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1025 W. Johnson Street  
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November 10, 2014  
Assessment Solutions Group  
215 Loch Lomond Way  
Danville, CA 94526

Re: WIDA Recommendation of ASG pre-RFP Cost Modeling and post-RFP Cost Analysis Services

To Whom It May Concern:

It is without reservation that I give ASG's cost modeling and cost analysis services my highest recommendation.

WIDA has been creating the new ACCESS for ELLs assessment (ACCESS 2.0) under a federal grant issued in 2011. Vendor services needed in coming years include activities needed to successfully administer, score and report the ACCESS for ELLs 2.0 English proficiency assessments and the components of the Access for ELLs 1.0 system that will remain in place for a few additional years. Prior to the release of the vendor RFP for these services, WIDA engaged ASG to estimate the costs of its proposed ACCESS 2.0 assessment design and program services, as well as evaluate the vendor cost responses to the RFP for these services. WIDA also used ASG to estimate the price for an online and paper based screener and a paper-based version of its Alternate Access for ELLs.

ASG's analysis of the initial assessment design showed that its likely cost would exceed what WIDA states were comfortable paying. The WIDA team used the ASG analyses to tweak the assessment design and ultimately get the estimated costs in line with consortium state expectations. This revised design was reflected in the RFP for assessment services that was subsequently issued. Had WIDA not used ASG for a pre-RFP price analysis and issued the RFP with its initial design, it is likely the consortium would have either had to cancel and redo the RFP once the vendor prices were received, or spend a significant amount of time negotiating changes to the scope of the work with the vendor. Getting the RFP right the first time enabled WIDA to maintain the integrity of the assessment design and save months of time in the vendor approval process.

Equally significant, analyses of vendor cost proposals by ASG allowed the consortium to save millions of dollars in negotiating the final price for assessment delivery services. ASG's cost model accurately projected the assessment expenses on a line item basis, which gave the consortium detailed information it needed to challenge the vendor price bids and negotiate lower prices. Without this detailed information, it would have been extremely difficult to explain

areas where WIDA felt the vendor pricing was in excess of market rates and negotiate price reductions. The model estimates were within about 5% of the vendor bids so WIDA felt comfortable that it was acting upon sound information. Indeed, the consortium was successful in negotiating a significant price reduction during the BAFO period.

In short, WIDA received tremendous value in using ASG for these tasks, saving the consortium millions of dollars and months of time saved due to not having to rework the RFP nor potentially re-bidding the program, all while maintaining the quality and integrity of the assessment ASG was extremely easy to work with, promptly answered all of our follow-up questions, supported WIDA throughout the negotiation process and delivered all services on time.

WIDA highly recommends ASG's services to others seeking comparable services.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy J. Boals", is written over a horizontal line.

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