



RFP-18-MH-001

Online Course Development Services for TSTC (Statewide)

Proposals Due: October 16, 2017 at 2:00 p.m. CST

ADDENDUM # 2

(Posted 10/6/17)

The following information becomes a permanent part of the RFP:

1. Do you want an eLearning module or will it be something else (e.g., blended learning)?

A: All modules will be developed for complete online delivery rather than blended or hybrid learning.

2. Course timelines - are these semester courses? If so, how many hours of delivery? If not, how many hours of delivery?

A: These are semester courses. Typically, 16-week semester 3 hour/week courses.

3. Will there be tests included? If so, what do you envision?

A: Yes, assessments will be included to measure student achievement of learning outcomes. These may include but are definitely not limited to standard multiple-choice type of exams, essay-type exams, and demonstration of skills.

4. Is there a ratio of the "engaging technologies" within the course content?

A: No, this is not set and will depend on what is necessary to successfully deliver course content.

5. Will you provide existing content? If so, in what formats?

A: Yes, we will be providing existing course content in our LMS or exported zip files.

6. Will you want incorporated videos? If so, who is responsible for scripting, filming, and editing the videos, or will you provide videos to be inserted?

A: Videos will be desired if they are the best approach at delivering course content. Subject-matter experts will be responsible for scripting and in-house instructional designers can be responsible for the filming and post-production unless there are video technologies that our in-house designers are not trained in.

7. Would you please clarify the scope of work as outlined in the first 2 bullet point of section 2.2 Scope of Work: Is TSTC seeking a contractor to develop online courses or an online degree program? Our experience is that online courses could be credited towards either or both a traditional classroom degree program or an online degree program. The skill sets required to develop an online degree program are different than those required to develop online courses.

A: Development of 15 online courses that make up a complete online degree. The skill sets and outcomes for our online awards are the same as for their face-to-face counterparts. So yes, that could be correct – a student could take a stand-alone course developed in this project toward the face-to-face counterpart award.

8. In section 3.4 Pricing and Delivery Schedule (4) states "...develop a 15-course online degrees within a one-year time frame.": Is the one-year an academic or calendar year?

A: This is a one-year time frame from the contract start date.

9. Is this RFP to add courses to TSTC's 3 online programs identified on <http://tstc.edu/onlineacademy/home>?

A: No, not additions to these programs; however, these programs will provide existing baseline content for course design improvement.

10. How many in-house subject matter experts would TSTC like the selected contractor to work with simultaneously?

A: This exact number has not been determined but an estimation would be twelve.

11. How many in-house instructional designers would TSTC like the selected contractor to work with simultaneously?

A: We have four in-house instructional designers that we will contribute to the project simultaneously.

12. What LMSs are currently used by TSTC?

A: TSTC is currently using Moodle as its LMS.

13. Pricing: Is there a pricing format you would like us to follow or are you looking for creativity in structure there?

A: A pricing format would be beneficial; however, there may be room for creativity with proper documentation.

14. Attachment D: Could you clarify how you want us to use the addenda checklist? Is it to document the additional addenda that we add to the RFP response?

A: The Addenda Checklist on page 24 of the RFP is for Proposers to acknowledge that they have received and reviewed any addenda to the RFP that has been issued by TSTC. For example, the answers to all the questions received will be posted as an addendum and should be acknowledged in the Addenda Checklist.

15. HUB Vendors: Will preference be given to HUB vendors or those companies using HUB subcontractors?

A: Refer to page 16 of the RFP for the criteria for selection.

16. Local Companies: Is preference given to companies located in Texas?

A: Preferences are given in accordance with current statutes (ref. Texas Government Code §§ 2155.444, 2155.441, 2156.010).

17. RFP: The selected Contractor will: (2nd bullet) Provide a plan for the development of each online degree that will allow for feedback and collaboration by TSTC team (subject-matter-experts and instructional designers) along with a plan for training and timely completion of deliverables. Questions:

- A. What degrees do you plan to develop? A: Currently we are targeting the development of Digital Media Design, Health Information Technology, Architectural Design Engineering Graphics, and Cybersecurity degrees.
- B. Have the degrees been prioritized by need for offering? A: Yes
- C. What is TSTC's timeframe for rolling out the different degrees? A: Rollout would begin in the fall of 2018.
- D. Is the audience primarily in Texas, national or international? A: The audience is primarily in Texas.

18. (4th bullet) Provide content that can be interchanged within different learning management systems (not necessarily tied to one LMS or another). Question: Does this mean SCORM and if so, SCORM 1.2 or SCORM 2004?

A: SCORM files would be acceptable. The College is trying to not be completely tied to development in one LMS that would impede efficient movement of content to another.

19. (6th bullet) Prepare faculty and instructional designers for delivery, updating, and sustainability of the developed online courses. Questions:

- A. How many faculty do you have? How many will we need to prepare and where are they located?
A: The faculty that will be involved in the project will be our subject-matter experts. This number has not been finalized but it is estimated at twelve. These individuals are located at our Harlingen, Waco, Marshall, and West Texas campuses.
- B. Have the SME faculty already been identified?
A: see above.
- C. How many instructional designers do you have on staff?
A: We currently have four instructional designers on staff.
- D. How many instructional designers will we need to prepare and where are they located?
A: We have four instructional designers located in Texas at Marshall, Waco, and Harlingen locations.
- E. Should the staff training focus primarily on instructors and secondarily on designers, or some other priority?
A: The training should focus on the subject-matter experts and the instructional designers that will be providing support to them on the project.
- F. Are there parameters for the training? Can it be done online or do they need that face-to-face?
A: These can be done online.
- G. What other TSTC support staff are available or can/will be devoted to the project – media and multimedia developers, video production staff, graphic artists or designers, editors, accessibility advisors/testers, etc.?

A: Instructional designers and professional development staff will probably be the only applicable staff to assist subject-matter experts on this project.

20. (7th bullet) Implement engaging technologies (including, but not limited to animations, gamification, and interactives) necessary for the optimal delivery of course content. Question: Does TSTC have site licenses for commercially available programs such as Articulate Storyline, SoftChalk and Adobe Creative Suite?

A: Yes, TSTC has licenses for all those mentioned in the question.

21. RFP Section 3.4 Proposal Contents — Pricing and Delivery Schedule (page 14) RFP: (2) Provide information about the licensing structure for the service. Identify the specific product name and version number proposed. Questions:

A. What learning technology is TSTC using now to develop online learning:

- LMS platform and version?

A: TSTC is currently using the Moodle LMS.

- Software tools (and versions) for online learning development and maintenance, including voice tools and lecture capture?

A: TSTC currently has licenses for Camtasia, Captivate, Articulate Storyline, SoftChalk, GoAnimate, and Adobe Creative Suite.

B. Does your team have a preference for using certain technologies or brands (please list)?

A: The team honestly does not have a preference for certain technologies. Obviously those that are most intuitive to learn and use would be preferred but they are open to learning new technologies.

22. RFP: (3) Clearly indicate any options or alternatives being proposed. Include any pricing alternatives that may not follow standard licensing models, but could benefit TSTC. Question: In referring to pricing alternatives that may not follow standard licensing models, does TSTC expect the vendor to include pricing for commercially available software tool licenses in the proposal? Please clarify.

A: The Respondent may include pricing for these items based on the assumption that TSTC does not already have them purchased. If TSTC does have certain software and licenses already, this could be adjusted.

23. Is TSTC tied to a particular standard – Blackboard exemplary course rubric, QualityMatters, etc.

A: No, TSTC is not tied to an external standard. We do have an in-house rubric that is based on best practices from SACSCOC, The Texas Higher Education Coordinating Board, and Quality Matters.

24. Will TSTC standardize textbooks and online resources?

A: Many of our courses already use standardized or common textbooks and resources.

25. Per "develop 15-course online degrees", does this mean that there are 15 courses within 1 online degree?

A: Yes

26. If so, how many online degrees will be developed?

A: We have currently identified four online degrees for development in this project.

27. What is the estimated length of each of the 15 courses?

A: Each course is a typical 16-week semester 3 hour/week course.

28. Will each course be delivered as an eLearning module?

A: Each course will need to be entirely online.

29. Should the contractor design and develop the UI / UX templates? If so, will the UI / UX templates be consistent for all courses?

A: These may be useful as templates and for design but are not necessary.

30. Can the "plan for the development of each online degree" be in the form of a storyboard built in PPT?

A: Yes, that would be acceptable for presentation.

31. Will weekly check in meetings (web conferencing) between the contractor's management team and TSTC be an acceptable method of providing monthly reports?

A: Yes, this will be an acceptable form of communication.

32. Would an hourly rate with menu pricing for various deliverable types be an acceptable price structure?

A: Yes, this will be acceptable.

33. Per "provide content that can be interchanged within different learning management systems", will a SCORM 1.2 package with raw source files be an acceptable format for final delivery?

A: Yes, this will be an acceptable format.

34. Will the contractor be responsible for uploading to the LMS?

A: No, TSTC can provide responsibility for uploading content to the LMS.

35. Per "implement engaging technologies (including, but not limited to animations, gamification, and interactives)", how many interactions should be included in 1 hour of instruction?

A: There is no set number of interactions that need to be included. We would rather see that technologies are embedded and utilized because they complement the delivery of the content and provide a value-add rather than related to hours/instruction.

36. Should all interactions be formative or should a summative assessment be included within the 20 minutes?

A: Both may be included.

37. Should custom interactive objects be included? If so, at what complexity level (simple, medium, complex)?

A: These may be included. It is up to the discretion of the presenter at which level they would like to present them at.

38. What volume and distribution of "interactive media and animations" is expected?

A: There is no set number of interactive media and animations expected. We would rather see that these components are embedded and utilized because they complement the delivery of the content and provide a value-add rather than related to hours/instruction.

39. What type of interactivity is expected of images (animation, video 2/D or featuring a person)?

A: This would depend on what is needing to be shown to deliver content effectively.

40. Should all graphics be newly created by the contractor?

A: In some cases they may have to be. In other cases, there may already be graphics provided in content already developed by TSTC.

41. Should voiceover narration be included in each course? If so, will it be recorded by the contractor?

A: If it is included in video for example, this will be provided by the subject matter expert. Recording will occur by TSTC unless it is a technology that we do not have license for, in which case, the contractor would need to record.

42. Will alt text be included for accessibility?

A: Yes, this needs to be included to be in compliance with universal design.

43. Regarding paragraph 2.2 Scope of Work, TSTC states, "The selected Contractor will: ... provide an instructional design team to work collaboratively with TSTC in-house subject matter experts and instructional designers to develop online courses...."

Can you describe how you envision that collaboration will occur, e.g. meetings in-person, online collaboration tools, email?

A: Meetings via online collaboration will probably be the most feasible for all those involved. Depending on the location of the selected contractor, a couple of in-person meetings may also be very beneficial.

What content for the online courses currently exists? Lesson plans? Slides? Video? Is it possible to review a typical sample of course material the vendor will be provided?

A: Lesson plans, resource content, some videos, assessments, and assignments currently exist. Yes, the selected contractor will be given access to the current course materials.

44. Regarding paragraph 2.2 Scope of Work, TSTC states, "The selected Contractor will: ... provide a plan for the development of each online degree that will allow for feedback and collaboration by TSTC team (subject-matter experts and instructional designers) along with a plan for training and timely completion of deliverables."

By "plan", do you mean a work breakdown structure (WBS) that includes those elements?

A: Yes, this will work to provide information to TSTC on this process.

Do you have an estimate of the number of vendor hours you might expect will be required for development and timely completion of a course? Of an online degree?

A: This will be determined when the selected contractor looks at the current course content and a plan is developed for what will need to be designed for the course. We are expecting that the degrees be completed within the one year contract.

45. Regarding paragraph 2.2 Scope of Work, TSTC states, "The selected Contractor will: ...ensure that content developed meets universal design for accessibility."

Are you referring to Section 508 compatibility? Multi-platform/OS accessibility? Both?

A: Section 508 compatibility

46. Regarding paragraph 1.3 Background, TSTC states, "Before August 2017, when TSTC hired instructional designers, online courses had been largely developed by faculty."

Are/Is there any preferred online course authoring tool(s), and with which TSTC would maintain the delivered courseware, e.g. Articulate Studio, Adobe Creative Suite, Lectora, etc.?

A: TSTC does have access to man of these authoring tools and would maintain the files in the courseware.

47. Regarding paragraph 1.3 Background, TSTC states, "Over the next year, TSTC is slated to produce 50-100 courses across multiple degrees and this number is expected to grow over time."

Will the vendor be engaged on a per course/task order basis in order to meet this objective? If so, will you require individual pricing for each?

A: The selected contractor will be able to work with TSTC in coming up with a plan for each online degree (each comprises 15 courses) to meet the objective. By looking at the current content in the courses that contribute to each degree, and what needs to be designed, pricing for each may be determined.

Do you have an estimate of the length (seat time) of an average online course? How many lessons will they contain?

A: An average course is a 16-week semester at 3 hours/week.

48. Paragraph 3.0 states that. "Respondents should note that elaborate or unnecessary voluminous proposals are not desired." However, paragraph 3.4 Proposal Contents does not specify any page limits.

A: There are no specific page limits.

49. Will TSTC provide page limits for guidance in preparing responses? Paragraph 3.2 states that. "...Attachment B should be the second page of your Proposal...." And paragraph states that "A Table of Contents should be the third page of your proposal..." However, Attachment B is 4 pages long. Please confirm that all four pages of Attachment B must be submitted and that the TOC will begin on page 6.

A: Yes, all four pages of Attachment B should be submitted and TOC will begin after the last page of Attachment B. Section 3.3 of the RFP should read "A Table of Contents should be the third section of your Proposal."

50. Are there specific standards which courses must be developed to (e.g. SCORM 1.2, SCORM 2004, AICC, xAPI)?

A. No, we are just looking to have a format that can be uploaded to different Learning Management Systems in the event that we have a switch from one system to another.

51. Is there a specific software or technology or set of tools that must be used to develop the courses (e.g. Lectora, Articulate etc.)?

A: No, none specifically are required. TSTC does have licenses for software such as Articulate storyline so these may be more beneficial and cost-effective to use but not required.

52. Will the instructional design team be embedded into a larger team or work independently or in parallel?

A: The selected contractor's instructional team will work with TSTC's subject-matter experts and instructional designers.

53. What interactivity level is expected for each course? How many interactions per course?

A: There is no set number of interactions that need to be included. We would rather see that technologies are embedded and utilized because they complement the delivery of the content and provide a value-add rather than related to hours/instruction.

54. Will TSTC be sourcing and creating media for courses or will the vendor?

A: TSTC is looking to the potential vendor to create media for course not to further outsource.

55. What kind of preparation is expected for this item in the scope: "prepare faculty and instructional designers for delivery, updating, and sustainability of the developed online courses"?

A: Subject-matter experts and instructional designers should be prepared enough to be able to deliver the courses designed, update the designed courses and be responsible for sustaining them.

56. How many instructional weeks make up a course?

A: 16 weeks make up a typical one semester course.

57. What role will TSTC Instructional Designers play in vendor development of online courses?

A: They will work in parallel with the subject matter experts and selected contractor designers and provide support to the subject matter experts to ensure that they are doing their part in contributing to the course design process.

58. Is it expected that the vendor will produce video?

A: This can be produced by the TSTC instructional designers.

59. Will TSTC SMEs be available to develop content with the vendor's instructional design team? If not, does TSTC want the vendor to source SMEs?

A: Yes, TSTC subject-matter experts will provide content and work with the selected contractor's instructional design team.

60. Do the desired online courses already exist in an on-the-ground version?

A: Yes, they do.

61. What types and how much media is expected?

A: There is no set number of media items that need to be included. We would rather see that technologies are embedded and utilized because they complement the delivery of the content and provide a value-add rather than related to hours/instruction.

62. What are the course titles to be developed?

A: The degrees prioritized to be developed are Health Information Technology, Digital Media Design, Cybersecurity, and Architectural Design Engineering Graphics.

63. TSTC has requested "provide content that can be interchanged within different learning management systems (not necessarily tied to one LMS or another)." Is there a list of specific LMS's TSTC has in mind other than their current Moodle LMS? What version of Moodle is currently installed?

A: TSTC is currently using Moodle 3.2 and is currently piloting Brightspace.

64. Is the vendor expected to build courses directly in TSTC's LMS?

A: No, the vendor may work with TSTC's designers and subject-matter experts in the LMS but does not need to directly build in the LMS.

65. Are the current courses built in native moodle? What functions in Moodle is TSTC using? Do they have a standard structure for their course builds? If not what are they using to build the courses?

A: Current courses are built in Moodleroom's Moodle 3.4 version. TSTC is currently using Moodle's SNAP theme and uses common Moodle functions (discussion boards, addition resources, assignments, quizzes).

66. Does TSTC have a standard CSS that is applied to all courses? If not, does TSTC want a vendor to develop one?

A: No we do not have a standard CSS and are not requiring this be developed.

67. Does TSTC have a budget for each course?

A: No, we are not currently setting a budget for each course.

68. Can we review a current TSTC online course that is representative of the type of course TSTC wants to develop?

A: The purpose of this project is to work with a vendor to bring current TSTC online courses to a level that we are currently not at as of this point.

69. Do you have a checklist for online course development that outlines what should be in each course?

A: We do have an evaluation rubric that is used to review our online courses prior to delivery. These will be made available to the selected contractor.

70. Will these courses be traditional or competency-based?

A: Certain degrees in the project will be tradition and others will be competency-based.

71. How many courses need to be developed and by when?

A: Four degrees with 15 courses each are currently prioritized for development for roll-out in the fall of 2018.

72. Are there a list of specific areas for the courses? If so can you provide?

A: The courses are in the area of Digital Media Design, Health Information Technology, Architectural Design Engineering Graphics and Cybersecurity.

73. What LMS are currently used by TSTC?

A: Moodle is currently used by TSTC.

74. Is there a proposed delivery schedule for the 50 -100 courses? Or a prioritized list for online degrees for course development?

A: Digital Media Design, Health Information Technology, Architectural Design Engineering Graphics and Cybersecurity are currently the prioritized list of online degrees for rollout in the fall of 2018.

75. Please provide a list of courses for on-line degrees included in this RFP?

A: Digital Media Design, Health Information Technology, Architectural Design Engineering Graphics and Cybersecurity are currently the prioritized list of online degrees for rollout in the fall of 2018. Degree plans, if the potential vendor wishes to explore further may be accessed at www.tstc.edu.

76. What is the estimated class duration for courses?

A: Courses are typically 16-week 3hour/week

77. What are the course options e.g. semester, mini-term, summer, 4 week terms?

A: Courses should be designed for a 16 week semester but we could keep in mind conversion to compressed schedules.

End of Addendum #2.

Please acknowledge receipt of this addendum using the Addenda Checklist included with the RFP.