

WES Needs Assessment Project: Request for Proposal (RFP)

I. Notice to Bidders

World Education Services (WES) is accepting proposals from qualified bidders in accordance with the requirements set forth in this Request for Proposal (RFP).

Bidders are advised to read the information contained in this RFP carefully and to submit a complete response to all requirements and questions.

Action	Date	Address to	Note
Request for Info Session	08 May 2019	Yu Zhang, yzhang@wes.org Gabe Vasquez, gvasquez@wes.org	Include " <i>Request WES Info Session</i> " in the subject line
Info Session	16 May 2019		An invitation with log-in information will be sent prior to the session. All bidders are required to sign a Non-Disclosure Agreement with WES prior to attending the session.
Proposals	23 May 2019	Gabe Vasquez, gvasquez@wes.org Yu Zhang, yzhang@wes.org	Include " <i>WES Needs Assessment</i> " in the subject line

II. WES Mission

World Education Services (WES) (www.wes.org) is a non-profit organization dedicated to helping international students and professionals achieve their educational and professional goals in the United States and Canada.

WES evaluates and advocates for the recognition of international education qualifications. For 45 years, the organization has set the standard of excellence in the field of international mobility with our credential evaluations, research and services, and ongoing support for international students and skilled immigrants.

Founded in 1974, WES has provided credential evaluations to more than two million people worldwide. WES evaluations are widely recognized by more than 2,500 educational, business, and governmental institutions throughout the U.S. and Canada.

III. Project Overview

WES provides credential evaluation services to internationally educated professionals in both U.S. and Canada to enable them achieve their academic and professional goals.

WES would like to conduct an assessment of the journey of internationally-educated people to better understand their motivations and experiences for academic and/or professional integration in the U.S. and Canada. These internationally-educated people are primarily students, immigrants, refugees, and asylees.

IV. Objectives of the Project

The goal of the project is to understand the needs, decision-making process, and information-gathering steps of individuals age 16 to 45 at different stages of their journey to move to a new country. The assessment will help us identify existing gaps and growth opportunities, with specific and actionable findings for each audience.

- Stage 1: Consider leaving home country and begin to explore different options to do so
- Stage 2: Decide to leave home country and start the legal process of moving abroad
- Stage 3: Complete the legal process of moving abroad and start preparing to relocate
- Stage 4: Live in the U.S. or Canada for less than two years
- Stage 5: Live in the U.S. or Canada for two to five years

V. Project Deliverables

The bidders will be responsible for the coordination, research, and writing of a fully completed and comprehensive Needs Assessment report, including:

- An Executive Summary
- Research methodology (qualitative and quantitative approach)
- In-depth critical analysis of research findings and data that identify and demonstrate
 - The challenges and obstacles faced by individuals
 - Critical incidents and significant events that influenced individuals' decision-making process
 - Other influencing factors on decision-making processes
 - Technology, services, programs, tools used by individuals

- The "wish-list" items (products, tools, services, technology) desired by individuals
- Validation of the segments of different audiences and the stages of their journey

VI. Timetable

	Deliverable	Due Date
1	Proposals due	23 May 2019
2	Approved Statement of Work	31 May 2019
3	Master Services Agreement	31 May 2019
4	Finalized Needs Assessment Findings and Executive Summary	09 Aug 2019

VII. Proposal Requirements

The proposal must include the following:

- Acknowledgement of your understanding of WES' expectation for this project
- An understanding of different contexts among settlement, services and integration sectors in the U.S. and Canada
- Statement on general and specific qualifications to perform the project
- Examples of recent relevant projects, preferably with similar target audience
- References from at least three (3) past projects, preferably matching those projects used as examples above
- Proposed Work Plan, including but not limited to
 - A general approach to research
 - Description of proposed research steps, activities, and outputs
 - Description of findings layout and design
 - Proposed project schedule, including project stages, activities, and milestones
 - Proposed project communications plan
 - Proposed project budget, including a breakdown of fees for professional services, hours, and administrative services
- Listing of names, titles, skill level and project responsibilities of staff and/or consultants who will be working on this project, attaching bios if needed
- Disclosure of any potential conflict of interest

VIII. Selection Criteria

Proposals received will be reviewed and evaluated based on the following elements (not listed in order of preference):

- Understanding of the organization's mission and its target audiences
- Demonstrated experience in projects focused on WES' target audiences
- Demonstrated understanding of different contexts among settlement, services, and integration sectors in the U.S. and Canada
- Samples of similar projects
- Expected timeline for completing the project
- Ability / Commitment to meeting deadlines
- Proposed cost
- Industry expertise
- No competitive client conflicts
- Results of communications with references provided by the consultants

IX. Confidentiality

All information presented in this RFP, including information subsequently disclosed by World Education Services, Inc. during the proposal process, shall be considered confidential and should not be disclosed to outside parties.