**25-78912 BUSINESS PROPOSAL**

**ATTACHMENT E**

**Instructions: Please provide answers in the shaded areas to all questions. Reference all attachments in the shaded area.**

***Business Proposal***

* + 1. **General (optional) -** Please introduce or summarize any information the Respondent deems relevant or important to the State’s successful acquisition of the products and/or services requested in this RFP.

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| ASC has been one of the leading providers of advanced psychometric software and consulting services since its founding in 1979. As a company owned and run by two PhD psychometricians, our focus is on helping organizations to improve their assessment via technology and psychometrics, especially modern psychometrics like item response theory and adaptive testing.  We have substantial experience in providing such services, both in consulting and in software. Our IRT analysis software, Xcalibre, has been an industry standard since the 1980s. We have also provided successive generations of enterprise platforms for item banking and test delivery, including IRT scoring and adaptive/multistage testing. |

* + 1. **Respondent’s Company Structure** - Please include in this section the legal form of the Respondent’s business organization, the state in which formed (accompanied by a certificate of authority), the types of business ventures in which the organization is involved, and a chart of the organization. If the organization includes more than one (1) product division, the division responsible for the development and marketing of the requested products and/or services in the United States must be described in more detail than other components of the organization. Please enter your response below and indicate if any attachments are included.

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| Assessment Systems Corporation is an S-Corp filed in the state of Minnesota since 1998. The certificate has been included as a separate document, as well as the organizational chart.  Our platforms have been used to deliver large-scale exams around the world, including the K-12 benchmark assessments for the Singapore Examinations and Assessment Board, high school summative assessments for the United Arab Emirates Ministry of Education, and employment-related exams for four departments of the State of California.  We also have experience in consulting services for psychometrics. Most notably, we successfully performed similar work for IDOE for 2019-2022, focusing on quality assurance for the adaptive algorithms of ILEARN. We worked closely with Imagine Learning to recalibrate their entire K-12 item bank using IRT and then design an adaptive testing software platform to deliver the assessments. And we work with a range of nonprofit certification boards to develop and validate their exams according to international standards such as the National Commission for Certifying Agencies. |

* + 1. **Respondent’s Diversity, Equity and Inclusion Information -** With the Cabinet appointment of a Chief Equity, Inclusion and Opportunity Officer, on February 1, 2021, the State of Indiana sought to highlight the importance of this issue to the state. Please share leadership plans or efforts to measure and prioritize diversity, equity, and inclusion. Also, what is the demographic compositions of Respondents’ Executive Staff and Board Members, if applicable.

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| Our ownership and board consists of only two people: Dr. David Weiss and Dr. Nathan Thompson.  However, we do place great importance on our DEI efforts.  This includes our executive staff as well as additional staff.  As you can see in the proposal, the four staff on this project includes three women (one African-American) and one Mexican.  Our VP of Psychometrics, VP of Accreditation, Director of Operations, Support Manager, Test Development Manager, Project Manager, and QA Manager are women.  Our Director of International Business is Palestinian-American, and our Sales manager is a Chilean woman.  The majority of our leadership qualifies. |

* + 1. **Company Financial Information** - This section must include documents to demonstrate the Respondent’s financial stability. Examples of acceptable documents include most recent Dunn & Bradstreet Business Report (preferred) or audited financial statements for the two (2) most recently completed fiscal years. If neither of these can be provided, explain why, and include an income statement and balance sheet, for each of the two most recently completed fiscal years.

If the documents being provided by the Respondent are those of a parent or holding company, additional information should be provided for the entity/organization directly responding to this RFP. That additional information **should explain the business relationship between the entities and demonstrate the financial stability of the entity/organization which is directly responding to this RFP.**

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| We have included the document entitled, “2022 and 2023 Financial Compilation ASC” that contains this information. |

* + 1. **Integrity of Company Structure and Financial Reporting** - This section must include a statement indicating that the CEO and/or CFO, of the responding entity/organization, has taken personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The areas of interest to the State in considering corporate responsibility include the following items: separation of audit functions from corporate boards and board members, if any, the manner in which the organization assures board integrity, and the separation of audit functions and consulting services. The State will consider the information offered in this section to determine the responsibility of the Respondent under IC 5-22-16-1(d).

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| A copy of the following letter is included as the Attachment entitled, “IDOE 2024 Integrity Statement” with his signature.  Dear IDOE,  Thank you for the opportunity to bid on this Request For Proposal, Additional Psychometric Services for ILEARN, I AM, and IREAD-3.  I have personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The financial statements are completely separated from all ASC staff and board members, and are performed by a professional accounting form, Boulay.  Sincerely,  Nathan Thompson |

* + 1. **Contract Terms/Clauses** - Please provide the requested information in RFP Section 2.3.6.

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| Assessment Systems accepts the contract terms and clauses listed in the RFP and does not have any alternative requirements. |

* + 1. **References** - Reference information is captured on **Attachment H** Respondent should complete the reference information portion of the **Attachment H** which includes the name, address, and telephone number of the client facility and the name, title, and phone/fax numbers of a person who may be contacted for further information if the State elects to do so. The rest of **Attachment H** should be completed by the reference and **emailed DIRECTLY** to the State. The State should receive three (3) **Attachment Hs** from clients for whom the Respondent has provided products and/or services that are the same or similar to those products and/or services requested in this RFP. **Attachment H** should be submitted to [idoareferences@idoa.in.gov](mailto:idoareferences@idoa.in.gov). **Attachment H** should be submitted no more than ten (10) business days after the proposal submission due date listed in Section 1.24 of the RFP. Please provide the customer information for each reference.

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| **Customer 1** |  |
| Legal Name of Company or Governmental Entity | Charles County Public Schools |
| Company Mailing Address | 5980 Radio Station Road P.O. Box 2770 |
| Company City, State, Zip | La Plata, MD, 20646 |
| Company Website Address | www.ccboe.com |
| Contact Person | Karen Peters |
| Contact Title | Coordinator of Testing, Research & Assessment |
| Company Telephone Number | 301-932-6610 x 7385 |
| Company Fax Number | N/A |
| Contact E-mail | kpeters@ccboe.com |
| Industry of Company | Education |
| **Customer 2** |  |
| Legal Name of Company or Governmental Entity | Philips |
| Company Mailing Address | PO Box 1863, 4602-21st Street |
| Company City, State, Zip | Long Island City, NY 11101 |
| Company Website Address | Usa.phillips.com |
| Contact Person | Jason Donath |
| Contact Title | Certification Development Specialist |
| Company Telephone Number | 781-864-0021 |
| Company Fax Number | N/A |
| Contact E-mail | Jason.Donath@philips.com |
| Industry of Company | Medical |
| **Customer 3** |  |
| Legal Name of Company or Governmental Entity | California Department of Consumer Affairs |
| Company Mailing Address | 2420 Del Paso Rd |
| Company City, State, Zip | Sacramento, CA 95834 |
| Company Website Address | https://www.dca.ca.gov/ |
| Contact Person | Robert Calvert |
| Contact Title | Senior Statistician at OPES |
| Company Telephone Number | 916-574-7547 |
| Company Fax Number | N/A |
| Contact E-mail | Robert.Calvert@dca.ca.gov |
| Industry of Company | Government |

**2.3.8** **Registration to do Business** – Per RFP 2.3.8,Respondents providing the products and/or services required by this RFP must be registered to do business by the Indiana Secretary of State. The Secretary of State contact information may be found in Section 1.18 of the RFP. This process must be concluded prior to contract negotiations with the State. It is the successful Respondent’s responsibility to complete the required registration with the Secretary of State. Please indicate the status of registration, if applicable. Please clearly state if you are registered and if not provide an explanation.

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| We are registered to do business with the Indiana Secretary of State. Registered Business ID 202108171515494. |

* + 1. **Authorizing Document -** Respondent personnel signing the Executive Summary of the proposal must be legally authorized by the organization to commit the organization contractually. This section shall contain proof of such authority. A copy of corporate bylaws or a corporate resolution adopted by the board of directors indicating this authority will fulfill this requirement. Please enter your response below and indicate if any attachments are included.

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| Nathan Thompson is the signer and a major stockholder of the company and has authority to sign. We have included a copy of our bylaws and stock ledger, entitled “Bylaws and Stock Ledger.” |

* + 1. **Diversity Subcontractor Agreements**

a. Per RFP Section 1.21, Minority & Women’s Business Enterprises (MBE/WBE), and 1.22 Indiana Veteran Owned Small Business Subcontractor (IVOSB), explain process followed to engage with potential MBE, WBE and IVOSB owned, Indiana certified businesses listed on Division of Supplier Diversity site.  List the businesses invited to discuss the opportunity for potential partnership.

b. If not proposing each MBE, WBE or IVOSB subcontractor partnership, explain the rationale for declining to do so.  Complete this for each category not proposed.

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| a. Per RFP Section 1.21, Minority & Women’s Business Enterprises (MBE/WBE), and 1.22 Indiana Veteran Owned Small Business Subcontractor (IVOSB), explain process followed to engage with potential MBE, WBE and IVOSB owned, Indiana certified businesses listed on Division of Supplier Diversity site. List the businesses invited to discuss the opportunity for potential partnership. b. If not proposing each MBE, WBE or IVOSB subcontractor partnership, explain the rationale for declining to do so. Complete this for each category not proposed."  There is nothing in this contract to outsource, so this is not relevant. |

* + 1. **Evidence of Financial Responsibility** – Removed at the request of the agency.
    2. **General Information** - Each Respondent must enter your company’s general information including contact information.

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| **Business Information** |  |
| Legal Name of Company | Assessment Systems Corporation |
| Contact Name | Nathan Thompson |
| Contact Title | CEO |
| Contact E-mail Address | [nthompson@assess.com](mailto:nthompson@assess.com) |
| Company Mailing Address | 5865 Neal Avenue N. #377 |
| Company City, State, Zip | Stillwater, MN 55082 |
| Company Telephone Number | 651-383-4311 |
| Company Fax Number | N/A |
| Company Website Address | [www.assess.com](http://www.assess.com) |
| Federal Tax Identification Number (FTIN) | 41-1933213 |
| Number of Employees (company) | 13 |
| Years of Experience | 36 |
| Number of U.S. Offices | 1 |
| Year Indiana Office Established (if applicable) | N/A |
| Parent Company (if applicable) | N/A |
| Revenues ($MM, previous year) | 4,327,952 |
| Revenues ($MM, 2 years prior) | 3,187,370 |
| % Of Revenue from Indiana customers | 0% |

* 1. Does your Company have a formal disaster recovery plan? Please provide a yes/no response. If no, please provide an explanation of any alternative solution your company has to offer. If yes, please note and include as an attachment.

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| Yes. It has been included as an attachment titled, “2024 ASC Business Continuity Disaster Recovery Plan” |

* 1. What is your company’s technology and process for securing any State information that is maintained within your company?

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| We take security very seriously, and our software is accredited with SOC2 Type II and FedRAMP standards.  For a project like this, we will receive data with the secure file transfer used by CAI.  It will then be only on local laptops of key personnel, and our secure Google Drive.  Note that personally identifiable information (PII) is not necessary for this project, such as names and emails. |

* + 1. **Experience Serving State Governments -** Please provide a brief description of your company’s experience in serving state governments and/or quasi-governmental accounts.

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| Much of our work is with state and national governments.  Most importantly, we have several years of experience providing psychometric services to IDOE.  Other State clients include Washington Department of Labor and Industries, Alaska Marine Pilots, CA Dept of Consumer Affairs, CA Peace Officers, CA Dept of Human Resources, CA Dept of Justice, MN Dept of Agriculture, and NJ Civil Service.  Our largest client is the UAE Ministry of Education, and we also work with national exams in Singapore, Colombia, Mexico, Estonia, Italy, South Africa, Chile, and Nigeria.  We work with large local governments such as Los Angeles Unified School District and City/County of San Francisco.  We do extensive work with quasi-governmental projects primarily nonprofit boards such as the Canadian Chiropractic Exams Board and American Board of Chiropractic Sports Physicians. |

* + 1. **Experience Serving Similar Clients -** Please describe your company’s experience in serving customers of a similar size to the State with similar scope. Please provide specific clients and detailed examples.

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| We have provided psychometric services to Indiana in the past, in a very similar project.  In addition, here are some relevant projects.  ASC worked with Imagine Learning to recalibrate their entire item bank with item response theory on a vertical scale, and then develop an adaptive/multistage testing platform to deliver the bank, integrated with a learning system.  We used marginal maximum likelihood estimation with the three-parameter model and graded response model, and established a piloting plan that ensured overlap of adjacent-grade items to provide anchors for the vertical equating.  We worked with Waterford.org to develop an adaptive version of an early literacy assessment, including item response theory calibration and a custom adaptive algorithm.  We provided the custom IRT calculation code for key aspects.  ASC worked with the Singapore Ministry of Defence to develop seven item banks, pilot them, calibrate with item response theory, perform adaptive testing validity studies, and publish the tests on our software platform.  ASC works with the UAE Ministry of Education to provide software for exam development and delivery, more than 700,000 per year.  This includes item banking, test assembly, online test delivery, scheduling, and reporting.  We work very closely with them to implement new functionality that drives innovation in assessment, including IRT and CAT/MST. |

* + 1. **Indiana Preferences -** Pursuant to IC 5-22-15-7, Respondent may claim only one (1) preference. For the purposes of this RFP, this limitation to claiming one (1) preference applies to Respondent’s ability to claim eligibility for Buy Indiana points. **Respondent must clearly indicate which preference(s) they intend to claim. Additionally, the Respondent’s Buy Indiana status must be finalized when the RFP response is submitted to the State.**

Approval will be system generated and sent to the point of contact email address provided within the Bidder Registration profile. This is to be attached as a screenshot (copied/pasted) for response evaluation.

Buy Indiana

Refer to Section 2.7 for additional information.

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| Assessment Systems does not qualify for any of the Indiana preferences, as we do not people or investments in Indiana. |

* + 1. **Payment -** Please provide the requested information in RFP Section 2.3.15.

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| Assessment Systems Corporation can accept payment via credit card, check, ACH, wire transfer or any other mutually applied upon payment. We are specifically okay accepting the purchasing card mentioned in the RFP. |

* + 1. **Extending Pricing to Other Governmental Bodies** – Indicate your willingness to extend prices of awarded products and/or services to other governmental bodies per RFP section 2.3.17.

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| Yes, we are willing to do so. |