

Alberta Construction Safety Association



Request for Proposal

Two e-Learning Course Conversions

December 2013

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Request for Proposal

The purpose of this Request for Proposal (RFP) is to solicit responses from technology vendors to convert two existing courses written for classroom delivery (one 6-hour day each) into an equivalent e-Learning delivery format. These e-Learning courses must be formatted to work within a SCORM 1.2 compliant Learning Management System called “T2 Platform” owned and operated by Yardstick Software Inc. The Alberta Construction Safety Association (ACSA) reserves the right to choose not to award a contract based on the offer of services submitted.

Background

The Alberta Construction Safety Association is a non-profit organization funded and directed by industry. The Association consists of construction industry volunteers supported by a team of professionals based out of offices in Edmonton, Calgary and Fort McMurray. All the people involved with the ACSA, from the origin of the idea to the present, share a common vision: through cooperative efforts of all those involved, the construction environment in Alberta will be the safest anywhere.

To realize this vision, the ACSA embarks on the following mission: to provide quality advice and education for the construction industry that will reduce human suffering and financial costs associated with workplace incidents. This quality advice is primarily in the form of education, training, information and resource material for managers, supervisors and workers at our member companies.

The ACSA has been producing and developing interactive courses since 1992, in the form of safety videos on DVD and YouTube for integrated use within our classroom programs as well as independent use, and in the form of CD-ROM and web-based instructional courses.

There is an ever-increasing need by construction industry managers, supervisors and workers to access the ACSA’s programs and resources when and where they are needed. The ACSA is answering this need by converting current classroom-style courses to online delivery and producing safety specific videos for DVD and online deployment.

Project Specifications

The purpose of these e-Learning courses is to allow users to acquire theory based training with interactive exercises. These e-Learning courses will be developed in a matrix style consisting of multiple modules and topics with interactive exercises after each topic and a comprehension test at the end of each module and/or at the end of the course.

The e-Learning program being developed must satisfy the following requirements:

1. The application must have simple navigation suitable for product users with varying computer skills from beginner to experienced.
2. The application must incorporate effective interactive exercises to enhance learner retention.
3. These products will be produced in English using plain language.
4. The application must fully integrate with Yardstick's "T2 Platform" Scorm 1.2 based LMS.

The target population for these e-Learning courses has the following demographic characteristics:

- Age ranges from 18-70 years (all workforce stages from entry-level to retirement)
- Education level from grade 8 up (script will be written to a grade 8 reading level)
- Several learners have a first language other than English
- Computer experience may not exceed a fundamental level (learners will have access to a help function at all times throughout the program)

Testing

The vendor of record will be required to conduct comprehensive on-site usability and pilot tests with the target audience. The first pilot test will be done using a working prototype of one or two functions; the second will be done using all the completed functions.

Exclusive Rights

The ACSA will own and have exclusive rights to the completed e-Learning application, including intellectual property, source code, content and graphics created, to sell and distribute at its sole discretion.

Deliverables

The ACSA would like costing for this proposal to include the development of a product meeting the above specifications with a schedule of deliverables to completion.

The ACSA is asking for three budget model pricing options – bronze, silver and gold.

- Bronze: basic module using limited video, graphic and photo imagery and voice-over narration.
- Silver: upgraded module using primarily video (including video and photo content generated for the purpose of the course), with graphic and photo enhancement and voice-over narration.
- Gold: premium module using video with 3-D animation, graphic and photo enhancement (including video and photo content generated for the purpose of the course), and voice-over narration.

Proposal Specifications

The ACSA requires that all offers of service include a clear understanding of your firm's ability to complete this project, your experience with similar projects, and the resources within your company that will be leveraged for this project.

Proposals should include a Company Profile section, in which you may describe your core product and service lines, provide a brief background on your company (including length of time in business and length of time developing online training programs), and provide work samples and/or references. Proposals should also include a Team Profile section in which you may specify key individuals on the project team and identify the Project Manager.

Evaluation Criteria

Proposals will be evaluated based on the vendor's understanding of the needs of the ACSA, experience of the firm in conducting projects of similar size and scope, qualifications and experience of the proposed project team, creativity and innovation in the firm's approach to design and delivery, suitability of the project management plan, quality assurance methodology, and project cost.

Submission Instructions

Please ensure that all submissions are sent prior to **January 17th, 2014** to:

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