

CENTER FOR APPLIED LINGUISTICS



English for Heritage Language Speakers Program

REQUEST FOR PROPOSALS

**EVALUATION OF THE
ENGLISH FOR HERITAGE LANGUAGE SPEAKERS
INSTRUCTIONAL PROGRAM**

Submit Technical and Cost Proposals to

Katherine Moran
Program Director, English for Heritage Language Speakers
Center for Applied Linguistics
4646 40th Street NW
Washington, DC 20016

Proposal Due Date: July 1, 2023

The Center for Applied Linguistics (CAL) is seeking a provider to conduct annual evaluation of the English for Heritage Language Speakers (EHLS) program. The purpose of the evaluation is to inform CAL and its major subcontractor, the Georgetown University School of Continuing Studies (SCS), about the ways in which the instructional program development and delivery are contributing to the achievement of program goals. The evaluation should include the experiences of faculty and staff at Georgetown and CAL, as well as program participants. Other key EHLS personnel may be included as necessary. The selected provider will design and conduct the evaluation in collaboration with CAL and Georgetown.

Background

EHLS is an English for professional purposes program that recruits naturalized U.S. citizens who are native speakers of critical languages and prepares them for service in the federal government by developing their professional English and critical thinking skills and their understanding of the culture of the federal workplace. The program enrolls one cohort of 18 participants each year. Participants are typically early- to mid-career professionals who resided in their native country through young adulthood and are required to possess at least a bachelor's degree or equivalent; many participants hold one or more postgraduate degrees and/or professional certifications. Applicants to the program are tested for language proficiency and technology skills prior to admission. To qualify for admission, a candidate must receive a rating of Level 3 (General Professional Proficiency) in the native language on the Interagency Language Roundtable scales used by the federal government, a rating of Level 2 (Limited Working Proficiency) or higher in the four English modalities, and a rating of Pass on a basic technology test.

The instructional program consists of 6 months of intensive instruction (30 hours per week in class, plus another 40-60 hours of extra-class work), followed by 2 months of part-time, online instruction. The intensive portion takes place from January through June each year, and the online portion takes place in July and August.

The EHLS program began in 2006. It is sponsored by the National Security Education Program, part of the Defense Language and National Security Education Office (DLNSEO) within the U.S. Department of Defense. CAL is the prime contractor for the project; the selected evaluating organization will be a subcontractor to CAL.

Requirements

The evaluation plan and process should serve both formative and summative purposes and provide a comprehensive and holistic evaluation of all aspects of the program, including the participants, Georgetown EHLS faculty and staff, CAL EHLS staff, and other EHLS personnel as necessary for a complete evaluation. The information gathered should enable CAL and Georgetown to understand and build on program strengths over time and ensure that the program is meeting its stated goals as effectively as possible. Formative evaluation should inform any needed adjustments or refinements to the program in progress, while summative evaluation should inform refinements in the subsequent program year(s).

The technical proposal should describe how the evaluator will carry out the objectives described above and should reference the following tasks:

- Develop and provide an overall evaluation plan for the program year, with the goal of providing formative and summative feedback on the program, based on multiple information-gathering activities
- Develop information-gathering objectives, methods, and instruments in collaboration with CAL and Georgetown
- Gather information from Georgetown and CAL faculty and staff
- Gather information from program participants (scholars) approximately every 8 weeks during the intensive and part-time portions of the program, January-August 2024
- Provide a written report and oral debrief to CAL and Georgetown after each information-gathering event

Note that quantitative evaluation is not required by this solicitation. Quantitative evaluation is implemented through language proficiency testing that is conducted by CAL.

Period of Performance

The subcontract will run for twelve months, August 30, 2023 – August 29, 2024, with the possibility of an annual renewal

Technical Proposal Specifications

Technical proposals should include the following:

- A description of the organization's understanding of the EHLS program and how the organization will address the requirements outlined above
- An organizational capability statement that demonstrates experience and expertise in designing and conducting program evaluations of a similar type
- Short bios of key personnel

Technical proposals should be no more than ten (10) pages in length, single spaced with one-inch margins. Technical proposals should be submitted in Word format.

Cost Proposal Specifications

Cost (business) proposals should list the following:

- Personnel: base salary and anticipated hours for each staff person
- Fringe
- Other direct costs, which may include travel, materials, and duplicating
- Overhead

The cost proposal should include a budget spreadsheet in Excel format and a budget narrative in Word format. Documentation of the organization's federally negotiated indirect cost rate (NICRA) should be attached to the cost proposal. If an organization does not have a NICRA, it should provide documentation of how the listed fringe and overhead rates were calculated.

The awarded subcontract will be a cost-reimbursement contract with invoicing to take place monthly.

Evaluation Criteria

Proposals will be evaluated by CAL and Georgetown on the following criteria:

- Understanding of the nature of the EHLS program, participants, and goals
- Understanding of the program evaluation, communication, and reporting requirements
- Demonstrated ability to conduct evaluations of a similar type successfully
- Qualifications of key personnel
- Cost

Proposal Submission, Notification, and Contact Information

Proposals should be submitted electronically to Katherine Moran, EHLS Program Director, at the Center for Applied Linguistics, no later than 5:00 PM Eastern time on July 1, 2023.

All bidders will be notified of the outcome of their bids no later than July 15, 2023.

Address inquiries and proposal submissions to Katherine Moran, kmoran@cal.org, 202-384-1238.

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