



# Request for Information (“RFI”)

## Evaluation Consultant for NEFE’s Strategic Partnership’s Pilot Program(s)

February 23, 2023

**RESPONSES DUE:** March 15, 2023

**RFI Contacts:**

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Submit a response by email to Greg Fischer.

### Background

The National Endowment for Financial Education (NEFE) is a 501(c)3 private operating foundation based in Denver, CO, that [champions effective financial education](#). We are the independent, centralizing voice providing leadership, research, and collaboration to advance financial well-being. NEFE envisions a nation where everyone has the knowledge, confidence, and opportunity to live their best financial life.

### Statement of Needs

NEFE’s Strategic Partnerships are a new initiative for the organization. Strategic Partnerships are a research-to-practice laboratory model done in collaboration with nationally or regionally based organizations committed to implementing financial education programs. The research-to-practice laboratory will further NEFE’s mission to champion and advance effective practices in financial education and provide guidance and support for the future of the financial education field.

The focus of pilot programs is concerned with population-specific outcomes. NEFE knows financial education doesn’t work for everyone and wants to test various interventions and practices to determine which result in the strongest outcomes for specific populations. As such, the evaluation component of these pilots is crucial to the success and impact of the Strategic Partnership initiative. The findings and results will be communicated more widely to stakeholders across the [Personal Finance Ecosystem](#) to inform best practices and improve delivery for organizations nationally.



## Timeline

NEFE is seeking a third-party contractor to manage the evaluation component of pilot programs, which NEFE is funding through two partners, the Appalachian College Association (ACA) and the Colorado Community College System (CCCS). NEFE is open to having just one contractor manage evaluations of both partnerships or two separate contractors managing one project each. The partnerships are for a 2.5-to-3-year period. Both the ACA and CCCS are currently in their planning phases. The ACA will implement its pilot program in financial education at the start of the next academic year in August 2023. CCCS may begin some activities with the new academic year in August, but the full program rollout won't occur until January 2024.

The below table outlines the agreed schedule of activities with the ACA. The CCCS partnership will follow a similar event timeframe but likely six months behind.

<b>Milestone Date</b>	<b>Report Period</b>	<b>Program Activity(ies)</b>
Jan. 31, 2023	Project Goals & MOU launched	Project Documents
July 31, 2023	January 1- June 30, 2023	Operations Planning & Prep
Jan. 31, 2024	July 1 – Dec. 31, 2023	Fall Semester, Yr 1
July 31, 2024	January 1- June 30, 2024	Spring Semester, Yr1
Jan. 31, 2025	July 1 – Dec. 31, 2024	Fall Semester, Yr 2
July 31, 2025	January 1- June 30, 2025	Spring Semester, Yr2
Jan. 31, 2026	July 1 – Dec. 31, 2025	Final Evaluation & Assessment

## Evaluation Requirements

The evaluation contract will follow the length of the partnership. NEFE has developed a tentative outline for the monitoring and evaluation components for the ACA and a pre- and post-survey, which is attached as a separate document to this email. The plan defines the parameters and metrics to be collected by the ACA and/or its colleges. The contracted evaluator can modify and adapt aspects of the attached evaluation plan and the survey as appropriate based on their professional expertise.

The ACA and/or its colleges will be responsible for collecting the data and providing it to NEFE and the contracted evaluator. In accordance with best monitoring practices, NEFE envisions continuous data collection throughout the duration of the multi-year program delivery phase. NEFE has identified focus groups as a potential tool during the delivery phase and would internally organize and execute these activities.

Most of the services will be rendered at the completion of the partnership period, when the contracted evaluator will conduct a robust analysis of the impact on the population, its success, and shortcomings.

NEFE has arranged that seven colleges at the ACA will receive the “treatment” (i.e., Financial Education) while the other 20+ colleges in the association will not receive the funded intervention.



NEFE and the ACA have agreed that a minimum of 2,500 individuals will receive the treatment. NEFE will work with the ACA to identify the number and which colleges from that group will be part of the control group. A more defined plan with CCCS remains in development, but the anticipated design is for the treatment to be available to students at all 11 community college campuses. NEFE and CCCS have tentatively agreed that 5,000 individuals will receive the treatment.

## Information Requested

Please include the following details in response to this RFI:

1. **Contact Information for Organization and Primary Contact Person:** Name, address, phone number, web address, email address, and contact person.
2. **Background Information:** Provide background information about your organization, including history, size, and expertise.
3. **Relevant Experience:** Provide, if any, the organization's relevant experience in conducting evaluations in the financial education field, program evaluations, and population evaluations. If possible, give examples of similar evaluations conducted previously and their outcomes.
4. **References:** Up to 3 references, including the names and contact information of previous clients for whom they have provided evaluation services.
5. **Services Offered:** Outline of the specific evaluation service(s) the organization offers, including details about the types of evaluations they conduct, the methodology they use, and the experience of their evaluators.
6. **Methodology and Tools:** Information about the methodology and tools that the organization will use to conduct the evaluation. This could also include modifications to the attached evaluation plan and survey questions for pre- and post-assessment.
7. **Pricing and Timeline:** Information about pricing and deliverable timeline.
8. **DEI:** Share the organization's strategy and initiatives around diversity, equity, and inclusion, including how the firm's leadership demonstrates its commitment and how the staff is supported in these efforts. For example, what initiatives exist to recruit, retain, and advance a diverse workplace? Include a description of practices, programs, services, community involvement and/or internal operations, such as information about corporate social responsibility programs.
9. **Data Security and Privacy:** Details on the organization's data security and privacy policies when working with data provided by an external party.

## Selection Process

Please note: this is an RFI, not an RFP. It is a request that you share information about your organization's capacity and how you would approach meeting NEFE's outlined needs. Responses are not expected to include a detailed budget or specific activities. Based on responses, up to five respondents may be invited to submit for the services requested. Depending on service or organizational capacity, NEFE may select more than one contractor for this service.

The anticipated selection of the evaluation contractor should occur no later than May 1, 2023, thus ensuring 3.5 months to have any data needs or reporting systems in place at locations before the project implementation.