

## Award Recommendation Letter

Date: August 6, 2024

To: Erin Kellam, Deputy Commissioner,  
Indiana Department of Administration

From: Robert Cohen, Procurement Consultant,  
Indiana Department of Administration

Subject: Recommendation of Selection for RFP 25-78912, Additional Psychometric Services for ILEARN, I AM,  
and IREAD-3

Based on its evaluation of responses to RFP 25-78912, it is the evaluation team's recommendation that Assessment Systems Corporation be selected to begin contract negotiations to administer Additional Psychometric Services for ILEARN, I AM, and IREAD-3 for the Indiana Department of Education (IDOE).

*There are no certified subcontractor commitments.*

The terms of this recommendation are included in this letter.

**Initial contract term of two (2) years, and two, optional, one (1) year renewals, with an estimated contract amount of \$237,000.00.**

The evaluation team received three (3) proposals from:

1. Assessment Systems Corporation (Assessment Systems)
2. Cognia, Inc. (Cognia)
3. Humbly Changing LLC (Humbly Changing)

The proposals were evaluated by IDOE and IDOA according to the following criteria established in the RFP:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	45
3. Cost (Cost Proposal)	35
4. Buy Indiana	5
5. Minority Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
6. Women Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
7. Indiana Veteran Owned Small Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
Total: 100 (103 if bonus awarded)	

The proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

**A. Adherence to Requirements**

Each proposal was reviewed for responsiveness and adherence to mandatory requirements.

**B. Management Assessment/Quality: Initial Scoring**

The Respondents' proposals were each evaluated based on their respective Business Proposal and Technical Proposal.

**Business Proposal**

For the Business Proposal evaluation, the evaluation team considered the information the Respondent provided in the Business Proposal. These areas were reviewed to assess the Respondent’s ability to serve the State:

- Company Financial Information
- References
- Experience Serving State Governments

**Technical Proposal**

For the Technical Proposal evaluation, the evaluation team considered the Respondent’s proposal in the following areas:

- 1.1 – 1.4: Technical Requirements and Key Deliverables
- 1.5: Timeline of Key Deliverables
- 1.6: Communication and Scheduled Meetings
- 1.7: Staff Qualifications

The evaluation team’s Round 1 scoring is based on a review of the Respondent’s proposed approach to each section of the Business Proposal and Technical Proposal. The initial results of the Management Assessment/Quality Evaluation are shown below:

**Table 1: Round 1 – Management Assessment/Quality Scores**

Respondent	MAQ Score 45 pts.
Assessment Systems	34.92
Cognia	42.67
Humbly Changing	0.17

**C. Cost Proposal (35 Points)**

The price points on the Respondent’s Costs were awarded as follows:

Score =

- If Respondent’s Cost amount is lowest among all Respondents, then score is 35.
- If Respondent’s Cost amount is NOT lowest among all Respondents, then score is:
 
$$35 * \frac{(\text{Lowest Respondent's Cost Amount})}{(\text{Respondent's Cost Amount})}$$

The cost scoring as a result of the Respondents’ cost proposals is as follows:

**Table 2: Round 1 – Cost Scores**

Respondent	Cost Score 35 pts.
Assessment Systems	31.90
Cognia	21.65
Humbly Changing	35.00

**D. First Round Total Scores and Shortlisting**

The combined Round 1 MAQ and Cost scores from the initial evaluations are listed below.

**Table 3: Round 1 – Total Scores (MAQ + Cost)**

<b>Respondent</b>	<b>Total Score 80 pts.</b>
Assessment Systems	66.82
Cognia	64.31
Humbly Changing	35.17

With IDOA approval, the evaluation team elected to shortlist Assessment Systems and Cognia based on Round 1 Total Scores.

**E. Best and Final Offer Opportunity – Final Round Cost Scores**

The State elected to issue Best and Final Offers (BAFOs) to the two shortlisted Respondents. Both Respondents elected to maintain their original costs.

**F. IDOA Scoring**

IDOA scored the Respondents in the following areas: MBE Subcontractor Commitment (5 points + 1 available bonus point), WBE Subcontractor Commitment (5 points + 1 available bonus point), IVOSB Subcontractor Commitment (5 points + 1 available bonus point), and Buy Indiana (5 points) using the criteria outlined in the RFP. The total scores out of 100 possible points were tabulated and are as follows:

**Table 4: Final Evaluation Scores**

<b>Respondent</b>	<b>MAQ Score</b>	<b>Cost Score</b>	<b>Buy Indiana*</b>	<b>MBE*</b>	<b>WBE*</b>	<b>IVOSB*</b>	<b>Total Score</b>
<b>Points Possible</b>	<b>45</b>	<b>35</b>	<b>5</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>100 (+3 bonus pt.)</b>
Assessment Systems	34.92	35.00	0	-1.00	-1.00	-1.00	66.92
Cognia	42.67	23.75	0	-1.00	-1.00	-1.00	63.42

\* See Sections 3.2.5, 3.2.6, and 3.2.7 of the RFP for information on available M/WBE and IVOSB bonus points.

**Award Summary**

During the course of evaluation, the State scrutinized all proposals to determine the viability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of two (2) years from the date of contract execution. There may be two (2) one-year renewals for a total of four (4) years at the State's option.