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GOVERNOR

STATE OF CALIFORNIA  
GOVERNOR'S OFFICE  
OFFICE *of* PLANNING AND RESEARCH



KEN ALEX  
DIRECTOR

**INVITATION TO BID**  
**SB 103 Higher Education Eligibility Study**  
**February 5, 2016**

**A. Purpose for Bid**

The Director of the Office for Planning and Research (OPR) is seeking a vendor for a period of nine months to complete a study that evaluates the admissions policies used by the University of California (UC) and the California State University (CSU). A Planning Team consisting of representatives of OPR, the Governor's Office, and the Department of Finance will guide the study.

**B. Description and Requirements**

The vendor awarded this contract shall perform a study, consistent with the requirements of Chapter 324, Statutes of 2015 (Senate Bill 103). Specifically, the vendor will produce a report on the findings of the study. That report will include a determination of the number of students, and proportion of students, who graduated from California public high schools in 2015 who were eligible for admission to the UC and the CSU. The determination of the number of students eligible for admission will also be disaggregated by race, gender, ethnicity, residence, and income. Finally, the report will include an analysis of the factors affecting eligibility for admission for each of those groups.

**C. Statutory Terms**

The following section includes terms and constructs that the vendor will need to further define to perform the study as intended, pursuant to SB 103. The content below includes general information. However, prospective vendors are expected to further clarify and succinctly discuss how they intend to define these terms in the proposal and hence operationalize data compilation and review.

*1. Eligibility for Admission to the UC:*

In general, for freshman admission, a student must (1) complete a minimum of 15 college-preparatory courses, with at least 11 finished prior to the beginning of his or her senior year, (2) earn a grade point average (GPA) of 3.0 or better in these courses, with no grade lower than a C, and (3) take the ACT Plus Writing or the SAT Reasoning Test by December of the student's senior year. A student

can expect to be admitted if the student ranks in the top 9 percent of all California high school students or in the top 9 percent of the student's graduating class as determined by methods developed and maintained by the UC Office of the President. Vendors will also determine the number of students who are "entitled to review" pursuant to UC policies.

2. *Eligibility for Admission to the CSU:*

To be eligible for freshman admission, most students must (1) complete a set of 15 college-preparatory courses identified on the A-G list maintained by the University of California with grades of C or better, (2) achieve a qualifying eligibility index that combines either SAT or ACT test score results with the GPA for work completed in the A-G courses after grade 9, and (3) earn a high school diploma or its equivalent.

3. *Race:*

The following are categories of race as determined by the United States Census Bureau. Vendors should reconsider these categories in light of the diversity and achievement gaps found in California schools. At minimum, the census racial category "Asian" should be disaggregated into three categories: East Asian (having origins in China, Japan or Korea); Southeast Asian (having origins in Vietnam, Cambodia, Thailand, Laos, Myanmar, Malaysia, Indonesia or the Philippine Islands); and South Asian (having origins in the Indian subcontinent including India, Pakistan, Bangladesh, Nepal and Sri Lanka). Most education data currently being collected in California will allow this and further disaggregation.

- *American Indian or Alaska Native:* A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- *Asian:* A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- *Black or African American:* A person having origins in any of the black racial groups of Africa.
- *Native Hawaiian or Other Pacific Islander:* A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- *White:* A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Other.

#### 4. *Ethnicity:*

The following are categories of “ethnicity” as determined by the United States Census Bureau.

- Hispanic or Latino: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino.

Vendors may consider further disaggregation of the “Latino” category if the data suggests significantly different eligibility rates between, for instance, students of Mexican and Central American origin.

#### 5. *Residence:*

The vendor will propose a geographic division of the state into no fewer than five and no more than ten regions. They will provide a rationale for this division based on economic, demographic, political and cultural factors that make the different parts of California distinct and determine their distinct educational needs.

#### 6. *Income:*

Since it is unlikely that family income will be reported in any existing source of high school academic records, the vendor will develop a method for determining differences in rates of eligibility between students from different income groups. If a whole-school proxy (e.g., free and reduced-price lunch) or a geographic proxy (e.g., median income of the student's census block group) is used, the vendor should provide a statement as to why this is an adequate proxy for the income diversity of the statewide student body.

### **D. Bid Requirements and Information**

The Invitation to Bid is released on February 5, 2016, with bids due on March 4, 2016. Pursuant to statute, OPR must submit a report to the Governor and the Legislature by December 1, 2016.

Responsive bids will include a practical schedule with milestones and deliverables for such efforts as needed, such as data collection, data analysis, data/study results, report development and completion, and report review by the Planning Team in order for OPR to meet the requirements of SB 103.

## E. Bidder Minimum Qualifications

Responsive bidders will provide evidence (including, but not limited to curriculum vitae for proposed research staff, past related research and/or reports, etc.) that they possess the following qualifications.

- Experience with and expertise in California's higher education policy issues.
- Experience collecting and analyzing California K-12 education data, including transcripts, test scores, grades, and other data generated at the high school level.
- Experience with survey research and statistical analysis, including experience collecting, analyzing, interpreting, and reporting on large data sets.
- Experience working with K-12 schools, school districts, and institutions of higher education.

## F. Scope of Work

The vendor agrees to perform a study and develop a report as described below.

The contractor shall determine the overall number and proportion of students who graduated from California public high schools in 2015 who were eligible for admission to the University of California and the California State University. Eligibility also shall be reported by race, gender, ethnicity, residence, and family income.

The contractor shall develop a methodology that promises to yield a study at least as accurate as the last eligibility study conducted by the California Postsecondary Education Commission in 2008, in which the margin of error (MOE) for the whole sample was 2.1 percent. The margin of error for subgroups must also be significantly less than the 2008 study.

In responding to this Invitation to Bid, prospective contractors should indicate:

- Whether they intend to use sampling, big-data, or a hybrid approach (e.g., a very large sample).
- The data to be used and the sources of that data.
- How data will be handled to ensure Family Educational Rights and Privacy Act compliance on all levels, including data security and who will own the data collected.
- Details on the methodology for data collection and evaluation.
- Internal resources or partners with the competence to determine whether the methodology is likely to achieve the standards of accuracy stated above.
- Timeline for collecting data, analyzing data, providing data/study results, developing a draft and final report and any other deliverables the contractor thinks are necessary.
- Proposed budget for completing the study and report.

The contractor is responsible for:

- Collecting data.
- Cleaning and correcting data.
- Working with experts to ensure data is collected and interpreted correctly.
- Analyzing data.
- Compiling and publishing study/data results
- Drafting a report consistent with the requirements in SB 103. This report will be provided to the Planning Team no later than November 1, 2016.
- Finalizing report incorporating feedback from the Planning Team.

In addition to the above, the contractor shall solicit information and feedback from experts in California's higher education policy areas, provide consulting services to the Director of OPR and the SB 103 Planning Team throughout the course of the study, and report on progress of the study to representatives of the Department of Finance and the Legislative Analyst's Office.

## **G. Bid Submissions**

Due Date: March 4<sup>th</sup>, 2016

Electronic Submissions: Please e-mail electronic copies to:  
[eve.mordaunt@opr.ca.gov](mailto:eve.mordaunt@opr.ca.gov)

Hard Copy Submission: Please mail any hard copy submissions to:  
Eve Mordaunt  
1400 10<sup>th</sup> Street  
Sacramento, CA. 95814

For more information please contact:  
Eve Mordaunt at [eve.mordaunt@opr.ca.gov](mailto:eve.mordaunt@opr.ca.gov) or (916)-445-0613