



# K-12 Student Learning Management System

## Request for Proposal Number 1025019

(Responses are due Friday, November 15, 2019 at Noon, Eastern Standard Time)

### Important Dates

Date	Item
October 25, 2019	RFP is posted to the <i>Michigan Virtual</i> website with Non-Disclosure Agreement.
November 1, 2019	Vendors submit required NDA <b>and</b> Letter of Intent to be participants in the process and to be granted access to a sandbox instance of current LMS. Vendor questions may be submitted by email.
November 12, 2019	Last day for vendor questions to be submitted via email.
November 13, 2019	<i>Michigan Virtual</i> conference call with vendors to review and respond to questions on or near this date.
November 15, 2019	Written Proposals due to <i>Michigan Virtual</i> at Noon EST.
Late November 2019	Finalist notification to selected vendors.
Late November 2019 to January 2020	Finalist sandbox testing with <i>Michigan Virtual</i> courses.
December 2019 to January 2020	Finalist presentations and demonstrations.
Late January to early February 2020	Award notification to vendor.
February 2020	Completion of contracting.
February 2020	Preliminary Project kick off meeting.
February 29, 2020	First small Pilot of new LMS.

## **I. INTRODUCTION**

*Michigan Virtual* is seeking a long-term partner for a new Learning Management System (LMS) for our Student Learning Services. We are seeking a robust, user-friendly, cloud-based LMS from a vendor with current experience integrating with Genius SIS. Consequently, *only vendors who have functional integrations with their LMS to the Genius SIS may submit a response.*

By releasing this Request for Proposal (RFP), *Michigan Virtual* makes no guarantee of any awards of work to any respondents now or in the future.

## **II. BACKGROUND OF MICHIGAN VIRTUAL**

*Michigan Virtual* is a 501(c)(3) organization located in Lansing, Michigan, and was established by the State of Michigan in 1998 to expand the use of learning technologies with a focus on serving Michigan's K12 community with quality online instructional services.

Today, *Michigan Virtual* offers online courses to students and professional development services to educators. *Michigan Virtual* is funded through state and federal grants as well as tuition revenue. Annual budgets are typically under \$20 million, with a September 30<sup>th</sup> fiscal year end. *Michigan Virtual* employs over 200 people. Additional information is available on our website at [michiganvirtual.org](http://michiganvirtual.org).

Additionally, *Michigan Virtual* also runs the *Michigan Virtual Learning Research Institute* (<https://mvlri.org/>). The Institute is internationally recognized for its research in blended and online learning and its identification and dissemination of best practices for digital learning. The Institute may be an excellent opportunity for partnership with the selected vendor to pursue cutting-edge research and product advancement to help achieve increased student performance.

## **III. DESCRIPTION OF THE REQUEST**

*Michigan Virtual* is seeking a cloud-based, high availability system with full interoperability standardization based on industry standards that is robust enough to work with student populations in excess of 40,000 students. The system must offer a wide range of support for educational applications used in the environment and must be supported by a team of staff knowledgeable about the structure and design of the LMS. Of great importance to *Michigan Virtual* is building a new partnership with our selected vendor that is positive, driven by effective communications and collaboration and ultimately, mutually beneficial. In the spirit of full transparency in this process, we have reached out to secure responses from pre-identified vendors. Consideration may be given to additional vendors, but is not guaranteed.

Vendor proposals will describe the fitness and functionality offered by their cloud-based LMS that is an off-the-shelf solution, and that can be configured to meet our core program requirements as well as to assist in the development and implementation of programs that will enhance online learning opportunities for our students. We will consider customizations to accommodate our specific requirements. Leveraging the preparations and learning from the November-January testing phase, the preliminary work specified in this RFP is expected to begin in February 2020 with transition to the new LMS to be completed by August 1, 2020.

These dates are dependent upon the model of course migrations we select; our preference is for our vendor to migrate our content by August 1, 2020. However, an alternate model would allow for completion of content migration by June 1, 2021.

*Michigan Virtual* is committed to providing an electronic environment that is accessible to everyone, including individuals with disabilities. All vendors will be expected to confirm that their product/service conforms to the Web Content Accessibility Guidelines (WCAG) 2.0 (minimum Level AA conformance) as well as Section 508 (<https://www.section508.gov/>), and describe how compliance has been verified.

#### **IV. REQUIREMENTS**

Vendors are asked to review the [Technical, Functional, System and User Requirements](#) for this RFP. They are documented to enable all vendors to self-rate and describe their provision of each requirement as part of their Proposal submission to *Michigan Virtual*. As noted on the Requirements, please make a copy, with view permissions, and submit an electronic and hard copy as part of submitting a complete final proposal.

#### **V. SUBMISSION PROCESS, REQUIREMENTS, CONTENT AND FORMAT**

In order to gather useful information and simplify the evaluation process as well as create maximum comparability among vendors, *Michigan Virtual* requires that consistent documentation is provided by all vendors. Please follow all guidelines described below.

**A. Process.** Here is a review of the entire process for participating in this RFP to select a new Learning Management System and begin work with our new vendor-partner.

1. RFP and Two-Way-Confidentiality-Non-Disclosure-Agreement (NDA) posting to [michiganvirtual.org](http://michiganvirtual.org).
2. Receipt from vendors of an NDA and Letter of Intent to participate in the process and gain access to a sandbox of our current platform. Vendor access to a sandbox of our current LMS will continue until the final vendor demonstrations.
3. Vendors whose Letters of Intent demonstrate fit with *Michigan Virtual* requirements are then invited to submit written questions to the single point of contact. All questions will be collated and answered in a single document shared with all participating vendors, in as short a turn-around time as possible, usually one business day.
4. *Michigan Virtual* final responses to vendor questions will be reviewed for participating vendors on a call.
5. Vendors submit Proposals.
6. Finalist notification and sandbox evaluation of vendor platforms with uploaded *Michigan Virtual* content and test accounts of Student, Mentor, Instructor, Parent, Developer, Instructional Supervisor and System Administrator occurs.
7. Finalist demonstrations of their platform in specific use cases to *Michigan Virtual*.
8. Award to selected vendor.
9. Contracting.
10. Kickoff.

**B. Nondisclosure Agreement.** The NDA is available on the webpage where the RFP is posted. It guarantees all information provided to us will be treated confidentially. Please submit it in order to gain access to our sandbox.

**C. Letter of Intent.** A Letter of Intent to participate in our RFP process is required from all interested vendors. The purpose of this letter is to gather information. This letter may be scanned and emailed to the single point of contact. The contents of the letter must include answers to the following questions:

1. Does your Learning Management System integrate with the Genius SIS? If yes, please describe the specifics of the integration, including the LMS' use of SOAP or REST, publicly documented API calls, or custom API calls.
2. Does your Learning Management System offer system-wide content management? If yes, please describe the general operations.
3. How does your system demonstrate compliance with Section 508 and WCAG 2.0 standards?
4. Does your organization offer professional services including content migration services? If yes, please describe the types of professional services, and specifically the fees and needed timing for migrating approximately 300 courses.
5. Please provide an estimated price range for a year of operating your customer-ready Learning Management System in its out-of-the-box state with approximately 25,000 to 50,000 user licenses, SLA, Genius SIS integration and other standard annual costs.

**D. Vendor Questions.** Vendors who have questions to clarify any information presented by *Michigan Virtual* in this RFP may submit them via email to our single point of contact. Answers to submitted questions will be provided as soon as possible in a single document shared with all participating vendors. A final review of submitted questions will be scheduled in a recorded call with interested vendors.

**E. Proposal.** Responses to this RFP are to be organized in the manner and format described below. Any relevant supplemental information should be included as attachments. *Michigan Virtual* is not subject to FOIA. As noted above, all documentation submitted is confidential and will not be disclosed to any parties outside of *Michigan Virtual*. All five sections noted below (from Business Information to Client References) must be included in your proposal to be considered a complete submission. More details for each section appear below.

**1. Business Information.**

- a. Describe your business including legal business name, year the business was organized, legal status (corporation, partnership, sole proprietorship, etc.) state of corporation, approximate number of staff in your firm, and if you plan to subcontract any of this work.
- b. Provide a brief narrative (no more than one page) that outlines the firm's strengths and distinguishing skills or capabilities related to your LMS. Include key staff members who will serve on this team, including their credentials, related skill sets, billing rate and level of participation, along with contact information.
- c. Describe your experience serving educational nonprofits and how your LMS meets the unique needs of this space.

2. **Requirements Satisfaction.** With your proposal, please complete your answers to the [Technical, Functional, System and User Requirements](#) following criteria in the documentation. Use the Notes column to explain your ratings. As noted on the Requirements, please make a copy, with view permissions, and submit an electronic and hard copy as part of submitting a complete final proposal.
3. **Implementation Plan.** *Michigan Virtual* plans to stand up a customer-ready LMS for all our students by August 1, 2020. We wish to do a very small pilot, Phase 1, that leverages learning from the sandbox testing phase. This pilot ideally would include an integration with Genius SIS from February 29, 2020 to June 5, 2020 for a small number of courses. Phase 2 begins with migration of another moderate set of courses such that all are ready on June 1, 2020. Phase 3 starts with the migration of the remaining courses in time to permit enrollments for fall which begins on or about August 1, 2020.

Provide a draft plan that documents key tasks with timeline and people responsible for implementing your proposal. Identify planned meetings, asset sharing practices, change and approval processes. Include proposed performance measures on a quarterly basis wherever possible.

4. **Fees.** Using the [Vendor LMS Cost Proposal Matrix](#) template provided, please document the fees associated with providing the solutions we have described. As noted on the Matrix, please make a copy, with view permissions, and submit an electronic and hard copy as part of submitting a complete final proposal. *Michigan Virtual* anticipates that user license fees will not accrue until the August 1, 2020 implementation is complete. The limited number of Phase 1 and 2 Pilot users will not exceed 700 users. We propose the Pilot user's licensing fees accrue at a rate based upon our anticipated annual volume of 25,000 users). In the section's narrative, please also provide the following information:
  - a. Please describe your pricing model(s) and indicate how each scales with an increasing number of active/inactive users and/or user bands. Include tiers, if applicable, that range from 25,000 to 75,000 users. Define "active user" and whether user accounts can be reused.
  - b. If your pricing model includes a "perpetual license" describe any additional ongoing costs such as maintenance, help desk support or other typical added costs over the three-year contract period.
  - c. Define any costs associated with the Genius SIS integration.
  - d. Include for the past three years, the average percentage price change for your product each year in similar sized implementations.
  - e. Does your company offer an educational nonprofit discount, and if so, what percentage reduction does this represent?
  - f. Include an explanation of your firm's billing procedures.
5. **Client References.** Provide the names and full contact information for a minimum of three clients similar to *Michigan Virtual* with brief case histories of your work for them.

## VI. SELECTION CRITERIA

Only the proposals of vendors with current experience integrating with Genius SIS' Student Information System and those that have submitted their Letter of Intent and NDA will be considered. These factors below will be used by *Michigan Virtual* to select our new vendor-partner:

- Fit between vendor's experience and capabilities, and *Michigan Virtual's* needs.
- Experience serving other organizations.
- Level and methods of satisfying our Requirements.
- Effectiveness of planned implementation approach.
- Competitiveness and value delivered in proportion to fees proposed.
- Quality of references.

It is important to note that *Michigan Virtual* reserves the right to make the Award to the vendor of its choosing, reflective of our understanding of needs, the audiences served and results desired rather than solely based on pricing or other combinations of factors. Further, this RFP does not obligate *Michigan Virtual* to award any contract. We reserve the right to cancel the RFP at our discretion.

## VII. RFP QUESTIONS, DUE DATES, CONTACT

Here are key dates to be aware of for this RFP process. It is not uncommon for dates to change. Participating vendors will be notified of changes during the process.

- A. RFP is posted to the *Michigan Virtual* website with Non-Disclosure Agreement. (October 25, 2019).
- B. Vendors submit required NDA **and** Letter of Intent to be participants in the process and to be granted access to a sandbox instance of current LMS (November 1, 2019). Vendor questions welcome.
- C. Last day for vendor questions submitted via email (ending November 12, 2019).
- D. *Michigan Virtual* conference call with responses to questions on or near this date (November 13, 2019).
- E. Written Proposals due to *Michigan Virtual* at Noon EST (November 15, 2019).
- F. Finalist notification to selected vendors (Late November 2019).
- G. Finalist sandbox testing with *Michigan Virtual* courses (Late November to January 2020).
- H. Finalist presentations and demonstrations (December 2019 to January 2020).
- I. Award notification to vendor (Late January to early February 2020).
- J. Completion of contracting (February 2020).
- K. Preliminary Project kick off meeting (February 2020).
- L. First Pilot of LMS (February 2020).

Please direct all correspondence, questions and submissions related to this RFP as indicated below.

1. Letter of Intent is requested by November 1, 2019. In order to be considered at participant, the Letter of Intent and NDA must be submitted no later than with the vendor's final proposal on November 15, 2019.
2. Emailed questions are welcome as soon as NDA and Letter of Intent is submitted. We will be providing answers regularly in a single location shared with participating vendors. Finally, we will have a call for review of questions on or near November 13, 2019.
3. Submit one (1) electronic copy of your proposal by email to the contact below, and one (1) printed and signed hard copy of your proposal no later than Noon, November 15, 2019. Please note that the submission of the emailed materials will be the measure of on-time delivery rather than the arrival of the printed materials.

*Michigan Virtual* reserves the right to not consider late or incomplete proposals. Amendments to any vendor proposals will be included in our review only when they are received by the proposal deadline.

The single point of contact for RFP #10252019:

Julie Force

Process/Project Manager

Michigan Virtual

920 Municipal Way

Lansing, MI 48917

[jforce@michiganvirtual.org](mailto:jforce@michiganvirtual.org)