



## Instructional Design Services

RFP 21-003

**Filing Deadline:** No later than 3:00 PM PDT, July 2, 2021.

**Filing Method:** File proposals electronically through the Calbright College's PlanetBids Bid Portal. The link to the Bids Portal may be found at:  
<https://www.planetbids.com/portal/portal.cfm?CompanyID=40988>

Contact: Calbright College  
Attn: Kathy Hennig  
[business@calbright.org](mailto:business@calbright.org)

**CALBRIGHT COLLEGE**  
**RFP 21-003 – Instructional Design Services**  
**Notice to Bidders**

Calbright, the California Online Community College (“Calbright College” or “College”) is requesting proposals from qualified individuals or firms to provide Instructional Design Services. Calbright College uses the word “firm” throughout this RFP but will also accept proposals from qualified individuals.

This is not a formal request for bids, nor an offer by Calbright College to contract with any party responding to this RFP. Calbright College reserves the right to reject any and all responses. Respondents shall not, directly or indirectly, communicate with any employee, officer, Board of Trustees member, agent or representative of the College regarding the RFP except for the College contact person noted below. The RFP response of a respondent who has engaged in any action or activity inconsistent with or in violation of the foregoing is subject to rejection for non-responsiveness.

Respondents to this RFP should submit responses electronically in PDF format. Respondent is responsible for verifying that the email and attachments have been received. RFP responses shall be submitted electronically to the PlanetBids Bid Portal, found at:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=40988>

**All responses must be received by 3:00 PM PDT on July 2, 2021.**

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## Tentative Timeline |

RFP Posted	mid June
RFP Responses due	7/2, 3 pm PDT
Review for Responsiveness	7/7-7/9
Committee Review of proposals	week of 7/12
Interviews [90 mn.]	week of 7/12
Reference Checks	7/15 & 7/16
Committee Final Decision	7/22-7/23
Packet Submission for Board documents	7/30
Board meeting materials prep cut-off	8/6
Submission for board approval	Sept. Board Meeting - 9/20

## Process |

1. RFP [submission template]
2. RFP Review
  - a. Review and recommend for Interview
3. Highest scoring applicants will be shared with the RFP committee
  - a. RFP committee will finalize applicants, determine interviews

## **Scope/Statement of Work (SOW)**

Calbright is a fully online college offering competency-based education [CBE] programs. Calbright College is seeking to contract the integrated services of an experienced Instructional Design and Course Development provider with experience in creating effective and highly engaging with multiple modalities of learning which could include: inquiry based, project-based, personalized learning, modularized, skills-based, stackable, flexibly-paced, and just-in-time accelerated learning. The provider will be a strategic partner to the development and deployment of CBE online programming. As a strategic partner with expertise in instructional design and course development, you will be skilled in developing or partnering with experts to provide engaging CBE, project based and modularized online learning. You will have expertise in designing and developing engaging online learning that centers Universal Design for Learning including embedded simulations and/or content with embedded actions, problem based learning with comprehensive formative, summative and/or adaptive assessments, and all ADA compliance requirements.

In addition to the ability to design and develop engaging online learning, we are looking for a partner that is committed to equity at the core of the learning experience with proven experience including diverse sets of learners, perspectives, and learning opportunities informed by diverse evidence & research.

This Scope of Work requires the following:

1. Instructional design & course development.
2. Strategic implementation of CBE Online Learning using assorted LMS systems and online learning platforms.

We invite you to provide your vision of what Calbright's CBE Online Learning experience will look like for our diverse working adult learners engaging in a variety of courses across sector domains, e.g. healthcare, business administration, information technology, and employment readiness. Please include your organization's equity statement and be specific in your approach, including what expertise you will provide and partners you will work with.

## **RFP Scoring Criteria Standards |**

Selection of an organization will be based on demonstrated competence and on the professional qualifications necessary to meet Calbright College's needs to perform the services as described in this RFP. After an initial screening of proposals, the College may conduct interviews with one or more candidates. The awarding of a contract is at the sole discretion of the College. The College intends to utilize the following criteria in evaluating responses to this RFP but the College reserves the right to exercise discretion in the weight and priority of the evaluation criteria.

**Responsiveness and Quality of the Proposal.** The College will consider the overall responsiveness and quality of the proposal, clearly stating the understanding of the purpose, scope and objectives of the program and demonstrating a practical approach and work plan and matching resources to achieve these objectives.

**Expertise and Qualifications.** The College will consider the overall technical expertise and qualifications of the organization, including the organization's areas of expertise, proven track record of success, principals and staff including depth and availability of staff and resources to meet anticipated requirements. The College will specifically be looking for expertise and qualifications related to learner and equity centered design, Universal Design for Learning, and ADA compliant. Capable of course development and exceptional instructional design which could include simulations and/or content with embedded actions, problem based learning with comprehensive formative, summative and/or adaptive assessments. Skilled in competency-based education frameworks [project-based, personalized learning, modularized, skills-based, stackable, flexibly -paced ,and just-in-time accelerated learning] or capable of partnering with or sprinting to CBE expertise.

**Management Plan.** The College will consider all the roles including responsibilities and expertise of the team, staff and subcontracted partners, that will contribute to the scope of work.

**Past Performance.** The College will consider the past performance of the proposing firm on relevant work previously accomplished for educational entities and/or public agencies. The College will specifically be looking for and evaluating the respondent's prior experience in the actual execution of similar services with other education institutions including diverse organizations across Post Secondary, K-12, Edtech, and Workforce sectors.

**Ability to Meet or Exceed Work and Technical Requirements.** The College is seeking organizations with resources dedicated to Calbright during Pacific Time and having an off-hours plan for urgent matters. This work is in rapid development and will require an organization that can develop and execute for quick delivery.

#### **Deliverables |**

**Instructional design & course development |** How do you define a highly engaging online CBE experience? How do you define equity and learner-centered instructional design? How does that inform your approach to delivery of services? How will the curriculum be designed to enable learner interaction and engagement? How will the team be organized, staff and subcontractors, to meet the scope of work?

- Provide a team of highly skilled instructional designers to lead and partner with Calbright Faculty and SMEs in the design and development of the CBE Online Learning experience which includes both the instructional design and course development .

I. Curriculum designers, content writers will partner with Faculty and

- SMEs to develop and deliver content and proposed technology assets.
  - II. Instructional design and course development will be evaluated by Calbright stakeholders.
- Create highly engaging CBE online courses.
  - I. Courses must identify and implement equity- centered, learner-centered and Universal Design for Learning frameworks.
  - II. Courses may include embedded simulations and/or content with embedded actions.
  - III. Courses may include problem-based learning.
  - IV. Courses must include comprehensive formative, summative, and/or adaptive assessments that will be evaluated by the Faculty and SMEs at Calbright College.
  - V. Courses must meet ADA compliance requirements.
- Direct and manage the instructional design process to achieve course development milestones.
  - I. Provide product management and project lifecycle management with monthly reporting of progress to Calbright stakeholders.
- Procure all outsourced asset development including but limited to live-actor talent, location(s) and production items (e.g. props, clothing).
  - I. Meet Calbright branding standards.
- All content created including outsourced asset development, will be owned by Calbright College and accessible to Calbright College post engagement.
- Data access will be provided to Calbright College during and post engagement.
- Design a continuous learning process, ensuring data informs the learner experience.
  - I. Demonstrate an understanding of the Calbright student population and provide transparency of how the design process is informed by data.
  - II. Develop the evaluation and assessment of quality instructional course design and end-user experience, for both faculty and students by demographics including but not limited to; race, income & gender, disability status, veteran status, head of household.

**LMS & online platform expertise** | Which Learning Management Systems [LMSs] have you worked extensively with for prior clients and how have you learned to work with new ones? Describe how you will integrate developed content into multiple LMS platforms. What experience do you have building experiences that leverage third party tools via LTI? Given the landscape of LMS and online platforms, what are your criteria for evaluating LMS and online platforms that exemplify the best learner, faculty and administrative experience in a given context (student population, program type, etc)?

- Develop and execute a strategic implementation of CBE Online Learning using a LMS or Online Platform system.
  - I. Build modules and courses per specifications for the primary

- Calbright LMS platform, Strut.
  - II. Working with but not limited to, Strut + BenchPrep (CompTIA CertMaster Learn), Strut (imported from Blackboard), Salesforce myTrailhead, Hosted custom Moodle (Cisco NetAcad)
  - III. Integrate developed content into multiple LMS platforms, potentially leveraging third party tools via LTI.
- Provide recommendation/s for the best LMS or Online platform for future programs.
  - I. Informed by the user experience by student demographic including but not limited to; race, income & gender, level of technology experience and ease of use for learners, faculty and administrative contributors, and data management capabilities throughout the student life cycle of the online learning experience.

## **RFP Requirements |**

### **RFP submissions must include; [submission template]**

We invite you to provide your vision of what Calbright's CBE Online Learning experience will look like for our diverse working adult learners engaging in a variety of courses across sector domains, e.g. healthcare, business administration, information technology, and employment readiness.

Please provide demonstrations, maximum of 5 case studies, of your organization's capabilities where you have [1] provided a team of highly skilled instructional designers to lead and partner with Faculty and SMEs in the design and development of Online Learning experiences [please include CBE expertise if possible], [2] created highly engaging online courses [please include CBE expertise if possible] that embeds simulations and/or content with embedded actions, problem based learning with comprehensive formative, summative and/or adaptive assessments that meet ADA compliance requirements.

*[Case Study should demonstrate the development, design and functionality of the online learning experience for a targeted user group and the impact and outcomes of the learning product. ]*

Please include how disaggregated data informed the design, continuous learning cycle and specific student learning outcomes, including but not limited to; race, income & gender, disability status, veteran status, head of household.

Please include your organization's equity statement and be specific in your approach, including what expertise you will provide and partners you will work with.

You must include Attachments A-E with your response.

Please include your management plan approach, including the following,

- Bios of all team members.
- If you will be subcontracting services with another firm, please provide details on the organization and for what capacity.
- References, no more than 5, where you have provided similar services.

Please provide a general overview of the per course or scheduled pricing structures.

**Schedule |**

Work will start immediately, upon contract approval by the Board of Trustees, with a deliverable schedule to be defined for the 2021 to 2022 year, with the possibility of extension into 2023 if desired by the parties and approved by Calbright College's Board of Trustees.

**RFP Scoring | Criteria**

<b>Scoring</b>	
Responsiveness and Quality of the Proposal.	10
Expertise and Qualifications.	40
Management Plan.	20
Past Performance.	20
Ability to Meet or Exceed Work and Technical Requirements.	10

After screening the proposals, the College may conduct interviews with one or more candidates. The awarding of a contract is at the sole discretion of the College.

**CALBRIGHT COLLEGE  
RFP 21-003 - Instructional Design Services  
General Conditions**

**1. COLLEGE RIGHTS AND LIMITATIONS.** Calbright College reserves the right to contract with any entity responding to this RFP. This RFP is neither a formal request for bids, nor an offer by the College to contract with any party responding to this RFP. This RFP does not

commit the College to select any firm and the College makes no representation that participation in the RFP process will lead to an award of contract or any consideration whatsoever. It is at the sole discretion of Calbright College to award a contract for the services or no contract at all. The award of the contract(s) is subject to approval of the College's Board of Trustees.

Calbright College shall not be liable for any costs incurred in preparing and submitting responses to this RFP. In no event will the College reimburse any respondent for any costs or expenses incurred in preparing and submitting responses to this RFP.

The College, in its sole discretion, reserves the right to: (i) Accept or reject any and all submittals, or any portion or combination thereof; (ii) Contract with any entity responding to this RFP in whatever manner the College decides; and/or (iii) Waive any informality or non-substantive irregularity, not affected by law, as the interests of the College may require.

The respondent's submission, and any other supporting materials submitted to the College in response to this RFP will not be returned and will become the property of the College unless portions of the materials are designated as proprietary at the time of submittal, and are specifically requested to be returned. The College will have no liability to the respondent or other party as a result of any public disclosure of any RFP.

The College reserves the right to add additional firms for consideration after receipt of submissions in response to this RFP if it is found to be in the best interest of the College. All decisions concerning firm selection will be made in the best interests of the College.

**2. FULL OPPORTUNITY.** The College hereby affirmatively ensures that Disadvantaged Business Enterprises ("DBE"), Small Local Business Enterprises ("SLBE"), Small Emerging Local Business Enterprises ("SELBE"), Disabled Veterans Business Enterprises ("DVBE") and minority and women business enterprises shall be afforded full opportunity to submit proposals in response to this RFP and will not be discriminated against on the basis of race, color, gender, sexual orientation, political affiliation, age, ancestry, religion, marital status, national origin, medical condition or disability in any consideration leading to the award of the contract. No qualified disabled person shall, on the basis of disability, be excluded from participating in, be denied the benefits of, or otherwise be subjected to discrimination in any consideration leading to the award of contract.

**3. RESTRICTIONS ON LOBBYING.** From the period beginning on the date of the issuance of this RFP and ending on the date of the award of the contract, no person, or entity responding to this RFP, nor any officer, employee, representative, agent or contractor representing such a person or entity shall contact through any means or engage in any discussion regarding this RFP, the evaluation or selection process or the award of the contract(s) with any member of the College's Board, Committee members or with any

employee of the College except for clarifications and questions as described herein. Any such contact shall be grounds for the disqualification of the firm submitting a proposal.

**4. MINIMUM INSURANCE REQUIREMENTS.** The selected respondent shall maintain policies of insurance with an insurer(s) qualified to do business in the State of California and acceptable to the College. The awardee will be required to provide an insurance certificate and must meet all insurance requirements set forth in Section 4.6 of the sample contract included herein, including but not limited to naming the College as an additional insured. The College reserves the right to request that the awardee maintain additional policies of insurance, including but not limited to errors and omissions coverage.

**5. PURCHASING AND CONTRACTS.** The Chief Executive Officer/President is delegated the authority to purchase supplies, materials, equipment, and services as necessary to the efficient operation of the College. No such purchase shall exceed the amounts specified by California Public Contract Code §20651, as amended from time to time.

With the exception of contracts entered into by the Chief Executive Officer/President in amounts less than \$100,000, in accordance with the authority delegated to the Chief Executive Officer/President in Board Policy 6100, contracts are not enforceable obligations until they are ratified by the Board. *References: BP 6330, Education Code §§ 75003(d), 75005(d)(1) & (d)(4)(B), 81656, Public Contracts Code §20650, 20651, Government Code §53060*

## **6. MISCELLANEOUS.**

- a) The proposal shall be signed by a duly authorized representative(s) of the proposer and include the full name and address of the proposing firm or entity.
- b) The proposals must set forth accurate and complete information as required in this RFP.
- c) Submission of a proposal constitutes agreement by the proposer to each and all of the terms, conditions, provisions and requirements set forth and contemplated in this RFP and any attached documents.
- d) The successful proposer will be expected to adhere to all College policies, procedures and regulations.
- e) The proposal submitted by the interested individual shall be irrevocable for a period of sixty (60) days from the official closing date for the receipt of proposals.
- f) The contents of the proposal of the successful proposer will become contractual obligations. Failure of the successful proposer to accept those obligations in a subsequent contractual agreement may result in cancellation of the award.

- g) Any contract resulting from this RFP is subject to appropriation of funds by the College's Board of Trustees for each fiscal year of service.
- h) The successful respondent, if any, will be required to execute a contract with the College in a form substantially similar to the form of contract included herein.
- i) Respondent shall certify that no official or employee of the College, nor any business entity in which an official of the College has an interest, has been employed or retained to solicit or assist in the procuring of the resulting contract, nor that any such person will be employed in the performance of any contract without immediate divulgence of this fact to the College.

**7. DEBRIEFINGS AND PROTESTS.** Debriefings are available by request for unsuccessful respondents. Any protest must be received within 5 calendar days of the bid opening, in writing, containing all facts of the protest, to:

Calbright College  
Attn: Kathy Hennig  
business@calbright.org

Failure to comply with protest procedures will result in rejection and waiver of right to further protest

**CALBRIGHT COLLEGE  
RFP 21-003 - Instructional Design Services  
Sample Contract**

The successful proposer will be required to execute a contract with the College in a form substantially similar to the form attached in PlanetBids "Sample Contract Form".

**CALBRIGHT COLLEGE**

**Attachment A**

**RFP 21-003 - Instructional Design Services Certification**

I certify that I have read the attached **Request for Proposals 21-003 - Instructional Design Services**, and the instructions for providing a response. I understand that documents I submit in response to this request may be subject to disclosure under the California Public Records Act. (Gov. Code, §§ 6250, et seq.) I further certify that I am authorized to commit the firm to the qualifications submitted.

**Signature:** \_\_\_\_\_

**Typed or Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Date:** \_\_\_\_\_

If responding as a corporation, please provide your corporate seal below:

**All materials submitted in response to this Request for Proposals shall become the property of Calbright College.**



-

\_\_\_\_\_

(PLACE NOTARY SEAL HERE)

Signature, Notary Public

My Commission Expires: \_\_\_\_\_

**Attachment C - RFP 21-003  
Drug-Free Workplace Certification**

I, \_\_\_\_\_, am the \_\_\_\_\_  
(Print Name) (Title)

of \_\_\_\_\_. I declare, state and certify to all of the following:  
(Supplier Name)

I am aware of the provisions and requirements of California Government Code §§8350 et seq., the Drug Free Workplace Act of 1990.

I am authorized to certify, and do certify, on behalf of Supplier that a drug free workplace will be provided by Supplier by doing all of the following:

Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited in Supplier's workplace and specifying actions which will be taken against employees for violation of the prohibition; establishing a drug-free awareness program to inform employees about all of the following:

- (i) The dangers of drug abuse in the workplace;
- (ii) Supplier's policy of maintaining a drug-free workplace;
- (iii) The availability of drug counseling, rehabilitation and employee-assistance programs; and
- (iv) The penalties that may be imposed upon employees for drug abuse violations;

Requiring that each employee engaged in the performance of the Contract be given a copy of the statement required by subdivision (A), above, and that as a condition of employment by Supplier in connection with the Work of the Contract, the employee agrees to abide by the terms of the statement.

Supplier agrees to fulfill and discharge all of Supplier's obligations under the terms and requirements of California Government Code §8355 by, inter alia, publishing a statement notifying employees concerning: (a) the prohibition of any controlled substance in the workplace, (b) establishing a drug-free awareness program, and (c) requiring that each employee engaged in the performance of the Work of the Contract be given a copy of the statement required by California Government Code §8355(a) and requiring that the employee agree to abide by the terms of that statement.

Supplier and I understand that if the District determines that Supplier has either: (a) made a false certification herein, or (b) violated this certification by failing to carry out and to implement the requirements of California Government Code §§8355, the Contract awarded

herein is subject to termination, suspension of payments, or both. Supplier and I further understand that, should Supplier violate the terms of the Drug-Free Workplace Act of 1990, Supplier may be subject to debarment in accordance with the provisions of California Government Code §§8350, et seq.

Supplier and I acknowledge that Supplier and I are aware of the provisions of the California Government Code §§8350, et seq. and hereby certify that Supplier and I will adhere to, fulfill, satisfy and discharge all provisions and obligations under the Drug-Free Workplace Act of 1990.

I declare under penalty of perjury under the laws of the State of California that all of the foregoing is true and correct.

Executed at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_,  
20\_\_\_\_.

\_\_\_\_\_ (City and State)

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Printed Name)

## **Attachment D – RFP 21-002 Accessibility Compliance Statement and Certifications**

Reinforcing Calbright College’s commitment to equitable access and accessibility, Respondents must complete the requirements of this Accessibility Statement Compliance Certification upon request before a contract shall be awarded against the RFP. With respect to ADA compliance, must demonstrate and deliver the following:

1. Conform to section 508 of the Rehabilitation Act (<http://www.section508.gov/section-508-standards-guide>) and WCAG Level 2.0AA (<http://www.w3.org/TR/WCAG20/>) specifications.
2. Comply with all applicable FCC regulations regarding advanced communications services (<http://www.fcc.gov/encyclopedia/advanced-communications-services-acs>).
3. Provide support for multi-modal advanced communications services to facilitate communications between individuals using digital text, audio, and video.
4. Resolve immediately any accessibility issues that are discovered or encountered by end users, and communicate a concrete timeframe for resolving the issue(s).
5. Provide an updated VPAT upon request. Any website or services provided must conform to Section 508 and WCAG mentioned above.

By signing below, I attest that I am a duly appointed representative of my organization with authority to commit to the RFP and subsequent agreement’s accessibility obligations; and if requested, by completing the attached Voluntary Product Accessibility Template (VPAT), my organization confirms its commitment to accessibility requirements above and invoked by Calbright College.

Print Name and Signature

Date



## Attachment E

# Instructional Design RFP 21-003 Submission Template

### Instructions

- Please answer each question individually
- Provide examples whenever possible to illustrate responses
- RFP submissions should be a maximum of 20 pages, excluding attachments such as references or other supporting documentation.
- Please review the Calbright College [Strategic Vision 2021-2023](#)

### Instructional Design & Course Development

1. How do you define an effective and highly engaging, with multiple modalities of learning, online CBE experience?
2. How do you define equity and learner-centered instructional design?
3. How does that inform your approach to delivery of services?
4. How will the curriculum be designed to enable learner interaction and engagement?

### LMS & Online Platform Expertise

1. Which Learning Management Systems [LMS's] have you worked extensively with and how have you worked with new ones?
2. Describe how you will integrate developed content into multiple LMS platforms.
3. What experience do you have building experiences that leverage third party tools via LTI?
4. Given the landscape of LMS and online platforms, what is your criteria for evaluating LMS and online platforms for Calbright that exemplify the best learner, faculty and administrative experience in a given context (student population, program type, etc)?

## Case Studies

We invite you to provide your vision of what Calbright's CBE flexibly - paced online learning experience will look like for our diverse working adult learners engaging in a variety of courses across sector domains, e.g. healthcare, business administration, information technology, and employment readiness.

Please provide a demonstration, maximum of 5 case studies, of your organization's capabilities, where you have:

1. Provided a team of highly skilled instructional designers to lead and partner with Faculty and SMEs in the design and development of Online Learning experiences. [please include CBE expertise if possible],
2. Created highly engaging online courses [please include CBE expertise if possible] that embeds simulations and/or content with embedded actions, problem based learning with comprehensive formative, summative and/or adaptive assessments that meet ADA compliance requirements.

Please include how disaggregated data informed the design, continuous learning cycle and specific student learning outcomes, including but not limited to; race, income & gender, disability status, veteran status, head of household.

Please include your organization's equity statement and be specific in your approach, including what expertise you will provide and partners you will work with.

*[Case Study should demonstrate the development, design and functionality of the online learning experience for a targeted user group and the impact and outcomes of the learning product. ]*

## Management Plan

Please provide the following information |

- Bios of all team members.
- If you will be subcontracting services with another firm, please provide details on the organization and for what capacity.
- References, no more than 5, where you have provided similar services.

## Pricing

Please provide a general overview of the per course or scheduled pricing structures. This must be submitted electronically as a separate file in PlanetBids.