



Request for Proposal (RFP) for Independent Research and Evaluation Services

To Support HomVEE Evidence-Based Certification

Notice to Bidders

NOTICE is hereby given that Baby TALK, Inc. (Decatur, Illinois) is seeking proposals from qualified research and evaluation organizations to design and conduct a rigorous study of the Baby TALK Model. The purpose of this research is to generate evidence that meets the standards of the Home Visiting Evidence of Effectiveness (HomVEE) Review, with the goal of achieving evidence-based certification.

All proposals must be clearly marked “Baby TALK HomVEE Research RFP” in the subject line and delivered electronically to:

Rachel@babytalk.org

Proposals must be received no later than November 3rd 2025 at 5pm CT at which time they will be publicly acknowledged. Late submissions will not be considered. Baby TALK reserves the right to reject any or all proposals.

All questions or requests for information should be directed to Rachel Strode at Rachel@babytalk.org.

About Baby TALK

Baby TALK, Inc. is a 501(c)(3) nonprofit founded in 1986 in Decatur, Illinois. Its mission is to positively impact child development by nurturing healthy, responsive relationships during the critical early years. Baby TALK has grown into a multifaceted organization, providing Early Head Start, Home Visiting, Family Literacy, Early Intervention services, and an adult education program.

Baby TALK seeks to secure evidence-based certification from HomVEE to strengthen its position as a nationally recognized, research-validated model.

Scope of Work & Deliverables

The selected research partner will be expected to:

1. Design a Research Study aligned with HomVEE standards of evidence (RCTs or high-quality QEDs).
2. Develop a Detailed Evaluation Plan, including:
 - Sampling and recruitment strategies.
 - Valid, reliable outcome measures (child development, parenting outcomes, etc.).
 - Data collection protocols and training.
 - IRB approval and human subject protections.
3. Implement the Study:
 - Collect baseline and follow-up data.
 - Monitor fidelity of Baby TALK model implementation.
 - Ensure data quality, confidentiality, and integrity.
4. Analyze Data & Report Findings:
 - Conduct statistical analyses consistent with WWC/HomVEE standards.
 - Provide interim progress reports.
 - Submit a final technical report suitable for HomVEE submission.
5. Support Dissemination:
 - Prepare research briefs, presentations, and practitioner-friendly summaries.
 - Assist Baby TALK leadership in responding to reviewer questions.

Vendor Qualifications

Proposers must demonstrate:

- Proven expertise in designing and conducting RCTs or QEDs in early childhood or family support interventions.
- Experience with federal evidence reviews such as HomVEE or What Works Clearinghouse.
- Capacity to secure IRB approval and comply with ethical standards.
- Demonstrated ability to work with community-based nonprofits.
- Adequate staffing, financial resources, and technical expertise to complete the project.

Proposal Submission Requirements

Each proposal must include:

1. Technical Proposal:

- Research design and methodology.
- Work plan and timeline.
- Staffing plan and bios of key personnel.
- Prior experience with evidence-based reviews.

2. Budget Proposal:

- Itemized cost estimate.
- Proposed payment schedule.

3. References:

- At least three relevant past projects with client contacts.

4. Legal/Compliance Documentation:

- Qualified proposals must be submitted by a company that has not been suspended or debarred from doing business with the federal government and/or State of Illinois.

Evaluation Criteria

Proposals will be evaluated based on:

- Strength and rigor of research design.
- Demonstrated experience with HomVEE/WWC or similar reviews.
- Qualifications of research team.
- Cost effectiveness.
- Capacity to meet project deadlines.

Timeline

- RFP Release Date: September 30th 2025
- Proposal Due Date: November 3rd by 5pm CT
- Award Notification: November 26th 2025
- Project Start: December 1st 2025
- Projected Completion of Final Report: Determined within proposal

Proposer's Responsibilities

All proposers must carefully review this RFP and any addenda. The cost of preparing and submitting proposals is the sole responsibility of the proposer. Proposals must be signed by an authorized representative and remain valid for 120 calendar days.

Exhibit A: Proposal Form

Baby TALK, Inc. – Request for Proposal (RFP) for Independent Research and Evaluation Services to Support HomVEE Evidence-Based Certification

Instructions: Please complete all sections in ink or typewritten form. Attach additional pages as needed. All proposals must be signed by an authorized company representative.

1. Company Information

Organization Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Website: _____

2. Key Contact Information

Contact Person: _____

Title: _____

Email: _____ Phone: _____

3. Qualifications

Years of Experience Conducting RCTs/QEDs: _____

Number of Prior Studies Reviewed by HomVEE/WWC: _____

Relevant Certifications/Accreditations: _____

4. Proposed Approach

(Attach as a narrative or separate document, covering the following:)

- Research Design and Rationale
- Proposed Outcome Measures
- Data Collection and Analysis Methods
- Project Work Plan and Timeline
- Staffing Plan and Key Personnel Bios

5. Budget Proposal

Provide an itemized budget breakdown (attach as Exhibit A-1), including:

- Personnel costs
- Travel/fieldwork expenses
- Data collection costs
- Data analysis/software
- Reporting and dissemination
- Indirect/overhead costs

6. References

Provide at least three references for similar projects:

1. Organization: _____ Contact: _____

2. Organization: _____ Contact: _____

3. Organization: _____ Contact: _____

Authorized Representative

Printed Name: _____

Signature: _____

Title: _____

Date: _____

Authorized Officer/Agent Information

Printed Name: _____

Signature: _____

Title: _____

Date: _____

Subscribed and sworn before me this ____ day of _____, 20__.

Notary Public

My Commission Expires: _____

Appendix A: Proposal Evaluation Scoring Rubric

This scoring rubric will be used by the Baby TALK RFP Review Committee to evaluate and compare proposals submitted in response to the Request for Proposal (RFP) for Independent Research and Evaluation Services to support HomVEE evidence-based certification. Each criterion should be scored independently, and scores will be summed to determine the overall ranking of proposals.

Evaluation Criterion	Weight (%)	Score (1–5)
Research Design & Methodological Rigor (Appropriateness of design, alignment with HomVEE/WWC standards)	30%	
Relevant Experience (Prior HomVEE/WWC-reviewed studies, early childhood research expertise)	20%	
Team Qualifications (Expertise of key personnel, staffing plan, IRB experience)	15%	
Work Plan & Timeline (Feasibility, clarity, ability to meet deadlines)	10%	
Budget & Cost Effectiveness (Cost realism, efficiency, justification of resources)	15%	
References & Past Performance (Client satisfaction, proven results)	10%	

Scoring Guidelines

Each criterion should be rated on a scale of 1 to 5:

1 = Poor / Inadequate

2 = Fair / Below Expectations

3 = Good / Meets Expectations

4 = Very Good / Exceeds Expectations

5 = Excellent / Outstanding

The final weighted score will be calculated by multiplying the score by the assigned weight. The proposal with the highest total weighted score will be recommended for award.