

## **RFP Creation Reference**

1. What are your organizations business objectives? Briefly describe the following:
  - Nature of company
  - Aims, goals and objective of training and development in the company
2. What is the purpose/Goal of the current learning program? Detail the following:
  - The business problem the learning initiative is trying to solve
  - What is the goal: communicate information or teach/improve skills
  - What are the regulatory, legal or compliance considerations
  - Is there a history of similar interventions
3. What are the project dimensions? Detail the following:
  - Scope of Project
  - Articulations of product complexity: Levels of interactivity, multimedia, graphic intensity
  - Risk perceptions
  - Scope change: clarity on 'accommodation' Vs.' change request'
4. What is the desired learning approach? Detail the following:
  - Learning Design Preferences (simulation-based, story based)
  - Delivery– standalone, instructor-led, blended
  - Measurement of mastery
  - Maintenance of knowledge and skills
5. What is the learning environment? Detail the following:
  - Learner Access and delivery format
  - Connectivity
  - Student record management
  - Learning technology infrastructure (including LMS/LCMS )
  - IT infrastructure and constraints
6. What are the desired e-learning standards?
  - SCORM/AICC Compliance etc
  - Accessibility – Section 508 and WAI
7. What is the audience analysis? Detail the following:
  - Relevance of the required learning to the employees
  - Current learning method/solution
  - Profile
  - Age
  - Sex
  - Education level
  - Reading level
  - Ethnic background
  - Interests
  - Learning styles
  - Languages spoken
  - Comfort with computers
  - Experience and acceptance of e-learning

8. What is the content analysis? Detail the following:

- Statement of objectives
- Scope of content needed to achieve the objectives
- SME: provisioning and profile
- Current format of content: documented/tacit
- Content delivery to vendor
- Maturity of content
- Vulnerability to change

9. What is the media analysis? Detail the following:

- Current materials to support learning
- Format of current materials
- Desired media in learning solution

10. What is the expected look and feel of the output? Detail the following:

- Expectations
- Branding – logo, fonts
- Benchmarks, parallels with websites etc
- Audience preferences

11. Other issues that you need to describe may include:

- Tech Support
- Warranty
- Confidentiality
- Copyright
- Legal/contractual
- Financial

**Questions to the vendor:**

What are the Project management processes and systems you follow? Include details of the following:

- Project team structure and accompanying roles and responsibilities on both ends – Client and Vendor
- Vendor - client interaction model
- Configuration Management Plan
- SME Engagement Model
- Assumptions
- QA and Review processes
- Risk management plan
- Change Management Plan

What is the price? Describe the pricing model.

Give details of the project team including roles and responsibilities and skill profiles of the individuals you will deploy on the project.

**Suggested structure for a RFP**

- **Executive summary**

- **Description of problem**
- **Overview of Solution**
  - **Instructional Solution**
  - **Technical solution**
- **Project management and schedule**
- **Deliverables**
- **Budget**
- **Project Team**
- **Corporate capabilities**