

Project Name: Field Trip STEM Identity Impact Evaluation Project

Company Name: The Tech Interactive

Date of Issuance: September 10, 2026

Submission Deadline: September 25, 2026

1. Executive Summary

The Tech Interactive is seeking proposals from qualified external evaluation consultants and research firms to design, execute, and analyze a longitudinal evaluation of our field trip program. We aim to assess and understand changes in STEM identity (interest, confidence, self-efficacy, and belonging) among both participating students and teachers as a result of their visit to The Tech Interactive.

The selected partner will collaborate closely with our internal team across an **15-month contract** running from **October 2026 through December 2027**.

The ultimate goal of this evaluation is threefold:

1. **Impact Communication:** Provide rigorous, data-backed evidence of our impact to funders, board members, and community stakeholders.
2. **Field Contribution:** Contribute insights to the broader informal STEM education landscape regarding field trip outcomes on STEM identity development.
3. **Program Improvement:** Inform ongoing enhancement of our field trip experiences, educator resources, and exhibit interactions.

2. Organizational Background

The Tech Interactive is a family-friendly science and technology center in the heart of downtown San Jose. Our hands-on activities, experimental labs, and design challenge experiences empower people to innovate with creativity, curiosity, and compassion.

Field Trip Program Context:

Each year, tens of thousands of K-12 students and teachers visit The Tech Interactive through school field trips. While we routinely collect basic satisfaction data, we seek to establish a robust, culturally responsive evaluation framework specifically designed to measure shifts in student and teacher STEM identity, self-efficacy, and perception of STEM pathways before, during, and after their visits.

3. Project Scope & Key Deliverables

The selected external evaluator will lead the development and execution of the evaluation framework, data collection tools, field data collection, analysis, and reporting.

Core Deliverables & Scope of Work

- **Phase 1: Evaluation Design & Tool Development (Oct 2026)**
 - Convene kickoff sessions with key internal stakeholders to refine core evaluation questions.
 - Design an evaluation framework and methodology (e.g., pre/post surveys, observational tools) tailored for both K-12 students and teachers.
 - Develop age-appropriate, accessible, and culturally responsive data collection instruments.
- **Phase 2: Active Data Collection & Interim Analysis (Nov 2026 – Nov 2027)**
 - Execute primary data collection across school-year field trip visits (targeting diverse student demographics and grade levels).
 - Collect data directly from students and teachers.
 - Synthesize quarterly evaluation reports (January, April, and July 2027) highlighting preliminary findings and mid-point insights.
- **Phase 3: Synthesis, Reporting & Actionable Recommendations (Dec 2027)**
 - Perform comprehensive data analysis.
 - Deliver a final comprehensive evaluation report and executive summary.
 - Present findings with actionable recommendations for program design and funding proposals.

Technical & Evaluation Requirements

The proposed evaluation approach must support the following capabilities and standards:

- **STEM Identity Framework:** Utilization of established, validated frameworks for measuring STEM identity, agency, self-efficacy, and career awareness in informal learning settings.
- **Culturally Responsive Evaluation:** Instruments and methodologies that account for diverse student backgrounds, language needs (e.g., English learners), and varied grade/developmental levels.
- **Mixed-Methods Approach:** Balanced integration of quantitative metrics (e.g., survey scales) and qualitative insights (e.g., interviews, open-ended responses, focus groups).
- **Data Security & IRB/Ethics:** Adherence to ethical evaluation standards involving youth.
- **Feasibility & Operational Fit:** Data collection strategies that minimize disruption to the field trip schedule for visiting schools and on-site museum staff.

Project Timeline

We anticipate the project initiating on **October 15, 2026** with a target completion date of **December 31, 2027 (15-month duration)**.

Milestone / Event	Target Date
RFP Distribution Date	September 10, 2026

Vendor Questions Due	September 18, 2026
Proposal Submission Deadline	September 25, 2026
Vendor Interviews / Demos	September 30 – October 2, 2026
Contract Award & Project Kickoff	October 15, 2026
Phase 1: Evaluation Design & Instrument Finalization	November 15, 2026
Phase 2: Data Collection Window	November 2026 – November 2027
Interim Evaluation Briefing	July 1, 2027
Phase 3: Final Data Analysis & Draft Report	December 15, 2027
Final Report Presentation & Project Completion	December 31, 2027

Proposal Submission Guidelines

Proposals must be submitted digitally to Dr. Christina Luke Luna at clukeluna@thetech.org by September 25, 2026 at 11:59pm PT. (*Note: Standardized deadline to match Section 5*).

Please include the following in your response:

1. **Evaluator Profile & Experience:** Summary of your firm/team's background, highlighting experience with informal STEM learning evaluation, museum settings, and youth/teacher STEM identity studies.
2. **Proposed Methodology:** A description of your evaluation design, recommended data collection methods, sampling strategy, and how you will measure STEM identity shifts.
3. **Equity & Inclusion Approach:** How you ensure evaluation tools are accessible and culturally responsive to diverse student populations.
4. **Project Management & Timeline:** A proposed work plan mapping deliverables across the 18-month timeframe.
5. **Cost Proposal:** An itemized budget detailing total hours, billing rates, and costs mapped across the 4 core phases.
6. **References:** Contact details for two past clients for whom you conducted similar evaluation projects.

7. Evaluation Criteria

Proposals will be reviewed by our internal selection committee based on:

- Relevant Experience (30%): Proven track record in evaluating informal STEM education programs, STEM identity research, and museum guest studies.
- Evaluation Approach & Methodology (30%): Rigor, creativity, feasibility, and cultural responsiveness of the proposed evaluation framework.
- Qualifications of Key Personnel (20%): Expertise of the project lead and team members in research design and field data collection.
- Cost & Value (20%): Feasibility and clarity of the budget relative to the scope of work across the 18-month engagement not to exceed \$75,000.

8. Point of Contact

Name: Dr. Christina Luke Luna

Title: VP, Programs

Email: clukeluna@thetech.org