



## Online Learning Site – Moodle 2.x Development

### Request for Proposals

#### Statement of Purpose

- To design a Moodle 2.x theme that will mirror the branding and design elements of an existing website: [preventconnect.org](http://preventconnect.org).
- To structure the user interface and course layout of a Moodle installation, the purpose of which is to inform educators about core topics related to the prevention of sexual and domestic violence. The site, [learn.preventconnect.org](http://learn.preventconnect.org), currently exists with minimal design elements and structure.

#### Background of Organization

The California Coalition Against Sexual Assault (CALCASA) is the statewide coalition of rape crisis centers and rape prevention education programs in California. CALCASA provides leadership, vision and resources to rape crisis centers, individuals and other entities committed to ending sexual violence.

The work described in this proposal relates to PreventConnect, a national project of CALCASA funded by the U.S. Centers for Disease Control and Prevention, National Center for Injury Prevention. The goal of PreventConnect is to develop an online community of practice among people engaged in efforts to prevent sexual and domestic violence throughout the United States. Refer to the existing website for additional background: [preventconnect.org](http://preventconnect.org).

#### Audience

The primary audience of [learn.preventconnect.org](http://learn.preventconnect.org) consists of professionals and volunteers engaged in prevention education programs and activities for sexual and domestic violence. These prevention education programs exist in a variety of settings throughout the United States: grassroots community groups, community non-profits, colleges/universities, medical centers, local/state health departments, state associations, and national governmental and non-governmental organizations.

#### Objectives of Work

The PreventConnect program of the California Coalition Against Sexual Assault seeks an eLearning consultant/developer to add a branded design element to its

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[calcasa.org](http://calcasa.org)

Moodle 2.x site and courses: [learn.preventconnect.org](http://learn.preventconnect.org). This includes incorporating a downloadable certificate of completion option for each course.

### **Budget**

The proposed budget is negotiable per the outlined work below. Bidders will provide a detailed budget for the costs of bid. The bid should be all inclusive of costs, including taxes, labor, and materials.

### **Terms and Conditions**

All work done for CALCASA on the project will be considered “work for hire” – CALCASA will retain full copyright and control over all products and derivatives.

### **Scope of Work**

1. Initial consulting
  - a. Assess project objectives.
  - b. Develop recommendation for the best way to achieve the project objectives.
2. Design work
  - a. Incorporate a branded design element into the [learn.preventconnect.org](http://learn.preventconnect.org) site and courses. This will include a downloadable certificate of completion option for each course.
  - b. CALCASA staff will provide all core information related to [learn.preventconnect.org](http://learn.preventconnect.org) and will be responsible for developing any additional content at the recommendation of the consultant.

### **Bid Instructions**

1. RFP release date: August 8, 2012
  - a. Proposals due: Friday, August 17, 2012
  - b. Finalist follow-up interviews (via phone/web conference): August 20-22, 2012
  - c. Proposal award date: Friday, August 24, 2012
    - i. CALCASA will propose a contract for services on this date.
  - d. Initial meetings (via phone/web conference): Week of August 26, 2012
  - e. Design drafts: September 10, 2012
  - f. Proposed design launch: September 17, 2012
2. Submission instructions  
Proposals should be delivered by email to:

Ashley Maier  
Training and Technical Assistance Coordinator  
California Coalition Against Sexual Assault

[ashley.maier@calcasa.org](mailto:ashley.maier@calcasa.org)  
(626)844-0155

- a. Proposals must include a statement of authorization to bid signed by a principle of the responding company.
  - b. Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
  - c. Proposals must include examples of previous work, along with references, that the bidder has developed in the past.
3. Questions
- a. Contact Ashley Maier using the information above.
  - b. Prospective bidders **may not** contact CALCASA regarding pricing or budget issues during the bid process.
  - c. Prospective bidders **may** contact CALCASA regarding project objectives, technical specifications, or other issues not related to pricing or budget.