



Adirondack North Country Association
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Request for Proposals

Organization: Adirondack North Country Association

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Proposal due date: August 20, 2022

Projected contract term: Sept.. 2022-May 2023, including a product delivery no later than Dec. 23, 2022

Anticipated budget: \$5,000-\$15,000 for discovery, design, launch, training, and initial phase of operation

Learning Management System (LMS) for Business Welcoming Microcredential

Notice is hereby given that the Adirondack North Country Association (ANCA) is seeking to retain a Technical Service Provider (TSP) to create or utilize an existing LMS to deliver an engaging asynchronous business welcoming microcredential program utilizing an existing, proprietary curriculum.

The business welcoming microcredential will offer business and organization leaders across ANCA's service area the opportunity to engage in learning designed to increase and diversify their employee and customer base. Our goal is for leaders and employees of businesses in our region to gain the skills to actively and intentionally welcome diverse customers and create inclusive employee pipelines. In return, residents and visitors to our region, especially individuals from BIPOC, LGBTQ+, and other historically marginalized communities, feel safe and welcome entering our communities and businesses. Program completers and their businesses will earn completion microcredentials.

ANCA requests product delivery by EOY 2022 for deployment to businesses and organizations on a rolling basis beginning in January 2023, plus ongoing support, maintenance, and product refinements through May 2023.

Project Team

[Adirondack North Country Association \(ANCA\)](#): ANCA is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. Using innovative strategies for food systems, clean energy, small businesses, and equity and inclusion, ANCA delivers targeted interventions that create and sustain wealth and value in local communities.

[Adirondack Diversity Initiative \(ADI\)](#): ADI exists at the intersection of environmental and transformational justice, working to make the Adirondacks a more welcoming and inclusive place for residents and visitors while ensuring a vital and sustainable Adirondack Park for future generations. As home to the ADI team, ANCA supports the Initiative's growth and works closely with ADI staff to center diversity, equity, inclusion and belonging across all of our program areas.

[Saranac Lake Area Chamber of Commerce](#): The Saranac Lake Area Chamber of Commerce acts as a catalyst for business and community development in the greater Saranac Lake area.

Project Overview

ADI's business welcoming microcredential will consist of a single asynchronous learning program composed of 5 modules which may be delivered as a whole program or ad hoc to clients. The project team envisions a simple, cost effective solution with a dynamic, engaging learning environment. The components below should be considered a baseline to create a project proposal with estimated budget and timeline, and the selected TSP will work with the project team to refine goals as outlined in the scope of work.

- Content
 - 5 content modules which may be offered either ad hoc or as a program
 - Existing content is and must remain proprietary with controlled access
 - Ability to easily edit existing and add additional modules in the future
- Users
 - As many as 100 users at launch with significant future growth expected
 - At least 4 defined user roles with cascading permissions and room for expansion
 - Users will consist of business owners, organization leaders, employees, and a variety of facilitators with a wide range of technical abilities and access abilities
 - Our service region includes the 11 northernmost counties of New York State: Clinton, Essex, Franklin, Hamilton, Herkimer, Jefferson, Lewis, Saratoga, St. Lawrence, Warren, and Washington
- Desired features
 - Asynchronous learning modules with integrated text, video, audio, and downloadable files
 - Compliant with best practices regarding web content accessibility
 - Customizable evaluation and assessment tools
 - Ability to incorporate aspects of blended learning
 - Ability to offer content modules as a full program or ad hoc
 - Customizable analytics and reporting
 - Chat/messaging
- Integration
 - An ideal program contained on its own platform/program and would be accessed via a link or landing page hosted on project partner websites
 - Resulting microcredential will be interoperable, specifics to be determined
- Budget
 - Project team consists of nonprofit organizations seeking a cost-effective, high-value solution that results in engaging content and high-quality learning experiences for users

Scope of Work

The TSP shall work with the project team to:

- A. Discovery
 - a. Gain comprehensive understanding of existing content, and team and program needs;
 - b. Review program curriculum and intended outcomes to determine needed feature set, integration capabilities, and best method of delivery;
 - c. Understand project team's current tech capabilities and opportunities for integration;
 - d. Review and understand available LMS options for program delivery.
- B. Technical & Budget
 - a. Select the best LMS for delivery, balancing engaging features with cost-efficacy;
 - b. Establish and present pricing options for launch program delivery and future growth scenarios, including platform, implementation, training, maintenance, and any other relevant costs;
 - c. Ensure content and platform is secure and allows team to maintain ownership of content;
 - d. Determine best option for microcredential recognition/interoperability.
- C. Implementation
 - a. Utilizing discovery information, create and maintain an implementation timeline;
 - b. Adapt and input existing curriculum to LMS platform including training materials design;
 - c. Incorporate agreed upon feature set, ensuring all needed capabilities are in place;
 - d. Train on the chosen LMS and create train-the-trainer materials for the project team to utilize with partner stakeholders and program users.
- D. Maintenance & Support
 - a. Determine maintenance and tech support needs and create a plan/budget to implement;
 - b. Understand future options for tech support, maintenance, and upgrades;
 - c. Provide high-quality support to the project team and users as agreed upon.

Proposal Format

- Please provide a proposal that addresses:
 - Needs outlined in project overview;
 - Responses to each applicable section of the scope of work (A-D) indicated, detailing relevant experience and your approach to the required work;
 - A proposed project timeline; and,
 - An estimated project budget with as much detail as possible.
- Please also include:
 - A copy of key project staff's resume(s) and/or links to LinkedIn profiles;
 - The name, phone number, and email address for 3 references familiar with your work (this information is for internal use and will not be shared publicly); and,
 - A written statement acknowledging that the organization understands they will be expected to complete a mutual agreement on core policies such as EOE, Harassment and diversity upon selection.
- In addition, please consider attaching:
 - A portfolio of relevant past projects; and,
 - Any current statements or descriptions of programs that you currently have addressing diversity, equity, and inclusion.

Proposal Evaluation

A committee of ANCA staff and strategic partners will review and score proposals based on the following criteria:

Criteria	Maximum Points
Project Plan and Approach to Work: Proposal responds to all aspects of the scope of work requested, demonstrating an understanding of our project needs/requirements, and includes a project timeline and your approach to work, including client communication, project management, and mechanisms used to ensure the project stays on track and on budget.	35
Past Experience, Expertise, and Team: Proposal articulates the qualifications and technical expertise of the organization and key staff members to complete a successful project, including examples of relevant past projects.	30
Budget: Proposal includes an accurate, allocable, and cost-effective project budget with as much detail as possible.	25
Project Area: Proposal demonstrates familiarity with and/or understanding of ANCA and project's service area and has capacity to deploy a successful project that is able to serve the unique needs of our organization and region.	10
Total	100
Bonus: Respondents who submit additional materials identifying commitment and action towards building Diversity, Equity and Inclusion into their organization's programming are eligible to receive bonus points at the discretion of the review committee.	5
Compliance: Meets all legal requirements listed below and is compliant and familiar with all necessary local, state, and federal requirements.	True/False
Completeness: Proposal includes all required materials.	True/False

Eligible Applicants

Any non-governmental, not-for-profit, local agency, educational institution, sole proprietorship, limited liability company, corporation or joint venture focused properly operating in accordance with federal, state and local law, may submit a proposal for consideration. Respondents must indicate the full address for their administrative offices in their response. Respondents may submit proposals that include subcontractors; subcontracting relationships must be specified in the response. Any later subcontracting will be subject to prior written approval from ANCA. Entities are ineligible if they: 1) are currently barred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by a Federal, State or Local department/agency; 2) have existing grants with any State or Local agency that are suspended or otherwise not in good standing; or 3) are not in compliance with the NYS Department of Revenue or the Federal Internal Revenue Service requirements. In addition, organizations must have and enforce employment policies in alignment with those in place at the Adirondack North Country Association such as those related to Equal Opportunity and Harassment.

Proposed contractors must have experience centering community voices and the lived experiences of Black, Indigenous, people of color and other marginalized groups in their strategies and campaign development. Proposals should include a supplemental document expounding upon this aspect of their work and their commitment to racial equity.

Title VI Compliance

In accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in federally-assisted programs of the U.S. Department of Transportation and Title 23 Code of Federal Regulations, Part 200, Title VI Program and Related Statutes, as amended, issued pursuant to such Act, ANCA hereby notifies all who respond to this solicitation, invitation, and request for proposals that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability or income status in consideration for an award.

Disadvantaged Business Enterprise (DBEs)

DBEs are encouraged to submit proposals in response to this RFP. Other proposers are encouraged to submit DBE subconsultants where appropriate.

Equal Opportunity Employer

ANCA is an Equal Opportunity Employer

Project Payment Method/Schedule

Payment will be made to the awarded contractor by check after submitting proof of completion of agreed upon project milestones.

All respondents will be notified with the selection results.