

2025 Request for Proposals: SIOP Evaluation Partner

RFP Deadline:

Responses to this RFP are due no later than Friday, May 23, 2025. Submit your proposal to SIOP Chief Executive Officer David Feldner, CAE, at dfeldner@siop.org.

Background

SIOP has always thrived due to the dedication and volunteerism of its members and supporting organizations. Evaluating SIOP's programs and services is of high importance, but to preserve the affordable dues and event registration rates for members, SIOP seeks to acquire evaluation services from a survey provider on a complimentary basis in exchange for recognition.

To ensure that any organization interested in becoming the survey provider (Evaluation Partner) has an opportunity to be considered, SIOP is issuing this request for proposals (RFP) for any organizations who would like to administer, analyze, and report on SIOP surveys in exchange for visibility in front of our members and their employers.

The term of this survey provider agreement will be a period of three years (July 1, 2025 – June 30, 2028).

Description of Work

Most of the work involves administering SIOP surveys that are conducted electronically, capturing data from survey respondents, analyzing data, generating reports from the survey responses for SIOP, and preparing data for archiving. The following surveys are planned:

- Annual Conference Evaluation (annually, in April/May)
- Annual Conference Continuing Education Evaluations for Preconference Workshops, Friday Seminars, and the Advanced Professional Development program(s) (annually, in April/May)
- Leading Edge Consortium (LEC) Evaluation (annually, in October/November)
- LEC Continuing Education Evaluations for Preconsortium Workshops (annually, in October/November)
- Online Event Evaluations (bimonthly online events not concurrent to annual conference or LEC; example: the Work Smart Series)
- Salary Survey (once every 3 years, will take place next in 2028 with data from the 2027 calendar year)
- General Membership Survey (annually, TBD)
- Membership Exit Survey (annually, usually in March)

Other surveys that arise during the 3-year period also will be included subject to the willingness of the Evaluation Partner. SIOP reserves the right to self-manage surveys not listed above if needed.

The deliverables include providing SIOP with an overall report and trend analysis, the results broken out by various demographic groups, and a copy of the raw data. Discussions prior to each survey will determine exact formats needed. There will be a need to integrate with former SIOP surveys' historical data.

Why a preference for one organization to do it all?

- Allows comparisons across data sets for trending
- Reduces redundancy across surveys to the membership
- Ensures consistency in approach and look
- Allows for more systematic data collection, processing, and archiving

Non-Negotiable

- SIOP retains sole ownership of total and complete rights to all datasets generated.
- Copies of data, layout, and other items needed for data archiving shall be available for all projects done on behalf of SIOP.

- SIOF's logo shall be consistently portrayed across various surveys, and formatting across surveys will remain as consistent as possible maintain SIOF's brand image.

Compensation

The organization will be identified by SIOF during the 3-year period as the SIOF Evaluation Partner. Key promotional benefits (valued at approximately \$8,500 annually) are outlined in the attached 2025-2028 Evaluation Partner Agreement. The provider also can use this designation in their promotional materials.

Request for Information

Responses to this RFP are due no later than May 23, 2025, and it should be submitted to SIOF Chief Executive Officer David Feldner, CAE, at dfeldner@siop.org.

The SIOF Chief Executive Officer and the SIOF Institutional Research Committee (IRC) will evaluate responses in terms of completeness, flexibility, capability, and quality. Subsequent clarification on specific items may be requested. The proposal that best meets the needs of SIOF will be selected. All information provided in response to this RFP will be treated as confidential.

Specific Information Needed

Please provide brief replies to the following questions no later than May 23, 2025:

1. Please state the name of your firm and briefly describe the history and primary nature of your business. Include a brief description of the size and location(s) of your operations.
2. Please describe your in-house technological capabilities—specifically, your experience with web-based surveys.
3. Do you have any limitations on the number of people taking a survey or the number of questions that can be supported with your technology?
4. Briefly describe any stress test for web-based surveys that you have conducted or the largest number of respondents to a single survey you have experience conducting on the Web.
5. What specific steps do you take to ensure data integrity and quality data reports?
6. What steps do you take to maintain data security and confidentiality? Do you have technology back up for the programming and/or the data once collected?
7. Please explain your process for archiving data.
8. If you are selected for this work, briefly describe how you would prefer to receive specifications for each survey (e.g., work with each SIOF committee separately, work with one liaison) and how you would prefer to set timelines to accomplish the work.
9. Describe how you would prefer potential conflicts in timelines on a project to be resolved.
10. Are there any limitations to the number of subgroups or reports generated that you would like to place on any given survey?
11. When conducting web-based surveys, how many reminder messages would you support?
12. Can you support open-ended questions with your technology?
13. Could you provide content coding on any open-ended questions (e.g., there were eight questions that required a write-in answer on the previous membership survey)?
14. Is there anything else you believe we should take into consideration in this proposal or advice you would provide to us?
15. Briefly describe why you would like to provide such a generous donation of your time and talents.
16. Please provide three references of customers who have used your application and/or services to conduct web-based surveys with at least 3,000 potential respondents.

This is a sample of the agreement to be signed later.



[INSERT EVALUATION PARTNER LOGO]

2025-2028 EVALUATION PARTNER AGREEMENT (SAMPLE ONLY)

This is an Agreement dated _____, 2025 between the Society for Industrial and Organizational Psychology, Inc. ("SIOPI") having an address at 6635 Central Ave., 105, Toledo, OH 43617, and the Evaluation Partner _____ having an address at _____.

Statement of Work ("SOW")

Most of the work involves administering SIOPI surveys that are conducted electronically, capturing data from survey respondents, analyzing data, generating reports from the survey responses for SIOPI, and preparing data for archiving. The following surveys are planned:

- Annual Conference Evaluation (annually, in April/May)
- Annual Conference Continuing Education Evaluations for Preconference Workshops, Friday Seminars, and the Advanced Professional Development program(s) (annually, in April/May)
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- General Membership Survey (annually, TBD)
- Membership Exit Survey (annually, usually in March)

Other surveys that arise during the 3-year period also will be included subject to the willingness of the survey provider. SIOPI reserves the right to self-manage surveys not listed above if needed.

The deliverables include providing SIOPI with an overall report and trend analysis, the results broken out by various demographic groups, and a copy of the raw data. Discussions prior to each survey will determine exact formats needed. There will be a need to integrate with former SIOPI surveys' historical data.

Compensation

Compensation for these services are as follows:

- The Evaluation Partner's name and logo will be consistently portrayed across the various projects.
- SIOPI will recognize the organization as our "Evaluation Partner" during the 2026, 2027, and 2028 Annual Conferences. Benefits will include:
 - One complimentary annual conference registration per conference
 - Name and link recognition on the partner recognition web page
 - Name recognition in registration promotional emails
 - If the partnership structure for these annual conferences change, SIOPI will work to find a suitable replacement for any benefit listed above that can no longer be offered
- SIOPI shall provide the Evaluation Partner with one (1) complimentary standard booth in the exhibit hall for the 2026 SIOPI Annual Conference in New Orleans, LA, the 2027 SIOPI Annual Conference in National Harbor, MD, and the 2028 SIOPI Annual Conference in Salt Lake City, UT.
 - Booth size might vary from 10' x 10' to 8' x 10" (depending on location).

- SIOP will waive the booth fee only. The Evaluation Partner would be responsible for any other charges (such as those from the general services contractor) associated with the booth.
 - SIOP will work with the Evaluation Partner to find a good booth location for their booth size.
- SIOP will recognize the organization as the “Evaluation Partner” at the 2025, 2026, and 2027 Leading Edge Consortium events. Benefits will include:
 - One complimentary LEC registration per consortium
 - Name and link recognition on the partner recognition web page
 - Name recognition in registration promotional emails.
 - If the partnership structure for this event changes, SIOP will work to find a suitable replacement for any benefit listed above that can no longer be offered
- The Evaluation Partner may, in their own marketing materials and press releases, state that they were selected to be SIOP’s Evaluation Partner. Any references and statements about SIOP require approval by the SIOP Administrative Office.

Specific Agreements

- SIOP retains sole ownership of total and complete rights to all datasets generated and results/interpretations generated from the data.
- Copies of data, layout, and other items needed for data archiving shall be available for all projects done on behalf of SIOP.
- SIOP’s logo shall be consistently portrayed across various surveys, and formatting across surveys will remain as consistent as possible maintain SIOP’s brand image.
- All data (including any member information) provided to or collected by the Evaluation Partner on behalf of SIOP will be considered confidential.
- The Evaluation Partner agrees to keep confidential and not to disclose or make available to any third party the survey information on these projects or any materials related to the work itself.
- The Evaluation Partner agrees not use any SIOP member information gathered for SIOP projects for any mass mailings for the purposes of business generation.
- No articles, research, books, or presentations will be made/published based in part or in whole from any SIOP dataset without the written consent of the SIOP President.
- The Evaluation Partner shall own all programs and procedures, computer software subroutines and code segments and modifications and customizations thereof owned prior to this Agreement or developed by them in the performance of these projects.
- The Evaluation Partner and SIOP agree that they will notify each other of any third-party claim or cause of action related to the services provided including those related to intellectual property infringement and each will indemnify, defend, and hold the other harmless for claims or causes of action caused by it.
- The Evaluation Partner and SIOP may continue this partnership beyond the term of this agreement by written agreement. In no event shall either of the parties hereto be liable to the other for the payment of any loss of use, loss of profits, business interruption, cost of cover or indirect, incidental, special, consequential, and exemplary or punitive damages.
- The Evaluation Partner and SIOP agree not to hire or attempt to hire the other party’s employees (or individuals who were employees of the other party within the preceding thirty (30) days) with whom it came into contact because of this Agreement without the express written consent of the other party for a period of one (1) year from the last date of delivery of services under this Agreement.
- The term of this survey provider agreement will be a period of 3 years (July 1, 2025 – June 30, 2028).

[Org Name of Evaluation Partner]

SIOP

Signed By: _____

Signed By: _____

Title: _____

Title: _____

Date: _____

Date: _____