes, the current model includes information from the satisfaction surveys from corporate membership and minority business enterprises.

- a. If so, what types of research is currently being done and how often?**

The survey is scheduled to occur annually and we are looking to the expertise of the survey provider to work with the leadership of NMSDC on evaluating meaningful data points.

- b. Would any historical or past survey data or information be made available to the chosen vendor?**

Yes

- 2. The RFP mentions that the potential surveys will be administered to both individuals and to businesses and “has a preference for administering surveys through electronic media and web-based portals.”**

Yes

- a. Can you define the sample universes for “individuals” and “businesses”? Are we correct to assume “individuals” means NMSDC staff in New York City as well as individuals at the 23 affiliate regional councils nationwide and that “businesses” includes NMSDC’s network of corporate members and its 12,000+ certified minority-owned businesses?**

Yes

- b. Does NMSDC have updated contact information (office/cell numbers and email addresses) for sampling purposes?**

Yes



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- c. Does NMSDC have priorities within its with corporate membership – for example, economic buyers, user buyers, technical buyers, supply chain influencers, etc. that it would like to see segmented for sampling purposes?**

Yes

- d. Does NMSDC have a minimum response rate it requires for this research?**

We would like a statically significant response rate.

- e. Can NMSDC provide any guidance on the number of questions or length of time anticipated to complete the survey? (We ask because we are aware of survey fatigue and shorter surveys are returning better response and completion rates.)**

We would evaluate the proposal based on their expertise to achieve the most meaningful responses.

- 3. The RFP mentions that the focus of the contractor's role "will be on methodology (specifically on timing and sampling), pretesting and fine-tuning content and not on building surveys from the ground up." Does NMSDC currently have a draft version of a questionnaire/s for review it could share?**

We do not have a draft version of a questionnaire/s for review.

- 4. The RFP states that the fieldwork for this initial survey will take place March 16-27 after contract signature on March 2. This is an aggressive schedule and leaves very little time for survey development, Industrial-Organizational Psychology review, interactions with NMSDC subject matter experts and pre-testing. Is there flexibility in this schedule?**

Please provide your best response to the RFP based on the schedule provided.

- 5. What format and when is NMSDC expecting the data to be delivered for this project?**

We are not requiring a particular format and the project timeline is expressed in the RFP.



6. Conducting a survey of this size and scope and involving a potentially diverse group of stakeholders in such an aggressive timeline typically requires senior leadership to ensure participation. Would the NMSDC leadership be driving participation in this process among relevant stakeholder groups?

Yes

7. Can the NMSDC provide a budget for this program? A budget will help us shape our response and approach to best meet your objectives for this survey.

No budget has been developed for this program.