

# Request for Bids

## Instructional Design for Tribal Justice Online Training Courses

Issue Date: May 9, 2017  
Bid Due Date: May 31, 2017



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CHANGE.

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## **I. Introduction**

The American Probation and Parole Association (APPA) is a non-profit organization that is composed of members from the United States, Canada and other countries actively involved with and representing the pretrial, probation, parole and community-based corrections fields, in both adult and juvenile sectors and across all levels of government. To obtain more information about APPA, visit [www.appa-net.org](http://www.appa-net.org). APPA is an affiliate of The Council of State Governments (CSG).

## **II. Project Overview**

Since 2006, APPA has been a leader in providing training and technical assistance to tribal justice systems in the areas of probation and reentry. As part of this work, APPA and its partners have developed content for approximately 25 online training courses on various topics. This work is being supported by the Bureau of Justice Assistance (BJA), as part of the Office of Justice Programs in the Department of Justice. APPA needs an instructional designer to design and program each course using appropriate software to make it available to learners via APPA's learning management system.

## **III. Scope of Services**

The successful bidder must be able to facilitate learners in acquiring intended knowledge and skills by creating compelling training content that enhances retention and transfer. The bidder will be expected to work very closely with APPA during the storyboarding and development phase. Our responsibilities may include:

- Understand and effectively articulate the course content by studying reference materials and other sources, such as the Internet, and exploring the relevant software application, if any.
- Create instructionally sound storyboard within the purview of the given design and defined instructional strategy.
- Ensure technical correctness of content by gathering inputs from APPA staff through effective questioning and information gathering techniques.
- Adhere to the training style sheet, guidelines and checklists.
- Identify content gaps and bridge those using available sources and APPA staff.
- Generate instructionally valid and technically correct non-textual elements (screenshots, highlights etc.) as per the specified text.
- Integrate textual and non-textual elements to create a functional course using relevant development tools, such as Captivate and Articulate.
- Create formative and summative assessments within each course.

## **IV. Bidder Qualifications**

Bidders must have 1-4 years related experience with instructional design work for online training courses; an ability to write content that is clear, concise, and grammatically correct using appropriate standards and writing styles; experience working in a team environment; and own appropriate computer software programs. Bidders must support their ability to meet these requirements in strong references. Instructions for submitting references with the bid are provided in the Technical Section under Bid Format.

## V. Legal Requirements

- Contractor will sign a contract with the APPA and CSG for work that is to be developed. APPA is an affiliate of CSG whose legal staff will assist with contract development and execution.
- APPA reserves the right to determine which bidders have met the base requirements of the Request-For-Bids (RFB).
- APPA reserves the right to reject, in whole or in part, any and all bids; waive minor irregularities in bids; allow a Contractor to correct minor irregularities and/or negotiate with any Contractor in any matter deemed necessary to serve the best interest of APPA.
- APPA reserves the right to reject the bids of a bidder who has previously failed to perform properly or complete on time contracts of a similar nature, and to reject the bids of a bidder who is not in the sole opinion of APPA, able to perform the Scope of Services to the sole satisfaction of APPA.
- APPA reserves the right to waive any informalities and technicalities in the bidding.
- APPA reserves the right to award the contract in accordance with its best interest and will not be required to accept the lowest bid.
- The Contractor will act independently and not as an agent of APPA.
- The Contractor may not retain or use any material produced under this contract for self-promotion, except with the prior written permission of APPA.
- APPA will retain the rights, title, and interest, including copyright and trademark, in the work product.
- All content and raw materials developed or acquired during the project will remain the property of APPA.
- All intellectual property rights will be owned by APPA. The Contractor shall have no intellectual property rights to any of the project materials.
- APPA will retain the right to use, modify and re-use the content created under the contract.
- Any information provided by APPA shall not be disclosed or used by the Contractor without express written permission by APPA.
- The Contractor agrees to abide by APPA/CSG standards, policies and procedures, including APPA Travel Policies, a copy of which is attached.

## VI. Bidder Questions

Interested bidders may submit questions concerning this RFB by email to Dawnadair Lewis at [dlewis@csg.org](mailto:dlewis@csg.org) before the deadline. Questions, with the name of the bidder submitting the question removed, and answers will be shared with all bidders.

## VII. Period of Performance

The project shall commence on the date of the contract execution, with an anticipated start date of no later than July 1, 2017 and conclude on or before June 30, 2018. Extensions of the performance period will be granted only if the BJA/APPA agreements are extended and a modification to a resulting contract is agreed upon by APPA and contractor.

## VIII. Submission of Bids

One electronic copy of the bid must be received by **5:00 PM (EST) on May 31, 2017**. The electronic file should be emailed to Dawnadair Lewis at [dlewis@csg.org](mailto:dlewis@csg.org) as a PDF. Bids received after the due date/time will not be evaluated.

## IX. Bid Format

Bids shall be submitted in two parts:

- Bids must respond to each of the requirements in these sections, providing all requested information.
- Bids become the property of APPA upon submission.
- Bids must be organized in the same order as indicated, below.

### A. Cover Letter

The cover letter must identify one contact person by name, title, address, e-mail, and telephone number. It should briefly describe the bidder's qualifications and why it is a good match for the project. The cover letter should state that the bid is good for a period of 90 days from the date of the bid, including all prices and terms. It should also confirm that the bidder would be available to begin the project immediately upon notification of contract award and will complete the project within the period of performance noted above and stated in the contractual agreement between the two parties.

### B. Technical Section

Bidders are encouraged to be as thorough as possible in their Technical Sections; however, all responses must be structured as described below. This section must not exceed 15 double-spaced pages in 12-point font with 1-inch margins.

#### Part 1: Bidder Background and Resources

Provide bidder background information, including when independent contract work began, location(s) where bidder has operated, key business areas, available resources (technology, partnerships, etc.) and financial ability to undertake a project of this size and duration.

Project Expectancy: You will write storyboards and visualizing various kinds of training assets, such as online training, micro learning, videos, and performance support, as per the curriculum design. You will be expected to work very closely with the visual design and course construction team as well as the project lead during the storyboarding and development process.

This section must also include the following:

- Length of time the bidder has been performing similar work.
- Names of any nonprofit customers, if any.
- Financial, technological and other resources available to support this project for its duration.

### Part 2: Qualifications

- A bachelor's Degree is preferred
- 1-4 years' experience in instructional designing, preferably for corporate/higher education verticals.
- Ability to write content that is clear, concise, and grammatically correct by using appropriate standards and writing styles.
- Experience working with SMEs in a team environment.
- Show examples of similar work.

### Part 3: Responsibilities

- Understand and effectively articulate the course content by studying reference materials and other sources such as the internet and exploring the relevant software application, if any.
- Create instructionally sound storyboard within the purview of the given design and defined instructional strategy.
- Ensure technical correctness of content by gathering inputs from SMEs through effective questioning and information gathering technique.
- Adhere to the training style sheet, guidelines and checklists
- Identify content gaps and bridge those using available sources and SME.
- Generate instructionally valid and technically correct non-textual elements (screenshots, highlights, etc.)
- Collaborate with multi-media team to create engaging and visually appealing learning product.
- Integrate textual and non-textual elements to create a functional course using relevant development tools, such as Captivate and Articulate.
- Create formative and summative assessments.

### Part 4: Technical Approach

Provide a description of the proposed methodology and approach for conducting the following activities described in the Scope of Services:

- Initial Planning Meeting
- Implementation Plan
- Project Management
- Work Plan

### Part 3: References

Provide a minimum of three recent references. It is important that the references reflect the bidder's experience in work of the type and scope described in the RFB. Contacting the bidder's references will be part of the bid evaluation process.

For each reference, provide:

- Client name, contact person, address and telephone number
- Project start and end dates
- Size and type of enterprise for whom services were provided
- Total cost and length of the contract

- Description of the services provided by the bidder, including project scope and methodologies/technologies used.
- Past work performed for CSG/APPAA, if any.

#### Part 4: Appendices

The bidder may include additional miscellaneous documents as appendices, such as resumes, tables/graphs, publications, etc. This section is not counted against the 15-page limit for this section.

### **C. Price Quotation**

Price quotations submitted by each bidder must include all costs associated with the development of the work as described in the RFB. There should be no hidden costs. The price quotation must state all the assumptions on which the quoted prices are based. In addition, the bidder price quotation should indicate any specific payment requirements such as incremental payments for services. Bidders should note that APPAA is a nonprofit organization.

## **X. Evaluation Criteria**

All written bids submitted will be reviewed and rated by an APPAA review group in consultation with BJA. The initial bid from each bidder should represent the bidder's best effort and most complete and favorable terms. Should the bids require additional clarification and/or supplementary information, bidders should be prepared to submit such additional information in a timely manner, when requested to do so. APPAA reserves the right to meet with qualified bidders, if necessary, as part of the selection process.

The evaluation criteria are as follows:

- Bidder's qualifications to meet APPAA's requirements as detailed in this RFB.
- Reasonableness and feasibility of the bidder's proposed preliminary implementation plan and schedule to accomplish the Scope of Services.
- Bidder's understanding of and ability to address the RFB requirements.
- Soundness of the bidder's methodology and technical approach.
- Review of relevant work samples (provided via links).
- Experience, as demonstrated in the Technical Section, and evaluation of the bidder's references, with the types of services described in this RFB, as well as with organizations with needs like those of APPAA.
- Ability to successfully accomplish all aspects of the project in accordance to the project timeline.
- Cost effectiveness of the bidder's proposed plan to accomplish the Scope of Services.

## **XI. Notification of Award**

Notification of the successful bidder will be made by phone and in writing. Upon execution of the contract, the successful bidder should be prepared to start work on the project immediately. APPAA anticipates the award notification to be made on or before June 16, 2017.