



November 19, 2014

Barry Topol  
Assessment Solutions Group  
215 Loch Lomond Way  
Danville, CA 94526

Re: PARCC Recommendation of ASG Cost Modeling and Technical Assessment Services

Dear Barry:

After over 4 years of outstanding support delivered to PARCC, I am happy to provide you and ASG with an unqualified recommendation of your services.

PARCC first utilized ASG's services during the submission of its 2010 Race to the Top Assessment grant proposal to the United States Department of Education. ASG modeled the costs of numerous assessment designs during the compressed time period to develop and submit the proposal. When Consortium's proposed design required modifications to reduce costs, ASG's cost modeling services were instrumental in enabling PARCC to develop an assessment design that met its goals for quality and ability to assess student higher order critical thinking skills at an affordable price. ASG also helped PARCC with a design for its K-1 formative assessment tools and generated all of the department budgets, so the Consortium would have a complete view of its cost submission to USED. In every case, ASG met very tight turnaround times and submitted work of the highest quality. Your help was invaluable in submitting a successful proposal.

Subsequent to the award from USED, PARCC has used ASG's services on a number of occasions over the past years, including estimating assessment costs after assessment designs were updated, evaluating the costs of large contracts for item development to be let under terms of the grant, developing the costs for PARCC's non-summative assessments and helping PARCC, Inc. with its response to Rhode Island's RFP that sought project management support for the PARCC Consortium. In every case, PARCC, Inc. was extremely pleased with the quality of work and responsiveness of ASG.

Finally, and perhaps most important, ASG proved to be a valuable resource in deriving and evaluating the final design changes to be made to its summative assessment, calculating the cost impact of these design changes and assisting PARCC in negotiating the final contract price with its assessment services provider. The total price reduction that resulted from all of these services was **\$5 a student** which will save the consortium well over **\$100 million** over the first four years of the contract! In particular, your negotiating strategy proved to be highly effective and your estimate of the appropriate price for the assessment ended up being within percentage points of the vendor's bid.

We appreciate all of your support over the last 4 years and look forward to a continuing relationship in the coming years.



Sincerely,

*Jeffrey Nellhaus*

Jeff Nellhaus

Chief of Assessment, PARCC, Inc.