



# Distance Learning: Request for Proposal (RFP) Criteria

The World Trade Center Kentucky (WTCKY) is expanding its education outreach throughout Kentucky and beyond through distance learning. The center's migration to distance learning technologies must be aligned to its current brand image of quality education coupled with connecting and networking international trade professionals.

Currently, the WTCKY has an established certification program as well as other educational offerings geared towards our customers. We have designed legacy content and will staff all educational offerings in the international trade education space. Though our traditional education programming is well established, we do not have the infrastructure to deliver distance learning opportunities to our target customer groupings. Partnering with a suitable organization who possesses the infrastructure to host both single and multiple sequencing events is critical to evolving the WTCKY educational offerings into the gold standard for international trade education.

Please complete the following questions. Some questions are relatively short and can be answered quickly, while others require a lengthier response. At the end of the request are the evaluation criteria for the proposals, as well as a brief overview of the process and timeline for review. Please submit all completed proposals to: World Trade Center KY, ATTN: RFP 2022, 444 South Fourth Street, Suite 600 Louisville, KY 40202 or submit digitally to [mark.peachey@wtcky.org](mailto:mark.peachey@wtcky.org). Questions may be directed to: Mark Peachey at 502-574-1514. The due date for submission by midnight Friday August 11, 2017. Our web address: <http://wtcky.org/>

## Company and Background Information

Company	Answer
What is the name of the Company name, address, website, and contact information of the Proposer?	
What is the mission and vision of your organization, and the brand presented in the market place.	
General background information including organization size, and date of founding.	
Do you or do you currently have partnerships with other organizations offering international trade curriculum?	
Provide an overview of your learning system's capabilities.	
Tell us about the interactive features that the system offers to increase participants' engagement level.	
Is the system 100% web based for all users including administrators?	
Is there a need for any additional software installs?	

## Learning Management System

Learning Management	Answer
How does the system support blended-learning activities? For example, can the system mix a series of components in different delivery formats (e.g., pre-test, instructor-led course, interactive assignments) and roll them up into a single course?	
What file formats does the system	

Learning Management	Answer
support?	
Is there sequencing in blended learning activities, for example, to ensure that one module has been completed before continuing the course?	
How does the system provide learners with quick and easy access to all supported types of content?	
Does the system provide the learner with access to his/her own progress?	
What tools does the system provide to help instructors manage their instructor-led or virtual classes?	
Does the system notify instructors when they have to take action?	
Can content, polls, quizzes, and activities be reused across courses and instructors?	
Can students deliver real time presentations and demonstrations?	

## Course and Curriculum Management

Course and Curriculum Management	Answer
Can administrators/instructors add, update, reschedule, and remove courses without requiring support from the IT organization?	
Please describe how the system interprets and manages login, visibility to grades, assignments etc.	

Course and Curriculum Management	Answer
Can the system assign due dates for assignments and course completion?	
Does the system allow group notifications to all students enrolled in a course?	
What is the process for converting legacy content, testing, and transferring other content into a current or new course?	
Do you have a downloadable mobile application? For which mobile operating systems?	

## Assessment: Testing, Evaluations and Surveys

Assessment	Answer
Describe the system's testing and assessment capabilities.	
Can the user view detailed results of their performance?	
Does the system support multiple response formats (such as true/false, multiple choice)? Describe the question types your system provides.	
Does the system support surveys and evaluations? Does it allow for anonymous responses?	

## Support Services

Support Services	Answer
Please describe your customer support policy. Include information about response times, escalation policies, and hours of operation.	

Support Services	Answer
How do users and administrators contact support during non-business hours?	
Is support available for extended (e.g., 24x7) hours?	
What online resources are available to customers regarding support?	
What training resources do you provide to our staff to get them started and familiar with the system?	
Do you have the capability / desire to co-promote our international trade offerings?	

### Partnership Proposal:

WTCKY is a small non-profit organization offering courses in both single and multiple sequences. The multiple sequence courses range in length from 4 to 12 modules. We have multiple courses transitioning to a distance learning environment and also anticipate additional offerings. WTCKY has the capability to process its applicants and will supply the list of applicants prior to the start of the course to enable populating the LMS in a timely manner. We anticipate initial course participants around 20 to ensure a high level of interactivity among course participants.

Partnership Proposal	Answer
Please describe your vision for a proposed partnership with WTCKY.	
Please describe your revenue model for a proposed partnership. Please include upfront charges, revenue splits, service/maintenance fees etc.	
Preferred contract type: time based (e.g. 1 year) vs. offering	
Client References/Current Projects	

## Evaluation of Proposals, Process and Timeline

The evaluation of proposals will be based on the following criteria:

1. Compatibility of the organization's mission, values, and reputation with the WTCKY
2. Learning Management System capabilities
3. Support Service
4. Proposed Partnership / Revenue Model

The process of reviewing proposals will occur within 30 days of the deadline, during which WTCKY reserves the right to contact the proposer for further discussion. At the end of the 30 evaluation period, finalists will be selected for an interview and an opportunity to demo their LMS to the WTCKY review panel. Based upon combined outcomes of both RFP proposal evaluation and interview, WTCKY will formalize a partnering agreement with the winning bid. Others will be notified after final acceptance.

We appreciate your time and considering us as a potential partner.

We look forward in reviewing your proposal.

**World Trade Center Kentucky** | *WE GROW TRADE*  
[www.wtcky.org](http://www.wtcky.org)



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