eLearning Development and Learning Management System Services
Request for Proposal

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The CELL
300 S. Jackson St., Ste. 350
Denver, CO 80209

Primary Contacts

Contact	Title	Phone	Email
Rudy Leyba	Education & Special Projects Coordinator	303-844-4000 x 16	rleyba@thecell.org
Tom Ruppel	Chief Operating Officer	303-844-4000 x 11	truppel@thecell.org
Cailin Shioshita Pickett	Associate Database & Operations Manager	303-844-4000 x 8	cspickett@mizelinstitute.org

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Section 1: About the CELL

Company Background:
Since 2008, the Counterterrorism Education Learning Lab (CELL), a non-profit, non-partisan institute in Denver, CO, has provided a comprehensive look at the threats of terrorism and violent extremism and how individuals can play a role in helping to keep our communities safe. Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL's initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

The Community Awareness Program (CAP) is the CELL's proprietary community awareness training program that was created in partnership with the U.S. Department of Homeland Security (DHS) and the FBI's Joint Terrorism Task Force. It was designed in accordance with, and in support of, the national *"If You See Something, Say Something™"* campaign and the National Suspicious Activity Reporting (SAR) Initiative (NSI). The CAP has been deployed at Super Bowl LII and LVII, the MLB All-Star game, Indianapolis 500, NCAA Final Four, FIS Alpine World Ski Championships, the Winter X Games, and numerous other sporting events and venues across the country. The CAP has also been deployed in municipalities across several states including Colorado, Utah, Arizona, Minnesota, and Ohio.

The CAP has been vetted and approved by the U.S. Department of Homeland Security's Office of Civil Rights and Civil Liberties and the FEMA Office of Protection and National Preparedness. It has been featured nationally as a Fusion Center best practice by the U.S. Department of Homeland Security and the U.S. Department of Justice through the Lessons Learned Information Sharing Program, and it has been recognized by FEMA in its Individual and Community Preparedness Awards for Innovative Training and Education Programs.

Ideal Customer:
Given the CELL's network throughout Colorado, the target audience for the CAP is the public constituency across the State of Colorado and the jurisdictions and individuals beyond Colorado (and potentially across the country) who can access the program through the proposed enhanced online learning management system (LMS) platform.

Locally, the CELL will leverage existing relationships with city and county governments throughout Colorado and the public safety and health agencies and school administrators within those jurisdictions, and community organizations to target new, broader audiences to receive the updated CAP training. While it may be deployed to sector-specific audiences, the CAP content is largely designed for those ages 14 and up with limited background knowledge regarding the content.

Current Technology Stack:
- Website CMS platform: WordPress
- CRM platform: Salesforce
- Email marketing platform: Constant Contact

List of Similar Organizations:
The CELL does not have direct competitors, but there are similar organizations both in the Colorado and across the U.S.

Name	Web Address	Similarity
American Red Cross	https://www.redcross.org/	Nonprofit with similar educational goals (preparedness)
Anti-Defamation League	https://www.adl.org/	Nonprofit with similar educational goals (anti-hate)
Aspen Institute	https://www.aspeninstitute.org/	National security events hosted in Colorado
International Spy Museum	https://www.spymuseum.org/	Museum with similar subject matter (national and global security)
U.S. Holocaust Memorial Museum	https://www.ushmm.org/	Museum with similar subject matter (mass atrocities)

Section 2: Project Objectives

Objective Summary:
Below, find a summary of the objectives for the request for proposal.

- Current Challenge:
  The CELL's updated CAP content needs to be developed into an engaging online training through gamification and interactive elements. The developed training then needs to be hosted on an LMS platform to widely disseminate the program. The developed CAP trainings will ideally run 30 to 45 minutes, with overall program completion time being no longer than an hour.

- Agency Services to Support Objective
  The objectives of this project are:
  1. Education of 100,000 people through the CAP trainings in a 24-month period
  2. Gamification of the CAP content in a pedagogically-sound manner to make it engaging for participants
  3. Hosting of the CAP trainings on an LMS capable of withstanding traffic of 100,000 individuals over 24 months
  4. Ease of access for participants taking the CAP training and the CELL staff administering it

5. Ease of access for CELL staff to track registrant information and training results

Scope of Work:

This project primarily focuses on the development of the CELL's updated CAP into an engaging eLearning training and hosting of the developed training on an online LMS. The CELL recognizes the two distinct components of this project and understands agencies may be qualified for development or hosting, or both.

eLearning Development and Gamification of the CAP Training Material

Requirement	Detail
eLearning Design Development	The CELL will provide the content material for each section of the training, and the agency will customize the provided content through utilization of effective eLearning strategies, application of adult learning principles, and creation of real-world branching scenarios. Other potential eLearning elements may include badges, points, quizzes, and leaderboards.
Multimedia Development	The developed content may include design elements such as video and audio recordings, infographics, animation, and custom media and/or stock media.
Technical Considerations	The agency must consider the training's maintainability with regards to potential future content changes and scalability, compatibility and platform interoperability, and usability to ensure it is intuitive for CELL staff and training participants to navigate.
Accessibility Features	Accessibility features must be considered to ensure community members with disabilities and those with different types of devices are able to participate in the CAP training with as few barriers as possible.
Ongoing Engagement	The agency must be able to continue engaging with the CELL after the product is launched for potential content updates and issue resolution.

Learning Management System Hosting

Requirement	Detail
Platform General Capabilities	The LMS must be able to host unlimited files (including high-quality video) and creative content adaptations, be fully customizable to account for the CELL's branding guidelines, and withstand traffic of 100,000 participants throughout the training period without caps on the number of users who can simultaneously access the content.

Other Platform Features	The LMS must be intuitively easy to use for training participants and CELL staff, with the ability to integrate into the CELL's Salesforce and website.
Reporting	The CELL must be able to track participant status, receive comprehensive reports, and ideally feature automatic grading capabilities for the CAP training quizzes.
Platform Information	The LMS must be currently available out-of-the-box, with opportunities for customization. The LMS must provide customer service, be considered a reputable platform option, and be a stable company for long-term hosting of the CAP training.
Ongoing Maintenance	The agency must provide 24 additional months of continued maintenance to the LMS as 100,000 individuals receive the CAP training.

Project Schedule:
Below is the schedule of our current timelines. It is subject to change.

Project Milestones	Deadline
RFP Delivered to Agency	April 26, 2023
RFP Close Date (RFP due no later than 4 PM MDT)	May 5, 2023
Agency Evaluation Period (virtual interviews)	Week of May 8, 2023
Award Project to Agency	May 26, 2023
Project Start	Week of June 19, 2023
Launch of Finalized Product	December 29, 2023
Continued maintenance through training period	September 30, 2025

Section 3: Criteria for Response

Evaluation Criteria:
All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line items below.

- Experience working with non-profit organizations and/or museums
- Subject matter expertise on material relevant to the Community Awareness Program
- Experience working with LMS platforms
- Experience gamifying pre-developed content to be engaging to a varied audience
- Well-regarded in the fields of eLearning and/or LMS

Presentation Proposal Requirements:
With the goal of helping you focus your presentation, we ask that your proposal is no more than 7-9 single spaced pages written in 12 point font. The following items must be addressed in your proposal:

Agency Information
- Corporate Overview
    - Including the number of full-time employees, number of contract employees, office location(s), and date founded
- Primary markets served
- Number of customers served
- Services you offer as an agency
- Services that you currently sub-contract
- Awards won over the past 3 years

Proposed Solution
- Detailed explanation of the proposed solution
    - Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Summary of recent eLearning projects and how they relate to this project

References
- List of at least three client references from recent projects
    - Including client name, phone number, and email address

Project Team and Management
- Experience and qualifications of team members who would be directly involved in this project
- Assessment of the team's current workload and ability to devote necessary time and attention to this project
- Explain approach to project management
- Explain account management and client communication process

Estimated Budget & Project Plan
- Provide a line-item breakdown of costs associated with the full project
    - Costs should cover design and creation, research, production and execution, and post-launch maintenance
- Payment terms and conditions
    - The CELL prefers to pay by deliverable rather than on a schedule
- All proposals must include a project workback schedule that includes:
    - Timelines
    - Key milestones
    - Delivery dates

Section 4: Terms and Conditions

This is an invitation for proposal only.

The CELL shall not be obligated to any vendor until a written agreement has been executed.

The CELL shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The CELL may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not the CELL has issued any addenda.