



STATE OF INDIANA

DEPARTMENT OF ADMINISTRATION Commissioner's Office

Mike Braun, Governor

Indiana Government Center South
402 West Washington Street, Room W462
Indianapolis, IN 46204

Award Recommendation Letter

Date: August 24, 2026

From: Robert Cohen, Category Director – Major Procurements
Indiana Department of Administration

Subject: Recommendation of Selection for RFP 26-86817
Literacy Coaching K-8

Signed by:
Robert Cohen
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Based on its evaluation of responses to RFP 26-86817, it is the evaluation team's recommendation that The Academy in Manayunk, DBA AIM Institute for Learning & Research (AIM Institute), Marian University, and University of Indianapolis be selected to begin contract negotiations to administer Literacy Coaching K-8 services for the Indiana Department of Education.

Marian University has committed to subcontract 1.62% of the contract value to **The Reading Clinic of Central Indiana**. (a certified Women-owned Business (WBE)).

University of Indianapolis has committed to subcontract 1.00% of the contract value to **Chamberlin Dunn LLC**. (a certified Women-owned Business (WBE)), and 3.19% of the contract value to **Veteran Strategies, Inc.** (a certified Indiana Veteran Owned Small Business (IVOSB)).

The terms of this recommendation are included in this letter.

AIM Institute

Estimated two-year contract value: \$11,548,979.78

Estimated Maximum Award Value (Initial two-year term plus one optional one-year extension): \$18,802,331.28

Marion University

Estimated two-year contract value: \$3,203,828.26

Estimated Maximum Award Value (Initial two-year term plus one optional one-year extension): \$4,830,199.47

University of Indianapolis

Estimated two-year contract value: \$3,260,984.15

Estimated Maximum Award Value (Initial two-year term plus one optional one-year extension): \$5,127,289.53

The evaluation team received six (6) proposals from:

1. The Academy in Manayunk, DBA AIM Institute for Learning & Research (AIM Institute)
2. Attuned Education Partners, LLC (Attuned Ed)
3. Global Literacy Consulting, LLC
4. Marian University
5. Purdue University
6. University of Indianapolis

The proposals were evaluated by IDOE and IDOA according to the following criteria established in the RFP:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	50

3. Cost (Cost Proposal)	30
4. Buy Indiana	5
5. Minority Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
6. Women Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
7. Indiana Veteran Owned Small Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
Total: 100 (103 if bonus awarded)	

The proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

A. Adherence to Requirements

Each proposal was reviewed for responsiveness and adherence to mandatory requirements. One proposal was disqualified.

B. Management Assessment/Quality: Initial Scoring

The Respondents' proposals were each evaluated based on their respective Business Proposal and Technical Proposal.

Business Proposal

For the Business Proposal evaluation, the evaluation team considered the information the Respondent provided in the Business Proposal. These areas were reviewed to assess the Respondent's ability to serve the State:

- Experience serving State Governments and similar clients
- Company Financials
- References

Technical Proposal

For the Technical Proposal evaluation, the evaluation team considered the Respondent's proposal in the following areas:

- Training and development of instructional coaches
- Training and development of administrators
- Financial coordination and coach compensation
- Research, evaluation, and continuous improvement
- Project management and continuous monitoring
- Timeline for project
- Staff qualifications

The evaluation team's Round 1 scoring is based on a review of the Respondent's proposed approach to each section of the Business Proposal and Technical Proposal. The initial results of the Management Assessment/Quality Evaluation are shown below:

Table 1: Round 1 – Management Assessment/Quality Scores

Respondent	MAQ Score 50 pts.
AIM Institute	48.25

Attuned Ed	0.50
Marian University	36.25
Purdue University	12.25
University of Indianapolis	23.25

C. Cost Proposal (30 Points)

The price points on the Respondent's Costs were awarded as follows:

Score =

- If Respondent's Cost amount is lowest among all Respondents, then score is 30.
- If Respondent's Cost amount is NOT lowest among all Respondents, then score is:

$$30 * \frac{(\text{Lowest Respondent's Cost Amount})}{(\text{Respondent's Cost Amount})}$$

The cost scoring as a result of the Respondents' cost proposals is as follows:

Table 2: Round 1 – Cost Scores

Respondent	Cost Score 30 pts.
AIM Institute	30.00
Attuned Ed	13.67
Marian University	21.44
Purdue University	21.74
University of Indianapolis	21.78

D. First Round Total Scores and Shortlisting

The combined Round 1 MAQ and Cost scores from the initial evaluations are listed below.

Table 3: Round 1 – Total Scores (MAQ + Cost)

Respondent	Total Score 80 pts.
AIM Institute	78.25
Attuned Ed	14.17
Marian University	57.69

Purdue University	33.99
University of Indianapolis	45.03

With IDOA approval, the evaluation team elected to shortlist AIM Institute, Marian University, and University of Indianapolis based on Round 1 Total Scores.

The evaluation team elected to issue invites to Oral Presentations to the three (3) shortlisted Respondents.

E. Post Oral Presentations – Second Round MAQ Scores

The Respondents' (who were shortlisted after the First Round) MAQ scores were reviewed and re-evaluated based on the Oral Presentations. The scores for the Respondents (who were shortlisted after the First Round) after the Oral Presentations were as follows.

Table 4: Round 2 – Management Assessment/Quality Scores

Respondent	MAQ Score 50 pts.
AIM Institute	49.75
Marian University	30.00
University of Indianapolis	23.25

F. Post Best and Final Offer Opportunity – Final Round Cost Scores

The State elected to issue Best and Final Offers (BAFOs) to the three shortlisted Respondents.

The cost scoring as a result of the Respondents' BAFO Cost Proposals is as follows:

Table 5: Round 2 – BAFO Cost Scores

Respondent	Cost Score 30 pts.
Aim Institute	30.00
Marian University	21.71
University of Indianapolis	21.03

G. Round 2 - Total Scores

The combined final scores for the Respondents, based on Round 2 Management Assessment/Quality and BAFO Cost Scores are listed below.

Table 6: Round 2 - Evaluation Scores

Respondent	MAQ Score	Cost Score	Total Score
Points Possible	50	30	80
Aim Institute	49.75	30	79.75

Marian University	30.00	21.71	51.71
University of Indianapolis	23.25	21.03	44.28

H. IDOA Scoring

IDOA scored the Respondents in the following areas: MBE Subcontractor Commitment (5 points + 1 available bonus point), WBE Subcontractor Commitment (5 points + 1 available bonus point), IVOSB Subcontractor Commitment (5 points + 1 available bonus point), and Buy Indiana (5 points) using the criteria outlined in the RFP. IDOA requested updated M/WBE and IVOSB commitments from the Respondents who submitted BAFO Cost Proposals. Once the final M/WBE and IVOSB forms were received from the Respondent, the total scores out of 100 possible points were tabulated and are as follows:

Table 7: Final Evaluation Scores

Respondent	MAQ Score	Cost Score	Buy Indiana*	MBE*	WBE*	IVOSB*	Total Score
Points Possible	50	30	5	5 (+1 bonus pt.)	5 (+1 bonus pt.)	5 (+1 bonus pt.)	100 (+3 bonus pt.)
AIM Institute	49.75	30	0	-1.00	-1.00	-1.00	76.75
Marian University	30.00	21.71	5.00	-1.00	0.90	-1.00	55.61
University of Indianapolis	23.25	21.03	5.00	-1.00	0.45	6.00	54.73

* See Sections 3.2.5, 3.2.6, and 3.2.7 of the RFP for information on available M/WBE and IVOSB bonus points.

Award Summary

During the course of evaluation, the State scrutinized all proposals to determine the viability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of two (2) years from the date of contract execution. There may be one (1) one-year renewal for a total of three (3) years at the State's option.