



Request for Proposal for:

Digitized Interactive Guidebook

Publication Date: February 05, 2021

Submissions due to the email address below no later than:

February 19, 2021

Education Opens Doors

Chappel Billings: Director of Digital Learning and Innovation

Education Opens Doors

Welcome

Dear valuable partner,

We are in the process of exploring k-12 digitized interactive guidebook solutions– generally speaking with our board of directors, and advisors in addition to our own research.

1. We have outlined the [business need](#) below.
2. While we are of course interested in your technical specifications and pricing, we are much more interested in innovative ways in which you can help us grow and accomplish our mission of getting more middle and high school students aware of and prepared for the post-secondary institution of their choice.

Should you have any questions, I would encourage you to reach out to me personally. My email address is chappel@educationopensdoors.org. I will get back to you as quickly as possible with a response.

Thank you we look forward to working with you.

Respectfully,

Chappel Billings

Chappel Billings
Director of Digital Learning and
Technology Innovation
www.educationopensdoors.org



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Confidentiality	The Information contained in this Request for Proposal is proprietary to Education Opens Doors, and may not be disclosed to any third party or company without the prior written consent of Education Opens Doors
Request for Information	THIS IS A REQUEST FOR INFORMATION, IT IS PRELIMINARY AND IS FURNISHED FOR DISCUSSION AND GENERAL INFORMATION PURPOSES ONLY. IT DOES NOT CONSTITUTE AN OFFER TO PURCHASE. EDUCATION OPENS DOORS RESERVES THE RIGHT WITHOUT NOTICE, TO MAKE ANY CHANGE IN THE RFP CONTENT AT IT'S OWN DISCRETION
RFP Validity	The information contained in this Request for Proposal is valid for a period of 30 Days from the date of issuance. Education Opens Doors reserves the right to modify or revise any information contained herein.
Terms of Payment	90 Days NET

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Request for Proposal Procedures

Request for Proposal (RFP) Good or Service Requested:	Interactive Digital Textbook
Type of Procurement:	Service
Type of Contract:	Fixed Price
This Procurement supports:	College and Career Readiness Curriculum
Target Audience	Middle School and High School Students
Submit Proposal to (Buyer):	Chappel Billings Director of Digital Learning and Technology Innovation Education Opens Doors, Inc.
Date the Buyer Issues of RFP:	02/05/21
Date Questions from Supplier Due:	02/12/21
Submit Questions to (Buyer):	Chappel Billings, chappel@educationopensdoors.org
Date Proposal Due:	2/19/21
Estimated date for product completion	05/30/21

Respondents will receive any updates to the schedule below via email.

How to Respond to this RFP

- All RFPs responses must be submitted via PDF & Word to the email address below: Chappel Billings: Chappel@educationopensdoors.org. Responses to this RFP must be submitted no later than **4:00 PM Central Standard Time, Friday, February 19, 2021**. Education Opens Doors reserves the right not to accept any responses after this deadline.

Your response should include:

- A cover letter including a brief summary of your response, including which area(s) you are responding to and addressing, as well as whether supplemental information is attached.
- Your response detailing all areas requested by this RFP.
- **Please limit your RFP response to no more than 20 pages.** You are welcome to provide supplemental information (marketing documents and etc.).

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Questions

- If you are planning to submit questions to this RFP, please email Chappel Billings at Chappel@educationopensdoors.org on or before February 12th.

RFP Responses and Demonstrations

- Respondents may be invited to present their responses to the Education Opens Doors review team. The presentation will be used to provide greater clarity, detail, or depth to the RFP. A technology demonstration may be requested as well to better understand the capabilities of the Microlearning Solution. We will schedule such via virtual conference call after we have received your responses.

Request for Proposal

Purpose

The purpose for this Request for Information (RFP) is to present vendors with our unique need - one that we intend to solve through the deployment of an interactive digital textbook. We aim to explore interactive digital textbook options available that fit our business, functional, and budget requirements. The RFP process will provide our organization with a stronger understanding of the interactive digital textbook solutions, allowing us to review responses and inform the preparation of RFPs.

Goal of Education Opens Doors

By 2025, 2 out of every 3 jobs will require a post-secondary degree, meaning further education after high school. Yet, today's students from low-income communities, communities of color and future first-generation college students receive less than an hour of college and career guidance. These same students, as early as middle school, are being asked to make important decisions that impact their high school, college, and career decisions — high school choice, the value of a GPA, options for financial aid, how to build a resume — often without the knowledge or dedicated time to make them. We must guide their trajectory to ensure they can evaluate their post-secondary and career options in order to select and begin to successfully pursue the best option for them. Education Opens Doors equips middle school students to uncover the “bigger why” behind school during critical, decision-making years – and ensures a caring adult is trained to help bring that why to life in future education and beyond, through:

- **Best-in-class, critical thinking-driven curriculum** – up to 900 minutes of learning across a year (vs. 38 minute national average) leads to students making more informed decisions about their college and career choices
- **Teacher and counselor training and support** – to equip those who spend the most time building relationships with students we offer extensive training and support to ensure we have a sustained impact
- **Digital & in-person learning** – through school-based support or digital, distance learning resources we provide engaging, student-centered lessons to meet our partners needs
- **Customized, culturally-relevant content** – providing a flexible, teacher-supported curriculum model to support a variety of classroom settings and learning styles with a program that incorporate culturally responsive content and intentionally include information to support all students.
- **A commitment to equity** – focus on closing the opportunity and information gap for students from low-income communities, communities of color and future first-generation

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college students.

The Need

EOD is at a critical juncture today. While we are finally equipped with a Desire to Learn (D2L) Brightspace learning Management System that enables us to be responsive to the digital learning needs of our partners. Our digitized solution can be used in a hybrid or blended learning environment. Our digital curriculum consists of over 20 lessons. Each lesson consists of:

- Teacher Led Presentations
 - Lesson Plans and Supplemental Resources
 - One 40 Minute Presentation
 - One 20 Minute (Alternative Presentation)
- Student Activities
 - Narrated Minilesson Video/Presentation (Summary of the Teacher Led Presentations)
 - Student Activity Sheet
 - Discussion Forum Prompts

Solution Needed: We offer a 332-page Education Opens Doors Student Guidebook (currently in paperback form). We are looking for innovative solution for converting this paperback workbook into an interactive and engaging digital experience for our students.

Key Assumptions

The conversion of the Education Opens Doors Student Guidebook would allow our program to be fully online. This option would also allow us to reach more students, we must be able to scale while maintaining the quality, results and affordability of the program. It is in this regard that our organizational leadership has approved our outreach to an interactive textbook provider as well as a commitment to fund its implementation. If your interactive guidebook solution is chosen, we will be looking to partner with you, as a subject matter expert, to help us grow and achieve our goals. We are also looking for you to bring in best practice, rather than modifying your solution to meet our processes. We will rely on you to help us digitize our student guidebook.

The product launch of VR will follow the following tentative roll-out timeline:

Rollout: Fall 2021 (v1) – 200 teachers, 5,0000 students

Scope of Work

The introduction of an interactive digitized guidebook aims to solve our limited ability to reach more students while reducing cost per student. Within your RFP response, please be sure to include how your product will address the following items:

- Reaching and managing multiple audiences (student, parent, teacher)
- Sample approaches for digital conversion. Innovation of thought is encouraged.
- Items to include in a digitized guidebook
 - Fillable fields for student interaction
 - Uses tech that is accessible to most users (student, parent, teacher)
 - Ability to save your text and revisit later
 - Visually appealing and engaging w/ color selection, imagery, formatting
 - Meets ADA requirements for variety of reading levels
 - Capable of being available in other languages, starting with Spanish
 - Can hover over text for vocabulary support (provides pronunciation, definition, examples)
 - Can click text for audio support

- Integration of the digitized guidebook solution with Brightspace Learning Management System
- Deployment of the digitized guidebook solution
- How EOD staff would administer the program and how we (the entire team) will use the LMS to scale for significant growth
- Training, updates, upgrades, support and maintenance provided/required
- Associated costs to Education Opens Doors (total & itemized by deliverable)
 - Bear in mind, we will be billing schools with long payment terms (90 to 180 days)
 - Smaller schools and programs (selecting various modules)
- White labeling in the sense that we will want this labeled as Education Opens Doors, but we must also be open to white labeling our solution for our customers (schools and such).

General Requirements for Digitized Guidebook Vendor

When considering our digitized guidebook vendor, we are paying particular attention to the areas numbered below. Note: Items with an asterisk (*) should be considered high priority requirements.

Business

1. Company background
2. Experience with customer group (13-18 year olds, parents, teachers)
 - a. 2-3 references of previous clients provided, with results
3. Accessibility
 - a. Online, offline components
 - b. ADA/WCAG compliance
 - c. Computer, tablet, mobile (app)
 - d. Capable of being available in other languages, starting with Spanish
 - e. Can hover over text for vocabulary support (provides pronunciation, definition, examples)
 - f. Can click text for audio support
4. Technical requirements

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5. Affordability
6. Measurement, Evaluation, Reporting Tools
7. Content management
8. Full service provider (support, maintenance)
9. How your business model compensates you based on our mutual success

Virtual Ecosystem

1. LTI/API LMS Integration
2. Customer, content, data ownership
3. Ease of data migration
4. Ability to white label by EOD as well as for other schools, customers
5. Help Desk, Support (please provide details on how support is provided, any SLAs, etc)
6. Ability to query the data using a third-party reporting tool (SAS) or send the data to a third-party data hub whereby we can query and manipulate the data on our own or with SAS.

User Experience

1. Virtual, real-time training/webinar
2. High Impact Multimedia/Graphics Support
3. Fillable fields for student interaction and engagement
4. Ability to save your text and revisit later
5. Visually appealing and engaging w/ color selection, imagery, formatting
6. Mixed mode instruction (video, audio, text)
7. Multiple user interfaces (parent, student, teacher)
8. Dashboard – see success, scores, completion, deadlines and etc.

Legal

1. Our contracts are direct with public institutions – in particular those dealing with minors. Please advise if your cyber security meets or exceeds NIST standards (<http://csrc.nist.gov/groups/SMA/fisma/controls.html>).
2. All EOD customers and user are owned by EOD and not the digitized guidebook provider.
3. All content created is the sole property of EOD
4. What SLAs are provided with your solution?
5. How do you compensate for damages (missed SLAs)?
6. What is your maximum allowable insurance coverage?

Proposal Requirements

All Suppliers must submit their written proposal which contains an offer for all goods/services and options included in this RFP. All information presented in the supplier quote/proposal will be considered during Education Opens Doors' evaluation process. Failure to submit the information required in this RFP may be treated as non-responsive. Suppliers are responsible for submitting offers, and any modifications, revisions, or withdrawals, to Education Opens Doors, Inc. by the time and date specified in the RFP. Any offer, modification, revision, or withdrawal of an offer received by Education Opens Doors, Inc. after the exact time specified for receipt of offers is late and may not be considered at the discretion of Education Opens Doors, Inc. The Supplier's proposal shall include the following:

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- A. Full legal name of supplier
- B. Any other name under which the supplier does business
- C. Mailing and street address, city, province/state, and postal code
- D. Phone number
- E. Company website
- F. Contact Person and Title
- G. Contact Phone number
- H. Contact email address
- I. Date of submission
- J. Validity period of quote/proposal
- K. Technical description of goods/services on offer
- L. Details supporting how the proposed good/services meets and satisfies the requirements
- M. Pricing
- N. Delivery lead time
- O. Warranty coverage (if applicable)
- P. installation (if applicable)
- Q. References or Past Performance including contact information for evaluation of supplier.

Evaluation and Award Process

Evaluation and Award Process: Education Opens Doors, Inc. will award an agreement resulting from this solicitation to the responsible Supplier whose offer conforms to the RFP. The award will be made to the Supplier representing the best value to the project and to Education Opens Doors.

The evaluation factors will comprise the following criteria:

- (a) Innovative Solution: Appeal to target audience. Must be effective, interactive and engaging for teachers and students.
- (b) Technical: Items/Services shall satisfy or exceed the specifications described in the General Requirements for Microlearning Vendor section of the RFP
- (c) Experience and Qualifications. Supplier provides sufficient proof of past performance in similar production of goods/services.
- (d) Price. Lowest evaluated ceiling price (inclusive of option quantities).
- (e) Delivery. Supplier provides the most advantageous delivery schedule.
- (f) Service Level. Supplier can demonstrate their capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.

Validity of Offer

This RFP in no way obligates Education Opens Doors, Inc. to make an award, nor does it commit Education Opens Doors, Inc. to pay any costs incurred by the Supplier in the preparation and submission of a proposal or amendments to a proposal.