# Issuing an E-Learning RFP

## *People on the RFP Team*

The team developing an RFP should include:

- Executive Sponsor
- Upper Level Business Unit Directors
- Training Team Representative
- E-Learning End User
- IT Representative
- Legal (consulting role)
- Procurement (consulting role)

## *Scoping your Organization's E-Learning Needs*

Before issuing an RFP the following should be completed:

- Clear analysis of
  - Business objectives
  - Subject Matter
  - Delivery Options
  - Desired Learning Options
- Document functional requirements of various components (see checklist below)
  - Financial
    - Cost/Benefit
    - Cost Avoidance
    - Cost Savings
    - Performance Enahncement

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    - Technical
        - Current Infrastructure
        - Future Infrastructure
        - Amount of internal IT support
        - Conflicts for IT Resources
    - Cultural
        - Impact of Shift
        - Learning “ownership”
            - Managerial Support
    - Learning
        - Content to be placed online
        - Behaviors to be changed
        - Learning modality
- Identify Critical Success Factors
    - Interoperability Requirements
    - Evaluation Measurements
    - Technical Limitations

## *Components of RFP for Custom Content Development*

Following components should be included

- Organization Background Statement
- Business Objectives
- Performance Objectives
- Student population information
- Outline of content or learning objectives
- Estimate of Total amount of learning time
- Lists and samples of any existing subject matter
- Description of available in house subject matter expertise
- Description of delivery technology (Web, Blended, CD-ROM)
- Description of existing technology infrastructure
- Description of existing media
- Request for Vendor Background Information
- Request for Vendor References
- Vendor Solution Description
    - Learning Management Solution
    - Testing and Assessment Capabilities
    - Media Capabilities
    - Scalability of Solution

## ***Features and Functionality***

| SYSTEM REQUIREMENTS | PHASE 1 | FUTURE UPGRADES | COMMENTS |
|---|---|---|---|
| LMS | | | |
| Links into your HR System | | | |
| Open Source | | | |
| Compatible with current infrastructure | | | |
| Ability to import user data from other systems | | | |
| Server-level user authentication | | | |
| Web-based Administration access | | | |
| Used for Instructor Led Training | | | |
| Interoperability with 3rd content | | | |
| Authoring Tools | | | |
| Courses can be grouped into learning Tracks | | | |
| Can be used by multiple Business Units | | | |
| Resources tracking for rooms, equipment, etc. | | | |
| Ability to reserve resources | | | |
| Instructor Scheduling | | | |
| Instructor Notifications | | | |
| Course Catalog and Descriptions | | | |
| Student self registration | | | |
| Registrar registration | | | |
| Enroll and cancel registration for Instructor Let Training | | | |
| Batch Registrations | | | |
| Management Registration Approval Process | | | |
| Registration Confirmation and Reminders | | | |
| Certification deadlines and regulatory compliance tracking | | | |
| Manually activate/deactivate users from system | | | |
| Class Evaluations System | | | |
| Intelligent testing features | | | |
| Set passing scores | | | |
| Auto-grading | | | |
| Custom Tests and Surveys | | | |
| Prerequisites for Courses | | | |
| Student transcripts tracking | | | |
| Student Certificates | | | |

| | | | |
|---|---|---|---|
| Automatically generated calendars and schedules | | | |
| Live text chat capability | | | |
| Internal e-mail messaging | | | |
| Bulletin Boards | | | |
| Wikis | | | |
| Podcasting | | | |
| Blogs | | | |
| Discussion Forums | | | |
| Social Networking (Digg/Fark/etc) | | | |
| Manual Repository | | | |
| Reverence Library | | | |
| Payment options for course | | | |
| E-Payment for courses | | | |
| Payment system for tracking internal costs | | | |
| Payment Reports | | | |
| | | | |
| LMS Reporting | | | |
| Web-Based Reporting Interface | | | |
| Report access levels | | | |
| Integration with HR System | | | |
| Create Standard Reports | | | |
| Create Custom Reports | | | |
| Create Employee Reports | | | |
| Ability to export report data (i.e. to Excel or Access) | | | |
| Class Evaluations Reports | | | |
| Report printing | | | |
| | | | |
| Security | | | |
| Audit Trail | | | |
| Login History | | | |
| Content Approval | | | |
| E-Mail Verification | | | |
| LDAP Authentication | | | |
| Login History | | | |
| | | | |
| Support | | | |
| Professional Hosting | | | |
| Professional Services | | | |
| Commercial Support | | | |
| Third-Party Developers | | | |
| Developer Community | | | |
| Automatic Password Reset | | | |
| | | | |

| Content | | | |
|---|---|---|---|
| Section 508 compliant (ADA) | | | |
| SCORM-compliant | | | |
| AICC-compliant | | | |
| Supports multiple Authoring tolls | | | |
| Interoperability with non standard content | | | |
| Can disable/hide courses without removing them | | | |
| Links to other internal or external training resources | | | |
| Ability to offer accredited degree programs | | | |
| | | | |

## Twelve Questions for you!

1. Is your organization ready for e-learning?
2. What are the business needs that are driving the demand for e-learning?
3. Have you aligned your e-learning initiative with the organizations strategic goals?
4. Have you engaged all stake holders in the process?
5. Have you done a proper learner analysis?
6. Have you established the initial number learners?
7. What is your current information technology infrastructure?
8. Have you defined the level of interactiveness that you want to achieve?
9. Have you identified all existing content?
10. Have you defined a base line for your budget?
11. Are you going to need multimedia and who is going to produce it?
12. Have you determined if the training is synchronous, asynchronous or a blend?