



## Why Optimal?

- Innovative and rigorous small **policy research, data analytics and software development firm** - University of Maryland Discovery District location with 40+ multidisciplinary staff
- Successfully completed over **300 evaluations, analytics and software projects** as a prime contractor
- Developed Real-Time Framework that uses agencies' evaluation, security and accessibility guidelines
- Leader in automated data collection, analysis, and visualization by **enabling real-time and evidence-based decision-making** through rigorous methods, proven technology and standards-based processes
- 15 years of experience in **advanced AI/ML, analytics and RPA** experience, skills and tools

## Core Competencies

- Survey Research and Qualitative Analysis
- Evaluation Design and Implementation
- Economic Research, Development & Consulting Services
- Data Science, Analytics, and SaaS
- Custom Computer Programming and Software Development Services

## Client Base

- U.S. Department of Education
- U.S. Small Business Administration
- U.S. Department of Labor
- U.S. Health and Human Services
- U.S. Department of Housing and Urban Development
- U.S. Agency of International Development
- U.S. Department of Agriculture
- U.S. National Institute for Standards and Technology
- Maryland State Department of Education
- Maryland Health Care Commission (Sub to Abt Global)
- Maryland Health Services Cost Review (Sub to NORC)

## Select Past Performances

- DHS Readiness, Citizenship, IT system evaluations
- SBA Vets Boots-to-Business, WOSB, HZ evaluations
- HUD Move-to-Work, Housing Insecurity evaluations
- SBA Evaluation of Jobs and Innovation Accelerator Challenge
- SBA Emerging Leaders Evaluation
- SBA Regional Innovation Cluster Evaluations
- Montgomery Co. Fatherhood Quality Improvement Evaluation
- USAID automated data collection/analysis/reporting 50+ countries and studies/evaluations in 24 countries
- ED/NCES statistical support 15+ years
- NIST Manufacturing Extension Partnership BPA holder
- USDA AI for Acquisitions, Telework and Performance Appraisal

### Contact Information

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### Company Information

**UEI:** WR4LJXNPX627

**Cage Code:** 3COL6

**Tax ID:** 52-2216205

**NAICS Codes:** 541720, 541611, 541990, 541511, 541512, 513210

### Contract Vehicles

**OASIS+ Sub to:** Vinsys IT Inc. (UEI: JE93NVE5URR7)

**GSA MAS (+EVALUATION Sub Group)**  
Contract #47QRAA18D00GN

**ED PRESTO IDIQ**  
Contract #91990023D0039

**SBA EVALUATION BPA**  
Contract #73351023A0017

**DOL CEO EVALUATION BPA**  
Contract #1605C2-23-A-0023

**DHS PA&E EVALUATION BPA**  
Contract #70RDAD23A00000004

**NIST MEP BPA**  
Contract #. 47QRAA18D00GN/1333ND21ANB8003

## Core Areas of Expertise

**Education** 20+ years of experience with U.S. Department of Education: program and implementation evaluations, web tools to catalog, contextualize and visualize data, expert recruitment, grant reviews, administrative data (collection, linking and analysis), support randomized control trials, developing analysis plans, study participant recruitment, and report writing.

**Health** The Health Policy Research Center (HPRC) provides objective research and evaluation on salient health issues. Quality improvement, analytics, Medicare, health policy. Clients: US DHHS, including SAMHSA, CMS, NIH, ACF and AoA; State, local and international health projects.

**Workforce Development** Workforce Development and Social Policy Research Center (WDSRPC) conducts program evaluation and technical assistance on child welfare, youth development, adolescent risk behavior, job training, workforce development, telework, welfare policy, family formation, and child support. Clients: US DHS, HHS/ACF, State of Maryland.

**Housing, Economic Development and Transportation.** This center (HEDTRC) performs research and technical assistance. Clients include HUD, SBA, NIST MEP, State of MD.

**Data Science, Application Development, Accessibility and Digital Transformation.** Skilled team members collaborate with research, communications and IT, provide full-stack and enterprise innovative solutions.

## Project Highlights

### U.S. Small Business Administration

For 10+ years, Optimal has designed and implemented non-experimental, quasi-experimental, and experimental evaluations for the SBA chief evaluation officer. These evaluations include instrument design, data collection, analysis and reporting for: national procurement scorecard, Scaling-Up America, Regional Innovation Cluster and Jobs and Innovation Accelerator Challenge, the Emerging Leaders Initiative, and programs for woman-owned, Native American-owned, Veteran owned, 8(a) Business Development program, and HUBZones.

### Centers for Medicare & Medicaid Services

For more than 15 years, Optimal has conducted studies and provided technical assistance to multiple CMS divisions that included a myriad of technical approaches: case study analysis, systematic reviews, cost analysis, economic analysis, performance measurement and measurement development, process/policy/program analysis, risk assessment and analysis.

### U.S. Department of Education

For over 20 years, Optimal has provided research, evaluation, and technical assistance services across ED. These studies have included topics on early reading teaching instruction, charter schools, postsecondary education, service obligations systems, National Assessment of Education Progress reporting, adult education, development of statistical standards, and statistical and writing style guidelines.

## Analytics Tools Developed by Optimal



Revelo automates data validation, harmonization and linking. Built for multi-level stakeholder needs.



Accessible

Website accessibility, usability, plain language testing, organizational reporting



Streamlined Market Research and Analysis



Automated Comments Processing



Customized Content and Data Synthesis ChatBot



Links education administrative and contextual data with interactive dashboards



Auto linked and harmonized administrative and secondary data using ETL across 50+ countries