



## Request for Proposal: Survey Designer/Analyst

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Submission Deadline: November 13, 2015, 11:59pm (Eastern)

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## SECTION I: INTRODUCTION

### Statement of Purpose

This request for proposal invites interested and qualified consultants/firms/agencies (hereafter referred to as Project Consultant) to submit a proposal for the completion and analysis of two surveys to the public library field for the [IMLS](#)-funded project, “Assessing the Needs of Public Libraries toward Advancing the National Digital Platform” (hereafter referred to as ANDP.)

The Project Consultant will be responsible for working collaboratively with the ANDP project team, and will deliver national surveys to be distributed to public libraries and state library agencies. The surveys will capture comprehensive information about the current state of public library digitization activities. The survey findings will inform a summary report and recommendations that will be distributed to the target audiences using a strategic and coordinated communication plan. The data will also serve as a baseline from which future progress in the investigated areas can be measured. Resulting survey instruments should be designed to support continued data collection in future years with minimal to no redesign or additional funding required.

The Project Consultant will bear primary responsibility for the following deliverables:

1. Survey instrument(s) creation, methodology documentation
2. Coded results dataset(s)
3. Results analysis and documentation

Proposed work is expected to be completed between December 1, 2015 and August 31, 2016. A schedule of completion for deliverables is shown below in Section IV.2.

The maximum budget available for this work is \$10,000. Travel to a planning meeting with project staff will be paid by OCLC and does not need to be considered in the budget.

## SECTION II: SUBMISSION OF RESPONSE

### 1. Proposal Deadline and Submission Instructions

The deadline to submit proposals is 11:59PM (Eastern), November 13, 2015. Proposals must be submitted electronically to the Project Manager, Kendra Morgan ([morgank@oclc.org](mailto:morgank@oclc.org))

### 2. Contact Information for Questions

Questions about this Request for Proposal should be directed to the Project Manager, Kendra Morgan ([morgank@oclc.org](mailto:morgank@oclc.org), 206-336-9211).

Correspondence may be shared with project partners. Questions received from interested consultants and the responses may be shared publically within the Vendor Questions section of [the RFP announcement](#).

### 3. RFP Schedule

October 27, 2015:	RFP Release
October 27 – November 11, 2015:	Question period for respondents
November 13, 2015:	Proposal submission deadline (11:59pm Eastern)
November 16 – 20, 2015:	Proposal review period, requested clarifications
November 25, 2015:	Final selection announced
November 30, 2015:	Contract start date
August 31, 2016:	Contract end date

### 4. Notice of Interest

Organizations/consultants interested in responding to this RFP are encouraged to inform the Project Manager, Kendra Morgan ([morgank@oclc.org](mailto:morgank@oclc.org)) by November 10, to determine if there has been sufficient reach to potential vendors.

## SECTION III: BACKGROUND INFORMATION

### 1. The National Digital Platform

This work is undertaken as part of an [IMLS](#) grant-funded effort to conduct a needs assessment and gap analysis of public library digitization activities. The full grant application for this project is [available online](#). The most relevant information can be found in the narrative, pages 2 – 9 of the PDF. Also of interest, and included in the application file, is an example of a previous survey on the topic of digital collections. The following is from the project abstract:

OCLC will collaborate with the Digital Public Library of America (DPLA), the Chief Officers of State Libraries Agencies (COSLA), Public Library Association (PLA), and the Association for Library Collections and Technical Services (ALCTS) on a one-year planning grant to gather information about public library participation in the national digital platform (NDP). The project will design and conduct a survey of public libraries and state library agencies that will provide a national overview of the activities related to the digitization of unique public library collections.

The available small-scale data and anecdotal information indicates that public library engagement in the NDP, though growing, is still modest. The national organizations that are partnering on this project believe that to achieve the vision of the NDP, there must be robust participation from the public library sector; yet, there is no large-scale view of the current state of digitization strategies, activities, and barriers that can inform how public library participation can be better supported.

The intent of this project is to identify the extent to which public libraries have or have not digitized unique collections, the obstacles that prevent digitization, and the opportunities and partnerships that can accelerate digitization activities. The project will also explore whether and how community members are being engaged in local

digitization efforts, and how underrepresented populations are being represented in these activities.

The project will design the survey instruments, issue the surveys to statistically valid samples of public libraries and state library agencies, analyze the data, and report the results through an outreach effort coordinated among the five partner organizations.

This project will result in a report with actionable data that will serve as a baseline against which to measure the success of future work to increase public library digitization activities. The project findings and recommendations will also help public libraries, funders, service providers, and state library agencies determine how to work cooperatively to support digitization of collections that will serve the information needs of people across the nation.

## 2. OCLC

[OCLC](#) is a nonprofit global library cooperative providing shared technology services, original research and community programs so that libraries can better fuel learning, research and innovation. Through OCLC, member libraries cooperatively produce and maintain [WorldCat](#), the most comprehensive global network of data about library collections and services. Libraries gain efficiencies through OCLC's [WorldShare](#), a complete set of library management applications and services built on an open, cloud-based platform. It is through collaboration and sharing of the world's collected knowledge that libraries can help people find answers they need to solve problems. Together as OCLC, member libraries, staff and partners make breakthroughs possible.

This program is managed by OCLC Research, one of the world's leading centers devoted to exploration, innovation and community building on behalf of libraries and archives.

## SECTION IV: PROJECT SPECIFICATIONS

### 1. Scope of Work

The Project Consultant will be responsible for all phases of the survey development and data collection for the ANDP project. All survey development, data collection, interpretation, and documentation efforts should be treated as distinct in the proposal, and addressed explicitly. The ANDP project team will serve as subject matter experts to inform the language and terminology in the survey.

The Project Consultant will:

- Prepare a survey methodology/ies to collect information about digitization efforts in public libraries. Such methodologies should address, at a minimum, survey questions, data coding, documentation, data-modeling, and data analysis. A [data set of public libraries](#) is provided by IMLS that can inform the methodology. A sampling design for the methodology was provided as part of the grant application and is included as an appendix at the end of this document. The proposal should include any relevant

suggestions or input on the sampling design. Of particular concern will be properly identifying a responding library and validating the library's service population and location.

- Develop each element of the survey instruments, refining them in consultation with the ANDP project team.
- Develop/configure and launch surveys within a virtual survey platform. Technology costs for the survey platform should be described and included within the proposal budget, with an aim of minimizing ongoing costs in future years when reusing the instruments.
- Provide input and feedback on the distribution and dissemination plans for the surveys. The expectation is that the public library survey will be distributed to 2,820 - 4,785 libraries, assuming a 20% response rate, in order to achieve a statistically valid sample that can be segmented by library size (very small, small, medium, large, and very large) and location (rural, suburban, and urban). The libraries that receive the survey will be a strategized random sample that it is proportionately representative of public libraries by size and location. The target sample size for state library agencies is 51, with a required response rate of between 75% - 88% to achieve statistical validity.
- Aggregate, code and document the resulting dataset(s) to enable data comparisons across library size and location.
- Provide and document initial data results analysis.

The surveys will be designed to gather information on the following aspects of digitization in public libraries:

- whether libraries have digitization and preservation strategic plans;
- what types of unique collections that libraries have digitized, and what still needs to be digitized;
- the extent to which libraries are digitizing collections documenting underrepresented communities;
- the number and types of personnel dedicated to digitization, available skillsets, and perceived training needs;
- digitization workflows;
- how digital collections are stored and made available and accessible to everyone in the U.S., including whether digitized material is ADA compliant;
- application of metadata standards (whether, what types), whether metadata can be harvested for reuse, and the methods of metadata storage;
- the barriers to digitization and their relative impact;
- the types of organizations currently supporting digitization efforts (such as universities or state agencies);
- how libraries may be assisting and/or engaging other organizations in digitization activities, including collaborations with archives, museums, or historical societies; and
- whether libraries are engaging their community, including underrepresented populations, in digitization efforts.

## 2. Deliverables

The Project Consultant will be responsible for the following deliverables:

### Phase I: December 2015 – February 2016

1. Methodology Documentation  
Project Consultant will identify and document the survey methodologies with feedback provided by the ANDP project team. The proposal should describe the approach envisioned.
2. Survey Instrument Development - Content  
Project Consultant will be responsible for creating survey questions and layout, with feedback provided by the ANDP project team. Within the proposal, Project Consultant should describe their approach to survey question development recognizing the library size and location and variables noted on page 5.
3. Survey Instrument Development - Virtual survey configuration, hosting, documentation  
Project Consultant must propose an online survey platform for the project, recognizing a project goal of sustaining the data collection effort in future years with minimal ongoing costs. Project Consultant must develop all surveys within the online platform, and include all associated costs within their proposal budget, inclusive of any survey platform costs (e.g. software or service subscription cost). Survey instruments should be designed for easy replication and reuse in future years to prepare for longitudinal data collection and comparison within minimal cost in future years. Project Consultant will be responsible for developing the surveys within the online survey tool, providing documentation and administrative rights to the project team's designate as needed to allow for ongoing maintenance, access, and usage in future years.

### Phase II: March – May 2016

4. Launch surveys and collect responses from public and state library agencies. OCLC and project partners will disseminate the call to participate in the survey through their communications channels.

### Phase III: May - July 2016

5. Coded results dataset(s), with codebook documentation  
Deliverables include, but are not limited to: raw survey data, data coding schema/book(s), and coded dataset(s). In addition to providing the datasets, the Project Consultant is encouraged to propose reflecting the data within a data visualization platform to allow community engagement with the data results. Any costs associated with associated with data visualization must be included in the proposal budget.
6. Survey results analysis and documentation  
Similar to the sampling methodology and instrument development, the Project Consultant must use sound, established practices for data analysis, incorporating statistics where necessary. Proposals should describe the types of analysis envisioned, noting any specific software that will be used. Any costs associated with the data analysis must be reflected in the proposal budget. Project Consultant will also be

responsible for documenting analysis techniques applied with an eye toward continued data collection and longitudinal data comparison in future years.

7. Report on the state of digitization efforts in public libraries and highlight recommendations for moving forward.

Based on the data analysis, Project Consultant will author a report on the unique and common needs found across the populations and variables mentioned within this proposal, as well as others that surface through the research effort. The ANDP project team will contribute to the review and analysis of this report.

### **3. Professional Expertise Requirements**

The following experience and expertise are required to ensure project success:

- Experience working on survey projects of similar scope, illustrating skill in areas such as: survey methodologies, population sampling, survey and question design, response rate maximization, and data analysis, synthesis and visualization.
- A demonstrated ability to communicate ideas succinctly, both verbally and in writing.
- Experience collaborating with project teams virtually.
- Project Management – proven success in independently managing a multifaceted needs assessment, staying within budget and timelines, and producing high quality deliverables.
- Familiarity with processes and protocols for digitization of unique resources in a library environment (strongly desired).
- A broad understanding of public libraries, across budget sizes, and staffing (desired).

### **4. Outcome and Performance Standards**

The Project Consultant is expected to provide concise, consistent communications with the Project Manager, and in externally facing publications and communications. Communications and work product should be devoid of typos and jargon, and follow the highest standards of writing.

### **5. Technical Expertise and Requirements**

The Project Consultant is expected to be experienced in the platforms/tools they propose using throughout this project. Within the proposal, specific technical platforms should be described in the Approach section (e.g. for the hosting of virtual surveys), with individual technical experience noted in the Staffing section. All survey instruments, data sets, and data visualizations will need to be transitioned to OCLC by the conclusion of the contract. Proposals should address how such a transition would occur, and include any associated costs required to ensure instrument usability and data access after the conclusion of the contract with the Project Consultant.

### **6. Budgetary Requirements**

The maximum total budget is \$10,000. This amount is inclusive of the Project Consultant time, virtual survey platform costs, data analysis software/tools, data visualization platforms, and all other costs associated with the design, conduct, analysis, and documentation of the surveys.



## 7. Contractual Requirements

Project Consultant and all elements within the proposal must meet the requirements set forth within the [General Terms and Conditions for IMLS Discretionary Grant and Cooperative Agreement Awards, March 30, 2015 edition.](#)

## 8. Project Output Ownership Rights

All resulting reports created through this project will be made public through a Creative Commons (CC-BY 4.0) license. The contractor will have no rights to the datasets or be allowed to share reports publicly or privately in advance of the CC licensed publication without the express consent of OCLC.

# SECTION V: PROPOSAL CONTENTS

## Reminder - Notice of Interest

Organizations/consultants interested in responding to this RFP are encouraged to inform the Project Manager, Kendra Morgan ([morgank@oclc.org](mailto:morgank@oclc.org)) by November 10 to determine if there has been sufficient reach to potential vendors.

### 1. Format Requirements

Complete proposals must include each of the sections below and may not exceed 10 pages, including the cover sheet. Appendix A (Curriculum Vitae and/or Resumes) and Appendix B (Sample Work Products) are excluded from the page limit, but should be appended onto the end of the single proposal PDF file.

### 2. Cover Sheet

This page does not count towards the 10 page proposal limit.

- Name(s) of consultant(s)/firm(s)
- Address(es) of consultant(s)/firm(s)
- Contact information for questions
- Total proposed budget amount
- Disclosure statement: describe any pre-existing relationships with OCLC or the Digital Public Library of America.

### 3. Approach

In six or fewer pages, proposals must address the following:

- A description of the approach(es) that will be used to complete the project, noting methodologies and technological platforms where applicable.
- A description of project deliverables, noting delivery dates of proposed/draft and final versions.
- A detailed timeline of proposed activities, noting roles and responsibilities of all involved parties, project milestones, and delivery of project deliverables.

#### 4. Budget

In two or fewer pages, proposals must address the following:

- A detailed budget table noting estimated expenses, specifically addressing the items mentioned above.
- A budget justification noting the basis of calculation for each budget line item. Where applicable, cost categories should follow federal guidelines.
- An explanation of the expected billing and payment structure.

*Note: All costs related to proposal preparation are the responsibility of the applicant and may not be charged to the budget for the project.*

#### 5. Highlighted Experience

In a page or less, highlight relevant past experiences that you will bring to the project.

#### 6. Staffing

In a page or less, describe or list the following for each individual conducting work:

- Name
- Title
- Summary of relevant experience/qualifications/background

#### 7. Appendix A: CVs and/or Resumes

For each individual on the project team, append a copy of their CV or Resume. These pages do not count towards the 10 page proposal limit.

#### 8. Appendix B: Prior Work Products/Outputs

Project Consultant is encouraged to submit examples of past project outputs to illustrate their capacity creating elements pertaining to this project (e.g. survey instruments, dissemination strategies, reports, etc.) These pages do not count towards the 10 page proposal limit.

### SECTION VI: PROPOSAL EVALUATION CRITERIA

An evaluation committee will review and score the proposals to select the Project Consultant.

Proposals will be evaluated via the following criteria:

Rigor/Strength of methodology	25 points
Feasibility of approach	25 points
Past experience	20 points
Professionalism of proposal	15 points
Budget	15 points

#### 1. Rigor/Strength of Methodology

This criterion covers the soundness of the proposed methodology. It factors in how the proposal identifies and understands key elements both within this project and the populations

being surveyed, and the logic shown connecting the data collection back to the issue of digitization needs in public libraries.

## **2. Feasibility of Approach**

This criterion addresses how feasible the approach is, given the project's budget and timing constraints. Feasibility of the proposed project timeline will be considered. It also will cover how replicable this approach is in future years with minimal additional cost, as this project aims to continue data collection in future years with minimal ongoing cost.

## **3. Past Experience**

This criterion evaluates the depth, strength, and applicability of the Project Consultant's past experience with public libraries, including the strength of prior work products submitted in Appendix B and the backgrounds of the project team members who will be engaged in this project.

## **4. Professionalism of Proposal**

This criterion judges the strength of the proposal's appearance, in terms of writing, presentation, and adherence to the guidelines presented in this RFP.

## **5. Budget**

This criterion addresses the judicious use of financial resources to meet the needs of the RFP, as well as an illustrated awareness of budgeting requirements set forth within the [General Terms and Conditions for IMLS Discretionary Grant and Cooperative Agreement Awards, March 30, 2015 edition](#).

### Rationale for Public Library and State Library Agency National Digital Platform Surveys

The following tables provide an overview of the rationale behind the survey sample and participation targets for the public library and state library agency National Digital Platform (NDP) surveys. Peggy Gallagher, OCLC's Manager of Market Analysis, Library Services for Americas served as the survey expert for the proposal development phase of this project.

The optimal and minimal targets referenced in the tables below are based on achieving the confidence levels and confidence intervals recommended by this project's survey expert. The optional targets are secondary alternatives to the recommended optimal and minimal targets. The public library survey targets are also based on the objective of achieving a statistically valid sample that can be segmented by size (very small, small, medium, and large) and location (rural, suburban, and urban). These numbers were arrived at using the 2012 IMLS Public Library Survey data and definitions. The sample for the public library survey will be a stratified random sample (stratified by size) so that it is proportionately representative of public libraries by size and locale.

The following tables and targets were developed with the above objectives in mind.

<b>Public Library NDP Survey Targets</b>				
U.S. Public Libraries (n=9,305)				
	Confidence Level	Confidence Interval	Completed survey responses needed overall	Sample size needed to send invitation to (assumes 20% response rate)
<b>Optimal Targets</b>	<b>95%</b>	<b>+/- 3%</b>	<b>957</b>	<b>4,785</b>
<b>Minimal Targets</b>	<b>95%</b>	<b>+/-4%</b>	<b>564</b>	<b>2,820</b>
Option 1	95%	+/- 5%	369	1,845
Option 2	95%	+/- 7%	192	960
Option 3	90%	+/- 5%	265	1,325
Option 4	90%	+/- 7%	137	685
Option 5	95%	+/- 10%	95	475
Option 6	90%	+/- 10%	68	340

<b>State Library Agency NDP Survey Targets</b>				
	Confidence Level	Confidence Interval	Completed Surveys	Sample Size Needed
<b>Optimal Target</b>	<b>95%</b>	<b>+/- 5%</b>	<b>45</b>	<b>51</b>
<b>Minimal Target</b>	<b>90%</b>	<b>+/- 7%</b>	<b>38</b>	<b>51</b>
Option 1	95%	+/- 7%	41	51
Option 2	90%	+/- 5%	44	51
Option 3	95%	+/- 10%	34	51
Option 4	90%	+/- 10%	30	51