



Request for Proposal

Excavator Education Curriculum: Learning Management System Solution

BACKGROUND

The Common Ground Alliance (CGA) seeks to engage an organization to provide a multi-tenant learning management system (LMS) solution to host, deliver and track a module-based online excavator education curriculum to make available to CGA members and damage prevention stakeholders.

Established in 2000, CGA is committed to saving lives and preventing damage to North American underground infrastructure by promoting effective damage prevention practices of today and tomorrow. The CGA is a member-driven association of nearly 3,200 damage prevention professionals spanning every facet of the underground utility industry. Membership in the CGA is open to all stakeholder groups (Excavators, Locators, Road Builders, Electric, Telecommunications, Oil, Gas Distribution, Gas Transmission, Railroad, 811 Centers, Public Works, Equipment Manufacturing, State Regulators, Insurance, Emergency Services and Engineering/Design) with a genuine interest in reducing damages to the underground infrastructure. CGA's top-tier members represent some of the largest companies and organizations in North America.

CGA was created, in part, to promote the concept that damage prevention is a shared responsibility and that it is in the public interest to ensure the safety, environmental protection and utility service reliability of underground facilities. Damage to underground utilities can result in deaths and injuries to individuals, damage to property and the environment, utility service interruptions and disruptions due to evacuations and road closures.

CGA is a non-profit 501(c)(3) organization.

PROBLEM STATEMENT

CGA is working with a training solutions provider to create a detailed outline/blueprint of educational content and curriculum for excavators focused on the prevention of excavation damage to underground facilities, as well as specific content/curriculum targeting the greatest gaps in current educational programs. The purpose of the LMS will be to host, distribute and track the use and effectiveness of web-based modules for the damage prevention industry. The curriculum will equip individuals in the excavation community with a foundational

understanding of their role in safe digging procedures and the laws and regulations related to safe digging that must be followed.

Most importantly, the curriculum will boost each learner's competence and compliance with CGA's excavator best practices for damage prevention and safety.

After completing the online curriculum, learners will:

- Understand the role and impact they have in safe digging procedures.
- Feel confident in their knowledge of excavation best practices, laws, and regulations as they relate to damage prevention and safety.
- Value the importance of contacting 811 before digging.
- Be empowered to take actions that align with best practices to ensure safety and prevent damage - even if it requires respectful disagreements with colleagues and supervisors.

SCOPE OF WORK

CGA is seeking an organization to source/create a multi-tenant LMS solution to **(1)** host and deliver the excavator education damage prevention curriculum and online modules in a variety of learning methods (Articulate Storyline, Articulate Rise, motions graphics videos, live-action videos, job simulated knowledge checks, job aids, polls, etc.), **(2)** gather data and analytics about the users, users' outcomes and satisfaction, and **(3)** host a request form in the LMS platform for member organizations to fill out to request the use of CGA's LMS or specific curriculum files to upload to their own LMS platform. Upon receiving the request form, CGA will provide the member organization with a link to download the requested files. All module files will be zipped and packaged for SCORM.

The selected company will be responsible for holding virtual meetings/check-ins with CGA staff, who will provide input, oversight and guidance. The selected agency should be experts in creating, executing and delivering LMS.

Describe your organization's ability to perform the following essential functionalities and deliverables:

Standard LMS Functionality

The chosen LMS should, at a minimum, have the ability to:

- Be self-paced
- Track learner completion of modules and videos
- Issue certificates based on course/module completion
- Output learner transcript records

Registration

Self-registration with unique identifiers in the profile setup form that include role, employer (if applicable) and type of excavation they do for their job.

To allow users to self-register, there should be public-facing page(s) to the LMS that has marketing related to the training available and a sign-up space.

Role-Based Learning Paths

After a learner registers for the site, they should be served a recommended learning path based on the role they selected during their profile setup. This should include current roles and ability to add to role types in the future.

Assignments

Tell us about your organization's ability to create a multi-tenant LMS,

- Allowing CGA members be given the ability to select courses from the curriculum to assign to their employees
- Learner signs on and is served their assigned courses in their learner dashboard.
- Learners may have the ability to select courses to add to their assignments so that they appear in their learner dashboard to complete now or at a later date.

Filtering/Search

All training, especially safety training, should be easily accessible to the learner with optimal user experience. To simplify their user journey, CGA prefers filtering and search functionality in the course catalog to allow users to quickly and easily find the topics they are interested in.

Course Rating/Liking

Capability for each deliverable in the curriculum that can be launched or downloaded via the LMS to have rating scale attached to it, allowing learners to easily rate/like the curriculum materials. This rating scale would be seen by any learner.

The benefits of this feature would be to:

- Uncover popular course content
- Promote marketing of popular modules as new learners see high ratings
- Give CGA basic insight into those modules that are not being received positively and may need to be removed/improved

User Management & Groups

Functionality to place users into groups based on employer/organization. This will allow CGA's member organizations to manage and track the training their individual employees complete. Administrator and user hierarchy would include:

- **CGA Administrator** – ability to manage all users, groups, site content, course content, surveys, forms, and run reports

- **Group Administrator** – ability to add employees as users, assign courses to employees, and run learner transcript reports for employees
- **Learner** – ability to self-register or be registered via group administrator, assign courses to self, complete assigned courses, browse and complete other courses in the catalog, and rate courses

Survey Engine

Survey engine functionality would allow CGA Administrators the ability to build and distribute forms via the LMS, as well as track survey results. For example, surveys may be used to gather more detailed feedback on the curriculum, uncover new content gaps, or gauge interest in a new initiative.

Forms

Form functionality would give CGA Administrators the ability to create forms to embed on the LMS. For example, a request form could be created so that membership organizations may request specific course files (SCORM, Video, PDF) to upload in their own internal LMS. The request would be automatically sent to an identified CGA recipient to manage/address.

Notifications

Tell us about your ability to integrate with the Nimble platform or a way to automate email and/or SMS messages sent via the LMS to engage learners and group administrators. For instance, you can have a notification announcing new content/news or remind learners to renew their membership with CGA, complete assignments with due dates, complete a survey that was distributed and more.

Reporting

Reports should output as Excel, CSV, or PDF. CGA should be able to run the following types of reports to gather data:

- Module/Course transcript
- Module/Course statistics
- Learner transcript/certificate
- Learner statistics (active learners in a given time period, past learner statistics, competency scores, completion rates, etc.)
- Group statistics (enrollee list by group; completion stats; competency; and activity)

An added feature to complement reporting is data dashboards. Both CGA administrators and group administrators can have unique data dashboards set up in the LMS to see the information that is most important to them in a clean and easy-to-digest format.

Branding

Customized templates/branding so that the overall visual design direction aligns with CGA's brand identity.

Linking to CGA Website

Link to CGA's primary site pages when appropriate or embed sections like "upcoming events" or "news" into the LMS so it pulls that information in automatically.

SCHEDULE

The following is a general schedule intended to give submitting companies a sense of CGA expectations. The selected company will meet frequently via video conferencing (Zoom, Microsoft Teams, etc.), throughout the process with members of the CGA staff who will provide input, oversight and guidance.

Draft schedule – Subject to Modifications:

- Deadline to submit RFP proposals to CGA: Thursday, Sept. 7
- Interview top candidates: Weeks of Sept. 11 and Sept. 18
- CGA selects and contacts final organization: Week of Sept. 25
- Project kick-off call: Week of Oct. 2
- Officially launch LMS: First Quarter of 2024

BID PROCESS

Submitting Proposals:

To express an interest in becoming the CGA's contractor for this Scope of Work, please submit the following:

- A statement of capabilities relative to the goals and deliverables of the project described above.
- A description and examples of any relative prior experience.
- An outline of the intended approach to the Scope of Work.
- An outline of pricing and proposed billing method for the Scope of Work in the form of one of the following: hourly rate, flat rate, deliverable rate or combination structure.
- A statement describing any ongoing costs, such as per seat fee, annual hosting and maintenance, support, etc.

Proposals must be submitted electronically by Thursday, Sept. 7, at 5 p.m. EST to:

Lisa O'Leary

LisaO@commongroundalliance.com

(Electronic confirmation of receipt of proposal will be sent following submittal.)

Questions:

Send any questions related to the scope of work or RFP to lisao@commongroundalliance.com.