Development of a Learning Management System

REQUEST FOR PROPOSALS

Submitted by
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INTRODUCTION

The American Public Human Services Association (APHSA) requests a proposal to provide learning management system services that will allow APHSA to produce and share a library of knowledge resources to its internal staff and external members. APHSA’s goal is to develop a fully branded library of resources that allow knowledge sharing amongst staff and members.

The ideal Learning Management System (LMS) provider will have experienced support staff that will guide us on our creation of a customized, personally branded, learning management tool, that can be implemented within our existing system and accessed by our members. We seek a provider who can provide technical support on the LMS, including but not limited to, synchronous and asynchronous courses, downloadable resources such as toolkits and handouts, shared space for cohorts and advanced practice communities, as well as a behind the wall resource sharing for affinity groups.

As our members are located the country, it will be important that the selected provider can provide technical support and assistance throughout the work week on a 24-hour basis.

a) ORGANIZATIONAL BACKGROUND

Founded in 1935, The American Public Human Services Association (APHSA) is a bipartisan, nonprofit membership organization representing state and local health and human service agencies through their top-level leadership. Through our member network and three national Collaborative Centers, APHSA seeks to influence modern policies and practices that support the health and well-being of all children and families and that lead to stronger communities.

APHSA’s members are experts in administering, overseeing, and aligning programs that build resilience and bolster the well-being of people through access to food, health care, housing, employment, child care, community support, and other key building blocks. Our members are also leading experts in performance measurement and data analysis, health and human services IT systems, workforce development and training, and the legal dimensions of the field.

APHSA connects its members to national policymakers and human-serving organizations across a wide circle of stakeholders in the health and human services sector, as well as key partners in education, housing, employment, and others. APHSA also helps members build more capacity for their teams through access to our professional education and development conferences, technical expertise, publications, and our Organizational Effectiveness practice.

APHSA currently consists of approximately 35 full-time employees and includes staff that reside outside of the DC metro area, as well as several thousand members. It is anticipated that the learning content on the LMS will be directed at both staff and members.
**APHSA’s Mission** – APHSA advances the well-being of all people by *influencing* modern approaches to sound policy, *building* the capacity of public agencies to enable healthy families and communities, and *connecting* leaders to accelerate learning and generate practical solutions together.

**APHSA’s Vision** – Thriving Communities *BUILT* on Human Potential

b) **STRATEGIC VISION**

The **APHSA Strategic Playbook** - as approved by the APHSA Executive Governing Board of Directors - serves as guidance for our members, volunteer leaders, key partners, and staff. It is intended to keep our focus on the core mission of the Association, assure our work is aligned with the desired future state of the health and human services field, connect us through common tools and language, and provide clear direction as to how each of us—in our respective and collective roles—can best contribute.

The Playbook is intended to be a living document that is adaptable to current contextual factors that is regularly updated based on our commitment to continuous learning.

c) **FORMAT OF YOUR PROPOSAL**

Based upon the specifications provided at the end of this RFP, it is expected that you will provide the following information:

**Organizational Information**

A. When was your organization created?
B. Who is the organization’s main audience?
C. How many people work at your organization?
   a. Would you be considered a small or minority-owned business?
D. What would be the roles within your organization assigned to our project?
E. Please share about your organization’s commitment to Equity, Diversity, Inclusion and Belonging within your team, your customers and your community.

**LMS Development and Integration**

A. Please describe the key components of your LMS
   a. Include the functionality of live webinars, gamification, resource library, user roles, and platform features
   b. Accessibility functionality for an enhanced user experience
B. Please describe the development and integration strategies you use when working with clients to build an LMS.
   a. Please include the estimated timeline for the project / each strategy.
   b. Please include the roles of your team and the roles of the APHSA team throughout the development and integration phases.
c. Please describe the testing and rollout / go-live strategies that will be utilized (ex. User testing, phased rollout with members etc.)

d. Please include an estimated cost for each strategy / phase of this project.

C. Please describe the support and tools included within each phase of the development life cycle.
   a. Examples may include single sign on (SSO), reporting, training, post implementation support, helpdesk, post-sales support, user database integration, dashboard development, migration, and testing.

References

A. Please share three references of customers within the past 2-3 years including their organization name and contact name, title, and email.

Usage

A. Please submit a detailed plan of how you can meet the below scope of work:

Utilization
- 1000 Concurrent user
- 4000+ users

Branding
- Capability to fully brand the LMS to reflect our current style guides and standards

Reporting
- Access to a robust array of reporting features including custom reporting tools, data tracking, and metrics tracking
  - Please provide a list of reports we can run and/or create through the LMS

Housing Capability
- The ability to house centralized learning materials: videos, slide decks, toolkits, handouts, pre-recorded conference sessions utilizing Vimeo
  - These materials must be able to be downloaded from the LMS
- Housing for a variety of learning types: asynchronous, synchronous, live conference sessions, webinars
  - Identify the file types accepted by the LMS
  - Identify any formation restrictions we should be aware of when considering file types

Features
Please specify whether the following features are standard, customizable, and/or configurable:
- SSO system that allows APHSA staff and membership to log-in with their current APHSA profile (through iMIS)
  - Please specify if completed through an API or existing integration
- Search engine within LMS
- Shared space: online communities, learning groups, cohorts
“Behind a wall” capability for sharing with specific groups

Virtual classroom: members can share reflections on learning/how they have used it in their work

Ability to have multiple administrators of the LMS

Event registration, with and without payment

Technical support for both administrators and users, preferably 24/7

Integration of payment processors (ex. PayPal Pro)

Downloadable Trainee (driven) Completion / In Progress / Registration / Certification Reports

Learning paths specific to a participant’s role

User customizable dashboard


Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the organization.

d) PROCESS TIMELINE
Proposal Due Date: September 9, 2022
Anticipated Decision Date: September 30, 2022
Contracted: As soon as terms and conditions, pricing and an agreement to contract can be agreed to and produced

e) EVALUATION CRITERIA
Proposals will be evaluated on the following criteria:
- Organizational alignment to APHSA’s mission and values
- Responsiveness to the items listed in the RFP
- Credentials of the service providing organization
- Proposed cost for project

f) CONTRACT INFORMATION
Contracting Organization: American Public Human Services Association (APHSA)

Please send PDF proposals and questions to:
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American Public Human Services Association (APHSA)