



E-Learning RFP Template

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E-Learning RFP Outline

I. Organizational Description	
II. E-Learning Rationale	
III. Goals for the E-Learning Program	<p><i>Meet needs of learners/members</i></p> <p><i>Improve your organizational performance</i></p>
IV. Technology Requirements	<p><i>For items to include in this section, see Technology Requirements below.</i></p>
V. Course Development Requirements	<p><i>For items to include in this section, see Curriculum Requirements below.</i></p>
VI. Administration and Support Requirements	<ul style="list-style-type: none"> • <i>Registration (self-registration, eCommerce, administrator-controlled?)</i> • <i>Tracking and reporting (Who needs what information about learner progress and completion?)</i> • <i>Technical support (Provided by LMS vendor or your organization?)</i> • <i>Content support (Who will be answering content questions and what's the process for getting these answered?)</i>
VII. Where to direct questions	
VIII. Submission instructions and deadline	

Technology Requirements

- **Learning Management System (LMS)**
 - Do you need an LMS?
 - Types of courses (Synchronous, Asynchronous, Collaborative, Blended)
 - Use of rich media (video or audio)
 - Search capabilities
 - Course Length
 - Passing/Completion
 - CEU tracking/Certificates/Certification
- **Learner/User**
 - Projected number of learners per year
 - Connectivity requirements (dial-up, DSL, cable, T1)
 - Supported OS and browsers
 - Plug-in or other software requirements (Flash, ActiveX, Java, etc)
- **Installation and Hosting**
 - SaaS/ASP (External) or internally installed
 - Migration of existing content
 - Upgrades
- **Integration and Customization**
 - Authentication with AMS/member database
 - Other event/conference/registration systems
 - Webinar/Web conferencing platforms
 - Social networking platforms
 - Security issues
 - E-Commerce
- **Pricing Models**
 - Up-front
 - Tiered by number of users
 - As you go/monthly with user registration fees
 - Revenue-sharing

Curriculum Requirements

- **Target audience**
 - Typical job duties
 - Typical work environment
 - Why they need or want e-learning

- **Topics Required**

Topic	Off-the-shelf or custom?	When needed?

- **Development Processes**
 - Proposed course development processes
 - SME-developed
 - Developed by e-learning professionals
 - Combination internal/external team
 - Current content format (e.g. books, publications, people’s heads, classroom courses)
 - Target content format (e.g. synchronous, asynchronous, blended)
 - Level of production needed (search for DoD levels of interactivity)
- **Development Tools**
 - Course authoring tools needed
 - Required interactions and interactivity
 - Between participants
 - Participant/computer
 - Expert guidance and interaction
 - Training needed to use tools
- **Evaluation Requirements**
 - Post course survey requirements
 - Knowledge testing requirements