

GSA has established a process to pre-vet contractors that can be selected by Federal agencies to design and carry out program evaluation activities to meet agency evidence-building needs. Qualified GSA Multiple Award Schedule holders must complete a two-step vetting process managed by the Evaluation Gov [Evaluation Officers Council](#) to demonstrate their expertise and experience in program evaluation to be selected for the Program Evaluation Services subgroup.

## Program Evaluation Services Subgroup

Program Evaluation is defined as “assessment using systematic data collection and analysis of one or more programs, policies, and organizations intended to assess their effectiveness and efficiency” ([Office of Management and Budget Memorandum M-20-12](#)). Evaluations may address questions related to the implementation of a program, policy, or organization; the effectiveness of specific strategies related to or used by a program, policy, or organization; and/or factors that relate to variability in the effectiveness of a program, policy, or organization or strategies of these. Evaluations can also examine questions related to understanding the contextual factors surrounding a program, as well as how to effectively target specific populations or groups for a particular intervention ([OMB Circular A-11, Section 200.22](#)).

## About Ripple Effect

Ripple Effect delivers [award-winning](#) professional consulting and workforce solutions for federal, private, and non-profit clients that influence some of the most crucial policies and programs that shape our nation. For this vehicle, Ripple Effect provides multi-disciplinary solutions anchored in research & evaluation services with support from our communications & outreach; technical & scientific; program management & policy; and digital transformation divisions.

## Our Program Evaluation Capabilities

*We generate new knowledge through research and evaluate the impact and effectiveness of your policies, programs, and communications.*

### Process, Outcome, and Impact Evaluations

- Administrative Data & Case Study Reviews
- Communications Research
- Community-Based Participatory Research
- Economic Analyses & Policy Impact Assessments
- Experimental, QED & SCD Studies
- User Experience Testing

### Quantitative, Qualitative, and Mixed Methods Analysis

- Content Analysis
- Data Triangulation, Interpretation & Synthesis
- Descriptive & Advanced Multivariate Statistical Analysis
- Phenomenological Analysis; Thematic, Deductive & Inductive Coding
- Portfolio, Social Network & Bibliometric Analysis

### Data Collection

- Administrative Data
- Interviews & Focus Groups
- Large-Scale Data Sets
- Online, Phone & In-Person Surveys
- Panel & Participant Recruitment
- Social Media Listening

### Study Design

- Logic Models
- Evaluation Questions, Plans & Matrices
- Instrument Design, Testing & Validation
- OMB, PRA & IRB Clearances
- Program Roadmaps
- Sampling Plans & Protocols

### Formative Research

- Feasibility Studies, Needs Assessments & Evaluability Assessments
- Key Informant Interviews
- Systematic / Scoping Literature Reviews
- Systems Change & Landscape Analysis

## Benefits of Using Subgroup

### Verified Expertise

*Opportunity to target solicitations to contractors with verified expertise in program evaluation*

### Spend Management

*Improved ability to meet Spend Under Management procurement goals*

### Relevant Proposals

*Selecting from pre-qualified vendors ensures that agencies will receive relevant proposals from qualified vendors, both large and small*

## Key Details for Use

- GSA Contract # 47QRAA22D008N
- PoP: 4/21/2022 - 4/20/2027 (options thru 2042)
- [List of Vendors Available](#)
- GSA's [Video](#) and [One-Pager](#)

## Ordering Procedures

- Publish solicitations on eBay under SIN 541611 and specify that the requirement is open only to holders of the Program Evaluation Services subgroup.

-or-

- Publish and distribute outside of eBay with the same instructions.

**NOTE:** *Solicitations can be set-aside for small businesses*

## Points of Contact

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## Ripple Effect At-a-Glance

- Woman-Owned Small Business (WOSB)
- Established 2003 | 220+ Employees
- UEI: NNQUYPRG4KD5 | CAGE No. 3N5J3
- ISO 9001:2015 and CMMI Services Level 3
- Federalwide Assurance: FWA00033055

Ripple Effect Communications, Inc.®

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