REQUEST FOR PROPOSALS

Acquisition of Learning Management System

I. Summary Information

Purpose: This project is to support the Association of State and Territorial Health Officials training and learning product delivery to members, staff, and the the general public.

Proposal Due Date and Time: May 31, 2024 by 5:00pm EDT

Selection Announcement Date: July 15, 2024

Maximum Funding Amount: One award of up to $150,000 for full implementation and first year of service and maintenance, with subsequent awards for ongoing maintenance.

Estimated Period of Performance and Final Report Date: August 1, 2024 – July 31, 2027

ASTHO Point of Contact: Tiffany Hoefer (DLD@astho.org)

II. Description of RFP

Background

The Association of State and Territorial Health Officials (ASTHO), in conjunction with the Centers for Disease Control and Prevention (CDC), is seeking the proposals from qualified vendors of learning management systems whose proposed solution(s) and services meet the requirements specified in this RFP. The expectation is that the vendor will deliver a learning management system platform that can deliver service to open enrollment users, ASTHO staff, and ASTHO members. The learning management system should allow ASTHO to independently manage product placement, monitor ongoing learning product usage, and verify user activity, completion, and other associated metric data.

Target Audience

The specialized Digital Learning Design team will coordinate and maintain product placement and data extraction. Registered users may include State and Territorial Health Officials, Public Health department employees, open enrollment users, and ASTHO staff.

Project Scope

This project is designed to replace an existing Learning Management System to provide better functionality, user experience, data extraction, custom reporting, robust customer service, 508 compliance, and SCORM compliance support with standardized billing structure.

This project will require the following from the contractor or contracting firm, as part of Year One:
- Initial deployment
- Single-sign on integration with existing ASTHO association management system and website
- Data importing
- Custom report development
- System administrator training and support

Specifications
The Learning Management System must provide the following:

Membership/End-User Requirements
- Single Sign-On Authentication (SSO)
- All major browser compatibility
- Mobile optimization of site content

Design Requirements
- Advanced Distributed Learning (ADL) verified maximum level of SCORM support
- Learning Tool Integration (LTI) functionality
- Multiple assessment feedback options
- ASTHO administrator webpage customization
- ASTHO administrator certificate development
- Compliant with ASTHO 508 standards
  - Provide Voluntary Product Accessibility Transcript (VPAT) or equivalent
- Survey/Assessment skip logic
- Gradebook

Functionality Requirements
- Integration with ASTHO association management system (Protech)
- Flexible customer support packages
- Custom reporting of user data
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Please see ASTHO Needs Analysis Report for additional details.

Availability of Funds
The maximum award amount is up to $150,000 for implementation and first year maintenance. Funding exists for a minimum of two additional years of maintenance. One award will be given to the selected contractor or contracting firm. The award will be made through a fee basis, fixed-cost agreement between ASTHO and the selected applicant.

Evaluators
Each proposal will be reviewed by the ASTHO Learning Management Implementation committee, which consists of ASTHO staff.

III. Requirements for Financial Award

Registration to Conduct Business with the United States Federal Government
All entities that receive federal funding will need to be fully registered in the SAM.gov database.

Grant Funding Requirements
Contractor or contracting firm agrees to assume the same obligations and responsibilities that ASTHO assumes toward the funding agency under the Federal Acquisition Regulations (FAR), if any, including all mandatory flow-down requirements.

Allowable Expenses
Funds may not be used for equipment purchases. Per HHS requirements, funds awarded under this RFP are prohibited from being used to pay the direct salary of an individual at a rate in excess of the federal Executive Schedule Level II **(currently $221,900)**.

Period of Performance
The contract is scheduled to begin August 1, 2024 and will end on July 31, 2027.

IV. Required Proposal Content and Selection Criteria

Proposal Content: Please include the following elements in your submission.

Proposals should not exceed 10 pages in length, excluding the budget and CV's, and should be single-spaced in 11-point font. Appendices are not required, but may be submitted as appropriate, and will not count against the page limit. Proposals should include all components listed below in order to be considered.

A. **Contractor/Firm Overview (10 points)**: Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP, including the programmatic and contractual/fiscal points of contact. A brief work history including years in business, number of employees and office locations if applicable. Describe your custom Learning Management solutions and how they fit with other company offerings. Provide any relevant work examples. List top clients and services provided to them. List any awards or industry recognitions. Describe staff qualifications and provide a CV for key personnel/staff lead.

B. **Learning Solution (20 points):** Describe your approach to the scope of this project. Define the roles of all the staff involved. Describe the system functions available that can be used to engage the learner. Describe your project management approach and your quality assurance process. Provide any recommended options that will enhance results and/or significantly impact costs.

C. **Technical Solution (25 points):** Describe the software and skills that will be employed in interface design and eLearning development. Define the roles of staff involved. Define the technical requirements aligned with the request for proposal specifications. Define the deliverables and the review process. Define your approach to the timeline and project management. Provide any recommended options that will enhance results and/or significantly impact costs.

   Provide any information related to the following priority requirements:
   a. Single-Sign-On Intergration options
   b. 508-compliance
   c. Course Management

       i.   Authoring/Design
      ii.   Learning Tool Integration (LTI)
     iii.   Learning paths
     iv.   Student roster/gradebook
      v.   Completion tracking
    d.   Reporting
       i.   Standard
      ii.   Custom

D. Cost Proposal (10 points): Provide a breakdown of project costs aligned with the proposed learning and technical solution and any optional recommendations. Provide any standard terms of agreement.

E. Timeline (15 points): Indicate the timeline for the project, major milestones, and rounds of review.

F. Prior Experience and Performance (15 points): Describe experience and quality of performance on recent work completed with similar scope. Include information about familiarity with and understanding of the topic.

G. Client References (5 points): Please provide three references of organizations that have utilized your custom eLearning development services. Include the contact name, title, company name, address, phone number and email address for each reference.

    a.   Preferable references include clients:
       i.   >2000 active users per month
      ii.   >50 active courses
     iii.   Offer takeaway credentials such as certificates, badges, etc.

H. Additional Information: Please attach any additional information that will help explain your company's capabilities and the proposed solution.

V. Submission Information

Application Procedure
ASTHO must receive applications by 5:00pm EDT, May 31, 2024. Please submit an electronic copy of the application to ASTHO at DLD@astho.org. Incomplete applications or applications received after the deadline will not be considered.

Timeline
- May 1, 2024: RFP released
- May 14, 2024: Bidders meeting
- May 31, 2024 at 5:00pm EDT: Deadline for submission of grant proposals
- July 15, 2024: Contract award announced
- August 1, 2024: Contract period begins
- August 6, 2024: Project planning and kick-off meeting
- July 31, 2027: Period of performance ends

Applicant Questions and Guidance

ASTHO will support interested applicants to offer guidance and address specific questions about the RFP. Interested parties may contact ASTHO staff via e-mail at DLD@astho.org. In addition, ASTHO will also hold a bidders meeting on May 14, 2024 to answer questions. If interested, please reach out to DLD@astho.org for details on this meeting.

Disclaimer Notice:

This RFP is not binding on ASTHO, nor does it constitute a contractual offer. Without limiting the foregoing, ASTHO reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall ASTHO be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP.