

Texas Higher Education Coordinating Board

Human-Centered Research and Experience Design for College & Career Advising in Texas

August 12th, 2021

Housekeeping

- Please mute your microphones
- A copy of this presentation will be available on the THECB Procurement site
- Q/A session will follow presentation
 - Please hold all questions until the Q/A session
 - Type questions in the chat
 - Note: Questions answered during presentation are not official until the THECB posts as an addendum to the solicitation
 - After the presentation, email questions to ebids@highered.texas.gov

Agenda

- Introductions
- Project Overview
- Procurement Process
- Q&A Session (2 Parts)
 1. Answering questions received prior to Webinar
 2. Opening the Chat function for live questions

Project Overview

Laura Brennan

THECB and 60x30TX

The Texas Higher Education Coordinating Board (THECB or the Board) is a state agency that provides leadership and coordination for higher education in the state of Texas.

In 2015, **Texas launched 60x30TX**, the state's higher education strategic plan, which aims to position Texas among the highest achieving states in the country and maintain its global competitiveness.

- 60% of Texans will hold some type of postsecondary credential by 2030.
- At least **550,000 students** in that year will complete a certificate, associate, bachelor's, or master's from a Texas institution of higher education;
- Graduates will have identifiable marketable skills regardless of major;
- Students will not graduate with debt exceeding **60% of their first-year wages**.

(Note: this plan and these benchmarks are currently being re-evaluated in a comprehensive process that will conclude in late summer 2021).

What we are looking for

THECB seeks to **create a holistic and equitable advising experience for students and families** which maximizes the number of Texans transitioning successfully from K-12 through postsecondary education or training to the workforce.

THECB seeks a design partner (“Contractor”) who has deep expertise in understanding user experience and perspective, and who will challenge our conventional thinking about advising.

Focused on Student Outcomes:

The strategy will aim to improve student outcomes as measured by the extent to which Texas students achieve:

- Equitable access to advising tools;
- Equitable experience and engagement with those tools;
- Completion of critical pathway milestones; and
- Attainment of high-value credentials.

Project Timeline

Partner Involvement:

3.01 Phase One: Human-Centered Design Research

3.02 Phase Two: Technology Review and Assessment

3.03 Phase Three: Strategy Design and Implementation

Deliverables:

The listed deliverables do not represent an exhaustive list. Deadlines for each deliverable and any relevant specifics will be established jointly between THECB and Contractor:

- **Portfolio** of at least ten relevant personas, including visual representation (video or photography) as detailed in the RFP
- **Human-centered design research** report on the current advising experience, that includes a draft theory of change
- **Technology review report** as detailed in the RFP
- **Report on user feedback** relative to technology tools as outlined in the RFP
- **Proposal** detailing a plan for creation of **aligned technology strategy and suite of tools** as outlined in the RFP
- **Final report** detailing **holistic and equitable college and career advising strategy** for the state of Texas, including **theory of change** and sustainable model for facilitated networks. This report should clearly demonstrate how this strategy is informed by user needs and feedback from all phases of the work.

Deliverables Timeline:

February 1, 2022:

➤ Completion of Phase One (**Human-Centered Design Research**),

Associated deliverables: *research report, theory of change, personas*

Completion of Phase Two (**Technology Review and Assessment**),

Associated deliverables: technology review report, user feedback report, proposal for aligned technology strategy

May 1, 2022:

➤ Completion of Phase Three (**Strategy Design & Implementation Planning**)

Associated deliverables: final report detailing holistic and equitable college and career advising strategy, theory of change, and implementation model for facilitated networks

Evaluation Criteria:

Criteria	Weight
Price: <ul style="list-style-type: none">• Cost estimate demonstrates reasonable value to the state.	20%
Strength of Project Work Plan: <ul style="list-style-type: none">• Proposal addresses Statement of Work in section 3.0, including all subsections;• Work plan demonstrates understanding and commitment to creating equitable advising experiences for student populations who have traditionally been underserved.	50%
Timeliness: <ul style="list-style-type: none">• Project plan provides an acceptable timeline for implementation.	10%
Experience and Qualifications: <ul style="list-style-type: none">• Examples of past projects demonstrate ability to complete a project of comparable scope and complexity;• References demonstrate strength of past work; and• Staff profiles demonstrate appropriate experience and skills to complete work.	20%
Total:	100%

Procurement

Linda Natal

Procurement :

Timeline:

Publication of RFP on the ESBD and THECB's website	August 6, 2021
Bidders Webinar (optional attendance)	August 11, 2021, at 12:00 p.m. CT
Last Day to Submit Written Questions	August 13, 2021, by 11:30 p.m. CT
THECB's Response to Written Questions	August 17, 2021
Proposal Due Date and Time	August 25, 2021, by 11:30 p.m. CT
Post-Proposal Interviews/Presentations, if required	August 30-31, 2021
Anticipated Contract Start Date	October 1, 2021

Proposal Submission:

Administrative Checklist:

RFP Section 8.02 Organization of the Proposal for Submission

Respondents shall submit 2 files in PDF format. No mailed, hand-delivered, or faxed Proposals will be accepted.

PDF No. 1

- 1. Response to the Scope of Work
- 2. Experience and Qualifications
- 3. Cost of Project
- 4. References

PDF No. 2

- 1. Attachment A: Execution of Proposal
- 2. Attachment B: HUB Subcontracting Plan
- 3. Attachment D: Conflict of Interest Disclosure Statement
- 4. Transmittal letter. The letter must state, "The Proposal enclosed is binding and valid at the discretion of THECB."
- 5. Attachment E: Federal Documents (please note these are only required for the winning proposal)

Submitting Questions and Proposals :

- Deadline to submit questions is **11:30 p.m. CST/CDT, Friday, August 13, 2021.** Questions received past the deadline will not be accepted.
- Deadline to submit proposals is **11:30 p.m. CST/CDT, Wednesday, August 25, 2021.** Proposals received past that deadline will not be accepted.
- Submit questions and your proposal to **ebids@highered.texas.gov**. Hard copy proposals mailed or delivered to the THECB will not be accepted.

Q/A Session:

As in the Note: Questions answered during presentation are not official until the THECB posts as an addendum to the solicitation.

Q/A Session live :

Please use the Chat function to ask questions

Thank You

Thank you for participating! We look forward to reviewing proposals.

Submit proposals to ebids@highered.texas.gov

Deadline: Wednesday, August 25, 2021, by 11:30 p.m. CST/CDT