



REQUEST FOR PROPOSAL

Learning Management System (LMS) E-Learning Content Development Consultant

OVERVIEW

StriveTogether is a national movement with a clear purpose: helping every child succeed in school and in life from cradle to career, regardless of race, ethnicity, zip code or circumstance. In partnership with nearly 70 communities across the country, we provide coaching, resources and rigorous approaches to create opportunities and close gaps in education, housing and so much more. We use data to illuminate problems and solutions, tackle tough conversations and deliver impactful results for more than 12 million children.

PURPOSE

StriveTogether is currently accepting proposals for an e-learning content development consultant for our learning management system (LMS) that will aid StriveTogether in the creation of an online course utilizing existing StriveTogether content and curriculum for StriveTogether and the Cradle to Career Network, with the opportunity to produce future courses. The content development consultant will work closely with the core LMS team and technology vendor to assemble, package and produce content utilizing best practices in online engagement and adult learning principles. Reporting to the Senior Manager of Network Experience, the e-learning content development consultant will:

- Work closely with the LMS core team and curriculum teams to lead content development, sticking to key project deliverables and timelines.
- Convert legacy content into high-quality e-learning products, and design course materials including layout, copywriting and visuals using StriveTogether brand guidance.
- Provide feedback to the core team on the user testing plan and implement improvements into the course based on feedback as courses are tested.
- Be flexible to work with the technology solution identified by StriveTogether, NetExam.

StriveTogether intends to conduct a fair evaluation based on criteria listed herein and select the candidate who best represents the strategic direction and values of StriveTogether. The results of this RFP will be used to award a contract for the instructional design/e-course development partner.



REQUIREMENTS

Experience working with online learning management systems and the development of online/e-courses for nonprofit and/or academic institutions. Strong instructional design skills, the ability to manage a fast-paced work environment and tight timeline and a strong commitment to racial and ethnic equity. Experience with SCORM files and other interactive learning interfaces is preferred.

PROJECT DELIVERABLES AND TIMELINE

- Initial introduction meeting with LMS core team and curriculum team, followed by weekly meetings with project manager and team members as needed (February – June 2022)
- Design of initial online course and all materials (April – late May 2022)
- Buildout of course on LMS (May 2022)
- Engagement with user testing feedback and implementation of changes (May – June 2022)
- Refine courses based on feedback and learnings (June 2022)

BUDGET

All proposals must include estimated costs required in completing courses described in the project scope. Costs should be classified as one-time or non-recurring costs (NRC).

Pricing and estimate work hours should be listed for each of the following items:

- Course development plan
- Project management
- Content creation, design and visual creation
- Testing and iteration phases

NOTE: All costs and fees must be clearly described in each proposal.

RACIAL AND ETHNIC EQUITY VENDOR COMMITMENT

StriveTogether embraces racial equity, diversity, and inclusion in our internal and external work. We recognize the importance of having a diverse vendor base that reflects the communities we serve. Please help us by answering these questions attached regarding your business entity and return to your contact at StriveTogether, Inc.



Please review our [Racial Equity Statement](#) and complete the vendor survey attached.

PROPOSAL INSTRUCTIONS AND GUIDELINES

HOW TO APPLY:

Provide the following:

- A description of the organization
- Examples of past course development (preferably live demo links)
- A general statement of qualifications that responds to project background information provided
- A testimonial from a prior engagement
- A budget proposal along with start date and potential key staff
- Response to attached vendor survey

Submit proposal to Senior Manager of Network Experience, Akshayaa Venkatakrishnan, at venkatakrishnana@strivetogether.org by Wednesday March 23, 2022. To request an extension, reach out to Akshayaa at venkatakrishnana@strivetogether.org. Please reference “e-learning course development consultant” in subject line.



RACIAL EQUITY, DIVERSITY AND INCLUSION SURVEY FOR STRIVETOGETHER VENDORS

Business Name: _____

Business Address: _____

Website: _____

Primary Phone #: _____

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Please place a checkmark by all that apply:

Minority Owned

Minority Owned Certified

If yes, please provide registration number and certifying agency name

Women Owned

Women Owned Certified

If yes, please provide registration number and certifying agency name

Commitment to Racial Equity

Please put a link to your equity statement here: _____

Diversity Statement

Community Owned (Local Business)

LGBTQ Owned

Organization or company owned by person with disability

Please provide any other information you think is relevant to show your organization's commitment to racial equity, diversity, and inclusion below:
