



RFP Basics

What to Include



Rules of Fair Play

- Do you have College Approval and Internal Buy-In
- Do you have funding?
- Fishing is cruel and drives up the cost for everyone
- Complementary Cost Ranges (Ballpark)



Must Have

- About your College
- Previous Research Available
- True Understanding of Your Needs
- Specific Outcome
 - Information?
 - Plan?
 - Counsel?
 - Ongoing Support
- Timeline
- Real College/District Geographic (Zip+4) boundaries



Good to Have

- Internal Touchstones
- Methodological Expectations (if Any)
- Budget Parameters
- Specific Review Process
 - Proposal
 - Who is/are the decision-maker(s)
 - Phone Interview
 - Reference Check
 - Presentation*
 - Real timeline
 - Artificial limitations (Fake RFP Process)
- Basis of Choice



Nice to Have

- Contact People for Further Background
- Immediate Information Needs for College
- Relation to Long-Term Plan
- Factors that are (Really) Driving the Research Now
- Critical Audiences*



DO

- Give Order of Content

DON'T

- Require a paragraph by paragraph order



DO

- Ask for Specifics

DON'T

- Don't Require Proprietary information to be put in the public document



DO

- Reference Checks

DON'T

- Don't limit it to two to three years



Differentiators

- Educational Expertise of Project Manager &/or Lead Researcher
- Elements of Job That are Subcontracted
- Percentage of Elements that are Subcontracted
- Background & Experience of Subcontractors
- Validity and Reliability of Instrument
- Reliability Checks in Data Gathering Process
- Overall Research Protocol



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