LMS and Salesforce API Integration
Request for Proposal

RFP Issue Date: July 15, 2025

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

Submit Questions and Proposals To:

Contact	Title	Phone	Email
Elizabeth Johnson	Assoc. Dir. Of Education & Special Projects	303-844-4000	ecychosz@TheCELL.org
Sarah Merrill	CFO	303-844-4000	smerrill@MIZELinstitute.org

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Section 1: About the CELL

Company Background:
Since 2008, the Counterterrorism Education Learning Lab (CELL), a nonprofit, nonpartisan 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 CELL is currently developing an updated, digital version of its Community Awareness Program (CAP) to launch in fall 2025. The updated CAP will:
- Retain all previous CAP materials
- Incorporate DHS-approved content on radicalization
- Include new training videos
- Virtually educate 100,000+ individuals on threats of violent extremism using the new digital learning management system (LMS)

Related Technology Stack:
- LMS Platform: proprietary development by Allen Communications Learning Services
- CRM Platform: Salesforce
- Salesforce Edition: Sales and Service Cloud Enterprise
- LMS API: flexibility for either a push or pull method using Salesforce API calls

Section 2: Project Objectives

We aim to establish a one-way data sync between the LMS and Salesforce to:
- Automatically create or update contact records in Salesforce when users enroll in and complete LMS courses.
- Trigger Salesforce flows (e.g., follow-up emails, reporting) based on LMS activity.
- Ensure accurate, consistent data and minimize manual data entry and duplication.
- The CELL estimates the duration of this project to be approximately 40 hours.
- Remote or hybrid consulting.

Scope of Work:

Requirement	Detail
Discovery & Planning	The agency will collaborate with CELL staff and LMS developer to evaluate system requirements, review existing systems and develop a technical plan which meets the project timeline.
API Integration Development	Identify and configure an appropriate API, design and implement a secure integration following industry best practices. Ensure seamless integration with existing custom objects, workflows and systems. Implement error logging and notifications. Ensure long-term maintainability.
Testing and Validation	Conduct end-to-end functional testing of the integration, prepare user test case scenarios for internal QA testing, fix bugs and refine functionality as needed, validate data mapping and field accuracy.
Training Documentation	Provide user and appropriate technical documentation, conduct training sessions for staff as needed.

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

Project Milestones	Deadline
RFP Delivered	July 15, 2025
RFP Close Date (RFP due no later than 4 PM MDT)	July 25, 2025
Agency Evaluation Period	July 28 – Aug. 1, 2025
Project Awarded and Kickoff Meeting	Aug. 4, 2025
Complete: Discovery & Planning	Project based
Complete: API Integration Development	Project based
Complete: Testing and Validation	Sept. 19, 2025
Complete: Training Documentation	Sept. 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 item below.

- Relevant experience and qualifications
- Technical approach and understanding of project scope
- Cost-effectiveness
- Timeline and availability
- References and past performance

Presentation Proposal Requirements
Please include the following in your proposal:

Your Information:
Overview
- Services you offer as an agency/contractor
- Relevant experience with API integrations, specifically between Salesforce and Learning Management System platforms

Proposed Solution
- Detailed explanation of the proposed solution
- Technical approach including data flow, architecture, and security considerations
- Timeline with key milestones

References
- Minimum of 2 reference customers

Estimated Budget & Project Plan
- Provide a line-item breakdown of costs associated with the full solution.
  - Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
- Payment terms and conditions
  - The CELL prefers to pay by deliverable.
- All proposals must include a project schedule that includes:
  - Timelines
  - Key Milestones
  - Delivery Dates

Submission Instructions:
- Proposals should be no more than 3 pages and submitted in a single PDF to both:

- o ecychosz@TheCELL.org and smerrill@MIZELInstitute.org
- Submission Deadline: 4 PM MDT Friday, July 25, 2025
- Questions can be submitted via email by July 18, 2025

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 for the end-to-end process. Vendors 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.