Request for Proposal

c³Design: An Interactive Online Class, Course, and Curriculum Design Tool
June 23, 2014

A VASCUPP Member Institution
Issued by
Procurement and Supplier Diversity Services
Charlottesville, Virginia
I. GENERAL INFORMATION

Request for Proposal (RFP) Name: c³Design: An Interactive Online Class, Course, and Curriculum Design Tool (“c³Design”)

RFP Number: KF062314

Issue Date: June 23, 2014

Brief Description: The University of Virginia (“University”) is seeking a qualified firm to provide content, web development, and custom software for an Interactive Online Class, Course, and Curriculum Design Tool (“c³Design”).

Preproposal Questions: Any questions concerning this RFP must be sent to the buyer listed below by electronic mail no later than July 14, 2014 in order to guarantee a timely response prior to the proposal due date.

Proposal Due Date: Friday, July 25, 2014. 3:00pm. EDT
Firms must submit an electronic original proposal that will be received by the University by the proposal deadline. The electronic original proposal must be submitted on a thumb drive or via electronic mail to kaf4b@virginia.edu. All electronic proposal documents, whether originals or copies, should be formatted as Microsoft Word documents.

Note: Any trade secrets or proprietary information submitted with a proposal for which the firm seeks protection from public disclosure must follow the requirements as set forth in the Virginia Freedom of Information Act Note found in Section III of this document.

Negotiations: Negotiations are tentatively scheduled for the week of August 18, 2014.

Expected Award Date: September 29, 2014.

Term of Agreement: The term of a resulting Agreement or Purchase Order will be one year, with the ability to renew on the same or similar terms and conditions, for two additional one-year periods if mutually agreeable to the University and the Selected Firm. The Selected Firm and the University will mutually agree at least 90 days prior to each renewal period whether to renew the terms of the Agreement.

REFER ALL QUESTIONS TO THE ISSUING OFFICE:

UNIVERSITY OF VIRGINIA
Department of Procurement and Supplier Diversity Services
Attention: Kristin Floyd
Phone: 434-982-2636
Fax: 434-982-2690
Email: kaf4b@virginia.edu

NOTE: During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Les Haughton, Director Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP.
This Request for Proposal (RFP) has been posted on Procurement and Supplier Diversity Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site: http://www.procurement.virginia.edu/pagerfp. It is the firm’s responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call (434) 924-2636 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact the buyer listed above. Additional information can be found on Procurement and Supplier Diversity Services web site: http://www.procurement.virginia.edu.

For ease of reference, each firm or individual receiving this RFP is referred to as a “firm” and the firm or individual selected to provide services for the University is referred to as the “Selected Firm.” This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.

II. SCOPE OF GOODS & SERVICES

A. General Background

The University seeks a qualified firm to develop an interactive, web-based educational tool, c³Design, which will aid in the design of evidence-based, student-focused, learning-centered courses. The firm should have a track record of creating robust, effective online learning environments.

³Design will introduce higher education faculty members, both at the University and other institutions, to the iterative, dynamic, and scholarly process of learning-centered course design. The tool will help instructors master these concepts by allowing them to explore rich educational content that the University’s Teaching Resource Center (“TRC”) has created, gauge their understanding through a variety of interactive knowledge checks, and most importantly, dynamically see the quality of their design as it evolves. Along the way, the tool will help create a learning-centered syllabus based on user input. By making this tool widely available, our ultimate goal is to encourage a shift away from the instructor-focused, content-centered approaches to course design many instructors use toward evidence-based, student-focused, learning-centered course design.

³Design will be based on and will incorporate many of the features of the TRC’s weeklong, face-to-face Course Design Institute (“CDI”): http://trc.virginia.edu/programs/course-design-institute/. The CDI follows a model of backward, integrated course design. This research-based strategy helps instructors create engaging courses that are centered on robust learning objectives, authentic and educative assessments, and dynamic learning activities. Offered to faculty from the University and other institutions for the past 8 years, the CDI has had a powerful impact on instructors’ beliefs about teaching and their ability to create learning-centered courses. ³Design will strive to recreate this learning environment.

B. ³Design: General Implementation

The ³Design tool will lead instructors through four phases of design in the following sequence, as shown in Attachment 3 – Schematic for the Implementation of ³Design;

a. Define situational factors (labeled 0 in Attachment 3)

b. Develop meaningful learning objectives (labeled 1 in Attachment 3)

c. Create authentic assessments (labeled 2 in Attachment 3) and,
d. Develop engaging classroom activities (labeled 3 in Attachment 3).

Within each of the phases, tutorials, resources, worksheets, templates, and interactive knowledge checks will be accessible to help support instructors as they progress through c³Design. Much of this educational content has already been created for the face-to-face CDI by the TRC. The Selected Firm will help to develop and produce this content for an online environment.

e. Overview of the four phases of the design process:
   i. After creating an account and inputting pre-assessment demographic information, instructors will be guided in identifying relevant situational factors about their course, from broad factors such as the institutional or instructor paradigms of teaching and learning to more narrow ones, such as the students’ academic level, their motivation and expectations, content type and amount, and the physical space.
   ii. From this information, the program will begin to create parts of the syllabus header.
   iii. Instructors will then work through the main phase (Attachment 3, phase 1)—developing learning goals, converting to learning objectives, and mapping onto to a learning taxonomy. The mapping will require development of a dynamic “integration map” (see Attachment 4 – Integration map for an example of what this might look like).
   iv. This innovative, interactive visualization tool will allow the user to visually describe their learning objectives and eventually map onto their assessments and learning activities.
   v. This map will allow for a variety of data analytics capable of providing information about the quality of the design.
   vi. Finally, this phase will help instructors create the text for the course description and course objectives sections of the syllabus. Having developed learning goals, instructors would then proceed to the next phase (phase 2, Attachment 3), selecting assessment means and adding to the integration map.
   vii. The same process would be completed in the final phase to develop learning activities (phase 3, Attachment 3) entering in the integration map and adjusting as necessary to ensure consistency with the learning objectives and assessments.
   viii. At the completion of these four phases, instructors will have produced a complete syllabus. This and the individual components will be stored in a comprehensive syllabi database.

C. c³Design: Syllabi Database
To increase the long-term power and utility of the program, the syllabi that instructors produce will be automatically sent to an online, searchable database. This database will be used as a reference by instructors looking for examples of learning-centered syllabi in their fields. The c³Design program will also pull relevant learning goals, assessments, and activities from this database at opportune moments to help c³Design users refine their course design. In other words, the database will allow instructors to quickly identify course materials that fit their specific needs, so they don’t have to start from scratch. An instructor teaching CHEM 101, for example, could identify all assessments that others have created for a specific learning objective and use those assessments in their course design.
D. **c³Design: Prototype Specifications**
   For the project, a qualified firm will
   a. Develop a high-quality user interface capable of managing and delivering the learning content, the integration map functionality, and the administrative and assessment features of c³Design,
   b. Develop and produce an online environment where the learning content has already been created by the TRC,
   c. Develop specific applications that will provide the functionality and intelligence needed to guide instructors through the various phases of the design process, including the ability to create and analyze the integration map, and,
   d. Develop a searchable syllabus database.

The functionality is as follows;
   a. The ability for instructors to create an account and log in securely.
   b. The ability to deliver a structured sequence of learning content created by the TRC and developed and produced for an online environment by the Selected Firm.
   c. The ability to guide the instructor’s progress step by step through each phase.
      i. The ability to deliver content and learning activities in the form of video tutorials, worksheets, templates, links to other resources, etc.
      ii. The ability to incorporate a variety of robust, interactive “knowledge checks.”
      iii. The ability to generate targeted learning tips at appropriate moments in the sequence, as well as handle remediation based on performance on the knowledge checks.
      iv. The ability to save and store the instructors’ work so that they can resume work without starting from the beginning.
   v. The ability to integrate and align objectives, assessments, and activities,
   vi. The ability to incorporate Fink’s Taxonomy as a standard for integration.
   vii. The ability to produce a visual and dynamic integration map.
   viii. The ability to move back to an earlier phase and make refinements as desired.
   ix. The ability to generate and store the individual components of a learning-centered syllabus (e.g. Instructor information, course description, learning goals, high-level assessments, course schedule, learning activities) in a searchable database.
   x. The ability to add user-defined sections to the syllabus.
   xi. The ability to allow users to determine whether to share their syllabus or keep it private.
   xii. The ability to allow users to self-score their syllabus using the TRC-developed syllabus rubric.
   xiii. The ability to print a pdf of final syllabi using a set of pre-programmed template.
   xiv. The ability of the TRC to limit publically visual syllabi.

E. The applications needed to support this functionality are:
   a. **c³Design Validation App**
      i. Provide method for users to create secure accounts.
      ii. Provide method for users to create new course.
      iii. Provide access to instructional content created by the TRC that has been developed and produced for an online environment by the Selected Firm.
      iv. Provide a variety of robust, interactive knowledge checks.
v. Provide method for user input for course description, learning goals, high-level assessments, course schedule, learning activities, and other common syllabus components.

vi. Provide methods for users to create learning objectives from learning goals.

vii. Provide method for users to map learning objectives to Fink taxonomy.

viii. Dynamically create a syllabus based on user input.

ix. Provide a method for users to score their syllabi using the TRC’s syllabus rubric.

x. Allow users to view their own courses.

b. c³Design Integration Map

i. Provide method for users to create and modify integration map.

ii. Provide visual data on the quality of the integration map.

iii. Provide method for users to create and modify integration map developed outside of c³Design.

iv. Store integration map in a searchable database.

c. c³Design Syllabus Rubric

i. Provide a method to allow users to score their syllabi using the TRC’s syllabus rubric.

ii. Provide a method for scoring syllabi developed outside of c³Design.

iii. Store syllabi scores in a searchable database.

d. c³Design Syllabus Database

i. Provide a method to store the individual components of a syllabus (e.g. Instructor information, course description, learning goals, high-level assessments, course schedule, learning activities) in a searchable database.

ii. Provide a method for adding syllabi developed outside of c³Design.

F. Administration & Data Management App

For the current project, the Selected Firm will:

a. Provide method for investigators to monitor knowledge checks.

b. Provide method for "experts" to independently map learning objectives to Fink taxonomy.

c. Provide method for investigators to compare integration maps created by users to those of "experts."

d. Provide method for investigators to score syllabi using the TRC developed syllabus rubric.

The Central Database will store user demographic data, Portable Document Format (PDF) of complete pre-syllabi, user-developed learning objectives, high-level assessments, course schedule, learning activities, other common syllabus components, associated integration maps and syllabus rubric scores, and a PDF copy of complete post-syllabi.

G. c³Design should be designed such that it can easily and seamlessly accommodate future functionality

a. c³Design should be scalable, so that it can be adapted to the design of individual classes or entire curricula.

b. c³Design should be designed so that, in addition to being used in an asynchronous way by users, it ultimately can be used in synchronous and hybrid variants and supported with social media tools.

c. Potential hosting capabilities.

d. Potential long-term support.
III. CONTENTS OF PROPOSAL

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP.

Firms will provide the following information:

1. A detailed description and the full specifications of the product/equipment proposed. Each firm will indicate in its proposal the firm’s ability to achieve/comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm will detail the proposed change(s) and how the proposed change would compare to the listed specification. Proposals will be formatted in such a way to address each of the above specifications in a line-by-line process.
2. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.
3. Demonstration of a portfolio of similar projects in a higher education or adult-learning environment. A web-link or screen shots of these projects is preferable.
4. Information on the warranty associated with the product the firm is proposing and any extended warranty (include the price) that might be available.
5. The firm’s proposed price / fee for providing the Goods and Services, to include shipping/travel charges (the University’s shipping terms are FOB Destination).
6. At least three references where similar goods and/or services have been provided. Include the name of the firm/organization, the complete mailing address, and the name of the contact person and telephone number.
7. Proposals may articulate the potential to viably commercialize c³Design.
8. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.
9. Provide a list of institutions of higher education with which the firm has signed a term contract.
10. Provide the amount of annual sales the firm has with each VASCUPP Member Institution. A list of the VASCUPP Members can be found at https://vascupp.org

NOTE: Virginia Freedom of Information Act
Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.)
with the trade secrets and/or proprietary information redacted. *If all of these requirements are not met, then the firm’s entire proposal will be available for public inspection.*

**IMPORTANT:** A firm may not request that its entire proposal be treated as a trade secret or proprietary information, nor may a firm request that its pricing/fees be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

## IV. BASIS OF SELECTION

The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

1. The firm’s understanding of the project and their plan to provide the University with the products as described in the Scope of Good and Services section and Contents of Proposal section;
2. The firm’s experience in providing Goods and Services similar to those described in this RFP, to include the firm’s references from clients;
3. The firm’s price proposal, including a) an itemized budget that highlights the costs associated with developing the major components of c³Design, b) information about any available in-house technology expected to be used by the firm to speed development or lower costs, and c) if applicable, costs associated with hosting c³Design and long-term support;
4. The firm’s Small, Woman-owned and Minority-owned (SWAM) business status and/or the firm’s plan for utilization of SWAM businesses. For more information about SWAM and the University’s SWAM plan, please see the letter in Attachment 1 and refer to the following site: [www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf](http://www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf)

*Note:* A 10% minimum weight will be given to this criterion in evaluating proposals.

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. All proposals received will be carefully evaluated by the University. The University then intends to conduct negotiations with two or more firms. After negotiations have been conducted, if the University chooses to make an award, the University will select the firm which, in its opinion, best meets the needs of the University. Alternately, if the University determines in writing and in its sole discretion that only one firm is fully qualified, or that one firm is clearly more highly qualified than the others under consideration, it may decide to negotiate and award an agreement to that single firm. In either event, the University intends to execute a mutually satisfactory written agreement which will reflect and largely incorporate this RFP as reconciled with any pertinent documents, such as the proposal submitted and relevant negotiation correspondence.

Because the University may choose to negotiate and award to a single firm as discussed above, each firm must include in its written proposal all requirements, terms or conditions it may have, and should not assume that an opportunity will exist to add such matters after the proposal is submitted.

Any firm(s) invited to negotiations should note that the University reserves the right to begin negotiations by combining the best aspects of submitted proposals from all responding firms as the basis for subsequent formation of any Agreement resulting from this RFP.
Firms should also note that, as described within, certain matters will automatically be deemed part of the proposal.

V. TERMS AND CONDITIONS

This solicitation and any subsequent award is subject to:

- The Selected Firm registering as a vendor with the University of Virginia.  
  [https://www.procurement.virginia.edu/pagevendorregistrationform](https://www.procurement.virginia.edu/pagevendorregistrationform)

- Unless otherwise deemed appropriate by the University, the Selected Firm(s) will enroll in one of the University approved methods for receipt of electronic payments. Accordingly, the Selected Firm agrees to accept Bank of America’s (“BoA”) ePayables® method of electronic payment or BoA’s PayMode® method of electronic payment.

- The Selected Firm registering and accepting eVA Terms and Conditions prior to award. 

- The University’s Mandatory Contractual Provisions:  

- The University’s Preferred Contractual Provisions:  

**Note:** Unless a firm *expressly and specifically states its exception* to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

- The University's Procedure for Resolution of Contractual Claims  

**Insurance**

Listed below is the insurance the Selected Firm must maintain under any Agreement resulting from this RFP. In no event should the Selected Firm construe these minimum required limits to be its limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A- financial rating with A.M. Best Company. No Agreement will be executed by the University until the Selected Firm satisfies the insurance requirements of the University. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.

**Comprehensive Commercial General Liability:**

The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $1,000,000 per occurrence with coverage for premises and operations.
Automobile Insurance:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $500,000 per accident on all owned, hired, and non-owned vehicles operated by their employees.

Workers Compensation Insurance:
The Selected Firm and any Subcontractor provide coverage in accordance with the Workers Compensation Act of Virginia, to include Employers Liability coverage with minimum limits of $500,000.

Property Insurance:
The Selected Firm and any Subcontractor will provide coverage for all property owned by the University that will be in the firm’s care, custody, and control.

*Additional Insured:*
The University will be named as an Additional Insured, and the proper name is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees, and agents."

Intellectual Property Rights/Disclosure

Unless expressly agreed to the contrary in writing, all goods, products, materials, documents, reports, writings, video images, photographs or papers of any nature including software or computer images prepared or provided by the Selected Firm (or its subcontractors) for the University will not be disclosed to any other person or entity without the written permission of the University. The Selected Firm warrants to the University that the University will own all rights, title and interest in any and all intellectual property rights created in the performance or otherwise arising from any Agreement resulting from this RFP and will have full ownership and beneficial use free and clear of claims of any nature by any third party including without limitation copyright infringement claims. The Selected Firm will execute any assignments or other documents needed for the University to perfect such rights. Notwithstanding the foregoing, for research collaboration pursuant to subcontracts under sponsored research agreements administered by the University's Office of Sponsored Programs, intellectual property rights will be governed by the terms of the grant or contract to the University to the extent such grant or contract requires intellectual property terms to apply to subcontractors.

Sensitive, non-public "University Data" is strictly regulated by the state or federal law. Such data includes but is not limited to: business, administrative and financial data, intellectual property, and patient, student and personnel data. If the supplier or contractor providing goods or services to the University will receive, create, or come into non- incidental contact with University Data, the supplier or contractor agrees to abide by the terms and conditions of the Data Protection Addendum. Further, if the supplier or contractor providing the goods or services to the University will receive, create, or come into non- incidental contact with patient or UVa health plan participant Protected Health Information as that term is defined in 45 C.F.R. § 160.103 the supplier or contractor is a Business Associate, and agrees to abide by the terms and conditions of the Business Associate Addendum in addition to the Data Protection Addendum.
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women- and minority-owned (SWaM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have a particular institutional focus on developing long-term business relationships with minority-and women-owned businesses. We count on our majority firms to help us achieve our goal.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. The office of Procurement and Supplier Diversity Services is ready to assist you in identifying qualified diverse business partners. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

Colette Sheehy
Vice President for Management and Budget
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**SWAM Information:**

Is the firm certified with the Commonwealth of Virginia’s Department of Small Business & Supplier Diversity (SBSD):  
[ ] Yes  [ ] No  

| Minority-Owned Business: |  [ ] Yes  [ ] No |
| Women-Owned Business: |  [ ] Yes  [ ] No |
| Small-Owned Business: |  [ ] Yes  [ ] No |

Is the firm registered as a vendor in the Commonwealth of Virginia’s e-procurement system (eVA)?  
[ ] Yes  [ ] No  

**Point of Contact for this Proposal:**

Name:  
Address:  

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Figure 1. Schematic for the implementation of $c^3$Design. The red dashed box encapsulates the core component of $c^3$Design and is the focus of our initial development work.
1. Describe the key ideas and perspectives in industrial ecology and green engineering.
2. Apply quantitative models for evaluating complex systems (both natural and engineered).
3. Identify and frame useful questions about the most important environmental sustainability challenges facing us today.
4. Make connections between the themes of this course and the goals you have for your own career and personal life.
5. ...