



Request for Proposal
GoodGuides® Youth Safety Training Program
Self-Paced Online Training Series

Introduction/Background

Goodwill Industries International, Inc. (GII) represents a network of 165 independently-operated affiliates in North American and 14 international affiliates. In 2010, GII provided job search capabilities, occupational skills training, employment placement and human services to 2.4 million people, and put thousands of people to work.

Goodwill® GoodGuides is a national youth mentoring program for youth ages 12-17 who are at risk of delinquency. GoodGuides is administered by GII, which for more than 100 years has been strengthening lives, families and communities by providing individuals with the resources they need to succeed.

GoodGuides focuses on three primary areas:

1. **Career awareness**, which exposes youth to a multitude of employment options, helps them define career goals, and shows them what it takes to achieve their employment choices.
2. **Education**, including mentoring, tutoring, encouragement for school success, and improvements in social competency skills that help youth develop appropriate responses to their environment.
3. **Opportunity**, including exposing youth to new experiences, new choices, and new visions of their future, with connections to resources to help them achieve their dreams.

Pending availability of grant funds, GII desires to develop a self-paced online training series that will ensure GoodGuides staff and mentors learn key skills for mentoring youth at GII's subrecipient locations. This training series will provide train-the-trainer skills for delivery of mentor training and supporting mentoring relationships via a web-based training platform.

Purpose

The purpose of this Request for Proposals (RFP) is to engage a vendor who will work with GII staff to develop a self-paced online training series. The audience for the training is GoodGuides staff and participants. The modules will be presented with audio, along with online transcripts, and pre- and post-assessments. The training will provide knowledge to define the various forms of bullying, child abuse and neglect, skills to prevent its occurrence, and knowledge of reporting requirements.

All information provided in this Request for Proposals (RFP) is proprietary for this purpose only. Information cannot be released without written permission from Goodwill Industries International (GII).

All proposals and related materials will become the property of GII and may be returned only at the organization's option.

GII is not obligated to accept any proposal or to negotiate on any proposal. All transactions are subject to the final approval of GII, which reserves the right to reject any or all proposals without cause for liability.

All costs directly or indirectly related to responding to this RFP (including all costs incurred in providing supplementary documentation, information or presentation) will be borne by the proposal remitter.

Target Audience

The primary target population for the online training modules is program staff and participants at Goodwill Member locations where GoodGuides is operated. One module will target GoodGuides staff, another GoodGuides peer mentors, and the final one will target GoodGuides youth. The program staff members are program managers, master mentors and data specialists. Program participants are youth ages 12-17 and peer mentors ages 16 - 18.

Scope of Work

Under the guidance of the GII designee, the selected vendor will develop the self-paced, online training series and will provide the following:

- The learning objectives and outlines of each of the three (3) one-hour web-based modules based on collaboration with GII points of contact.
- Create storyboards for each of the three course modules. Storyboards will include on-screen text, graphic suggestions, and programming instructions for each course. All storyboards will require GII review and approval prior to development.
- Record and insert audio narration for each storyboard page for the three courses.
- Include on each page the transcript of the audio which can be hidden by student.
- Develop three (3) one-hour web-based training courses using the Lectora authoring tool with either Helvetica or Arial fonts. The courses must be made 508 Compliant by using Lectora's Compliance Checker. All errors that appear must be corrected.
- Design and develop one pre- and post-assessment for each of the courses using the Lectora authoring tool. The assessments will consist of questions utilizing a variety of styles, including true/false, matching, and fill-in-the-blank.
- Include a certificate of completion.
- Include a "how to use and navigate" Captivate simulation.
- Provide interactions (knowledge checks) throughout each course where appropriate.
- Provide all Lectora source files to GII following project approval by GII.
- Provide a Table of Contents for each course.
- Warrant he/she has all the rights and permission to use all graphics or photos included in products pursuant to this agreement.

- Vendor will indemnifies GII from any third-party claim arising from infringement or other lack of permission.
- Ensure the graphics and design layout utilized will be consistent with the Goodwill interface as provided by GII.

In support of this Project, Goodwill Industries International (GII) will provide:

1. An internal subject matter expert as a point of contact for:
 - a. Content validation;
 - b. Additional resources;
 - c. Facilitation/resolution of any issues that may arise; and
 - d. Final sign-off on all deliverables.
2. A Project Manager to manage the process and provide technical support for Moodle involvement.
3. Content for the four courses and pre-post assessment questions.

Cost Limitations

The maximum value of the contract award is \$27,000, and is considered to be all-inclusive. Funds are for winning bidder's development of web-based training courses only and do not cover the cost of travel, transportation, accommodations, meals, or other unrelated costs.

Vendor Capabilities

Vendors submitting proposals must demonstrate the skills and resources necessary to develop quality written products and be skilled at research and non-profit interviewing. They must have proven knowledge of non-profits and some knowledge of volunteers or youth development strategies. Additionally, they must also have experience developing toolkit materials for the target audience and demonstrate their ability to deliver quality materials promptly. Familiarity with Goodwill Industries is preferred.

Project Timeline

The selected vendor must be able to begin work no later than December 12, 2011 and complete the content for all three courses by March 15, 2012. Upon selection, a project timeline will be established to permit each course module to be piloted by GII within two weeks of its completion to ensure that edits and corrections may be made promptly.

Proposal Format

Vendors should include the following in their proposal:

- Vendor Legal Name and Mailing Address
- Contact Information
- Vendor's stated qualifications and capabilities.
- Organizational history and experience with performing tasks as described in the scope of work/deliverables.
- Describe specific ability to provide this service, including ability to develop instructional materials for use to develop quality products and provide research and interviews with Goodwill staff and experts to enhance Goodwill Members' development capacities.
- Summary of capability and mentor program toolkit including unique or innovative elements of your proposal.
- Describe anticipated development process and revision cycles.
- Provide Outcomes of prior similar work.
- References (3) with contact name and phone number from current and former clients of same scope and structure as GII.
- Short Bio/Resume of vendor staff members who will perform work.
- Cost proposal.
- A timeline for deliverables.
- Exceptions to Terms and Conditions to Contract Award.
- Additional comments or final summary.

Proposal Instructions

1. Proposals shall be received by GII until 5:00 PM (EST) on Wednesday, November 30, 2011 and shall be addressed to Donna Robinson, National GoodGuides Program Director, at donna.robinson@goodwill.org. No public disclosure shall be made until after award of the contract.
2. Proposals received after the deadline shall be returned to the Vendor unopened.
3. Proposals shall be submitted electronically only; no hard copies will be accepted.
4. Vendor may withdraw their Proposal at any time during this process.
5. GII reserves the right to conduct discussions with Vendors, to accept revisions of Proposals, and to negotiate price changes before, during and after the Request for Proposal (RFP) award. GII shall not disclose any information derived from Proposals submitted or from discussions with other Vendors.
6. Vendors submitting Proposals which meet the selection criteria and which are deemed to be the most advantageous to GII may be requested to give an oral presentation to a selection

committee. A designated representative shall collaborate the scheduling of any oral presentations.

7. Proposals shall be submitted in the format provided herein. Proposals in any other format may be considered informal and may be rejected. Conditional Proposals shall not be considered. An individual authorized to extend a formal Proposal shall sign all Proposals. Proposals that are not signed may be rejected.
8. GII reserves the right to reject any or all Proposals or any part thereof, or to accept any Proposal, or any part thereof, at award and to waive or decline to waive irregularities in any Proposal when it determines that it is in its best interest to do so. GII also reserves the right to hold all Proposals for a period of ninety (90) days after the opening date and to accept a Proposal not withdrawn before the scheduled Proposal opening date, and to negotiate with any Vendor considered qualified or make any award without written discussion.
9. The successful Vendor shall be expected to enter into a standard form of contract approved by GII. GII's contract terms and conditions are included herein. These terms and conditions shall be incorporated into the contract agreement between GII and the successful Vendor.
10. Prospective Vendors may submit requests for any changes to GII's terms and conditions. However, Proposals that are contingent upon any changes to the terms and conditions shall be at a competitive disadvantage in the Proposal evaluation process. Further, if GII chooses not to accept the alternate terms and conditions, GII may reject such Proposals as non-responsive.
11. All information provided in this Request for Proposals (RFP) is proprietary for this purpose only. Information cannot be released without written permission from Goodwill Industries International (GII).
12. All proposals and related materials will become the property of GII and may be returned only at the organization's option.
13. GII is not obligated to accept any proposal or to negotiate on any proposal. All transactions are subject to the final approval of GII, which reserves the right to reject any or all proposals without cause for liability.
14. All costs directly or indirectly related to responding to this RFP (including all costs incurred in providing supplementary documentation, information or presentation) will be borne by the proposal remitter.

Evaluation Criteria

Proposals shall be evaluated on the following basis:

- a) Demonstrated expertise in this particular field
 - i. Instructional design expertise
 - ii. Vendor's experience with similar/like projects
 - iii. Client references and their recommendations
 - iv. Qualifications and availability of principal participants

- b) Overall quality of the approach and recommended proposal

- i. Methodology for task accomplishment

- c) General quality and adequacy of response
 - i. Completeness
 - ii. Expressed understanding of the requirements of the RFP
 - iii. Responsiveness to terms and conditions

- d) Cost Proposal

The vendor selected for award will be notified by December 9, 2011, and at which time a contract will be submitted for consideration. Work will begin upon final execution of the contract.

Additional Information

1. General Terms

All proposals submitted for the goods and/or services requested herein must include all the associated warranties, and any other relevant information that would be beneficial in evaluating the proposal.

2. Consideration

GII reserves the right to consider special or unique features that may be included in your proposal. GII also reserves the right to determine the relative weights to be accorded to the various factors considered in the selection process. Price alone will not be the sole determining factor in the selection process.

Proposals must address all questions contained in this RFP and agencies should include any additional information that would enhance their proposals and help GII in making its selection decision.

3. Proposal Content

The information provided herein is intended to assist agencies in responding properly to this RFP. GII believes that this RFP provides interested agencies with sufficient information to submit proposals that meet minimum requirements. However, this information is not intended to limit the content of a proposal or to exclude any relevant or essential data. Agencies are encouraged to include additional information that will substantiate their service capabilities, product quality and support commitment.

4. Right to Accept or Reject

GII reserves the right to select one, or none, of the proposals submitted. Further, GII reserves the right to accept or reject all or parts of any proposal received and to waive any informality or technicality in any proposal received. Price alone will not be the sole determining factor in the selection process. All proposals should be valid for a period of at least 180 days from the proposal due date. Any exceptions to this request must be addressed by the vendor in its

proposal. GII also reserves the right to request samples for evaluation. Any request will be reasonable in quantity, as deemed by GII, so as not to cause any undue financial hardship or burden to the vendor, and any such request will not be billable to GII.

5. State and Local Taxes

GIJ and the Goodwill members are exempt from federal excise taxes. Exemption certification information can be provided by GII and the Goodwill members upon request. Such taxes should not be included in quoted prices. However, if the vendor believes any taxes apply, they shall be shown separately. If not stated, they will be considered as an expense of the vendor.

Terms and Conditions of Contract Award

The selected vendor shall be expected to enter into a standard form of contract approved by GII. GII's contract terms and conditions are included herein. These terms and conditions shall be incorporated into the contract agreement between GII and the successful vendor ("Contractor").

Prospective agencies may submit requests for any changes to GII's contract agreement terms and conditions. The request should be submitted using the proposal format noted above.

1. Term

The term of the proposed contractual agreement (the "Term") will be negotiated upon award of the contract, but is anticipated to begin on December 12, 2011 and end March 31, 2012. The Term may be extended by mutual written agreement of Contractor and GII. Both GII and the Vendor reserve the right to terminate this agreement prior to expiration of the Term, without cause, with thirty (30) days prior written notice to the other party. In addition, either party may terminate this agreement immediately upon written notice to the other party, if the other party breaches any material provision of this agreement. Upon termination of this agreement for any reason, Contractor shall be entitled to payment for Services satisfactorily rendered through the termination date, but shall not be entitled to any other compensation whatsoever.

2. Fees and Expenses

In consideration of the Services and Contractor's other agreements contained in the proposed agreement, GII will pay Contractor an amount to be negotiated upon award of the contract. The terms of such payments will also be subject to negotiation upon award of the contract.

3. Performance

Contractor agrees to perform the services in a professional, technically competent and timely manner, in accordance with industry standards and all applicable laws, rules and regulations, and in a manner consistent with the scientific, educational, charitable and literary purposes of GII within the meaning of Section 501(c)(3) of the Internal Revenue Code. Contractor shall obtain all licenses and permits and pay all fees required to comply with such laws and regulations. Contractor shall provide the equipment and materials used to perform the services and provide personnel who are appropriately trained and qualified to fulfill Contractor's

obligations hereunder. In performance of the services, Contractor will not infringe any patent, copyright, trade secret or other proprietary right of any person or entity.

4. Work and Work Product

All works and work product prepared or deliverable under the terms of this Agreement, in whatever stage of completion, are irrevocably assigned to GII and shall remain the property of GII, except in the instance of previously copyrighted materials used in the work or work product that are known to be the property of another party. All copyright interests of the works deliverable under this Agreement are considered “works made for hire” and are the sole property of GII. Upon termination or expiration of this Agreement, Contractor shall immediately deliver to GII all materials and property belonging to or created for GII.

5. Independent Parties

Contractor is an independent contractor, to whom GII shall have no obligation as an employer. GII will not pay or withhold, and Contractor will hold GII harmless from costs for employee benefits, employee taxes, insurance, and other costs typically arising from an employee-employer relationship. Contractor shall pay its own expenses, including but not limited to all salaries and commissions to Contractor’s employees, occupational taxes in the form of licenses to engage in or to conduct business, and all taxes including, but not limited to taxes that may be assessed on the personal property and equipment of Contractor used in the conduct of Contractor’s business. Neither party is authorized by the other under this Agreement to act on behalf of or in the name of the other party or any of their affiliates or subsidiaries. Neither party shall have the authority to bind the other in contract, debt or otherwise.

6. Indemnification

Both parties shall indemnify, defend, and hold harmless the other including its officers, directors, employees, members and agents, and each of them, from any and all claims, actions, causes of action, demands, or liabilities of whatsoever kind and nature, including judgments, interest, attorneys’ fees, and all other costs, fees, expenses, and charges which the other may incur to any third-party arising out of any act, omission, breach of this Agreement, or other activity conducted by the other party or its agents in connection with this Agreement.

7. Confidentiality

During the term of this Agreement, both parties shall act in the best interest of the other. Both parties acknowledge that they may have access to information which is non-public, confidential and proprietary in nature. Such confidential information may include, but is not limited to, trade secrets, business plans, copyrights, logos, trademarks, financial and operational information and membership lists. Both parties expressly agree not to use or disclose such information in any manner or for any purpose at any time during or after the effective term of this Agreement, except as required by law or as required during the course of the other’s work, unless authorized in writing by the other. Any and all uses of confidential or proprietary information, materials, or property shall be subject to advance review and approval by the other. Upon expiration or termination of this Agreement, each party shall return any such information to the other.

8. Conflict of Interest Statement

Contractor warrants that to the best of its knowledge and belief and except as otherwise disclosed by Vendor to GII in writing, neither Contractor nor any employee or subcontractor of Vendor has any conflict of interest that could impair their objectivity in performing the Services or otherwise interfere with their performance of the Services. In addition, during the Term, Contractor will not provide, or propose to provide services to, or own an interest in, or serve as a director, officer, trustee, employee, agent or independent contractor of any individual, company, organization, and/or entity, if the services to be provided to such individual, company, organization or entity or any activities conducted by such individual, company, organization or entity are in conflict with or give the appearance of being in conflict with GII's mission and/or ethical standards.

Contractor agrees that if after execution of this agreement Vendor discovers a conflict of interest with respect to this agreement, Vendor shall make an immediate and full disclosure in writing to GII, which shall include a description of the action, which Vendor has taken, or intend to take to eliminate or neutralize the conflict. GII may, however, terminate the contract immediately upon written notice to Contractor if, in the sole discretion of GII, the conflict cannot be effectively eliminated.

Contractor acknowledges and agrees that any breach by Contractor of the foregoing representations and covenants regarding conflicts of interest shall be deemed to be a breach of a material provision of this agreement that may result in immediate termination of this agreement by GII.

9. Termination

Either party may terminate the proposed Agreement, with or without cause, upon thirty (30) days written notice to the other. GII shall pay the Contractor a pro rata share for services rendered up to the period at which termination occurs but GII shall not be obligated to make any additional payment to the Contractor except to reimburse Contractor for expenses expressly authorized by GII. Upon termination, the Contractor shall return all unearned prepayments or deposits and deliver to GII all GII information or materials that is in the Contractor's possession or control.

In addition, if the Contractor is convicted of any crime or offense, fails or refuses to comply with the written terms of this Agreement, and/or the policies or reasonable directive(s) of GII, is guilty of serious misconduct in connection with performance hereunder, or materially breaches provisions of this Agreement, GII at any time may terminate the engagement of the Contractor immediately and without prior written notice to the Contractor.

10. Assignment/Subcontracting

Contractor may not assign its rights or obligations under this agreement to any third party without GII's prior written consent. In the event that Contractor subcontracts with a third party to provide any of the Services (which may be done only with GII's prior written consent), Contractor shall require each subcontractor to make representations and covenants similar to those set forth in this agreement, including without limitation provisions with respect to *Confidential Information, Work and Work Product, and Conflict of Interest*.

11. Non-Disclosure

During the term of the proposed Agreement and for a period of three (3) years thereafter, neither party will use or disclose any Confidential Information (as defined below) of the other party except as specifically contemplated herein. The foregoing restrictions will not apply to information that (a) has been independently developed by the receiving party, (b) has become publicly known through no wrongful act of the receiving party, (c) has been rightfully received from a third party authorized to make such disclosure, (d) has been approved for release by the disclosing party in writing, or (e) is required to be disclosed by law or a competent legal tribunal.

For purposes of this Section, the term "Confidential Information" means: (i) Content, prior to publication, (ii) any GII distribution, reach or readership statistics, such as number of visitors/unique viewers, page views, etc., and (iii) any information that is "confidential" or "proprietary." Upon expiration or termination of this Agreement for any reason, Partner will promptly and at the direction of GII either destroy, or return to GII, and will not take or use, all items of any nature that belong to GII, its vendors or other customers and all records (in any form, format, or medium) containing or relating to Confidential Information.

12. Miscellaneous

- a) Nothing in the proposed Agreement will create a joint venture, agency, franchise, sales representative or employment relationship between the parties.
- b) The Agreement shall be governed by, interpreted and construed in accordance with the laws of the State of Maryland. All claims, actions, proceedings and disputes arising out of this Agreement shall be commenced exclusively in Maryland and all parties consent to personal jurisdiction in Maryland.