Everyone Owns Integrity

Request for Proposals (RFP)

eLearning Production Services
for the
UI National Integrity Academy (Academy)

Issued By:

National Association of State Workforce Agencies (NASWA)
Center for Employment Security Education and Research (CESER)
UI Integrity Center of Excellence

Circulation Date
March 25, 2016

Bidders Webinar/Teleconference
April 11, 2016
3:00 PM ET

Proposal Submission Date
April 25, 2016
5:00 PM ET

1.   Introduction

The Unemployment Insurance Integrity Center of Excellence (Center) provides innovative tools, training and support to states in their effort to reduce improper payments and combat unemployment insurance fraud. As part of this effort, the Center is developing the UI National Integrity Academy (Academy), which will include comprehensive, certificated educational and training programs in the areas of unemployment insurance integrity, operations, fraud investigation, data analytics, and program leadership.

The Center is looking for an eLearning production firm to support the delivery of the Academy curriculum by developing multiple eLearning lessons in Articulate Storyline. The Academy's Instructional Design Team will provide lesson design documents, storyboards, and much of the finished imagery. The Academy staff will work closely with the selected firm to develop engaging and interactive eLearning lessons. These lessons will be uploaded to the Academy's learning management system (LMS), where they will be accessed by unemployment insurance program staff across the country.

2.   Background

Over-payments, errors and instances of fraud within the Unemployment Insurance (UI) program have been long-standing concerns for Congress, the Office of Management and Budget, the U.S. Department of Labor (USDOL) and state administrative agencies. To address these concerns, the USDOL and states have initiated multiple strategies and initiatives designed to reduce the risk of over-payments and prevent fraud.

In 2012, USDOL selected the New York Department of Labor (NYSDOL) to lead the development of the Center which is charged with developing "innovative UI program integrity strategies to reduce improper payments, prevent and detect fraud, and recover any improper payments made." (UIPL 28-12)

The NYSDOL has contracted with the NASWA's Center for Employment Security Education & Research (CESER) to implement the Center and its key strategies. One of the significant strategies identified is the development of an on-going process to train state staff in the detection/prevention of UI fraud and the reduction of other types of overpayments. Significant input from UI program stakeholders has identified the need to develop a comprehensive training program to be offered by the Center.

3.   Scope of Services

Project Description

The Center is dedicated to providing high quality integrity-related training programs and materials to state administrative agencies through a series of certificate programs. The certificates that this RFP covers are:

- **UI Operational Integrity** - Provides detailed training on the common causes and the prevention of improper payments.
- **UI Program Leadership** - Provides training to new and emerging leadership staff in establishing a culture of "Everyone Owns Integrity" within state UI programs.

<u>Note</u>**:** An additional certificate in **UI Data Analytics will be added later.** UI Data Analytics is not covered in the Firm Fixed Price (FFP) at this time; however a FFP quote for that additional eLearning certificate may be requested as a modification to the contract awarded under this RFP. It is anticipated that the UI Data Analytics curriculum will be similar in size to the Program Leadership curriculum.

See Attachment B for a draft breakdown of lessons to be developed.

The Academy's Responsibilities in eLearning Development

Under the leadership of NASWA's Lead Instructional Designer (LID), the Academy's Instructional Design team has collaborated with UI system SMEs to design each of the training certificate programs and individual courses to be offered by the Academy.

The Academy has completed a front-end analysis to determine course content and is currently engaged in the design phase of curriculum development.

The Academy will provide the following to the selected development vendor:
- Detailed storyboards in MS Word;
- eLearning graphical user interface (GUI) design, color usage standards, and preliminary interaction style standards;
- An Articulate Storyline 2 source file (.story) containing the GUI design, the navigational structure, and example interactivities;
- Screen templates and interactivity templates that meet the expected level of compliancy with the section 508 amendment to the Federal Rehabilitation Act of 1973;
- Concept illustrations. There is a full-time illustrator / graphic designer on the Academy's instructional design team. See description of required visuals for more details;
- Specifications that call out the required design treatment for all visuals;
- Intermittent and final quality reviews for each lesson by the Academy's instructional designers; and
- Video files which may be incorporated into the lessons and a streaming platform (Vimeo). At this time a minimal amount of video is expected. Expect 5 to 10 minutes of

video clips converted to the required video format. Video clips will be provided by the Academy. Production of video clips will not be a responsibility of the successful vendor under this RFP.

4.   Vendor Performance Requirements and eLearning Specifications

As part of its Technical Response, the vendor is asked to describe its capabilities and experience in meeting the specifications called out in this eLearning Specifications section of the RFP. Please briefly address your capabilities as they relate to the following specifications:

Interactivity Levels

Simple Interactivities (**Level 1**)
Basic knowledge checks that include text-based multiple-choice; multiple-select; drop-down menu select; and true/false questions; and simple layered screens, i.e. a paragraph of text displaying upon clicking a screen object.

Moderately Complex Interactivities (**Level 2**)
Custom drag and drop; line draw matching; multiple click and reveals on one screen, i.e. clicking tabs to view additional information upon each tab click; more complex screen animations that include multiple screen elements and/or a detailed base diagram). Level 2 does not require logic but may contain layered screens requiring multiple key presses or multiple layers that are revealed on the same screen.

Complex Participation Interactivities (Level 3)
Interactions may include tasks that emulate real job performance, for example scenario-based audio/video exercise to teach and strengthen soft skills, and performing specific supervisory tasks based on information presented

The Level-3 activities are presented as case studies. There is no extensive branching nor complex logic paths within the Level-3 case studies. There will be at least two types of Level-3 Interactivities. Each type of Level-3 interactivity will be reused multiple times (each reuse requiring different graphics). The interactivities will allow exploring of content elements on the screen and questions will be asked that lead the learner down a somewhat linear path. The screen design and illustrations for Level-3 interactivities will be provided by the Academy. The vendor will need to provide some limited graphical design work, in the form of sizing images or piecing together the imagery for the Articulate authors.

 Level-3 interactivities include:

- A case study, including audio clips, so learners can query individuals within a scenario, access related information, and then make decisions based upon their information gathering. Level-3 interactivities with audio will include (12) 15-second audio clips (character voices) that vendor must create using 2-4 non-professional actors. (Professional sound studio not necessary.)

- Another activity, also in a case study format, will provide materials, including PDF-based information accessed from the eLearning, and will ask learners to make decisions about a scenario based on the information they have reviewed.

A. Reusable Interactivities

An Articulate Storyline source file containing programmed interactivities/exercises to be used as templates will be provided to the vendor. Interactivities/exercises will need to be created by the vendor and are likely to be reused multiple times. See "Other Labor" paragraph under **Project Pricing** for the number of new interactivities that the vendor is expected to create. Interactions should be templated and shared across the vendor's developers, to discourage re-coding from scratch, thereby saving time, retaining a consistency for the learner experience, and providing easier maintenance of content updates in the future.

B. Programming

The Graphical User Interface (GUI) and navigation are standard Articulate Storyline functionality. There is a GUI for lessons and a different GUI for tests. Each lesson requires its own glossary and reference list. A minimal amount of custom programming, e.g. in JavaScript, will be required, however more advanced programming services should be available for problem solving, if needed. If used, advanced programming services may be added onto the price as a change order.

C. Graphics

The Vendor will be expected to provide up to five licensed stock photographs per lesson. The Academy will provide up to ten additional licensed photographs from its stock photo subscription. Vendor will apply Academy-designated graphical treatments to all licensed photography from stock photo libraries as well as to concept graphics provided by the Academy. Image treatments are called out in the treatment specifications provided by the Academy. Concept graphics provided by the Academy may need to be resized or have a pre-defined treatment applied. Visuals such as flow charts, hierarchies, and geometric shapes shall be editable, as opposed to fixed imagery, such as .jpg or .png. It is recommended that these types of visuals be created using Articulate Storyline's built-in drawing capabilities; if imagery is created within PowerPoint and imported, vendor must demonstrate that the imagery is editable.

D. Audio and Video

Video files, if any, will be provided by the Academy. Audio within the lessons will be limited to areas where interactive scenarios may require conversations among actors. The vendor will be required to provide clear and distortion free audio clips using non-professional voices. Professional sound studio recording is not required. Minutes of audio will not exceed sixty minutes across all lessons and will used primarily in Level-3 interactivities. Audio recording should be listed as a separate line item on the cost estimate.

E. Storyboards

It is the responsibility of the vendor to keep storyboards current with the online screens during the development process and throughout all review cycles. Storyboards are under version control on the Academy's SharePoint project management portal. Vendor will be expected to maintain version control within SharePoint portal. Vendor must copy and paste from storyboards into Articulate Storyline screens, rather than retype text onto screens.

F. Project Design Documents, Style Guides, and Project Specifications

Initial drafts of these documents will be provided by the Academy. These will be living documents. The vendor is expected to adhere to guidelines called out in the document and add to the documents, as needed, during the development lifecycle. These documents will be under version control in the project management portal. At the advice of the vendor, the Academy would be willing to use a wiki or other method of communicating style updates to the development team and Academy staff.

G. Section 508 Compliancy

All eLearning lessons and associated print documents and handouts shall comply with Section 508 Amendment of the Federal Rehabilitation Act of 1973. The Vendor must adhere to the level of compliancy as provided in the Articulate Storyline file created and provided to the vendor by the Academy. As part of Quality Assurance, the vendor is expected to test the ability to move through each lesson without requiring a mouse and to adjust and test tab order within each screen. In the vendor's technical response, the vendor should describe its plan on testing lessons using a screen reader, such as JAWS. Vendor shall also describe its experience in creating Section 508-compliant courseware.

H. SCORM Conformance

The vendor is required to work in cooperation with Academy to implement and test SCORM functionality of vendor-developed lessons within the Academy learning management system (LMS). This includes but is not limited to passing scores and completion data. The existing Academy LMS, ShareKnowledge, uses a SharePoint infrastructure and requires SCORM 2004, edition 4. Vendor should state its experience in creating SCORM-conformant courseware. In addition to its Articulate Storyline authors, the vendor shall have a programmer available to troubleshoot any SCORM conformance issues in communicating with the Academy LMS. The programmer would work in conjunction with Academy LMS programming personnel. (To date, courseware produced using Articulate Storyline has been running error free within the Academy LMS.)

I. Required Development Platform and Application Software

The eLearning authoring is designated as Articulate Storyline 2.0 or the most current version available at the time of development. Should there be an Articulate upgrade after some lessons have been created, those lessons will need to be upgraded. The vendor will be asked to provide an estimate for the cost of the republishing and quality assurance labor necessary for updating

lessons that have already been developed under this contract. This estimate will be provided under separate cover and viewed as a change order.

The vendor is responsible for providing its own development licenses of the Articulate software and all computer hardware necessary to develop the eLearning. Development must be performed on equipment using a Microsoft operating system. A Mac running Windows applications is not acceptable. The vendor must be using Microsoft Office 2010 or 2013. Converting to and from prior versions of Office is not acceptable. Software application(s) used to document review comments and requests during review cycles, e.g. Microsoft Excel, SmartSheet www.smartsheet.com, or defect management software (DMS), should be noted within the technical response and discussed with Academy personnel upon project award.

J. Project Management Software

The vendor will be required to use the Microsoft SharePoint implementation provided by the Academy. This will be at no cost to the vendor. All project files will be stored on SharePoint and will be under document version control. If the vendor prefers to use its own project management portal, please describe that platform and discuss how you use it within your development process.

K. Staging Environment

Vendor must have ability to post lessons on the vendor's secure servers for Academy review cycles.

L. Quality Assurance

The vendor is responsible for providing multiple quality assurance cycles. Some of those review cycles will include Academy reviews, up through the final client review.

The vendor is expected to perform internal QA reviews to minimize the effort of Academy staff, these internal reviews should include, but not be limited to ensuring:

- Storyboard content is accurately conveyed to the to the programmed lessons screens;
- All navigation is functioning correctly;
- Links are active;
- All imagery has been treated as described in the project style guide;
- Items do not shift from screen to screen;
- Section 508 compliancy, e.g. moving from screen to screen and within screens without requiring use of the mouse;
- Bullet points and other screen elements are properly formatted according to the project style guide; and
- All objective screens, summary screens, and other common screens are consistent across lessons, as indicated in the project style guide.

The vendor is required to provide a quality review checklist for each review cycle and will post each completed check list on the project management portal. To assist in review cycles, Articulate Storyline lessons published for review cycles should include screen numbers that may need to be manually inserted into the lessons. Screen numbers will be removed from lessons prior to launching final versions for learners. The Vendor is required to discuss a solution for page numbering with Academy staff after project award. As part of the technical response, the vendor shall provide a description of its quality assurance process.

M. Delivery Platform

The primary delivery platform for the courseware will be PC-based. The vendor will not be required to optimize for mobile platforms nor test on mobile platforms.

5.   Project Management

As part of its Management Response, the vendor is asked to describe how it plans to manage the development process of the multiple lessons called out in this RFP. What project management roles are employed by the vendor? For example, is there solely a project manager, or do you also incorporate a production manager or a development team manager?

Indicate how you calculate the number of labor hours required for project management roles and how many hours of project management roles you are allocating across the development cycle of all lessons.

See Attachment C, *Project Plan Outline,* for a description of the project plan the vendor will be expected to provide as a deliverable after project award.

During the development project, the vendor will be required to conduct Weekly Progress Meetings and provide Weekly Progress Reports, and Monthly Status Reports.

6. Vendor Deliverables

Deliverables required as part of the project award:

1. Project Plan (see Attachment C).

2. Project Development Production Schedule.

3. Quality Assurance Checklists.

4. Delivery of one draft lesson, allowing Academy personnel to approve the lesson though each stage of the development cycle. Lesson SCORM functionality will be tested within the Academy's LMS. Academy personnel will confirm Section 508 compliance.

5. Incremental delivery of lessons for each stage of required Academy review, including **40** total lessons which comprise:

   - 6 simple eLearning lessons containing Level-1 interactivities;
   - 19 medium-level eLearning lessons containing Level-1 and Level-2 interactivities;
   - 5 advanced-level eLearning lessons containing Level-1, Level-2, and Level-3 interactivities; and
   - 10 eLearning-based tests.

   See the scope of these lessons defined in section *8. Project Pricing* of this RFP.

6. Final published files, including HTML5 output and SCORM 2004, edition 4 zip files.

7. Updated project specifications and style guide on Academy SharePoint portal. Original draft documents to be provided by the Academy.

8. Updated Accessibility document describing how all lessons comply with Section 508 Amendment to the Federal Rehabilitation Act of 1973. Original draft Accessibility document to be provided by the Academy.

9. Final storyboards, updated to match published lessons.

10. All published Articulate Storyline files, all Storyline source files, all unflattened media files (e.g. PhotoShop, .psd, files), all source audio files (if audio is used), all other source files used in the development of lesson files.

7.   Project Scope and Preliminary Delivery Schedule

Project Period of Performance is from the award date until August 31, 2017. All completed eLearning is to be delivered by August 15, 2017. Piloting and revisions resulting from pilots will take place by module, on a rolling basis. For example, when one complete module with multiple lessons and a certification test is completed, the entire module will roll out to the LMS. The Academy will be responsible for staging pilot testing.

Task	Deliverable	Format	Calendar Days After Project Start
1a	Comprehensive Project Plan	Described in Attachment C plus supporting documents (Contractor-determined format)	45
1b	Fully-developed production schedule	MS Project or Excel (Contractor-determined format)	60
1c	Ongoing Progress Reports	Weekly Progress Reports Monthly Status Reports	As Required
2	Draft of first beta eLearning lesson for review and to test within the Academy LMS	Articulate Storyline Published file	90
3	Delivery of 39 eLearning lessons for review and approval by the Academy	Articulate Storyline Published files per Approved Development Schedule and QA Plan	Incremental delivery with last delivery by August 15, 2017
4	All 40 revised lessons delivered after pilot test period and modifications	Articulate Storyline Published files	Incremental delivery with last delivery by August 31, 2017
5	All source files	Before final payment	After August 31, 2017

8.   Project Pricing

This project is a Firm Fixed Price (FFP) deliverables based contract. The price quoted shall be all-inclusive. Note: the cost estimate should include a full buildup of costs and rates used to establish the FFP cost estimate. This cost estimate should include; 1) the labor breakdown for each of the three eLearning lesson types described below, and 2) the hours of project management required for all lesson development.

Additionally, vendors should provide a breakdown describing the number of hours per labor category calculated to complete one of each of the three types of lessons, excluding project management roles. Lessons must be developed to the specifications called out in this RFP.

Other Labor: Other labor will be incurred by the vendor for services not called out within the three lesson types you are being asked to estimate. The following services should be included in your overall FFP estimate:
- All project management activities;
- Development of 10 new level-2 interactivity types;
- Audio files (see volume of audio and audio specs discussed in earlier section).

Simple eLearning Lessons containing Level-1 Interactivities   Quantity 7

Each lesson contains 60 screens, consisting of:

- 10 text-only screens;
- 5 screens containing concept graphics from Academy – visual treatment to be applied according to style guide;
- 5 screens containing photographs to be provided from vendor-licensed stock photo library – visual treatment to be applied according to style guide;
- 10 screens containing photographs to be provided from Academy-licensed stock photo library – visual treatment to be applied according to style guide;
- 15 screens requiring click-to-reveal or static visual designed using the Articulate Draw feature. Must follow visual treatment described in project style guide; and
- 15 screens Level-1 interactivities (unscored knowledge checks) where templates have been provided by Academy or have been created by the vendor. (See description of Interactivity levels, and see Other Labor, above.)

Medium-level eLearning Lessons containing Level-1 and 2 Interactivities   Quantity 19

Each lesson contains 60 screens, consisting of:

- 10 text-only screens;
- 5 screens containing concept graphics from Academy – visual treatment to be applied according to style guide;
- 5 screens containing photographs to be provided from vendor-licensed stock photo library – visual treatment to be applied according to style guide;

- 10 screens containing photographs to be provided from Academy-licensed stock photo library – visual treatment to be applied according to style guide;
- 10 screens requiring click-to-reveal or static visual designed using the Articulate Draw feature. Must follow visual treatment described in project style guide; and
- 10 screens Level-1 interactivities where templates have been provided by Academy
- 10 screens of Level-2 interactivities where templates have been provided by Academy or previously created by the vendor for this project.

Advanced-level eLearning Lessons containing Level-1,-2,-3, Interactivities Quantity 5

Each lesson contains 60 screens, consisting of:

- 10 text-only screens;
- 5 screens containing concept graphics from Academy – visual treatment to be applied according to style guide;
- 5 screens containing photographs to be provided from vendor-licensed stock photo library – visual treatment to be applied according to style guide;
- 10 screens containing photographs to be provided from Academy-licensed stock photo library – visual treatment to be applied according to style guide;
- 10 screens requiring click-to-reveal or static visual designed using the Articulate Draw feature. Must follow visual treatment described in project style guide;
- 10 screens Level-1 interactivities where templates have been provided by Academy;
- 8 screens of Level-2 interactivities where templates have been provided by Academy or previously created by the vendor for this project; and
- 2 Level-3 activities where vendor customizes an Academy template for a Level-3 interaction.

eLearning-Based Tests   Quantity 10

Each lesson contains 60 screens:

- Each test will contain 3 banks of 20 questions that will be multiple choice, multiple select, and true/false. Only one bank of questions will be presented to any one learner.
- Each bank will contain different questions than the other banks.
- Distractors will be required to be randomized upon publication, but for review purposes, the questions and distractors will not be randomized.
- Questions may contain static visuals. Visuals for questions, if any, will be provided by Academy. Question results must be passed to the Academy learning management system using SCORM calls provided by Articulate Storyline functionality.
- The GUI for testing will differ from the eLearning GUI and will be provided by Academy, in the form of an Articulate file that may be used as a template.

Request for Technique to Handle Scope Variation

The vendor is also asked to provide a suggestion or preference for judging scope variations after the award of the contract. Some lessons may be shorter and less complex, while others may be

longer than described within this RFP. The vendor will have a chance to review each storyboard before development and estimate its scope compared to the scope of the lessons defined within the RFP. The goal is to reach an agreed upon method, which is not onerous for the vendor or for Academy, but that allows the vendor to deliver an equal scope of content to that which is bid within the vendor's RFP response. Should the overall scope of work exceed what has been agreed upon, the vendor will be asked to submit a change order for the additional eLearning development. The vendor's response to this question with this RFP will not be part of the consideration for contract award.

9.   Vendor Qualifications

Vendors must demonstrate extensive experience in eLearning production for similar large-scale projects. Though not specifically required, the ideal vendor would be able to demonstrate prior work on a national level. Also, vendor experience in using Articulate Storyline is preferred.

Vendors must have adequate dedicated staffing assigned to the project including a primary point of contact for the duration of the project.

Other Desired Experience, Skills and Abilities include:

- Experience developing custom eLearning, specifically in Articulate Storyline;
- Experience creating professional-looking graphics using Draw feature within PowerPoint or Articulate Storyline;
- Experience using Microsoft Office applications and Adobe graphic development software;
- Experience in creating interactive exercises;
- Experience in creating eLearning from detailed storyboards;
- Project management experience for eLearning development;
- Experience in creating digital audio files;
- Adherence to compliance standards such as SCORM and Section 508 of the Federal Rehabilitation Act of 1973;
- Experience in secure staging of eLearning for online client reviews;
- Use of a versioning system for sources files;
- Use of a project management portal;
- Quality assurance which ensures the content and functionality performs as expected; and
- Ability to provide work samples including developed eLearning lessons.

10.   Software and Hardware Requirements

Vendors must possess the necessary software, equipment, office materials and other tools necessary produce assigned eLearning lessons. Please refer to sections J and K of the eLearning Specifications for detailed information about required software.

11. Place of Performance

Work for this task will be performed off-site at the vendor's location. Most meetings and activities can be managed through conference calls and webinars.

12. Travel

Travel for the selected vendor will occur at the vendor's expense. Occasional travel may be necessary to attend meetings with Academy project staff. A maximum of three (3) project review meetings will occur during the lifetime of the contract. These meetings shall occur in San Diego, CA and each meeting is expected to last no longer than 1-2 days in duration.

13. Estimated Project Timeline

The period of performance for this project will be variable depending upon the assigned curriculum and complexity of the courses to be developed. Contracts will be written to include extension options. The extension options are designed to ensure continuity. It is anticipated that the eLearning production work will be completed by May 1, 2017. If additional courses are added, those courses will also be delivered by August 31, 2017. Additional courses will be bid separately.

The following table shows an estimated delivery schedule for the training modules.

UI Program Leadership Modules	Number of Lessons	Number of Assessments	Estimated Module Delivery Date
Strategic Leadership in UI Operations	1	1	June 2016
Assessing the UI Environment	2	1	Sept. 2016
Prioritizing UI Integrity Strategies	2	1	Dec. 2016
UI Integrity Funding	3	1	April 2017
UI Operations Integrity Modules	Number of Lessons	Number of Assessments	Estimated Module Delivery Date
Front End Operations	5	1	October 2016
Adjudication	4	1	March 2017
Overpayments and Recovery	6	1	June 2017
Key Skills	3	1	September 2016
UI Agency Tour	5	1	April 2017

14.   Proposal Response Requirements and Basis for Award of Contract

The responses to the RFP must include:

1. Cover sheet (Attachment A).
2. A narrative description of the characteristics that set your company apart from the competition.
3. A narrative description of your development process including how you perform quality assurance and where it fits within your development process.
4. A narrative description of key staff to be assigned to the project, including, but not limited to, their education, training, job experience, certifications, and areas of expertise.
5. A firm fixed price for the lessons identified in this RFP.
6. An average per lesson rate of pay for services. Please also provide the number of hours per labor category required for each unit of training.
7. A draft project plan, including a draft project schedule.
8. List of former clients and the sectors they represent.
9. A description of up to three (3)past projects where 10 or more hours of courseware were developed for a client and the timeframe in which you delivered that courseware. Please include examples of online courseware you have created, using Articulate Storyline. Provide links to the courseware or representative screen captures, if links are not available.
10. Three former client references (including names, titles, mailing address, email address, and phone numbers).
11. Statement of agreement to conform to the Center's established standards and practices, including, but not limited to: style guides, accessibility requirements, templates, authoring tools and software.

The following criteria will be used to evaluate vendor proposals in the awarding of this contract:

Proposal Response Review Criteria			
Section Number	Section Title	Max Points	Review Criteria
1	Cover Sheet (Attachment A)	N/A	• Provide the full legal name of the Contractor who will execute the contract. • Provide specific information concerning the vendor, including: the vendor's legal name, type of entity, and Federal Tax ID #. • Initial all Statements of Certification. • The cover sheet must be signed.
2	Executive Summary **(Max 3 pages)**	N/A	• Provides a clear, concise overview of the proposal.

3	Technical Response **(Max 15 pages)**	40	- Overall Quality of Proposal, - Demonstrated understanding of the SOW, - Clear description of proposed solution(s), - Demonstrated ability to meet all deliverables, and - Description of the work assigned to any sub-contractors proposed for use on this project and the vendors past experience with them.
4	Project Management **(Max 3 pages on Project Management)**	15	- Demonstrated understanding of sound project management principles and the capability to apply them to the work of this RFP - A clearly described project management structure - A draft project schedule - Description of how the work assigned to any sub-contractors will be managed.
5	Proposed Staff	10	- Demonstrated knowledge, skills, and experience of staff proposed to accomplish the work. - Identify the individual to be assigned as the single point of contact for the project.

6	Previous Project Experience **(Max two pages per example).** **Vendors are also encouraged to submit links or CD/DVD's for examples of prior courses.**	15	- Size of company or organization - Length of time in business - Relevant demonstrations of past projects and/or client references that describe the project work and key staff that were assigned to the project such as: - Describe past Articulate Storyline projects - Describe past projects requiring the delivery of 10 or more units of courseware - Provide a minimum of three references that have used your services in the last five-year period. References from similar sized projects are preferred. References must include company name, address, contact name, position, telephone number, and the period during which services were provided. - Provide a narrative description of the characteristics that set your company apart such as, unique examples of service or added value, and any recognition or endorsements that you have received. - Consideration will be given to offeror's reputation in terms of quality, problem resolution, business control, timeliness, business relations, and customer service.
7	Cost Proposal	20	Cost Summary including: - Itemized breakdown of all direct and indirect costs - FTE's by skill set needed for the project - Fully loaded hourly rate and the total hours by skill set.
8	Suggested Method for Tracking Scope	N/A	Vendor's suggestion for a simple measure to track the scope of lessons, should they fall outside the lesson units described with this RFP.
9	Bonus Points	5	Documentation of status as a Minority and/or Women Owned Business Enterprise.

15.   Project Payment Schedule and Acceptance

Final Project deliverables, deliverables acceptance criteria and payment schedule to be negotiated with the selected vendor upon project start. The Academy will have final editorial control over the content of the eLearning training.

16.   Ownership and Rights

The completed work product will become the property of the Center. The Center and states may freely use the completed training materials, and modify as needed. Source code will become the property of the Center, and will be made available to the Academy as it is created during the project, with a final 'refresh' of all delivered source code provided at the end of the project.

17.   Submission Information

Proposals must be submitted electronically to:

Amy Smith, Assistant Project Director/Project Manager
UI Integrity Center/CESER
National Association of State Workforce Agencies
amy.smith@naswa.org

Proposals must be received at: amy.smith@naswa.org by 5:00 PM EST on the due date.

18.   For Additional Information and Clarification

Due to the short time frame for interested vendors to respond to this RFP, the Center will hold a bidders webinar and teleconference question and answer session. This will be the only opportunity for interested vendors to ask questions for clarification on the RFP. The Academy will answer all questions to the best of its ability during this webinar /teleconference. Questions may be submitted in advance via email and will be answered during the conference call. No questions will be addressed after the close of the webinar/teleconference call. **Bidders should pre-register for the webinar and submit any questions by contacting:**

Shirley Gresham, Lead Instructional Designer
UI Integrity Center/CESER
National Association of State Workforce Agencies
sgresham@naswa.org

19.   RFP Schedule

EVENT	Key Dates
Issue RFP	3/25/2016
Bidders Webinar	4/11/2016
Proposal Due Date and Time	4/25/2016 5:00 PM ET
Notice of Intent to Award (estimated)	5/6/2016
Execution of Contract (estimated)	5/13/2016

20.   Selection Procedures

Proposals will be evaluated on the criteria outlined in the Proposal Response Review Criteria table shown above.

After an initial review of each of the proposals for completeness, the vendors submitting the most highly rated proposals may be invited for web-conferenced interviews prior to final selection.

A panel of key stakeholders, convened by NASWA, will make final vendor selection decisions.

eLearning Production Services

Attachment A
<u>COVER SHEET</u>

Name:	_____
Contact Person Name & Title:	_____
Address:	_____ _____ _____
Phone:	_____ Fax: _____
Type of Entity:	_____ (e.g. individual, corporation, sole proprietorship, public agency, minority owned, woman owned, etc.) NOTE: Bonus points (5 in total) will be awarded to firms who certify their status as Minority and/or Women Owned Business Entities.
Federal Tax ID:	_____

The undersigned certifies that this proposal is submitted in response to UI National Integrity Academy (Academy)'s request for eLearning production services.

By submitting this proposal, the undersigned affirms to having the staffing, skills, knowledge, software and equipment to provide the services contained therein.

_____
Signature of Authorized Representative

_____
Date

Attachment B
Draft Breakout of Lessons to be Developed

Training Certificate	Training Modules	Roll Out Date	Type of Training	Size/Scope of Training
UI Program Leadership				
	Strategic Management	July/2016	eLearning	1 lesson
	Assessing UI Environment	Nov./2016	eLearning	2 lessons
	Integrity Strategies	July/2017	eLearning	2 lessons
	Integrity Implementation	Aug./2017	eLearning	Being completed by Academy personnel
	Integrity Funding	Nov./2016	eLearning	3 lessons
	UI Agency Tour for Program Leaders	Aug./2017	eLearning	1 new lesson
UI Operations Integrity				
	Front-end Operations	Sept./2016	eLearning	5 lessons
	Adjudication	Jan./2017	eLearning	3 lessons
	BPC/Overpayment	May/2017	eLearning	6 lessons
	Key Skills	Aug,/2017	eLearning	3 lessons
	UI Agency Tour	Aug./2017	eLearning	5 lessons
UI Fraud Investigations				Being completed by Academy personnel
UI Data Analytics				
	TBD – Not included in RFP bid, will be an add-on	Aug./2017	eLearning	TBD

Attachment C
Project Plan Outline

Introduction

At start of the project, the successful vendor will create a project management plan for Academy approval, including, at a minimum, the sections described in this document. This deliverable is part of the project award. It is understood that since the delivery dates of the storyboards and graphics being provided by Academy are unknown, the schedule is only an estimate. The point is to demonstrate how the vendor would manage the production of 40 lessons by August 15, 2017. Additionally the vendor should indicate the number of hours allocated for each task during a lesson's development cycle.

Project Management Plan Outline

1. **PROJECT SCOPE SUMMARY / DELIVERABLES LIST**
    a. Provide a description of the project and its goals. (Approximately one page.)
    b. State all agreed to deliverables in the vendor contract, along with the price for each deliverable and the start and completion dates from the first schedule baseline for the project.

2. **PROJECT COMMUNICATIONS**
    a. Identify all Project Points of Contact (POCs) and rolls.
    b. Methods of communications, email, phone, face to face, etc.
    c. Escalations, and escalation criteria.
    d. Format and Frequency of regular team meetings.
    e. Format of weekly progress reports.
    f. Format of monthly project status report.

3. **SCHEDULE MANAGEMENT**
    a. Create a project schedule. Within the initial schedule, provide a breakdown for all courses and the time allocated for individual production tasks. This would include, but not be limited to placement / production of visuals, authoring time, and review cycles.
    b. All deliverables in contract must be on the schedule, and named the same. Add any additional detail and dependencies as necessary for project tracking.
    c. Include a project kick-off meeting.
    d. Include a milestone (a zero length task) for each deliverable, and also for each sign-off on each deliverable for tracking purposes. Keep schedule in sync with weekly project status reports.
    e. Assign a resource to each task for tracking and leveling purposes, use 'duration' for putting in time estimates, unless otherwise agreed to with Academy.
    f. Baseline the project schedule upon agreement with Academy, for project tracking purposes.
    g. The schedule is updated weekly, for issue with the weekly report, but any schedule issues must be reported immediately without waiting until the next report.

4. **COST MANAGEMENT**
   a. Provide project budget at start of project, identify price for each deliverable.
   b. Provide planned/actual/forecast update in monthly status report (highlight any current or upcoming issues).

5. **PROJECT SCOPE MANAGEMENT**
   a. Provide description of project scope management process.
   b. This is a fixed price contract. See change management if a scope change is required.

6. **CHANGE MANAGEMENT**
   a. If a schedule change is required the proposed updated schedule must be submitted to the Academy for sign-off.
   b. If a scope change is required that does, or does not, incur a cost to the Academy then the change must be discussed verbally in advance of submitting a formal change request to Academy.

7. **QUALITY MANAGEMENT**
   a. Propose deliverable review process for use on this project and include in the schedule. Iterative review process will be necessary.
   b. Propose process for agreement of acceptance criteria for each deliverable with Academy, at the start of the project.

8. **RISK MANAGEMENT**
   a. Identify all risks (scope/schedule/cost/staffing/etc.) at outset of project, together with a mitigation or avoidance strategy for each negative risk.
   b. Also identify any possible opportunities ('positive risks') that may exist and how these may be exploited.
   c. Monitor risks during course of project and report status and update of each in the weekly status meeting. Newly arising serious risks must be reported immediately.

9. **STAFFING**
   a. Academy must approve the staff to be used by the vendor at the start of the project.
   b. Academy must be notified well in advance of any proposed vendor staffing changes, and a seamless transition to the new staff member be performed by the client.
   c. Academy must approve the new vendor staff prior to them joining the project.

10. **PROJECT CLOSING**
    a. Assist Academy in finalization of all deliverable sign-offs, final invoice submissions, and any project and contract completion sign-offs.
    b. Review and contribute to Academy lessons-learned log for project (and participate in a review meeting if time is available).
    c. Deliver all Articulate Storyline source files, PhotoShop/Illustrator (.psd and .ai) layered (unflattened) source files, audio source files, revised storyboards, and any other files uses in the production of the deliverables of this contract.