EVALUATION OF THE STEM PROGRAMS’ IMPACT ON THE SELECTED PARTICIPANTS
ARTICLE 1: MARKET SUBJECT

Enclosed is a Request for Proposal (RFP) for the U.S. Embassy Public Affairs Section Study on evaluation of the US Embassy STEM programs’ impact on Moroccan participants. The US Government intends to award a contract/purchase order to the responsible company submitting an acceptable quotation at the lowest price. We intend to award a contract/purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

Please submit your proposal including the quotation as well as a separate line for tax in ENGLISH no later than Friday, February 18, 2022 at 5:00pm Local time. All submission should be sent to Rabat_Procurement@state.gov and Tronnebatim@state.gov.
ARTICLE 2: THE CONTRACTOR’S MISSION

2.1. Context

The US Embassy Morocco implements each year different educational and mentorship programs in Morocco, as well as exchange programs to the U.S in the form of internships, camps or trainings, in order to enhance Moroccan youth education outcomes, employability, and community engagement, and to build sustained relationships between Moroccan youth leaders and the U.S. Embassy.

One of the main goals of Mission Morocco in the education field, is to promote Science, Technology, Engineering and Mathematics (STEM) fields among young Moroccans, especially girls. A goal supported by two major programs: Space Camp and DigiGirlz.

As part of its Monitoring and Evaluation process, the Public Affairs Section (PAS) would like to measure the impact of these two programs on engagement with the Embassy, as well as the education and career outcomes of program participants.

A. What is the Space Camp Program?

The Space Camp Program is a partnership initiative between the U.S. Embassy Morocco and the Scientific Morocco Association launched in 2015, through Race2Space contest, a national student science and mathematics competition, designed to inspire creative thinking around STEM.

The participants have to create original videos (up to three minutes long) that illustrate a concept or a theory in the field of science, physics or mathematics. The applications are pre-selected by a team from Scientific Morocco Association before being judged by a jury including scientists and science communicators, who evaluate the students’ ability to discuss complex scientific topics in the most engaging, illuminating and imaginative ways.

Twelve winners are awarded full-paid scholarships to attend the highly sought-after Space Camp in Huntsville, Alabama. The winners also travel to Washington D.C, visiting scientific, cultural and educational sites.

a. For Who?

- Moroccan citizen residing in Morocco, aged between 15 and 18 years old;
- Student of high school (Common Core, First Baccalaureate or Second Baccalaureate), with a 14/20 average on most recent transcript, including strong grades in science and mathematics;
- High schoolers who demonstrated interest and aptitude in STEM (Science, Technology, Engineering, Math) inside and outside the classroom, and have strong English language skills.
**b. Why?**

The program aims to:

- Encourage young Moroccans to deepen their knowledge of advances in space, science, and technology, while promoting U.S. leadership in these fields;
- Instill and strengthen a commitment to innovation and risk-taking among Moroccan youth;
- Promote the Race2Space contest and showcase the Embassy’s commitment to investing in Moroccan youth.

**c. Key figures**

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
<th>Selected participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>80</td>
<td>5</td>
</tr>
<tr>
<td>2016</td>
<td>184</td>
<td>6</td>
</tr>
<tr>
<td>2017</td>
<td>360</td>
<td>12</td>
</tr>
<tr>
<td>2018</td>
<td>464</td>
<td>12</td>
</tr>
<tr>
<td>2019</td>
<td>686</td>
<td>12</td>
</tr>
<tr>
<td>2020</td>
<td>1650</td>
<td>12</td>
</tr>
<tr>
<td>2021</td>
<td>1027</td>
<td>12</td>
</tr>
</tbody>
</table>

**B. What is the DigiGirlz Program?**

DigiGirlz Mentorship program (DMP) is a groundbreaking initiative, designed to engage girls interested in science and technology, and facilitate their success in STEM careers through mentoring. This program also exposes girls to STEM professionals.

DMP is a five month-long program that aims to empower high school girls by connecting them with university students interested in technology. Once these university students return to their communities, each university team will act as mentors, coaches and role models for at least 15 high school girls.

Girls create their own tech solutions to community problems and along the way become confident community leaders and change-makers, by developing skills in advocacy, leadership, design thinking, communication, and teamwork.

The program is implemented in several phases. Each month, the program will focus on one theme:

- Month 1: ‘’Need identification and ideation’’
- Month 2: ‘’Innovative business models & cost structure’’
- Month 3: ‘’UML & IHM Conception’’
- Month 4: ‘’Programming & Implementation’’
Association Anoual facilitates the mentorship groups, including mentoring from peers and role models from Microsoft, as well as organizing subsequent competitions in which the high school girls “pitch” their final projects, after four months of training and mentorship.

a. For Who?
Moroccan girls residing in Morocco, aged between 15 and 18 years old and high school students.

b. Why?

Short term goals
• Raise awareness about the importance of including women and girls in the STEM fields;
• Enable 575 participants to share their ideas, dreams and aspirations related to the STEM fields;
• Develop 50 social entrepreneurial projects in the STEM fields;
• Empower participants to develop competencies and skills that will make them more qualified;
• Empower participants to increase their potential to enrich lives and solve their communities’ problems.

Long term goals
• Advance girls’ pursuit of STEM careers and empower them with 21st century skills development;
• Enable the participants to achieve their goals and dreams of becoming the next generation of women leaders in the STEM fields;
• Create a large network of DMP Alumni.

c. Key figures

<table>
<thead>
<tr>
<th>Year</th>
<th>Mentees Applications</th>
<th>Selected Mentees</th>
<th>Mentors Applications</th>
<th>Selected Mentors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 - 2018</td>
<td>359</td>
<td>160</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>206</td>
<td>85</td>
<td>262</td>
<td>19</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>700</td>
<td>250</td>
<td>280</td>
<td>40</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>900</td>
<td>250</td>
<td>400</td>
<td>58</td>
</tr>
</tbody>
</table>

2.2. Study Goals

In order to assess these two programs’ performance PAS wants to conduct qualitative and quantitative studies that measure the impact of the Space Camp and DMP on the participants lives, education paths, as well as their careers in STEM.
The studies aim to answer the following questions:

- How do the participants perceive these programs?
- Do they think that these programs impacted their lives and helped them reach their goals? How?
- Does the program help PAS meet its strategic goals?
- Do the programs worth keeping them?
- Which program is the most impactful?
- How can we improve these programs?

*PS: The qualitative study aims to explore and identify the participants’ perceptions and attitudes towards the programs and help design the questionnaire for the quantitative study. The latter will measure the performance and the impact of programs.*

### 2.3. Contractor's tasks and required expertise

Each study will be carried out in three steps.

#### Step I: Diagnosis and methodological approach

The contractor will submit a methodological report specifying the following:

- The literature review on the cultural programs in Morocco, especially in STEM;
- The methodology of data collection, as well as qualitative and quantitative data analysis, including defining the sample of population for both studies
  - How many interviewees for both the qualitative and the quantitative studies?
  - How the data will be collected (One-on-one interviews; phone calls; e-mails; …)
  - How the data will be analyzed (Give example of how the data will be reported)
- The studies tools (interview guide, interviewers' training manual, screener, questionnaire);

  - The questionnaire and the interview guide will be broken down in 4 major axes:
    - Alumni academic background and current status/profession
    - Program Experience (Expectations vs reality / level of satisfaction / Improvements to make...)
    - Program Impact perception (How do they feel about the programs? / How do they perceive the impact of the programs on their skills improvement, academical and professional decisions? ...)
    - Engagement level with the Embassy and Alumni community

#### Step II: Fieldwork

The contractor will conduct the fieldwork with the selected interviewees on the basis of the panel proposed by the study firm and approved by PAS. These interviews can be conducted either face to face, via phone calls or via video calls, according to the methodology approach approved by PAS.
The vendor will send update reports during the fieldwork and detailed reports by the end of this step.

*PS: The questionnaire of the quantitative study will be based on the qualitative study results.*

**Step III: Study Report**

The contractor will send a report at the end of each step including the detailed results of both the qualitative and the quantitative studies.

**ARTICLE 3: DOCUMENTS TO BE PROVIDED BY THE CONTRACTOR**

The contractor will provide the following documents:

1. **At the end of Step I:** The literature review and the methodology report, as well as the study tools (interview guide, interviewers' training manual, screener, questionnaire)
2. **Midway through Step II:** A report on the project progress and the primary results of both studies
3. **At the end of Step II:** The transcriptions, the records and the raw data in excel sheet format
4. **At step III:** The final report of the studies, organized according to five distinct parts:
   - Demographics: Region, Gender, Age, Profession, etc of the interviewees
   - Participants experience and perceptions of the programs
   - The programs’ performance
   - Engagement with the embassy and its community
   - Improvement area

*PS: The study tools and the outline of the final reports must be approved by the embassy before executing.*

Reports should be submitted in English and deliverables (study tools) should be submitted in English, French and Arabic.

**ARTICLE 4: THE CONTRACTOR’S TEAM**

The teams executing the contract must include qualified personnel who will ensure that the work is carried out under appropriate research conditions. The contractor’s teams members should be experienced in their field and have demonstrated ability through similar work executed for the public or private sector.

These teams should be supervised by two experts with at least a master’s degree. One should demonstrate an experience of at least ten (10) years in the field of qualitative studies, while the other should demonstrate an experience of at least ten (10) years in the field of quantitative studies. The supervisors will be designated as "project managers."

Team members must have a minimum experience of five (5) years in executing similar projects to the one requested in this statement of work. This team will be responsible for supervising a team of experienced interviewers.
• Supporting team members who have contextual knowledge, data analysis skills, experience in conducting interviews in the field, and other necessary skills needed to fulfill the requirements of the SOW.
• Interviewers should be fluent in Arabic and French.
• The project managers should be fluent in English, French and Arabic.

If the performance of one of the team members or interviewers is not satisfactory, the contractor must immediately replace this individual with another equally qualified.

Award of the contract is subject to the Embassy's approval of a qualified research team selected to carry out the work.

ARTICLE 5: DEADLINES

The time requested for executing both studies is seventy five (75) days, beginning the day after the contractor is notified. This deadline excludes time required for the Embassy to validate materials required to complete the studies. The Contractor shall not be penalized for delays resulting from the U.S. Embassy validation requirements. The studies should respect the following deadlines:

<table>
<thead>
<tr>
<th>Study</th>
<th>STEPS</th>
<th>Duration (in number of working days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualitative study</td>
<td>Step 1</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Step 2</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Step 3</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Sub Total 1</td>
<td>35</td>
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<tr>
<td>Quantitative study</td>
<td>Step 1</td>
<td>5</td>
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<tr>
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<td>Step 2</td>
<td>20</td>
</tr>
<tr>
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<td>15</td>
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<tr>
<td></td>
<td>Sub Total 2</td>
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<tr>
<td>Total</td>
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</table>

ARTICLE 6: APPLICATION FOR THE CURRENT CALL FOR TENDER

The applicants can submit for both studies at the same time, as well as submitting for each study, separately, provided that they specify for each study they are competing. In this case, they will submit a separate proposal and quotation for each study.
ARTICLE 7: CONTRACTOR’S OBLIGATIONS

As part of the execution of this contract, the contractor must abide by professional and ethical standards in performing the work (as described in Article 2) to:

- Design, plan, manage and carry out all the tasks covered by this Statement of Work, closely involving the U.S. Embassy.
- Develop the planning, based on the project deadlines. This planning must be approved by the Embassy.
- Provide the necessary tools, as well as the necessary human resources, to execute the work.
- Design and set up an efficient management system in order to execute the project in the best conditions.
- Provide a follow-up report at the end of each step to compare the actual outcomes to the provisional schedule.
- Send meeting minutes for all meetings with the U.S. Embassy.
- Consult other studies that could contribute to a better understanding of the subjects within the study area.
- Submit the reports mentioned in Article 2.
- Submit all the data collected, all the documents used as well as all the tools developed within the framework of the study to the U.S. Embassy.

ARTICLE 8: SUBCONTRACTING

The contractor selected by the U.S. Embassy is not allowed to subcontract the study.

ARTICLE 9: OWNERSHIP OF STUDY MATERIALS AND RESULTS

The documents and reports validated by the U.S. Embassy are its property and must be delivered to the contracting department. The U.S. Embassy reserves the exclusive right to dispose of these reports and documents for its own needs. The U.S. Embassy also retains all intellectual property rights to the material within the framework of the study. The documents produced under this contract are the property of the U.S. Embassy, which reserves the right to their further use. The Contractor is authorized to mention the study as a reference.

ARTICLE 10: CONFIDENTIALITY

The study should be carried out in close collaboration with the U.S. Embassy in Rabat. The Contractor acknowledges that the existence and the terms of this Statement of Work and any oral or written information exchanged between the Contractor and the U.S. Embassy in Rabat in connection with the preparation and execution of this study are regarded as confidential information. The contractor shall maintain confidentiality of all data collected and shall not consult with nor disclose any information to any third party without the express written permission of the U.S. Embassy in Rabat. Disclosure of any confidential information by the staff members hired by the Contractor shall be deemed breach of this agreement for which the Contractor will be liable. Neither the Contractor nor staff hired by the Contractor may use information, materials, data, or
communication concerning the study to take harmful action against the U.S. Embassy in Rabat or the Government of the United States. This Section shall survive the termination of this agreement for any reason.

ARTICLE 11: TERMS OF PAYMENT

General. The Government shall pay the Contractor as full compensation for all work required, performed, and accepted under this contract the firm fixed-price stated in this contract.

Invoice Submission. The Contractor shall submit invoices in an original and 2 (two) copies to the office identified in Block 18b of the SF-1449. To constitute a proper invoice, the invoice shall include all the items required by FAR 32.905(e).

Invoices should be sent electronically to RabatFMOInvoices@state.gov and to the following address:

US Embassy  
FMO Section  
Km 5.7 Ave Mohammed VI, Souissi, Rabat 10170

The Contractor shall show Value Added Tax (VAT) as a separate item on invoices submitted for payment.

(c) Contractor Remittance Address. The Government will make payment to the contractor’s address stated on the cover page of this contract, unless a separate remittance