

**Mayor's Fund to Advance New York City  
Call for Proposals  
We Are New York (WANY) Program Evaluation and Ethnography  
Q&A**

- 1. How many partner sites are expected for the stratified sample?**
  - a. There are an average of 50 classes conducted every WANY Term: Summer, Spring, and Fall. We expect the evaluating firm to make the decision as to how many should be chosen for the stratified sample. We expect the sample to represent geographic and other diversity categories within the program.
  
- 2. A total of \$5,500 is requested to be set aside for incentives for students and volunteers to participate in focus groups. How much incentive is expected to be given to each person?**
  - a. This depends on how the evaluation firm would like to allocate the incentives. For instance, these incentives could be in the form of metro cards or food cost during the duration of the focus groups and/or other meetings.
  
- 3. Are the partner sites limited to the public libraries, CBOs, FBOs, and public schools?**
  - a. Yes.
  
- 4. Should incentives be provided to partners sites for their participation?**
  - a. We have not allocated separate incentives for partner sites. The evaluation firm may choose an approach that includes incentives for partner sites.
  
- 5. How has participants' ESL (English as a Second Language) proficiency been assessed to date?**
  - a. No, WANY does not assess ESL proficiency, but the current community conversation classes are best suited for high beginner and intermediate learners.
  
- 6. How is successful completion of the 10 sessions determined?**
  - a. Students who attend 6 or more classes receive Mayoral certificates of completion and workbooks.
  
- 7. Is it acceptable to focus the evaluation on current participants? If not, how will the evaluator be able to access past participants?**
  - a. Yes, it is acceptable to focus the evaluation on current participants.
  
- 8. 30% of WANY classes are observed every term. Do you have an observation tool/protocol?**
  - a. Observations are like other classroom observations: a seasoned facilitator or WANY staff attends the classes and sit quietly at the back to observe how the

class is conducted. They take notes and write a short report, which is used to give feedback to volunteer facilitators.

**9. On the p. 3 bulleted list of evaluation goals:**

**Bullet 4: Is this referring to two different groups? Immigrant inclusion of students and service learning of the facilitators?**

- a. It is referring to assessing how the program promotes immigrant inclusion and advances civic and service learning. Volunteers might also learn about City services through the program, but our focus for this bullet is the ELLs (English Language Learners).

**Bullet 7: How are tools 1 and 2 different? What is the purpose of the two survey tools? Are they self-assessments of readiness and implementation?**

- a. “Learners” refers to the English language learners who take WANY classes, and “facilitators” refers to the trained volunteers who facilitate WANY classes. We not only want a tool to measure learner’s growth but also a tool to measure a volunteer’s experiences and growth while serving as a facilitator.

**10. Is there a budget template that you would like used for this proposal? If no template, are you looking for class categories or sums to deliverable in the evaluation plan?**

- a. No, we do not have a template, and it is up to the firm to provide their budget in the best way possible. We are open to receiving both class categories or sums to deliverable in the evaluation plan or a mix of the two, as the firm sees fit.

**11. What is the expected period of performance (start and completion dates)?**

- a. We expect the evaluation to be conducted within 9 months from the date of selection.

**12. What are the dates of the Spring and Summer class sessions?**

- a. Spring classes typically start in February/March, and summer classes start in June/July. Start dates vary by site.

**13. When the instructions say “Provide translation and interpretation services while conducting the evaluation, as needed,” what languages are anticipated?**

- a. We anticipate a range of languages, including the most common languages—such as Spanish and Chinese—and lesser known ones—such as Nepali and Punjabi.

**14. What are primary immigrant groups (by percentage) participating in this program?**

- a. We have not collected learner demographics because partner sites are expected to do their own recruitment and are asked to provide a roster with only the names of the registered students.

**15. What is the general level of English speaking and understanding of participants when they enter the program?**

- a. The conversation classes (as they are structured now) are best suited for high-beginners and intermediate level English Language Learners.

**16. Can you provide some basic data on who WANY is serving?**

- a. Since the relaunch in June 2015, we have not collected these learner demographic data as sites register their own students, and we do not solicit any demographic information. We conducted soft surveys in the past (pre-2012), and the data below comes from that survey:
  - i. Native Language: Spanish and Chinese
  - ii. Gender: No data
  - iii. Ethnicity: No data
  - iv. Ages – 25-64 [majority]

**17. Currently, how many partner sites provide language services?**

- a. In the Fall and Spring, we manage 50+ groups. Some sites may have multiple groups. In the summer, we manage about 15-20 groups.

**18. One requirement in the proposal requirements is “f) Detailed narrative for a “theory grounded evaluation” (Attachment)”. Can you provide more detail about what is expected?**

- a. Please include the theories/principles that guide your work and assessments as well as how will those theories/principles will be relevant to We Are New York. We want to know what principles will guide your evaluation process.

**19. Will the evaluator have access to previous class observations (see p. 2) or assessment of facilitators?**

- a. Yes, you will have access to past class observations. Observations also serve as informal assessment of facilitators.

**20. Will the evaluator have access to any/all program materials used across sites (e.g. student study guides) or specific to sites that are identified as “exceptional” or best practices model?**

- a. Yes, the evaluator will have access to all program materials.

**21. In terms of the “ethnography,” what level of data collection is envisioned – a couple of hours per participant or more intensive that involves engaging with them over time and in the community?**

- a. We envision a mix of the two types of data collection methods described in your question.

**22. In terms of the selection process, how are the 10 points for budget to be awarded? Is the budget for this project \$102,500?**

- a. Yes, the budget for this project is \$102,500. The ten points for budget will evaluate budget allocation and presentation.

**23. What is the expected number of program partners/sites, participants, and volunteers during the Spring 2016 semester?**

- a. In the Fall and Spring, we manage 50+ groups. Some sites may have multiple groups. In the summer, we manage about 15-20 groups.

**24. Available documentation from 2010 shows that about one third of teachers using the WANY materials were from CUNY, about one third were from CBOs, and less than 10 percent were from the DOE. Can you share any description of the partners/teachers from the most recent year?**

- a. We have not conducted a survey of teachers since 2010, and we plan on organizing a professional development day for ESOL teachers across the board in the Spring. The evaluating firm will be invited to participate.

**25. The RFP indicates that in the Fall of 2016, the project will launch literacy and advanced lesson plans based on the WANY series. Is the proposed study expected to include reviews of these new materials?**

- a. The lesson plans are now complete. The firm may choose to study these new materials as efforts by the program to increase its scope and reach.

**26. Could you share what administrative or program data are currently being collected and if these will be available to the selected evaluator?**

- a. Currently, we manage sites, observe classes, and make site visits. We have not collected any other program data.

**27. Are any English-language assessments currently being given during the course?**

- a. A soft survey has been created and was administered previously. The survey is a student self-assessment, and it is not a formal evaluation or test.

**28. When are WANY facilitators trained and would there be an opportunity to observe a training during the study's nine month window?**

- a. Yes, we have trainings every month.

**29. Can any additional information be shared about how program sites are selected?**

- a. Program sites fill out an application form, which is available on the web at [www.nyc.gov/LearnEnglish](http://www.nyc.gov/LearnEnglish) . The only requirements for sites are to recruit 20 students and to provide a classroom space with audio/visual capability. Sites may also send a staff member or volunteer for training and choose to use their internal staff. Apart from these, there are no other requirements for program sites.

**30. Can you please clarify what you mean by “assessment tools to assist learners” and “assessment tools to assist and guide facilitators”?**

- a. We would like the evaluating firm to create survey and assessment tools to help us monitor program implementation, volunteer preparedness/assessment, and learner assessment. These tools will be used throughout the program in the long run and will help us ensure program quality.