



Request for Proposals:

Surveys of NMSDC Corporate Members and Minority Business Enterprises

I. Purpose and General Information

A. Purpose

The National Minority Supplier Development Council (NMSDC) is seeking to develop a methodology, ordering and wording of content and multiple ways of delivering surveys to our constituents within our complex system. NMSDC is embarking on a revision of their operation model and wants to regularly assess the satisfaction and effectiveness of their network delivery of services. Surveys will include corporate members and minority business enterprises and our multiple points in their services through our national and regional council partners. This contract will begin on or shortly after March 1, 2020.

B. Who May Respond

Respondents may be non-profit or for-profit and should have experience developing complex survey methodologies. In addition, respondents must have the capacity to administer surveys in multiple formats (print, phone app, website) to NMSDC constituency groups. Respondents must be corporate members or certified minority business enterprises with NMSDC.

C. Instructions on Proposal Submission

1. Closing Submission Date

Proposals must be submitted no later than 4:00 p.m. on Friday, February 14, 2020.

2. Inquiries

Inquiries concerning this RFP can be submitted to:
Farad.ali@nmsdc.org indicating "Survey RFP" in the subject line.

All questions must be submitted in writing. Responses will be posted on the NMSDC website at www.nmsdc.org at least weekly. Questions must be submitted by January 31, 20

3. Conditions on Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Responder and will not be reimbursed by NMSDC.

4. Instructions for Delivery of a Proposal

Proposals may be submitted electronically to farad.ali@nmsdc.org with "Survey Proposal" in the subject line or delivered by mail addressed as follows:

Farad Ali Attention: Survey Proposal
NMSDC
1359 Broadway, Suite 1000
New York, NY 10018

Late proposals will not be considered.

5. Right to Reject

NMSDC reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon the factors described in this RFP.

6. Notification of Award

The selection will be made within two weeks of the closing date or no later than February 28, 2020. After scoring and completing any negotiations with the successful bidder, all respondents to this Request for Proposal will be informed, in writing, of the name of the successful contractor.

D. Background and Scope of Work

Background

The National Minority Supplier Development Council advances business opportunities for certified minority business enterprises and connects them to corporate members. To achieve our mission, we will:

1. work through the NMSDC Network to support and facilitate MBE integration into corporate and public-sector supply chains;
2. build MBE capacity and capabilities through our programs and other education offerings; and
3. facilitate MBE-to-MBE partnerships to meet the needs of our corporate members.

The National Minority Supplier Development Council Inc (NMSDC) is one of the country's leading corporate membership organizations. Whether you're a small minority-owned organization or a billion dollar powerhouse, we're committed to helping you solve the growing need for supplier diversity.

We do this by matching our more than 12,000 certified minority-owned businesses to our [vast network of corporate members](#) who wish to purchase their products, services and solutions. Our corporate membership includes many of the largest public and privately-owned companies, as well healthcare companies, colleges and universities.

The NMSDC network includes:

- a national office in New York City
- 23 affiliate regional councils nationwide
- 1,450 corporate members and growing

We're proud of our unwavering commitment to advance Asian, Black, Hispanic and Native American suppliers in a globalized corporate supply chain

Surveys to be Developed and Administered

NMSDC has experience with the customer surveys; and the survey developed must have an Industrial-Organizational Psychology review. We are looking for an organization to collaborate with our staff and partners to refine content, develop a methodology for different sample groups and lead administration of these. 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." Staff and partners across the network will serve as the "Subject Matter Experts". The selected organization must develop a defensible schedule and sampling procedure for administering the surveys that can be replicated without great expense.

Administration of the surveys will initially be through the firm awarded this contract. NMSDC will own the surveys and the methodology created for this Request for Proposals and is free to administer them either with NMSDC staff or to hire another entity after the initial surveys are completed.

There is a preference for electronically delivered surveys. Our funds are precious and we are looking for cost-efficient methods. The Contractor will be responsible for compiling and displaying the survey data, assisting with revisions, interpreting the response rates and identifying methods to improve responses and elicit strong feedback to improve the system.

Benchmarks

The following are the benchmarks associated with this project. We are seeking both expertise and a commitment to the timeframe described below.

March 2, 2020 – Contract signed

March 13, 2020 – Work plan completed by the consultant for development of the surveys and methodology

March 16 to March 27, 2020 – surveys administered as specified in the methodology

II. Elements of the response

Please respond to the four topics identified below. The narrative section (not including the budget and budget narrative) should not exceed 15 double spaced pages.

A. Technical Expertise

Please provide a general description of the mission or focus of the organization, where it is located, and a contact name, email address, phone number and street address. If your organization has a website, please include this address as well.

The response should describe prior development of varied survey methodologies and the lead in administering these to both individuals and to businesses. These efforts must reflect engaging a diverse population of respondents. We have a preference for prior experience administering surveys through electronic media and web-based portals. NMSDC requests two references to establish expertise if the proposal is selected as the finalist.

Professional staff should be identified along with a short description of their expertise and experience. Include resumes or CVs of principal staff as an appendix to the proposal.

B. Organization, Size, and Structure

Please describe the organization's size and structure. Indicate if appropriate, if the firm is a NMSDC corporate member or an NMSDC minority-owned business. If any partners (subcontractors) are involved in the response to this RFP describe your relationship, the roles each will play in the proposal, and provide general information on the partner's expertise and experience.

C. Understanding of Work to be Performed

Please explain how your organization will approach this work. Provide details on possible methodologies that might fit with the required work. Identify where NMSDC might be able to keep costs down while maintaining the validity and reliability of the results. Describe challenges that might arise during this work and explain any successful experiences your organization has addressing such challenges.

D. Budget

The work we are requesting might vary in cost based on the final methodology and survey administration. Please provide a modular budget with a narrative that includes:

1. Consulting on the survey content, developing the methodology and devising a proposed administration
 - a. Identify personnel costs including hours, hourly rates, and fringe
 - b. Identify any travel costs
 - c. Identify costs for supplies
 - d. Give the indirect costs

2. Leading the survey, analyzing the results and making needed adjustments in process or content
 - a. Identify personnel costs including hours, hourly rates, and fringe
 - b. Identify any travel costs
 - c. Identify costs for supplies
 - d. Give the indirect costs

3. Completing surveys by March 27, 2020
 - a. Identify personnel costs including hours, hourly rates, and fringe
 - b. Identify any travel costs
 - c. Identify costs for supplies
 - d. Give the indirect costs

III. Proposal Evaluation

A. Submission of Proposals

All responsive proposals will be reviewed and evaluated.

Proposals will be judged non responsive and removed from further consideration if:

- a. The proposal is not received by the due date and time
- b. The proposal does not include a budget
- c. The proposal does not have resumes or CVs appended

B. Evaluation Criteria

Please respond fully and use the following as guidelines to a complete proposal.

Evaluation criteria are as follows:

- a. Technical Expertise. (30 points)
 - b. Prior experience completing surveys with complex methodologies
 - c. Prior experience with diverse individuals
 - d. Prior experience surveying employers
 - e. Expertise of staff/principals
2. Organization, capacity, and structure (20 Points)
 - a. Sufficient staff capacity to take on this work and meet benchmarks
 - b. Sufficient financial capacity to complete invoices and budget
3. Understanding of the work to be performed (30 Points)
 - a. Clarity in describing possible methodologies
 - b. Reasonableness of proposed administration following these methodologies
 - c. Description of containing costs for repetition
4. Budget (20 Points)
 - a. Reasonableness of costs based on the work proposed
 - b. Complete budget items for all three modules of work

C. Process of evaluation

All proposals, that are deemed responsive (as described above), will be reviewed by multiple staff and external partners. All reviewers will sign a confidentiality statement and keep all content of proposals confidential. The winning proposal may be shared unless these contain details on business models and/or proprietary secrets.

After a selection is made, the winning organization will be asked to provide no fewer than two references for similar work.

NMSDC may, at its discretion, request presentations by or meetings to clarify or negotiate modifications to the proposal.

However, NMSDC reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially as completely as possible, from both technical and price standpoints.

NMSDC contemplates award of the contract to the proposal with the highest total point

NMSDC reserves the right to negotiate proposed fees submitted with proposals.

See attachments

Attachment A: Consultant Service Agreement