



**Request for Proposal: Course Redesign and Learning Management System Hosting**  
for FRIENDS National Center for Community-Based Child Abuse Prevention (CBCAP)

800 Eastowne Dr., Ste. 105

Chapel Hill, NC 27514

<http://friendsnrc.org/>

Proposal Date: June 2016

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## **Summary and Background**

FRIENDS is currently accepting proposals to redesign five (5) existing online courses and provide a hosting solution for its online learning community consisting of approximately 500 users and 11 courses. This project consists of 2 parts:

1. **Course Redesign & Instructional Design Support**  
Partnering with FRIENDS staff and other subject matter experts, a successful bid will offer the ability to review, recommend, and apply modifications to 5 existing asynchronous online courses based on instructional design principles that will enhance and make the course delivery more learner focused and interactive.
2. **Online Learning Community (OLC) Hosting**  
A successful bid will offer a scalable and fully hosted learning management system solution to support the FRIENDS online learning community (OLC).

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations in order to conduct a fair and extensive evaluation through a competitive closed bid process based on the criteria listed herein. A candidate will be selected by FRIENDS who best represents the project scope, direction, and support necessary for a successful partnership.

### *About FRIENDS*

FRIENDS National Center for Community-Based Child Abuse Prevention (CBCAP) is a service of the United States Department of Health and Human Services, Administration for Children and Families, Children's Bureau. They are a federally mandated Training and Technical Assistance Provider for CBCAP lead agencies.

FRIENDS is a program of the Chapel Hill Training and Outreach Program, Inc. in Chapel Hill, North Carolina. They provide their service through a coordinated effort with other national organizations and initiatives with the aim of preventing child abuse and neglect and supporting families. Their network of partners and consultants allows them to offer cutting edge services from leaders in the prevention field.

FRIENDS provides targeted training and technical assistance to CBCAP State Lead Agencies to build capacity in the full array of CBCAP program requirements including:

- Outcome Accountability
- Data Utilization
- Parent Leadership
- Evidence-Based and Evidence-Informed Practices
- Program Assessment
- Logic Models
- Collaboration
- Systems Change

## **Proposal Guidelines**

This Request for Proposal represents the basic functional requirements for initial project completion. Proposals will be accepted *through 5:00pm EST on August 18, 2016*. Any proposals received after this date and time will not be considered. All proposals must be signed by the official agent or representative of the company, group, or individual submitting the proposal.

If the submitter must use outsourced, 3rd party service provision, or other external contractors to complete any of the work to meet the requirements outlined herein, this must be clearly stated in the proposal. Additionally, all costs included in the proposals must be all-inclusive to include those outside of the submitter. Any proposals which call for the use of outsourced, 3rd party service provision, or other external contractors must include the name, description and specific role in the proposed work.

All costs must be itemized to include explanation of fee schedules, service agreements, and other indirect expenses.

Contract terms and conditions are subject to negotiation upon selection of a winning candidate for this RFP. All contractual terms and conditions will be subject to review by FRIENDS officials and must include scope, budget, schedule, and other necessary items pertaining to the project.

## Project Purpose and Description

The purpose of this project is to offer a fully hosted “turn-key” learning management system solution to serve as and replace the existing FRIENDS online learning community (OLC). Currently, FRIENDS leverages a 3<sup>rd</sup> party provider to host their Moodle-based solution that manages approximately 500 users across 11 individual online, asynchronous courses.

This project consists of 2 parts:

1. Course Redesign & Instructional Design Support  
Partnering with FRIENDS staff and other subject matter experts, a successful bid will offer the ability to review, recommend, and apply modifications to 5 existing asynchronous online courses based on instructional design principles that will enhance and make the course delivery more activity based, learner focused, and interactive.
2. Online Learning Community (OLC) Hosting  
A successful bid will offer a scalable and fully hosted learning management system solution to support the FRIENDS online learning community (OLC).

The additional functional requirements associated with hosting FRIENDS e-learning content includes:

- Course content migration strategy  
*\*\* The current solution used by FRIENDS is Moodle LMS, however, if an alternative solution is offered and accepted, a full migration plan from the existing Moodle system will be expected and required \*\**
- Customized log-in page and deeper integration with FRIENDS existing Joomla! website (friendsnrc.org & friendsnrcelearning.org)
- Identity management tools (self-service and administrator)
- Learner performance metrics (i.e. SCORM compliance)
- Web analytics capabilities

Other associated technologies currently being leveraged by FRIENDS that can or cannot be a part of this project include the use of a Joomla! CMS to manage and administer all website content and the use of Cisco WebEx teleconferencing solutions.

## **Project Scope**

The scope of this project includes meeting 2 separate, but equally important criterion. The ability to provide and apply instructional design principles and techniques to online courses in order to enhance the participant's learning experience, as well as provide a hosted solution and administrative support for a fully functional learning management system to serve as the FRIEND online learning community (OLC).

A successful bid will include the following in order to meet basic requirements:

- User-friendly environment that is easy to navigate and fosters a learner-centric design
- Consistency of design across all pages/sections using a theme that models current FRIENDS logo and color schemes
- Responsive solution that scales across a multi-platform, browser and device computing environment
- Capability to empower FRIENDS staff to conduct non-super administrator functions on all systems
- Demonstrated ability to fully maximize learning management system to create a successful learning environment and content delivery solution
- All software and licensing requirements should be included as part of this project
- Solution should offer a clear path for future upgrades and feature add-ons, *as needed*
- Demonstrated ability to work closely with FRIENDS personnel on coordination of tasks, timelines, and allocation of resources towards project completion
- Quality assurance testing conducted and reported prior to launch

### **Request for Proposal and Project Timeline**

*Request for Proposal Timeline:* All proposals in response to this RFP are due *no later than 5:00pm EST on August 18, 2016.*

Evaluation of proposals will be conducted from August 19, 2016 until September 1, 2016. If additional information or discussions are needed during this time, the candidate(s) will be notified via email.

A selection decision will be made no later than September 2, 2016. FRIENDS retains the right to submit addendums to the winning candidate prior to contract signing and/or hiring.

Notifications to candidates who were not selected will be completed by September 9, 2016.

*Project Timeline:* Project must be started no more than 30 days from contract signing.

Project planning phase must be completed no more than 60 days from contract signing. Project planning phase will determine the timeline/schedule for all phases and deliverables of the project.

## **Budget**

All proposals must include *detailed* proposed costs to complete the tasks described in the project description and scope. Costs should be classified as:

- One-time or non-recurring (NRC)
- Recurring (MRC) – include duration and frequency
- Service level agreement (SLA) – indicate optional, recommended, and required

NOTE: All costs and fees must be clearly described in each proposal.



## **Submitter Qualifications**

All submissions should include, at least, the following items:

- Brief biography of submitter(s), including name, experience, proposed role in project, and contact information for principal
- Description of experience in planning, developing, and deploying projects of similar scope and scale
- Description of experience working with non-profit or educational-based organizations
- List of estimated hours, staff (internal and external), and infrastructure necessary
- Portfolio of related works, as well as testimonials from past clients
- At least 2 professional references
- Detailed timeframe for completion of the project (including milestones, deliverables)
- Outline of quality assurance testing plan
- Outline of communications strategy and project management methodology

### **Proposal Evaluation Criteria**

FRIENDS will evaluate all proposals based on the following criteria. To ensure full consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- *Overall proposal suitability:* proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- *Organizational experience:* Submitter(s) will be evaluated on their experience as it pertains to the scope of this project
- *Value and cost:* Submitter(s) will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- *Technical expertise and experience:* Submitter(s) must provide descriptions and documentation of staff technical expertise and experience

All submissions should be submitted electronically in PDF format to [friends@friendsnrc.org](mailto:friends@friendsnrc.org).

Please contact Edi Winkle via email at [ewinkle@friendsnrc.org](mailto:ewinkle@friendsnrc.org) with all project and proposal related questions.