

**IT Professional Technical Services
Master Contract Program
T#:902TS**

**Statement of Work (SOW)
For Technology Services
Issued By**

**Minnesota Department of Employment and Economic Development (DEED)
Unemployment Insurance (UI) Division**

**Project Title: E-learning
Service Category: Training – E-Learning Course Development**

Addendum

Vendor Questions

Vendor 1

1. Will the state extend the proposal due date until December 14th?

No

2. On page 3, under E-Learning Production, the RFP indicates the project will produce approximately 40 hours of e-learning. Is all 40 hours due by 7/26/2013?

The 7/26/2013 date is the best case. The project end date is 11/4/2013 which could be extended (as long as it does not exceed the expiration date of the Master Contract).

3. On page 3, under E-Learning Production, the RFP indicates the project will produce approximately 40 hours of e-learning. The table of topics on pages 2-3 includes approximately 32 hours of content. Please explain the discrepancy.

The topics and times listed are tentative and subject to change. The 40 hours are a best estimate.

4. Did a vendor assist in developing the existing instructional materials and information on www.uimn.org? If so, can you identify the vendor?

Yes, High Monkey Consulting and Fredrickson Communications

5. What is the budget for this project?

No pre-determined budget has been set for this project.

6. On page 4, a project team of 5-8 people is identified. Can the state provide more specifics about the number of hours each team member will be assigned to the project by month? If this is not yet determined, can the state explain how it will be determined?

As part of the initiation phase topics will be prioritized and resources allocated. Staff resources will be identified based on topic and availability.

7. Can the state identify which deliverables are required by which milestone date listed on page 4?

The dates listed for the milestones are tentative and subject to Vendor and State resources. Following is the general alignment of project deliverables and milestones:

<u>Deliverable</u>	<u>Milestone</u>
Activity Planning	Ongoing
Activity Reporting	Ongoing
Project Implementation Plan	Planning & Initiation, Ongoing
Requirements Report	Evaluation and Analysis, Ongoing
Technology/Facilities Recommendations	Evaluation and Analysis
E-learning Production	E-learning Development
E-learning Evaluation	E-learning Development
Staff Training	Evaluation and Analysis, E-learning Development

8. Can the state provide their expectations for the deliverable review and acceptance process?

Deliverables will be approved by State subject matter experts and leadership. The vendor's instructional design approach needs to include the vendor's methodology for insuring organization and learner objectives are met.

9. On page 9, under Cost Proposal, 'Honorarium' is listed. Please explain the intent of this cost component.

If the Vendor intends to provide external customers an honorarium to participate in usability activities it needs to be included in the cost proposal.

10. The www.uimn.org site contains at least some of content related to the topics in the table on page 2. Has the source content been developed for all of the e-learning? If it is not yet available, is the state project team planning to provide source materials for this remaining content? Roughly what percentage of new source content must be developed?

The degree that source content is available varies depending on the audience and the topic.

Staff: most of the e-learning that has been identified is to complement classroom training so the content has been developed.

Employers: most of the e-learning is content that does not exist, although some content will expand on existing information in uimn.org

Applicants: e-learning for work search can be built on existing content. Topics related to Unemployment Insurance are mostly new content.

11. On page 7, the SOW Evaluation Process identifies "Experience working with highly regulated industries" as a desired qualification. Would state and federal government be considered "highly regulated industries"?

Many government agencies are governed by policy and exercise considerable latitude in administering their programs. The Unemployment Insurance Program is directly governed by law. Vendors need to describe their experience working within regulatory constraints.

12. Can the state identify their expectation for the size of the vendor's proposed project team?

The desire is to work on multiple e-learning modules at the same time. Vendor responses should reflect an aggressive timeline for completion and demonstrate capacity to achieve project goals.

13. The RFP states that the vendor is to both produce e-learning as well as help the state develop capacity to produce e-learning. What percentage of the 40 hours of e-learning identified will be produced by the UI staff?

The vendor will produce the majority of the e-learning modules. UI Staff will work on e-learning in order to develop knowledge and skill in e-learning design and development. Vendor proposals need to describe the strategy to develop this internal capacity.

14. Does the state intend on integrating the e-learning content with a Learning Management System (LMS). If so, is there a preferred LMS?

Currently we are not using an LMS. Eventually we will implement an LMS for internal use only.

15. Where will the e-learning content be hosted? Can you provide details of the hosting environment?

E-learning content for staff will be hosted on BPOS-D or an internal network drive as part of the Unemployment Insurance Intranet. It needs to be determined where content will be hosted for external customers.

16. Please describe the experience of the state's project team in regard to development of video and interactive e-learning?

The project team has 2 - 3 staff with intermediate to strong technical skills. Over the past several months the team has developed e-learning modules that support new hire training and the UI Intranet. The team also has staff experience in instructional design.

17. Please explain how the state developed the project milestones and schedule? This table is marked as tentative; please describe any external deadlines or other factors that are limiting your schedule flexibility.

The project milestones and schedule were intentionally aggressive. While there are no external deadlines there is a strong motivation from UI leadership to develop and implement these resources.

18. Has the state developed any preferences for development and production tools? If so, please identify your preferred tools. If not, please elaborate on any constraints or criteria known at this time that must be accommodated during the Technology/Facilities task and related tools selection.

Tools need to be easy to use by staff with average technical ability. They need to support rapid development and be editable. The two tools that are currently being used are Articulate Storyline and Camtasia.

19. The RFP timetable specifies the E-Learning Development and Staff Training are to be completed by 7/26/2013 but the project end date is 11/04/2013. In addition to evaluating the e-learning and knowledge transfer, what are the anticipated vendor activities and responsibilities between 7/26/2013 and 11/04/2013?

The 7/26/2013 date is the best case. The project end date is 11/4/2013 which could be extended (as long as it does not exceed the expiration date of the Master Contract).

20. Once the E-Learning tool(s) are selected, does the state plan to purchase formal training on the tool(s) from the product vendor as part of the procurement?

The State will secure additional training on tools as needed.

21. How many state staff are planned to be trained on the tools and when?

Estimate 8 to 12 staff to be trained, half at the beginning of the project the remainder by the end of the project. Training needs to not just be on the tools but on the analysis, design and development of e-learning.

Vendor 2

- When you say “e-learning and videos” throughout the RFP, what do you mean by “video”? Are you speaking specifically of live-action video, or do you need more animated, graphic videos?

For the purpose of this proposal e-learning is interactive where the learner engages with the content (e-learning could contain video); videos are passive audio/visual presentations without interaction. All videos need to be easy to update and should be created with that as a primary consideration.

- Do you have a budget in mind for this project? If so, what is it?

No pre-determined budget has been set for this project.

- What development tool(s) would you prefer we use to develop the e-learning?

Tools need to be easy to use by staff with average technical ability. They need to support rapid development and be editable. The two tools that are currently being used are Articulate Storyline and Camtasia.

- Does your organization use an LMS? If so, which one?

Currently we are not using an LMS. Eventually we will implement an LMS for internal use only.

- Will these modules need to be SCORM or AICC compliant?

They need to be SCORM or TIN-CAN compliant.

- What do you envision for the e-learning evaluation? Do you want quizzes/assessments built into the modules?

Checks for understanding should be incorporated into the e-learning modules when appropriate. However, the evaluation in the SOW is directed at evaluating to what extent the e-learning meets business and user requirements.

- What level of interactivity and quality do you want to see in the e-learning modules?

This depends on the audience and the topic. All content published for the external customer must be high quality. Internal content for staff needs to be professional, meaningful and accurate but does not need as high a production quality. The amount of interactivity also varies. Content for the external customer that is strictly informational could be completely static with no interactivity (video). Interactivity needs to support learning. Where it supports learning the content should be interactive.

- How much voice-over narration will be needed for these modules? Would you prefer professional or amateur narration?

Whether professional or amateur the narration needs to be professional. The narration needs to be editable by UI staff. All narration needs to take shelf life into consideration

- Do you require translation for any or all of the e-learning modules?

We will consider translation for external customers upon completion of this project. Content should be scripted to accommodate translation.

- Is the UIMN website administered and hosted by DEED or a third-party vendor?

It is administered by DEED, hosted by MN-IT

- Is there an option to embed e-learning and video on the Help & Support page or on other pages within the UIMN website?

Not at this time.

- What specifically would DEED like to see regarding our user-centered design methodology?

Strong emphasis on voice of the customer and a solid user centered approach. How you translate user requirement into design.

Vendor 3

1. The SOW asks that the responses be “loose bound”. Would spiral binding qualify? The pages would lay flat.

That would be acceptable.

2. Approximately 40 hours of e-learning is one of the deliverables. Would this development be entirely the work of the vendor or would DEED staff (as part of the training component) be involved in production of this e-learning?

The vendor will produce most of the e-learning modules. The percent that will be produced by UI staff depends on what is needed to develop internal capacity.

3. Will the completed courses be presented from an existing Learning Management System (LMS)? If so, which one?

Currently we are not using an LMS. Eventually we will implement an LMS for internal use only.

4. If you are using an LMS, does it facilitate testing and item analysis?

We are not currently using a LMS. We do expect that any LMS we would adopt in the future would facilitate testing and analysis.

5. Do you have a budget on how much time your staff could dedicate to learning e-learning development and video production?

We do not have a designated budget. Staff from the Communication Team and Training Team will invest the time necessary to learn.

6. Besides the vendor, who and how many people will participate in the business needs and learner analysis task?

During the initiation phase there will be 5 to 8 staff who will participate. Each training module or group of training modules, depending on audience and topic, will have staff that are subject matter experts participate.

7. How will source content be provided to the vendor?

It will be delivered electronically. It may be in a variety of formats including, but not limited to, Word, Excel, Adobe, etc.

8. Will DEED provide subject matter experts or will this be the responsibility of the selected vendor?

DEED will provide subject matter experts based on the audience and topic.

9. Does DEED currently own e-learning development tools and/or video production equipment? Is so, what?

The two tools that are currently being used are Articulate Storyline and Camtasia.

10. This is a large project with a number of components. Knowing the budget range you have in mind would help us present a more responsive plan. Can you share your budget expectations and if so, what is the dollar range?

No pre-determined budget has been set for this project.

Vendor 4

1. Do you foresee any potential audiences in addition than those you note in the SOW (applicants, employers, and staff)?

These are the primary audiences. Secondary audiences include stakeholders, community groups, governing officials and the general public.

2. Might the e-learning courses and videos need to be translated to another language(s) in the future?

We will consider translation for external customers upon completion of this project. Content should be scripted to accommodate translation.

3. Where will you host these modules? Or is this question one that you are hoping your vendor partner will help you answer?

E-learning content for staff will be hosted on BPOS-D or an internal network drive as part of the Unemployment Insurance Intranet. It needs to be determined where content will be hosted for external customers. Options are being considered. Input from the selected vendor is welcome.

4. Will internal staff need to access the e-learning courses and videos from a different server or hosted site than the applicants and employers?

Yes

5. Of the 40 hours you note of e-learning courses and video, what are your thoughts on what percentage of each you want to have? Or are you planning to determine that as a part of carrying out the project?

The final determination will be part of the project. Generally all modules for staff will be e-learning. Modules for external customers that are strictly informational will be video. Interactive e-learning for external customers will be used to the extent that it facilitates knowledge transfer.

6. We have a proven approach regarding how to coach/teach your staff to design and develop e-learning courses and video. Do you have thoughts regarding the ideal way to do this? If so, please explain.

We are knowledgeable of best practices in instructional design, adult learning and learning transfer. We look forward to hearing your approach.

7. You state that there are 5-8 State resources that will be assigned to this project. Please describe what these roles are.

The 5 – 8 staff are an estimate of the core team. They include staff knowledgeable in technology and instructional design. It is expected that many other staff will participate depending on the topic and audience.

8. What do you hope to measure as part of the evaluation process for this program?

Learner experience, knowledge transfer and learning transfer

9. What is your definition of, and expectations around, “video” and “interactive”? For example, do you imagine *video* as something with a script and actors, a single person in front of a camera, animations, or something else completely? Is *interactivity* defined as clicking a button, navigating through complex scenarios, or something in between?

For the purpose of this proposal e-learning is interactive where the learner engages with the content (e-learning could contain video); videos are passive audio/visual presentations without interaction. While there may some exception both the videos and the e-learning modules will use animation and graphics; primarily because they should be easier to update if necessary. The degree of interactivity depends on the learning objectives.

10. Please elaborate on the tentative schedule included in the SOW. We'd like to know whether the dates represented are start or end dates (or both) as well as the expectations of deliverables assigned to each date.

All dates are tentative and based on an aggressive best case scenario. Actual dates and timelines will be determined during contract negotiation and project initiation, and will be flexible throughout the project.

11. Are you anticipating that the e-learning and videos will include audio? We would of course include closed captions/transcripts for any voiceover/narration in order to maintain compliance with accessibility standards.

Yes, we are expecting the videos and e-learning to include audio.