

Florida is for Veterans (FIFV) Research Scope of Work

Business Research

Objective

Select a qualified market research vendor to conduct and interpret qualitative and quantitative research with business owners, HR professionals and business associations to determine the following:

- The perceptions held by business owners/hiring managers of recently separated (recently military separate) Veterans in the work place.
- The knowledge of Florida's recently passed Veteran's Preference for Private Sector Employers (295.188) and other employer related incentives.
- Current efforts by business owners/hiring managers to recruit or determine Veterans status of applicants.
- Willingness of employers to hire Veterans, even if they may need additional training.
- Knowledge of basic military job descriptions and level of responsibility associated with each job.
- Baseline knowledge of skill sets most Veterans acquire in the military

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 skill sets 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 four focus groups with business owners and/or hiring managers based in Florida. The focus groups should be geographically dispersed to represent cross-section of the state. It is up to the vendor to make a recommendation on the

most appropriate cities 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:

- Demographics of Business: SIC code, location, size, etc
- Total number of employees and number of Veterans currently employed by employer
- Discover what the perception of Veterans as employees is as viewed by business owners and hiring managers.
- Determine the target market's awareness of what benefits Florida has to offer for business owners who hire Veterans.
- Learn what messages need to be communicated and through what communication vehicles that would most convince businesses to hire Veterans
- Ascertain the businesses' employment needs and what type of incentives or assistance would be most beneficial to the target market
- Learn how current Florida business attract Veteran applicants or identify Veterans through the application process
- Determine what percentage, if any, private sector businesses in the state offer a preference for Veterans
- Determine the willingness of employers to hire Veterans
- Gauge the level of basic knowledge of military job titles and descriptions that private employers possess.
- Determine the baseline awareness of the business community relating to skills most Veterans acquire in the military (attention to detail, timeliness, dress and appearance, drive, discipline, integrity)
- Determine if Florida businesses know where to find Veteran job seekers

The quantitative portion of the study will be a survey among current Florida business owners and hiring managers. The questions for the quantitative portion of the survey will be developed based on the findings from the focus groups. We would also like to include the list of services that Florida offers to businesses in order gauge the target markets awareness and ranking of importance to these services. The sample size needs to be large enough to drill down into particular groups for targeting, such as small and medium sized businesses vs. large businesses. The data should also be sorted by industry sector and geographic location.

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

- "What is your perception of Veterans as employees?"

- “Are you aware of the state and federal benefits available for employers who hire Veterans?”
- “What type of incentives could Veterans Florida offer your business to have you hire Veteran employees?”
- “Do you ask your applicants if they are Veterans?”
- “Do you offer a Veterans preferences for applicants?”
- “Are you willing to hire Veterans?”
- “Does combat experience make you nervous about hiring Veterans”
- “Are you familiar with common military job titles such as platoon leader, commander, and squad leader?”
- “Are you aware of the skills most Veterans acquire during their military career?”
- “Do you know where you can go to find Veteran applicants”

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 top line report of findings within 10 business days of the final focus group and in-depth report of findings and interpretation of findings either in person or via conference call.

For the quantitative portion:

1. Client and vendor shall mutually agree on questionnaires and report deliverables.
2. Preview of survey for inspection, ideally through a test link of the programmed survey, prior to survey launch.
3. Final data tabs, sent electronically, as an e-mail attachment to FIFV, in the mutually agreed upon format.
4. 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 listed in the above paragraph by the close of business, 5PM EST, on March 31st, 2015.

Questions regarding the RFP may be e-mailed to admin@veteransflorida.org by the close of business, 5PM EST, on March 24th, 2015. FIFV will respond to questions received by the close of business on March 25th, 2015 via email to all those that have submitted questions.

FIFV intends to execute an agreement with the selected vendor in April 2015. Vendors should be prepared to present your proposals to the Board of Directors in a public meeting session.

Requirements for Your Proposal

Please include the following items with your proposal:

- i. Include your company's experience with the military and Veterans. Identify what makes your organization uniquely qualified for this project. Please also provide specific examples of similar projects, especially with this target group.
- ii. Provide a schedule, timeline, and cost for conducting the focus groups, surveys and reporting, interpretations of the data, and deliverables. We anticipate the project beginning in April and completed by June 15.
- iii. Provide an estimate of costs per element of the research.
- iv. Provide a description of how the product and oversight teams operate to ensure the quality and consistency of the data we receive.
- v. 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.
- vi. 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 \$100,000 for total contract.
 - b. Consideration of prior relevant experience of the vendor
4. Florida is for Veterans requires the selected vendor 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.