

Request for Proposals

**Education Development Center, Inc.
(Hereafter referred to as “EDC”)**

**Request for Proposals for Procurement of Learning Interface Design Expertise for the Development of
Three Web-Based Interactive Learning Products**

Date of Issuance
June 20, 2012

EDC is an international nonprofit organization that develops, delivers, and evaluates innovative programs to address some of the world's most urgent challenges. Our work includes research, training, and educational materials and strategy development with activities ranging from seed projects to large-scale initiatives. EDC enjoys a worldwide reputation for its excellence in program and fiscal management and for the impact of its work.

Background

In September of 2011, EDC was awarded a grant by the Office of Head Start (OHS) which rests in the U.S. Department of Health and Human Services to operate a National Center on Program Management and Fiscal Operations (PMFO). This project works to strengthen the management of Head Start and Early Head Start programs nationwide through offering information, training, and resources for program leaders including directors, managers, and governing board members of local Head Start programs. Through this work, PMFO contributes to positive outcomes for young children and their families. PMFO is in the first year of a four-year cooperative agreement with OHs and is currently in the throes of developing online learning materials that will reside on the OHS Early Childhood Learning and Knowledge Center (ECLKC) website. The website is accessed by thousands of Head Start and other early childhood education leaders and staff nationwide.

1. PURPOSE AND ELIGIBILITY

1.1 Purpose

PMFO is currently developing a variety of web-based learning resources for the Head Start/early education audiences. These resources include:

- 1) A "Strategic Use of Consultants" Guide. Designed for Head Start program directors and managers, this guide contains seven sections. Each section presents content and asks users to reflect, in writing, on content presented.
- 2) Using Data for Planning and Decision Making. The first of four modules, designed for Head Start management staff, will include video, interactive activities, and tip sheets.
- 3) A Resource Directory to Navigate ECLKC. Designed for all Head Start stakeholders, this directory highlights resources, by category, available on the Early Childhood Knowledge and Resource Center (<http://eclkc.ohs.acf.hhs.gov/hslc>).

Each of these products is at a different stage of development. PMFO's goal is to finalize and launch these products on the ECLKC website by September 15, 2012. We will also develop additional materials in the remaining three years of the cooperative agreement.

We are looking to enlist **learning interface design expertise** to contribute to the development of these products. The individual or group we enlist needs to possess the knowledge and skills to build product- and audience-specific interactive interfaces that put the learner in an optimal situation to learn. The existing PMFO development team includes content developers and a web programmer.

1.2 Learning Interface Design Qualifications

- Extensive experience with e-learning design and an understanding of adult learning theory
- Ability to match the appropriate learning framework with how the audience learns and what they need to learn
- Strong user interface and information architecture design skills

- Experience in the design of intuitive, user-centered application interfaces (including game-based simulations) for websites, Internet applications, or desktop applications
- Excellent understanding of user experience design for the Web and ability to show relevant work
- Ability to articulate and make operational dynamic interaction for rich media (Flash, Flex, Ajax, etc) in state diagrams and wire frames
- Background in learner-centric web usability
- Experience working with the federal government and an appreciation of specific, related compliance regulations (508 compliance)
- Proficiency with producing storyboards, wire frames, and static HTML prototypes
- Strong written and oral communication and presentation skills
- Able to manage multiple tasks and interact with multiple team leaders

2. SCHEDULE OF EVENTS

The following schedule applies to this RFP but may change in accordance with EDC's needs or unforeseen circumstances. Changes in this timeline will be announced as formal modifications to the RFP.

DATE	Time Table
June 25, 2012; 3 pm EDT	Deadline for request for any clarifications from EDC
June 29; 5 pm EDT	Deadline for submission of proposals
July 2, 2012	Estimated Date of Notification to Offerers on Proposal Status

Answers to all questions will be answered at the same time to all bidders. Questions will not be answered until after the June 25, 2012 deadline above has expired.

3. COMMUNICATION AND PROPOSAL SUBMISSION

Verbal communication shall not be effective unless formally confirmed in writing by the EDC Contact Person in charge of managing this RFP process. In no case shall verbal communication govern over written communications.

Offerors' inquiries, questions, and requests for clarification related to this RFP are to be directed in writing in English before June 25, 3pm EDT to:

Education Development Center, Inc.
 Attention: Patricia Fahey
 E-mail: pfahey@edc.org

All responses to this RFP must include the following:

- A detailed technical proposal of what exactly will be provided to EDC, including a narrative to justify the choices proposed will meet EDC's needs outlined in Section 4 and all technical information.
- A detailed price proposal in accordance with Section 5.

- A description of similar work performed by the offeror.
- A list of qualified professional and technical personnel, proposed under the offeror's proposal, including details of their relevant experience and relevant assignments in the past three years.

Proposal must be delivered via email to:

Education Development Center, Inc.

Attention: Patricia Fahey

E-mail: pfahey@edc.org

All proposals must be received by EDC, before the deadline date and time, June 29, 5pm EDT.

3.1 Evaluation Criteria and Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, organization, and cost reasonableness. The purpose of this RFP is to identify those organizations that have the interest, capability, and financial strength to supply the services identified in Section 4.

Evaluation Criteria:

Technical Evaluation Criteria:

Summary of Technical Proposal Evaluation Forms		Score Weight
1.	Thoroughness of response, including specificity of abilities	30%
2.	Experience in carrying out similar work	30%
3.	Reasonableness and appropriateness of budget	40%
Total		100%

- To facilitate the examination, evaluation, and comparison of responses received, EDC reviewers may ask offerors individually for clarification of their proposal content. The evaluation of cost will include a determination of cost appropriateness, completeness, and reasonableness. Cost appropriateness is defined as the offeror's ability to project costs which are realistic for the work to be performed; reflect a clear understanding of the requirements; and are consistent with the offeror's technical capacity.
- The weight of financial evaluation will be 40% of the total evaluation score

4. TECHNICAL SPECIFICATIONS & REQUIREMENTS

4.1 Statement of Work

The individual/organization hired will work with the National Center for Program Management and Fiscal Operations at EDC to develop/revise 3 products for deployment on the Office of Head Start's Early Childhood Knowledge and Resource Center (<http://eclkc.ohs.acf.hhs.gov/hslc>):

- Create and publish one two-hour online learning module designed to support Head Start program staff in integrating data use in their organizations. The successful bidder will work with EDC's subject matter experts to design the module which will include video (provided by ECC), interactive activities, and tip sheets.
- Modify the design and navigation of four existing sections of the "Strategic Use of Consultants" Guide. Each section of this set of interactive online tools presents content and asks users to reflect, in writing, on content presented.
- Design an interactive web portal to maximize the usability of the existing PDF-version of "A Resource Directory to Navigate ECLKC" on the Early Childhood Knowledge and Resource Center (<http://eclkc.ohs.acf.hhs.gov/hslc>).

The Consultant/Vendor will:

- Conduct an initial two-day design session at EDC's Waltham, Massachusetts office, with PMFO/EDC subject matter experts.
- For the data module:
 - Create a storyboard for the data module using appropriate design software such as Articulate Storyline based on content supplied by PMFO/EDC.
 - Cast professional voice over talent and supervise professional recording, if required for the data module.
 - Incorporate video provided by PMFO/EDC into the module.
 - Produce multimedia instructional interactions for the data module.
 - Provide design/layout services and program the course utilizing a style consistent with the look and feel of PMFO's products and design specifications of the ECLKC.
 - Integrate the data module with functional links into the ECLKC.
 - Conduct alpha/beta tests with PMFO/EDC staff and users representative of the intended audience and conduct quality assurance testing. Revise and improve the course as needed.
 - Consult with and respond to PMFO/EDC staff throughout the design and development process.
- For the "Strategic Use of Consultants" Guide:
 - Work with PMFO/EDC subject matter experts and web programmer to modify the design and layout navigation of existing sections of the guide
 - Consult with the web programmer on underlying architecture and coding
- For the Resource Directory:
 - Work with PMFO/EDC subject matter experts to create a portal design
 - Create the web portal using the new design and existing content
 - Prepare the portal for integration into the ECLKC

4.2 Deliverables and Milestones

Required Deliverables and/or Milestones	Due Dates
Initial two-day design session, conducted in-person in Waltham, MA	July 13, 2012
Deliver the data module for integration into the ECLKC	September 14, 2012
Provide new design and navigation specifications to the PMFO/EDC programmer	August 1, 2012.
Deliver the resource directory portal for integration into the ECLKC	September 14, 2012

Note: This list of deliverables and milestones is intentionally brief because the application process requires the offeror to demonstrate an ability to develop a realistic work plan and timeline containing deliverables/milestones and specific due dates. When EDC issues an award, the contract will include specific deliverables and milestones that must be met.

5. PRICE PROPOSAL REQUIREMENTS

All organizations must submit a cost breakdown for completing the described in this RFP. In response to this RFP, EDC anticipates issuing a fixed price contract with payments made upon submission of agreed-upon deliverables. The offeror should indicate whether payment is requested in installments, upon submission of specific deliverables, or in a lump sum upon completion of the contract. If payment is due in installments, provide justification for the amount due with each deliverable. The selected organization must agree to abide by the price submitted for the duration of the contract.

The price summary, detailed budget, and all discussion of costs, including the budget notes, shall be organized consistent with the cost categories specified below. If there is no proposed cost in a particular category, include 0 for that category.

EDC will not pay for any costs incurred by the offeror in preparation of a proposal in response to this RFP.

5.1 Total Price Summary

Please provide a price summary that includes a narrative describing how the price was calculated. The price summary must be submitted in Microsoft Excel format and show all formulas.

The budget narrative must include information about how the amounts for each estimated cost were determined.

5.2 Detailed Budget & Budget Narrative

The detailed budget must be submitted in Microsoft Excel format and show:

- All costs for each deliverable including any and all costs from the categories listed below which are necessary to complete the deliverable; and
- all formulas.

The budget narrative must include information about how the amounts for each estimated cost were determined.

The following definitions of types of costs should be utilized in preparing the cost proposal.

Salary and Wages: Direct salary and wages should be proposed in accordance with the offeror's personnel policies. For example, costs of long-term and short-term personnel should be broken down by person years, months, days or hours.

Fringe Benefits: If fringe benefits are provided for as part of an organization's indirect cost rate structure, a copy of the organization's Negotiated Indirect Cost Rate Agreement must be included in the cost proposal. If fringe benefits rates are not included in the organization's Negotiated Indirect Cost Rate Agreement, a detailed cost breakdown by benefits types must be provided.

Consultants: This category is for services rendered by persons who are members of a particular profession or possess a special skill and who are not officers or employees of the offeror. Costs of consultants should be broken down by person years, months, days, or hours.

Travel, Transportation, and Per Diem: This category is for costs for transportation, lodging, meals and incidental expenses. Costs must be broken down by the number of trips, domestic and international, cost per trip, per diem and other related travel costs, in accordance with the GSA Federal Travel Regulations.

Equipment and Supplies: This category is for supplies and equipment. Costs must be broken down by types and units.

Subcontracts: For any proposed subcontract, a budget for the proposed subcontract must be included and the budget must include the budget categories noted above.

Allowances: Allowances should be broken down by specific type and by person, and should be in accordance with offeror's policies and US Government regulations.

Training: For all types of training, costs should be broken down by types of training, participants and types of costs (e.g. transportation, materials, facilities, etc.).

Other Direct Costs: Costs must be broken down by types and units.

Indirect Costs: If the offeror has a Negotiated Indirect Cost Rate Agreement, indirect costs must be proposed in accordance with the offeror's Negotiated Indirect Cost Rate Agreement and a copy of the Negotiated Indirect Cost Rate Agreement must be included in the cost proposal. If indirect costs rates have not been previously established with the US Government, a breakdown of bases, pools, method of determining the rates and description of costs, and two years of financial statement, preferably audited by an independent auditor must be submitted.

6. Organization Overview and Offeror Certification

6.1 Organization Overview

All vendors must provide the following information in order for their proposal to be considered:

1. A brief outline of the bidder's company and services offered, including:

- Full legal name of the company
 - Year business was established
 - Number of people currently employed
 - Income statement and balance sheet for each of the two most recently completed fiscal years certified by a public accountant.
2. An outline of the product line-up you currently support.
 3. A description of their geographic reach and market penetration.
 4. An outline of their partnerships and relationships to date.
 5. An outline of their current and future strategies in the marketplace.
 6. Information on current software clients, including:
 - Total number of current clients
 - A list of clients with similar needs using the same software (please specify software)
 - Evidence of successful completion of a project of a similar size and complexity.
 7. References: Contact information for 3 references (if possible) from projects similar in size, application, and scope and a brief description of their implementation.

In order for their proposal to be considered, the offeror must submit an overview of the organization which must include the following:

- Full legal name of the company.
- Year the organization was established.
- Proof of organization's registration in the United States.
- Demonstrated ability for the organization to legally operate in the United States.
- Contact information regarding the proposal to include the following:
 - (a) the individual(s) full name and title,
 - (b) full office address,
 - (c) telephone and fax number,
 - (d) email address
- A list of the offerors's key individuals including:
 - (a) the principal officers of the organization's governing body (e.g., chairman, vice chairman, treasurer and secretary of the board of directors or board of trustees);
 - (b) the principal officer and deputy principal officer of the organization (e.g., executive director, deputy director, president, vice president);
 - (c) the program manager(s) for the proposed contract;
 - (d) any other person who will have significant responsibilities for administration of the US Government-financed activities or resources under the proposed delivery of the commodities.
- Names, email addresses, phone numbers and contact people at three organizations who have been clients of the offeror during the last 18 months, whom EDC can call on as references. Offerors should provide references from projects similar in size, application, and scope and include a brief description of the implementation of the project.
- Information regarding any current litigation in which the offeror, or any of the entities in the collaboration, are involved, regardless of jurisdiction where the litigation resides.

Offerors that currently have a Dun & Bradstreet Number are requested to provide this information. Offerors who are not registered with Dun & Bradstreet may do so at http://www.dnb.com/us/duns_update/. There is no charge for this registration. A Dun & Bradstreet Number is not required for submission of a proposal, but may be required before a contract is issued. Whether or not an offeror currently has a Dun & Bradstreet number will not affect the evaluation of the offeror's proposal.

6.2 Vendor Certification

This certification attests to the vendor's awareness and agreement to the content of this RFP and all accompanying calendar schedules and provisions contained herein.

The vendor must ensure that the following certificate is duly completed and correctly executed by an authorized officer of your company.

This proposal is submitted in response to RFP for issued by EDC. The undersigned is a duly authorized officer, hereby certifies that:

(Vendor Name)

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions, and provisions of the referenced RFP and any addenda thereto in the event of an award. Exceptions are to be noted as stated in the RFP. The proposal shall remain in effect for a period of 30 calendar days as of the Due Date of the RFP.

The undersigned further certify that their firm (check one):

☐ Is

☐ Is not

currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agree to notify EDC of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person[s] authorized to negotiate on behalf of this firm for purposes of this RFP are:

Title:

Name:

Signature:

Name:

Signature:

Date:

Title:

Date:

Signature of Authorized Officer:

Title:

Name:

Signature:

Date:

Person[s] authorized to negotiate on behalf of this firm for purposes of this RFP are:

Name:	_____	Title:	_____
Signature:	_____	Date:	_____

Name:	_____	Title:	_____
Signature:	_____	Date:	_____

Signature of Authorized Officer:

Name:	_____	Title:	_____
Signature:	_____	Date:	_____

Notification: Under 15 U.S.C. 645(d), any person who misrepresents its firm's size status shall (1) be punished by a fine, imprisonment, or both; (2) be subject to administrative remedies; and (3) be ineligible for participation in programs conducted under the authority of the Small Business Act.

**If you are certified or a member of one of the qualifying groups, please register with Dun & Bradstreet at http://www.dnb.com/us/duns_update/. There is no charge for this registration.*