REQUEST FOR PROPOSALS
RFP_ROSTER_31

Subject: High-level Instructional Designers for creative Web-Based E-learning solutions

1. The United Nations System Staff College (UNSSC) hereby solicits your proposals for the above subject, in accordance with this document and annexes attached hereto. Offers can submitted to UNSSC until **30 July 2021 at 23:59 (UTC +1)**.

2. This request for proposals (RFP) consists of this document and the following annexes:

Annex A: Terms of Reference
Annex B: Terms and Conditions to Submit a Proposal
Annex C: Evaluation Criteria

3. Your proposal must include information in sufficient scope and detail to allow the Staff College to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily.

4. The UNSSC reserves the right to request from vendors additional information regarding their commercial activities, history and resources.

5. Your technical and financial proposal must be submitted via email to **procurement@unssc.org**

Please note that the Staff College has VAT exemption status in some jurisdictions and can provide documentation for same.

ANNEX A –Terms of Reference

I.   Background

The United Nations System Staff College was created by the General Assembly to serve as a distinct, system-wide knowledge-management and learning institution. The goal of the Staff College is to provide strategic leadership, strengthen interagency collaboration, increase operational effectiveness, encourage cooperation with stakeholders, and develop a more cohesive management culture within the UN System.

In particular, the Staff College is mandated to focus on sustainable development, peace and security, and the internal management of the UN System. The Staff College aims to tackle global challenges at their root by strengthening the institutional and management capacities of the UN System.

II.   UNSSC Distance and E-Learning Services

Over the past few years, learning and training have been affected by rapid developments in the use of Information and Communication Technology (ICT). In light of this, the UNSSC is working to increase its programmes' outreach and impact to:
- meet the greater diversity of learner needs within the UN;
- increase flexibility of learning provision;
- enhance the capacity for integrating study with work and leisure through work-based and home-based learning;
- develop approaches to promote knowledge sharing.

The UNSSC has decided to invest more resources in the development of a number of cutting-edge e-learning products which allow better access to knowledge at a system-wide level. In this regard a MOODLE-based Learning Management System (LMS), has been set up in addition to the current e-learning toolkits available on UNSSC website.
The Staff College's e-learning content is produced in compliance with industry standards to ensure courses can be easily imported into the requesting organization's Learning Management System (LMS).

UNSSC Formats for Course Material
Given the technical challenges of a global deployment, UNSSC desires the ability to deploy the learning product in multiple deployment formats ranging from LMS, web, LAN/WAN, pod cast, hand held devices, stand-alone digital formats and printed learning guide versions.

Self-paced modules and activities should be SCORM 1.2 and HTML5 compliant. Development in Articulate Storyline and RISE 360 is widely used at UNSSC.. Developer source files should be provided to UNSSC at the completion of project.

III.   Deliverables

The Instructional Design Consultant will be responsible for the development of scripts and storyboards, from content provided by UNSSC, using adult learning principles and instructional design methodology to ensure high retention of the content taught. These include but are not limited to:

1. Analyze content provided by UNSSC for the creation of self-paced learning modules that will integrate the use of appropriate media (graphics, text, animation/screen development, gamification, and audio) to optimize learning.
2. Conduct LNAs using different methods, tools and instruments, successfully analyse the results and together with the respective UNSSC team make effective decisions on the subsequent interventions
3. Re-write content into clear and understandable scripts that work smoothly into the elearning design:
   a. State learning objectives that use active behavioural verbs, based on bloom taxonomy of educational objectives, for the learner.
   b. Work with SMEs as requested or needed.
   c. Identify the key ideas, what the ideas include and discuss with UNSSC staff where ideas require additional explanation, examples, scenarios, etc.
   d. Identify crucial content for each idea and use minimum content necessary to help learner learn the idea/concept.
   e. Cut unnecessary detail and keep the pacing brisk. Make basic information optional.
   f. Pay attention to and avoid confusing words/concepts and simplify it as much as possible.
   g. Provide introductory statements, transitional statements, and summary statements as needed to ensure a coherent flow across pages.
   h. Use active voice, second person (you), present tense, and conversational tone when appropriate in script writing.
   i. Keep language simple, concise and consistent.
   j. Check for and avoid references that learners with English as a second language would have difficulty in understanding.
4. Develop storyboards for the instructional content that external vendor can author/program into self-paced elearning courses using Articulate Storyline as an authoring tool. These may include wireframes with notes to developer on how to treat specific element and interaction.
   a. Utilize a broad range of interactive, creative and intuitive instructional methods as appropriate including but not limited to simulations, gamification, interactive activities, quizzes and assessments.
   b. Use challenging interactions that involve the learner intellectually.
   c. Apply game-based/scenario-based methodologies by creating goal-based scenarios, applying branching and creating simulations using web 2.0 technologies and other authoring tool.
   d. Break information into small chunks with one main idea per chunk.
   e. Use an appropriate sequence to make new information easier to understand.
   f. Provide verbatim audio script text on the page, where audio is used.
   g. Provide learners with information in the fewest steps and shortest time possible.
   h. Use graphic illustrations, where possible, to teach complex concepts.
   i. Use royalty-free graphics and photographs and/or source images on UN Multimedia website to add visual interest.
   j. When needed, create script and storyboards for 360 degree immersive learning experience, interactive video-based learning.
5. Develop module-level assessments that test every terminal learning objective.
6. Meet with UNSSC Project team to clarify objectives and finalize deliverables and work plan for overall project.
7. Meet with respective UNSSC staff to review specific course content, objectives, work plan and timeline.
8. Obtain feedback and clearance, and integrate feedback into scripts and storyboards.
9. Collaborate with UNSSC and development vendor at the authoring stage to ensure development vendor understand the storyboards and testing of the Alpha and Beta versions.

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Note: Articulate Storyline (in particular RISE 360) will be used to author the storyboards into self-paced elearning.

IV.   <u>Future assignments</u>

UNSSC is issuing this call for proposal to update our roster of qualified instructional designers.

Selected and rostered candidates will be contacted if a need arises for future projects.

Final selection will then be based on availability of the vendor in the expected timeframe and project-specific quotation.

Project specific input and source material will be provided to selected vendors in the roster to be able to prepare specific quotes.

Immediately after selection of a service provider, an online meeting(s) through Skype shall be organized between the instructional design vendor and UNSSC staff to clarify the expectations, scope, timelines and concrete deliverables of each project.

ANNEX B – Terms and conditions to submit a proposal

<u>Submission of Proposal</u>
Proposals must be submitted in English and shall be expressed in the form described in the table below:

PRE-REQUISITE	<u>For individual applicants</u>	*Please provide a **comprehensive CV or a P11 form** (UN CV form) clearly identifying the experiences that demonstrate expertise in instructional design.*
	<u>For companies</u>	*Please provide **company profile** clearly identifying the experiences that demonstrate expertise in instructional design.* *Please **introduce your development team members**, including CVs.*
TECHNICAL PROPOSAL		Please provide links to at least 3 learning products which can demonstrate your ability in performing the required services. The examples should show • ability to use newest technology and authoring software • demonstrate creativity, and • give an overview over different graphic design approaches used (classic style photographs, comics, films etc.)
		3. *Please provide **related references** in support of the quality of your work (max. 5)*
FINANCIAL PROPOSAL		*Please provide **a cost estimate (in USD)** the development of a storyboard and script used to develop an interactive, scenario-based and/or gamified Module/Course with a total seat-time for the learner of one hour.* ***Please send your financial offer in a separate file.*** *Please specify the validity of your financial offer.* *Please do not include costs of travels. If necessary, travels will be reimbursed in accordance with UN Travel Policy.*

Proposers must provide all information required under this RFP and clearly and concisely respond to all points set out in this RFP. Any proposal which does not fully and comprehensively address this RFP may be rejected. However, unnecessarily elaborate brochures and other presentations beyond those sufficient to present complete and effective proposals, are not encouraged.
Following submission of the proposals and final evaluation, the Staff College will have the right to retain unsuccessful proposals. It is the proposer's responsibility to identify any information of a confidential or proprietary nature contained in its proposal, so that it may be handled accordingly.

<u>No Commitment</u>

This RFP does not commit the UNSSC to consider any proposal, to award a contract or to pay any costs incurred in the preparation or submission of proposals, or any costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods. The UNSSC reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the proposers or other firms in any manner deemed to be in the best interest of the Organization.

This RFP contains no contractual proposal or offer of any kind; any proposal submitted will be regarded as an offer by the proposer and not as an acceptance by the proposer of any proposal or offer by the UNSSC. No contractual relationship will exist except pursuant to a written contract document signed by the authorized official of the Staff College and by an authorized officer of the successful proposer(s).

Criteria for Evaluation

All proposals will be evaluated in accordance with the provisions of the UN Financial Regulations and Rules and established procedures of the UNSSC, and the evaluation criteria specified in Annex C.

Payment Terms

The UN Financial Regulations and Rules preclude advance payments or payment by letters of credit. Such provisions in a proposal will be prejudicial to its evaluation by the UNSSC. The normal terms of payment by the UNSSC are 30 (thirty) days (or similarly discounted payment terms if offered by proposers) upon satisfactory delivery of goods or performance of services, acceptance thereof by the UNSSC and certification by the UNSSC of the contractor's invoice. Proposers must therefore clearly specify in their proposals the payment terms being offered.

Validity of Proposals

All Proposals shall remain valid and open for acceptance for a period of 1 year from the designated closing date indicated for receipt of proposals in this RFP. Proposers must confirm in their proposal that it will remain valid for this period. Once a proposal has been accepted during this period, the prices quoted in the proposal must remain unchanged for the entire period of the resulting contract unless otherwise specified in this RFP or unless the UNSSC agrees otherwise in writing.

Rejection of Proposals

The UNSSC reserves the right to reject any proposals that, inter alia:

      i.   are received after the deadline stipulated in the RFP;
      ii.   are not properly marked or addressed as required in the RFP;
      iii.   are unsolicited;
      iv.   contain an alternate proposal; or
      vii.   are not otherwise in compliance with the RFP.

Ethical Standards

All UN vendors shall adhere to the highest ethical standards, both during the procurement process and throughout the performance of a contract.

Copyright

The UNSSC shall be entitled to all property rights, including but not limited to patents, copyrights and trademarks, with regard to material which bears a direct relation to, or is made in consequence of, the services provided to the Organization by the vendor.

At the request of the United Nations, the vendor shall assist in securing such property rights and transferring them to the Organization in compliance with the requirements of the applicable law.

By submitting an offer to this request of proposal the vendor accepts the copyright conditions set in the paragraph above.

ANNEX C - Evaluation Criteria

In the selection process, the UNSSC will consider the most suitable candidates based on the following evaluation criteria:

PRE-REQUISITE	Excellent speaking and writing skills in English
TECHNICAL PROPOSAL (max 100 points)	Level of creativity in interaction with content and engagement of the user (20% of total score)
	Diversity and quality of graphic design and use of appropriate visuals (graphics, photos, videos, animations, etc.) (20% of total score)
	Previous experience in instructional design and quality of references presented (20% of total score)
FINANCIAL PROPOSAL	40%