



August 1, 2019

Request for Proposal Design/Build Firm for Online Learning Platform Products

Overview of TMF

Travis Manion Foundation empowers Veterans and Families of Fallen Heroes to develop character in future generations. TMF was founded in 2007 following the death of 1stLt Travis Manion (USMC). Today, Travis' legacy lives on in the words he spoke before leaving for his final deployment, "If Not Me, Then Who..." Guided by this mantra, veterans and families of fallen heroes continue their service, develop strong relationships with their communities, and thrive in their post-military lives.

Getting Results for the Military Community: TMF invests in veterans and families of the fallen by providing training and opportunities. TMF improves the overall well-being of veterans and military families by focusing on creating a sense of meaning and purpose, improved relationships within the community, and increased opportunities to leverage their personal strengths.

How Vets are Empowered: Veterans and Families are out in their communities developing the next generation of leaders through the Character Does Matter initiative, after being trained to deliver our curriculum. We also provide them with additional personal and professional development opportunities through training, seminars, and leadership and service expeditions. All Spartans are empowered to lead in their communities through Operation Legacy Service Projects, to honor the fallen and bring their communities together through the 9/11 Heroes Run race series, and to build relationships through local community and social events.

Our Users

- (Primary) Veterans & Families of Fallen Heroes - These are our primary volunteers who are eligible to lead or volunteer with any of our initiatives.
 - Veterans: primarily post 9/11 veterans of all military branches, aged 20-45. Varying technical ability.
 - Families of fallen heroes (those who have lost a loved one in military service): parents and widows/widowers; occasionally, siblings and children. Ages range dramatically as does computer proficiency
- (Secondary) Inspired Civilians - Civilians are our next largest user base and tend to be military advocates, supporters or military connected (spouses/children of military). Civilians are eligible to volunteer in every initiative except for leading our Character Does Matter initiative.

Vision for the Spartan Development Center

Where We Are

TMF launched the Spartan Development Center (SDC), our online learning platform, in April 2019. We created our first online course, an introductory "TMF Ambassador Course" over the last six months through a pilot agreement with an Online Learning Management content creation company. We enjoyed the collaboration with this firm; however, they prefer clients to host coursework on their platform and we've decided to house everything within our Salesforce Org, using an app called Appinium.



Where We Want to Be

We intend to build out this Spartan Development Center to include multiple online courses, some blended learning courses and a substantial online resource platform. We have the financial and staffing resources to deploy approximately two-three 45-minute length courses per year, with the potential to significantly scale production depending on grant infusions.

Spartan Development Center Course Purpose/Goals

- We believe that the SDC will enable TMF to scale our programming by training more volunteers than we could through in-person training events alone.
- We also theorize that the quality of programming that our volunteers provide to their communities will increase through on-demand trainings and refresher opportunities.

Scope

- TMF intends to create two to three 45-minute online courses over the next year. We believe that our current staff makeup and budget can support a content production firm in building out two to three courses (or a few more shorter form courses). We currently have two course products planned out for this year.
- TMF intends to create and test out the Instructor Led Course functionality this year, with support from a design firm (separate from the above courses).
- TMF intends to further build out our “resource library” within the SDC and move all digitally available products into the platform. This aspect shouldn't require much support from a design firm but may have some overlap.

Project Goals - Design

For design we're looking to ensure the LMS Courses look and feel like they are a part of our front end [website](#), are mobile friendly/responsive and allow for heavy engagement/interaction.

- Design needs to be simple and bold. Suggested online learning platforms to compare:
 - Team Rubicon
 - Coursera
 - General Assembly
- We have branding ID we will provide firms as they move throughout the proposal process.
- Generally speaking, we want our tone to be: positive, patriotic, inspiring, and occasionally humorous; our two 'themes' are: character and unity; and this will be captured through copy and content development.
- Interaction is a must for our online courses, to include (but certainly not limited to): essay or type prompts, quizzes, videos, white-board animation videos, ability for users to upload files, ability for users to record video of themselves. The Appinium platform supports all of these.
- We want the value to the individual veterans and the impact to the community to be immediately evident--in both form and content. Design should reflect this.

LMS Course Back-end Requirements

- We would like to explore the possibility of hosting live instructor-led webinars.
- Final products to include all SQRM files and any associated videos, voice overs, photos or other supporting file types.
- TMF maintains ownership of all content
- TMF will provide the vast majority of content to designers.
- Real-time testing - We require near constant ability to test and give feedback as the product is created.



Logistical Details

Contact

For now, we prefer to communicate via email. As the proposal process progresses, we'll make ourselves available for phone calls and possible in person meetings. Please send RFPs to Katherine Dey and Lindsey Finnegan: katherine.dey@travismanion.org, lindsey@travismanion.org

Timelines & Milestones Selection Process Timeline:

- Request for Quotation Submitted – Today, rolling
- Proposals Due – August 30, 2019
- Presentations by Vendors – September 3 - 11, 2019
- Planned Contract Award Date – September 13, 2019

Project Outline

- Discovery Period - Initial Meetings & Planning – Start NLT Week of September 23
- Remainder of project timing TBD based on agency selection with a goal of first course being pushed to production by the end of 2019.

Budget

We are a nonprofit focused on putting money back into the community but are investing in our online presence as a result of our extreme growth & demand.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed staff technical and design expertise pertinent to creating high quality online courses
- Salesforce technical experience. Experience using Appinium
- Outline of your course design & development strategy; include if any tasks are outsourced
- Which Content Authoring Tool(s) you use
- Proposed timeline from kickoff to launch for the first course
- Details about your team & identification of a project manager
- Recent examples. If chosen for a presentation, we expect a demo to be included.
- References
- Any key differentiators about you
- Pricing with optional elements line-itemed. Please break out costs for initial creation of a course from the maintenance/update schedule of costs.
- Terms & conditions

Other Helpful Information

The following are very important in making a final decision and in the selection of a web development firm for this project:

- Technical Proficiency – Ability to understand all of the components involved and make recommendations. High levels of proficiency with Salesforce and Appinium are a huge plus.
- Proactive – Ideally, we'd like to find a firm that understands our needs and makes recommendations based on their experience with designing online courses, rather than us having to lead the process.



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- Timing & Flexibility - We are a medium size non-profit, who operate using lean principles, however we are looking for a design firm that will work within our processes while keeping us a priority through delays.
- Communication – We'll have a fully dedicated project lead on our end and expect the same. Being kept in the loop as the project moves through phases and understanding what will happen-when – so that we can coordinate with our larger marketing and programmatic team will be important.
- No Outsourcing – We would like our developer to use in-house talent to produce as much of the course content as possible.
- As a US Veterans Service Organization, we feel strongly about using American-made products.
- Veteran preferred

“If Not Me, Then Who...”

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