



ONLINE LEARNING MODULE DEVELOPMENT REQUEST FOR PROPOSALS

STATEMENT OF PURPOSE

To develop online learning modules that will inform educators about core topics related to the prevention of sexual violence and abuse in relationships. These learning modules will exist in an online environment developed to support the growth of a national community of practice among prevention educators.

BACKGROUND OF ORGANIZATION

The California Coalition Against Sexual Assault (CALCASA) is the statewide coalition of rape crisis centers and rape prevention education programs in California. CALCASA provides leadership, vision and resources to rape crisis centers, individuals and other entities committed to ending sexual violence.

The work described in this request for proposals relates to PreventConnect, a national project of CALCASA funded by the U.S. Centers for Disease Control and Prevention, National Center for Injury Prevention. The goal of PreventConnect is to develop an online community of practice among people engaged in effort to prevent sexual violence and abuse in relationships throughout the United States. Refer to the existing website for additional background: preventconnect.org.

AUDIENCE

The primary audience will consist of professionals and volunteers engaged in prevention education programs and activities for sexual violence and relationship violence. These prevention education programs existing in a variety of settings

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throughout the United States: grassroots community groups, community non-profits, colleges/universities, medical centers, local/state health departments, state associations, and national governmental and non-governmental organizations.

OBJECTIVES OF WORK

The PreventConnect program of the California Coalition Against Sexual Assault seeks an eLearning consultant / developer to produce several online learning modules designed for professional prevention educators in the rape crisis and domestic violence movements. These learning modules will introduce the audience to essential topics related to effective bystander intervention, community organizing, evidence-building and comprehensive prevention practice.

LEARNING EXPERIENCE

CALCASA seeks a consultant who can develop online learning modules focused around four topics related to the prevention of sexual violence and abuse in relationships. These learning modules should engage learners in a manner that will encourage them to think critically about these topics, and to respond creatively to tests and short writing exercises. The goals of these learning modules will be for the learners to:

- Become familiar with discrete concepts contained in the topics
- Become able to integrate concepts across topics / modules
- Use the concepts contained in these topics to inform their current prevention efforts
- Use the concepts contained in these topics to frame the development of the future prevention work

Each topical learning module should take the learner 30-45 minutes to complete. These learning modules should incorporate audio and video elements, which will be provided by CALCASA's media production staff.

Though these learning modules should build on each other, the completion of these learning modules will not advance learners toward the completion of a certificate or other employment-related learning mandate. CALCASA is **not** seeking a consultant to implement or develop an online learning management system, unless such a system would happen to be the best delivery platform for an effective online learning experience.

BUDGET

The proposed budget for this endeavor is negotiable per the outlined work below. Bidders will provide a detailed budget for the costs of bid. This bid should be all inclusive of costs, including taxes, labor and materials.

TERMS AND CONDITIONS

- 1) All work done for CALCASA on this project will be considered “work for hire” - CALCASA will retain full copyright and control over all products and derivatives.
- 2) Server Environment
 - a) Online learning modules will be hosted on a virtual private web server provided by DreamHost.com
 - i. OS: Debian Linux
 - ii. Databases: MySQL 5
 - iii. Programming Support: PHP5, PERL, Python
 - b) The online learning modules can be self-contained. No user or student information will need to be passed into, or out of, the online learning modules.
 - c) The entry point to the online learning environment will be hosted on a WordPress-based website currently under development at <http://preventconnect.dreamhosters.com>.

SCOPE OF WORK

- 1) Initial Consulting

- a. Assess project objectives and educational goals of learning modules.
 - b. Develop recommendations for the best way to achieve the educational goals of these learning modules.
 - c. Recommend an online learning method / platform that will meet goals.
- 2) Content Development
- a. CALCASA staff will provide all core information related to these learning modules, and will be responsible for providing additional content at the recommendation of the consultant.
 - b. Work with CALCASA staff to ensure that sufficient content is provided to meet the educational objectives of the project.
- 3) Module Development
- a. Develop four (4) online learning modules that cover various topics related to the prevention of sexual violence and abuse, using recommended technology.
- 4) Module Integration
- a. Deploy the online learning environment / modules on CALCASA's web host.
 - b. Develop an entry point to the online learning environment that can be integrated into the PreventConnect.org website (which will be hosted on a WordPress CMS).
- 5) Media Development
- a. Bids **should not** include audio or video production or post-production work, which CALCASA has the internal resources to complete.
 - b. Bids **should** include any anticipated specifications for audio or video to be incorporated into the proposed online learning modules.

BID INSTRUCTIONS

- 1) Timeline
 - a. RFP release date: June 6, 2011
 - b. **Proposals due: Friday, June 17, 2011**
 - c. Finalist follow-up interviews (via phone / web conference): June 20-23, 2011
 - d. Proposal award date: Friday, June 24, 2011

- i. CALCASA will propose a contract for services on this date.
 - e. Initial meetings (via phone / web conference): Week of July 4, 2011
 - f. Module Drafts: Week of September 19, 2011
 - g. Proposed Modules Launch: September 30, 2011
- 2) Submission Instructions
 - a. Proposals should be delivered by email to:
 - Chad Sniffen
 - Prevention Services Coordinator
 - California Coalition Against Sexual Assault

 - chad@calcasa.org
 - (916) 446-2520 ext. 315
 - b. Proposals must include a statement of authorization to bid signed by a principal of the responding company.
 - c. Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
 - d. Proposals must include examples of previous work, along with references, that the bidder has developed in the past.
- 3) Questions
 - a. Contact Chad Sniffen using the information above.
 - b. Prospective bidders **may not** contact CALCASA regarding pricing or budget issues during the bid process.
 - c. Prospective bidders **may** contact CALCASA regarding learning objectives, technical specifications, or other issues not related to pricing or budget.