



Request for Proposals

TITLE: NC Pathways to Grade-Level Reading Data Update and Visualization

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ISSUING AGENCY: NC Early Childhood Foundation
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For consideration, proposals must be emailed to mableidinger@buildthefoundation.org by February 15 at 5 PM EST.

INTRODUCTION

The vision of the North Carolina Early Childhood Foundation (NCECF) is that each North Carolina child has a strong foundation for lifelong success and reading proficiency, supported by the nation's best birth-to-eight system.

To drive policies and strategies that unleash the potential of each North Carolina child, the North Carolina Early Childhood Foundation brings together those working to promote children's health and development, to support families and communities and to advance high quality birth-to-eight learning.

Our work includes:

- Promoting public understanding of and support for policies that promote children's birth-to-eight years for academic and lifelong success.
- Convening and spearheading collaboration to bridge North Carolina's birth-to-five and kindergarten-to-third grade systems.
- Advancing policies that create a stronger NC today and tomorrow by supporting each child's birth-to-eight development.

The purpose of the Request for Proposals (RFP) is to acquire the services of a qualified contractor(s) to update and visualize the Pathways to Grade-Level Reading data.

The NC Pathways to Grade-Level Reading (Pathways) initiative is creating partnerships among the state's early learning and education, public agency, policy, philanthropic and business leaders to define a common vision, shared measures of success and coordinated strategies that support children's optimal development beginning at birth.

Pathways is an initiative of the NC Early Childhood Foundation (NCECF) in collaboration with NC



Child, The North Carolina Partnership for Children, Inc., and BEST NC.

PATHWAYS BACKGROUND

Complete [Pathways background information is available on the NCECF website](#), including:

- The [first stakeholder meeting in March 2015](#), where it was determined that there was need for a collective process to agree on a common vision around improving third grade reading proficiency, shared measures of success that were whole-child, and aligned action to move the needle on those measures of success and our top line result of getting all children reading on grade level by the end of third grade.
- In **Phase I** of Pathways, a Data Action Team identified shared birth-through-age-eight, whole child measures that research has demonstrated can move the needle on third grade reading proficiency to create the Measures of Success Framework. [Learn more.](#)
- In **Phase II**, Learning Teams looked at the NC data around those measures and, based on overall need and equity considerations, recommended a set of measures to move to action on first. [Learn more.](#)
- In **Phase III** of Pathways, Design Teams co-created the Pathways Action Framework to help North Carolina align around policy, practice and capacity-building strategies that will shift the prioritized measures of success, particularly for children of color. [Learn More.](#)
- The most recent **stakeholder meeting** where Pathways Partners met to endorse the Pathways Action Framework and launch the implementation phase of the Pathways work. [Learn more.](#)

The Pathways to Grade Level Reading Initiative's Measures of Success Framework includes 50-60 data measures that impact third grade reading outcomes. These measures include Measures of Success, Influencer measures that move those Measures of Success, and Developmental Milestones along the Pathway to third grade reading proficiency.

- [The different types of measures are explained here.](#)
- [This resource includes all the measures and their research-based connections to early literacy.](#)

Where it exists in North Carolina, disaggregated data on each of these measures was collected over the past four years.

SCOPE OF WORK



NCECF is hiring contractors for two related projects. Contractors are welcome to apply for Part 1, Part 2 or both parts of the scope of work. NCECF envisions the two parts happening concurrently, with work on the visualization starting based on the old data while the new data is being updated.

Part 1:

Update Pathways Measures of Success, Influencer measures and Developmental Milestones with most recent data. NCECF will provide data sources and spreadsheet templates. Where available, data should include state average and national comparison/rank, and be disaggregated by geography (county or school district), race, ethnicity, income, age, gender, and ability status.

- Data sources have already been identified.
- For Influencer measures, update excel spreadsheets set up during first data pull
- For Measures of Success and Developmental Milestones, create new excel spreadsheets that mirror the Influencer ones.
- Collect data for measures on one to three newly identified data sources that were not yet available during the first data pull

Part 2:

Visualize the Pathways data using Tableau or other publically-available, user-friendly data dashboard software (software subject to approval by NCECF). Visualization/Dashboard should include:

- Top line goal of improving third grade reading proficiency
- Developmental Milestones pathway to third grade reading proficiency
- Pathways Measures of Success graphic (blue and orange circle) and text clarifying how the Measures of Success and Influencer measures impact third grade reading proficiency
- Updated data for each measure, including (as available), state average and national comparison/rank, and disaggregated by geography (county or school district), race, ethnicity, income, age, gender, ability status
- A variety of visualizations – maps and graphs of various kinds, chosen to best tell the “story” for each measure and for visual interest (to be discussed with NCECF)
- Showing the connections among the data measures, including:
 - The three “layers” of data—Developmental milestones, shared measures of success, and influencer measures, all leading to third grade reading proficiency
 - Connections among measures of success and the influencers that move them.
- Ability for the user to interact with the data dashboard to customize the data viewed, by geography or other disaggregation (i.e., race, ethnicity, income, etc) and by topic (i.e., health, education, family supports)
- Ability to print reports and download excel files of data (as possible)
- Ability to link to NCECF website.

DELIVERABLES



- Regular meetings with NCECF as needed during the process.
- Excel workbooks with most recent, disaggregated data for the Pathways Measures of Success, Influencer measures and Developmental Milestones, using the template provided by NCECF.
- Data dashboard, as outlined above.

Deliverables are considered final when they are completed to NCECF's satisfaction.

QUALIFICATIONS

The Contractor must have demonstrated competency in performing services defined in the Scope of Work Section of this RFP. Contractor should provide the name, address, and telephone number for a reference for three projects completed in the last year.

The Contractor must provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Contractor or any of its officers, directors, employees, agents or subcontractors of which the vendor has knowledge, or a statement that there is none. NCECF reserves the right to reject a proposal based on this information.

PROPOSAL REQUIREMENTS

Responses to the RFP must include:

- **Cover letter** – The proposal must include a cover letter signed by the individual authorized to legally bind the contractor. The cover letter must also contain a statement that the person signing the proposal is a legal representative of the contractor and is authorized to bind the contract.
- **Background and experience of the applicant** – Information and examples of work that show the experience and skills of the applicant to complete Scope of Work.
- **Project staffing** – This section must include the proposed staffing to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person.
- **Technical approach** – The proposal should describe the approach the contractor will take to complete work, including a timeline.
- **References** – Two references of clients including name and contact information and the nature of the project.
- **Cost** – Total not-to-exceed cost, representing the maximum of all work to be performed must be clearly indicated.