

Florida is for Veterans (FIFV) Research Scope of Work

Veterans Research

Objective

Select a qualified market research vendor to conduct qualitative and quantitative research with active military, Veterans, and spouses to determine the following:

- Deciding factors in choosing a state for relocation post military service
- Relative weight or importance of each factor in the decision on which state to relocate
- Key services that a state offers that makes relocation attractive to these individuals
- How the state of Florida performs on offering the key services identified as being important
- Baseline awareness among active military, Veterans, and spouses on what benefits Florida offers to Veterans and their families
- The best way to communicate the value of what Florida has to offer for Veterans and their families
- What messages resonate and what medium is best to reach this niche group
- Baseline measure for how “Veteran-friendly” the state is perceived by the target group
- Employment expectations and outlook of active military members Veterans, and spouses
- Baseline awareness among active military and Veterans on what jobs are available in Florida
- Baseline of educational needs of Veterans (or plans)
- Knowledge of entrepreneurial assistance programs for Veterans and spouses

Florida is for Veterans Background

Founded in 2014, Florida is for Veterans’ mission is to:

- Attract and retain Veterans and their families by connecting them to employment, training, and educational opportunities
- Strengthen Florida businesses through educating them on the value and skillsets Veterans bring to the workforce and providing training resources for their Veteran hires
- Enhance the entrepreneurial skills of Veterans

Florida is for Veterans Inc. lives by the values of Integrity, Service, Caring, Commitment, and Excellence.

Scope of Work

The qualitative portion will be a series of ten focus groups, four with active duty military (with anticipated separation dates within one year), four groups with Veterans, and two groups with active military and Veteran spouses (equal ratio). To qualify for the focus groups, respondents

must be in the consideration process for relocating or open to relocating. The focus groups should be geographically dispersed to represent a cross-section of the country. It is up to the vendor to make a recommendation on the most appropriate cities or military installations to hold these focus groups based on the ability to populate the group with those in the target audience.

The discussion guide will include the following items:

- Defining the key motivators on deciding where to relocate
- Discover which states the target audience feels are best for Veterans, and why
- Determine the target market's awareness of what benefits Florida has to offer for Veterans and spouses
- Learn what messages need to be communicated that would most convince Veterans and families to relocate to Florida
- Establish the educational needs of the target market
- Ascertain the employment needs and what type of employment assistance would be most beneficial to the target market
- Learn how "Veteran-friendly" Florida is perceived to be and what characteristics lend to that rating
- Determine where Florida falls in the ratings of Veteran-friendliness compared to other states
- Determine the Veteran's job expectations (salary range, industry, etc.) and outlook (optimistic, pessimistic, terrified)
- Learn what jobs/industries Veterans associate with Florida (tourism, manufacturing, agriculture, technology, finance)
- Determine the educational goals of separating servicemembers and recent Veterans (technical school vs college/university)
- Find out if Veterans and spouses know about current entrepreneurial assistance programs for Veterans (SBA Loans, Veterans Business Outreach Centers and Small Business Development Centers)

The quantitative portion of the study will be a survey among active military with anticipated separation date within one year, Veterans, and spouses from each group. The questions for the quantitative portion of the survey will be developed based on the findings from the focus groups. We also would like to include the list of benefits that Florida offers to gauge the target market's awareness and ranking of importance to these benefits. The sample size needs to be large enough to drill down into particular groups for targeting, such as retired service members versus recently separated military, active military not yet separated and spouse groups. The data should also be sorted by age group and rank of service member (junior enlisted, non-commissioned officers, commissioned officers, and spouse of service member).

Some possible questions/topics for this survey to cover can be the following:

- How Veteran-friendly is the state of Florida? (Scale of 1 to 5 with 5 being "very Veteran-friendly" and 1 being "not Veteran-friendly at all")

- How does one define Veteran-friendly? What are some key things that come to mind? How does one determine what is Veteran-friendly?
- Need to determine the ranking of what benefits are impactful to a Veteran's decision to stay in the state or relocate. What is the priority or what are the key things (on a scale of 1-5) that make one decide to live in a state?
- Consider a question such as a net-promoter score - Using the scale provided, please indicate how likely one would be to recommend Florida to a fellow Veteran for relocation.
- How does Florida differ in the benefits it offers Veterans and families compared to Veterans benefits in other states?
- Surveys should capture the demographic, psychographic and geographic characteristics of Veterans surveyed to determine key messages that resonate with certain subgroups of Veterans and spouse.
- Determine the information sources that the target group utilizes when deciding where to relocate.
- Identify the media habits of the target audience to determine what channels/Internet sites are best to reach the target audience.
- Gauge awareness of current benefits that Veterans receive in the State of Florida.
- What salary range do you anticipate in your first post military job?
- What industry do you anticipate finding your first post military job? Is it the same career field you held in the military?
- What are your post military educational plans? What is your timeline to begin school after you separate?
- What are goals of service members' family (education, job, salary)?
- Are you aware of entrepreneurial assistance programs for Veterans?

The selected vendor will be expected to provide FIFV with the following deliverables:

For the qualitative portion:

- A mutually agreeable screener and discussion guide.
- All sessions need to have audio-visual recordings that we receive copies. A remote access broadcasting option is preferred but not required. Please include the price as a line item.
- A topline report of findings within 10 business days of the final focus group and in-depth report of findings either in person or via conference call.

For the quantitative portion:

- Client and vendor shall mutually agree on questionnaires and report deliverables.
- Preview of survey for inspection, ideally through a test link of the programmed survey, prior to survey launch.
- Final data tabs, sent electronically, as an e-mail attachment to FIFV, in the mutually agreed upon format.

- An in-depth report and in-person presentation of the overall findings from the focus groups.

Instructions to Vendors

Your response is preferred in electronic format, as an attachment sent to admin@veteransflorida.org

This RFP is being posted on March 17th, 2015. To be considered for the project, the vendor must submit their proposal to Florida is for Veterans email address listed in the above paragraph by the close of business, 5PM EST, on April 1st, 2015.

Questions regarding the RFP may be e-mailed to FIFV at admin@veteransflorida.org.

FIFV intends to execute an agreement with the selected vendor in April 2015.

Requirements for Your Proposal

Please include the following items with your proposal:

1. Include your company's experience with the military, Veterans, and families . Identify what makes your organization uniquely qualified for this project. Please also provide specific examples of similar projects, especially with this target group.
2. Provide a schedule, timeline, and cost for conducting the focus groups, surveys and reporting and deliverables. We anticipate the project beginning in April and completed by June 15.
3. Provide an estimate of costs per element of the research.
4. Provide a description of how the product and oversight teams operate to ensure the quality and consistency of the data we receive.
5. Provide the experience of all the members who will be assigned to this project, their professional credentials, and how much of the project is expected to be contributed to by each person. Please include the moderator(s) you intend to work with and their experiences. Whether they are contract or staff.
6. Submit complete contact information for at least three references sufficient to independently establish the qualifications and expertise of the work team proposed to execute this project. Specifically list any experience with projects similar to one in this proposal or any done for other military populations. These references should include a contact name, phone, e-mail, dates of service and a brief synopsis of the project.

Florida is for Veterans General Terms Conditions

1. The price of each bid will be weighed against the experience of the firm and anticipated ability to deliver the desired results.

2. This is a one time contract with no extension or renewals anticipated.
3. Criteria that will be used for evaluation of proposals:
 - a. Price: Not to exceed \$200,000 for total contract.
 - b. Consideration of prior relevant experience of the vendor
4. Florida is for Veterans requires the selected vendor to be able to present proof of \$1 million in liability insurance.
5. Florida is for Veterans must complete the required vendor paperwork.
6. Please indicate if the vendor and/or principals involved with this project have conducted work for Florida is for Veterans before.

Thank you for your interest in Florida is for Veterans Research.