

Request for Proposals

Issue Date: November 5, 2021

Proposal Due Date: November 22, 2021

Anticipated Award Date: December 8, 2021

To Whom It May Concern:

IREX (International Research & Exchanges Board) is seeking quotes from qualified respondents to serve as IREX's primary lead consultant or firm to develop a Learning Management System (LMS) Platform for use as an online media literacy learning management resource. The LMS Platform will be developed under the Very Verified Libya Program, supported by the U.S. Embassy Libya. The anticipated award will be a firm fixed price purchase order. IREX reserves the right to withdraw this request for proposals at any time up to award of the contract.

Budget ceiling for LMS Platform: \$30,000 USD, including VAT

The International Research & Exchanges Board (IREX), with support from the U.S. Embassy Libya, implements the Very Verified Libya program. The program will help Libyan youth develop the critical and analytical thinking and emotional regulation skills they need to be able to discern misinformation and manipulative content from factual reporting. Libyan youth will also develop the digital wellbeing and awareness to navigate their information space, and the digital citizenship and empathy-building skills to engage in community life as the country takes tentative steps toward reconciliation and peacebuilding.

IREX's online learning methodology is based primarily on its Learn to Discern (L2D) approach to media literacy training, which emphasizes recognizing biases and learning to overcome them when engaging with information, builds digital empathy, increases respect for "othered" individuals and groups, and facilitates community cohesion. IREX collaborates closely with local partners and contributors to tailor each VV and L2D product or course to its users' context in every way possible, from its UX design and visual identity to content and examples. The online learning curriculum can be taken entirely as a self-paced course or with a blended learning model that integrates facilitator-led discussions supplementing course content.

General design of the LMS platform will include:

- Home page: logo, banner, and boilerplate (the what, how, etc.)
- Homepage link to materials in two different languages (Arabic and English)
 - Arabic language content will be the original with English translation added later in the process.
- Up to 15 lessons organized in 5 units and sub-units: each lesson will cover a discrete learning component related to media and information literacy. Each lesson will take approximately 45 minutes.
- Lessons will be a mix of video (embedded YouTube, or other platform), text, and infographics;
- Interactive gaming component within the lessons. These may include quizzes, drag and drop games and interactive videos.
- User analytics, including pre/post questionnaires and data collection and analysis
- IREX and partners able to edit basic information and exercises. Company to provide a user-manual, and a training on how to use the platform upon submission of final LMS.

Users will follow a consistent progression. Lessons will be numbered, and we will require

successful completion of one lesson in order to unlock the next. All content will be open and we encourage multiple pathways to engage with and explore the various lessons.

Reference Sites: Very Verified - <https://verified.ed-era.com/> This course was developed by IREX as a general learning resource in Ukraine. This course at www.irexl2djordan.com was developed for use in Jordan.

Key features of the website:

- Simple and user friendly
- Responsive design (I.e. works well on mobile, tablet and desktop, plus runs well on multiple browsers)
- Platform options should be fully updated to current internet data and security standards with the capacity to integrate with multiple operating systems, especially including Microsoft 365. (examples include Microsoft Community Training on Azure and Moodle)
 - The selected platform should provide security for protecting PII and generate audit logs.
- Multilingual (Arabic and English) provides the user the ability to access preferred language version(s)
- Azure AD Single-Sign On (SSO) integration for IREX staff login to the app
- .com or .ly domains
- At least 20GB hosting with scaling capacity
- SSL certificate
- Links to Social Networks
- Logo and animation designing
- Ability to proceed to different levels, with scoring and reward systems at each level
- Include videos and interactive elements (for example games, drag-and-drop etc.)
- Quizzes
- Ability to apply updates and changes to the website as required
- Monitoring dashboard
- Built in monitoring and evaluation tools, including pre-post questionnaires and ability to calculate percentage changes per individual
- Analyzing and reporting system, including ability to download a 'Certificate of Completion' upon successful completion of all modules
- User feedback feature
- Support and maintenance
- Search Engine Optimization
- Chat Bot (that moderators can turn on and off)
- Optional sign-up for updates
- Platform and associated domain hosting for up to 3 additional years
- Space for expansion for future modules and materials

The IREX team will provide the primary content to populate the LMS and will coordinate video production and graphic design with the successful bidder. (videos, quizzes, animations, articles, etc.). IREX will also request training from the LMS provider, once the LMS is populated, on how to make basic edits/changes to the platform.

Suggested Timeline and Major Deliverables:

Deliverable	Due Date
LMS platform outline/ Landing page	3 weeks after signing contract
Arabic version of the platform	8 weeks after signing contract

English version of the platform	14 weeks after signing contract
Testing period and adjusting platform	10 - 18 weeks after signing contract
Final product ready	18 weeks after signing contract

The Service Provider will be selected based on the following criteria:

- Overall Price Competitiveness (25%)
 - Cost proposals will be evaluated for appropriateness and cost effectiveness.
- Proposal's compliance with LMS key features (20%)
 - Ability to conceptualize the product and design the LMS Platform to suit the needs of the target audience.
 - Please specify number of users the LMS can accommodate at one time
- Technical expertise and organizational capacity (20%)
 - Multilingual (English and Arabic) and diverse audience.
 - Previous experience working with non-profits and civil society organizations.
 - A fair understanding of the media and information landscape in Libya and North Africa.
 - Video and graphic design production
 - At least five years of experience with a strong track record in the industry, including references.
- Qualifications of key personnel (10%)
 - Interested organizations must provide documented staff expertise
- Experience in LMS development (10%)
 - Previous experience developing educational products. Interested organizations must provide relevant examples of previous LMS platforms developed.
- Flexibility and customer service (5%)
 - Strong analytical and problem-solving skills.
 - Ability to customize content and provide services
- Creativity in approach (5%)
 - Excellent sense of creativity and open to feedback and suggestions.
 - Demonstrated ability to plan strategically and creatively to meet objectives.
- Experience in collaborative projects (5%)
 - Strong interpersonal skills and strong sense of work ethic
 - Commitment to teamwork and willingness to take direction from multiple collaborators, including IREX and any partner content development companies and/or individuals

Preference will be given to companies and organizations based in the Middle East and North Africa.

Evaluation and ranking of proposals will be done by IREX in Amman, Jordan and Washington, DC. IREX may at its discretion ask for additional information.

Small businesses, minority-owned businesses, and women-owned businesses are encouraged to apply.

How to apply: Interested individuals and companies are encouraged to submit their Proposals explaining their strengths, approach, and additional value-added services (if any). Proposals must address the criteria referenced above and include:

- Description of the LMS development concept
- Approximate, step-by-step development schedule for the LMS (up to two pages) including design, testing, updates, and maintenance
- Project timeline, referencing suggested timeline above

- Estimated budget in excel, with sufficient detail to determine price elements
- All application documents should be in English.

Proposals must be accompanied by the following additional attachments: Resumes of key staff that will be assigned the project, and samples of at least three relevant previous projects, with contact information for the clients. Submission of this application indicates approval for IREX to contact former clients.

IREX may ask applicants to provide further information on platform safety and security as part of the selection process.

IREX will host Q&A sessions with applicants as requested between November 15-18, 2021. Please email to book a session.

Proposal submissions: If you are interested in furnishing this service, please submit the proposal and additional documents outlined above on or before November 22, 2021, via email to maburadi@irex.org with the subject line: LMS platform development for IREX. Questions and requests for additional information about this RFP may also be addressed to maburadi@irex.org. Late submissions will only be considered if in the best interests of the project, and then at IREX's sole discretion. All proposals submitted must be valid for a period of not less than sixty (60) calendar days from the closing date indicated above.

Renewal

IREX reserves the right, based on availability of funding and vendor performance, to enter into subsequent contractual agreements with the winning vendor for a period of up to three years without issuing a new RFP.