



Video and Educational Software Platform Request for Proposal

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The CELL
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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 CELL is developing a new educational program, the Community Awareness Identity-Based Violence Program (CAIVP), to build awareness for the prevention of identity-based violence (IBV) within Colorado communities and to strengthen communication and collaboration between Colorado citizens and state and local public safety officials. The CAIVP will consist of two complimentary components: (1) a four-part speaker series that will engage expert speakers in the field of national security that will be delivered to thousands of students and individuals across the state, and (2) an associated interactive multimedia education program to reach a broad cross-section of Coloradans both onsite at the CELL exhibit and virtually across the state.

Ideal Customer:

Given the CELL's network throughout Colorado, the target audience for the CAIVP is the public constituency across the State of Colorado who can access the program through the proposed virtual docent and the enhanced online 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 CAIVP training. While it may be deployed to sector-specific audiences, the CAIVP 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 was awarded Colorado’s Preventing Identity-Based Violence Program (PIVP) grant to develop a new educational program that builds awareness for the prevention of identity-based violence (IBV) within Colorado communities. This new program will consist of two complimentary components: (1) an expert speaker event series open to the public and (2) an associated interactive multimedia educational program and curriculum to provide supplemental content to visitors at the exhibit as well as Coloradans across the state.
- Agency Services to Support Objective
The objective of this project is:
 1. The creation of a single, easy to access, scalable online portal for all proposed, and potentially future, CAIVP content and educational materials to further enhance the sustainability of the program. This would include the development of a public facing website application and a web-based virtual docent application as well as a corresponding Content Management System (CMS) to maintain content on both applications.

Scope of Work:

Requirement	Detail
Web-based platform and CMS	Development of a web-based platform and corresponding CMS to host an expert training series consisting of multiple recordings of subject matter experts (SMEs), key resources, and other materials to enhance the experience and knowledge

	of participants. The content would need to be accessible for individuals across the state of Colorado.
Virtual docent and QR code	The virtual docent will be created to provide IBV specific content to visitors in order to supplement and customize their experience as they tour the CELL exhibit. Visitors will navigate the content through QR codes (or a similar application) fixated throughout the space.

Project Schedule:

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

Project Milestones	Deadline
RFP Delivered to Agency	July 18, 2023
RFP Close Date (RFP due no later than 4 PM MDT)	July 31, 2023
Agency Evaluation Period (virtual interviews)	July 31 – Aug. 7, 2023
Award Project to Agency	Aug. 7, 2023
Project Start	Aug. 14, 2023
Launch of Finalized Product	Feb. 1, 2024

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 CAIVP
- Experience working with online platforms
- Well-regarded in the fields of eLearning and web-based hosting
- Experience working with DHS SAFETY Act certified content and curriculum

Presentation Proposal Requirements:

With the goal of helping you focus your presentation; we ask that your proposal is no more than 5-7 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
- The CELL estimates the budget for this project to range between \$110,000 – 125,000.

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.