Request for Proposals –
Center-Wide Digital Learning Agency

Introduction

The Johns Hopkins Center for Communication Programs (CCP) was established more than 30 years ago in recognition of the pivotal role communication plays in the way people think about and behave around health and development issues. As a Center within the Department of Health, Behavior and Society at the Bloomberg School of Public Health, CCP now has a staff of more than 600 in countries of implementation and in Baltimore, Maryland, USA. CCP has active programs in more than 30 countries worldwide as well as in the U.S. Since 1988, our programs have reached more than 1 billion people. CCP’s target audiences are international with a focus on low- and middle-income countries in Africa and Asia. Depending on the project, the approach to changing behaviors and improving health is directed to in-country governments, health centers, communities, and/or the individual.

Background

CCP is seeking to enter into a Master Computer Technology Services Agreement (MCTSA) with a digital learning agency to support the development of electronic learning (eLearning) courses. Multiple contracts may be awarded under this request for proposals (RFP). These eLearning courses will span a range of topics related to global health and social and behavior change (SBC). Topics may include but are not limited to the following:

- HIV/AIDS
- Gender
- Malaria
- Nutrition
- Maternal and Child Health
- Family Planning/Reproductive Health
- Emerging Infectious Diseases
- Public Health Emergency Preparedness and Response
The eLearning courses will be geared to a global audience of SBC practitioners and researchers as well as global advocates, government officials, and donor representatives. As such, course users will include anglophone and francophone adult users and other adult users for whom English is not their first language.

**General Scope of Work**

The digital learning agency will work with CCP staff from around the world to develop eLearning courses on an on-demand basis. As such, CCP seeks a digital learning agency with a team of professionals that are readily available and accessible, and also possess the necessary knowledge, skills, and abilities (KSAs) to facilitate the development of eLearning courses from start to finish based on varying levels of content and resources. To this end, the team should possess KSAs as follows:

**Learning Design**

- Leverage the learning management system (LMS) Moodle (and other LMS as needed) and course authoring software (e.g., Articulate 360) to develop accessible and engaging digital learning experiences.
- Transform and support transformation of content (e.g., curricula) and resources (e.g., toolkits) into accessible and engaging digital learning experiences for a global audience of diverse adult users.
- Advise client on different components of eLearning course development, including but not limited to developing learning objectives, establishing course elements (e.g., length, sequencing), leveraging different audio-visual features (e.g., text, graphics, animation, video), maximizing user engagement and retention, and creating accessible and engaging digital learning experiences inclusive of users in low-bandwidth environments.

**Graphic Design**

- Create, source, and customize graphics that value, reflect, and include diverse backgrounds and experiences.
- Create graphics that enhance digital learning experience and contribute, when possible, to comprehension and knowledge retention (e.g., infographics, data visualization, interactive graphics, etc.).
- Follow organizational Branding and Marketing rules as provided.

**Animation and Video Design**

- Create, source, and customize animation and live action video in English, French, and other languages that value, reflect, and include diverse backgrounds and experiences.
- Mix animation and live action video to create connections with course content and enhance user engagement.
Integrate animation and live action video into course content to enhance user engagement and retention, while considering low-bandwidth environments.

Additionally, the digital learning agency should have demonstrated project management experience and an organizational structure and processes that facilitate initiating and completing work on time, on budget, and on scope, with organizations of similar size and scope.

**Deliverables**

This MCTSA is meant to serve as a contracting mechanism for multiple jobs over an established period of time. The expected duration for services will be 24 months (with an option to renew for an additional 12 months). In the first 12 months, we expect to develop 3-5 courses with a duration of 1-3 hours per course. Actual number of courses will depend on the individual scopes of work (SOWs) and budgets that are developed and negotiated in partnership with CCP staff from around the world who oversee the development of eLearning courses.

**Evaluation Criteria**

Respondents will be evaluated based on the following criteria:

- Previous experience with global health and/or social and behavior change eLearning course development
- At least 5 years of experience with various LMS, including Moodle, and course authoring software (e.g., Articulate 360), particularly with designing courses
- At least 7 years of experience with learning design, particularly with accessible and engaging digital learning experiences for a global audience of diverse adult users that are inclusive of users in low-bandwidth environments
- At least 5 years experience in graphic design for eLearning, particularly with graphics that value, reflect, and include diverse backgrounds and experiences
- At least 5 years of experience with animation and video design for eLearning, particularly with animation and live action video
- Demonstrated experience with eLearning course development in French and other languages and/or for francophone audiences and other non-English speaking or non-native English-speaking audiences
- Capacity to train and coach client in eLearning good practices, methodologies, and tools
- Past performance with organizations of similar size and scope, especially with project management
Proposal Requirements

The proposal must include the following sections in this order in a single PDF file:

1. Availability to start work within two weeks of contract award (Yes/No).
2. Proposed approach to task: Proposals should include a general description of the digital learning agency’s proposed approach, as well as any other relevant descriptions of the digital learning agency’s structure, processes, and ideas that it believes may be relevant to CCP to determine its suitability to complete the work. (page limit: 5 pages)
3. Budget: To inform budget development, in the first 12 months, we expect to develop 3-5 courses with duration of 1-3 hours per course. Include full price list and/or pricing structure in US dollars (US$) for all services.
4. References: Three references related to eLearning course development, with reference name and contact information.
5. Capability statement/Past performance: Proposals should also include 3-5 relevant descriptions of past performance, particularly with similar projects, with samples/links to those eLearning courses. (page limit: 5 pages)
6. CVs: Curriculum vitae of key staff committed to working on the contract.

Budget Information

Bidders should be aware that services will be performed for a center operated by a department at a university, designed to benefit the public good through the improvement of global public health research, programming, and services. CCP is funded through the U.S. Agency for International Development (USAID) and other donors, and as such is often subject to U.S. government terms and conditions. CCP is a tax-exempt organization in the United States of America. If the bidder is willing to offer any appropriate discounts to CCP (for non-profits or educational organizations), such discounts should be included in the response.

Work will begin within two weeks of contract award.

Proposal Dates

Thursday, March 24 Request for proposals is issued
Wednesday, March 30 Intentions to bid and questions due by 11:59 PM EDT
Friday, April 01 Responses to questions sent out
Thursday, April 07 Completed proposals due by 11:59 PM EDT

Please indicate your intention to bid on this proposal and submit questions by 11:59 PM EDT, March 30, 2022 to Kendra Davis, Program Specialist at kendra.davis@jhu.edu with a copy to Danette Wilkins, Program Officer at danette.wilkins@jhu.edu. Questions
will be answered collectively in one document for the benefit of all interested bidders, without identifying information.

Digital learning agencies interested in this notice should submit an electronic version of their proposal package in accordance with the above requirements in a single PDF file to Kendra Davis, Program Specialist at kendra.davis@jhu.edu with a copy to Danette Wilkins, Program Officer at danette.wilkins@jhu.edu no later than 11:59 PM EDT, April 07, 2022. Only proposals that adhere to the requirements outlined in the RFP will be considered. No late submissions will be accepted.