

# Learning Management System Request for Proposals

Cedarville University

March 22, 2018

## **Section I: University Overview**

Cedarville University is a Christ-centered learning community equipping students for lifelong leadership and service through an education marked by excellence and grounded in biblical truth. A private, co-educational university located in Cedarville, Ohio, with approximately 3,963 undergraduates and 417 postgraduates, the University is situated in picturesque Southwestern Ohio.

Additional information about the University can be found at <http://www.Cedarville.edu>.

## **Section II: Schedule**

The University plans to pilot a small number (approximately 20–25) courses with the selected LMS in Fall 2018 with rollout to the remainder of campus over the next 18 months.

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|---|------------------------|
| ● Delivery of RFP to prospective vendors        | March 21, 2018         |
| ● Vendor demonstrations (invitation only)       | March 27, 28, 29, 2018 |
| ● Vendor responses due                          | April 12, 2018         |
| ● RFP Review & Period of Questions              | April 30, 2018         |
| ● Award recommendation to University Leadership | May 21, 2018           |
| ● Official award                                | September 2018         |

The recommendation may be shared with participant vendors as early as May 21, but the award will not be considered official until voted and approved by University Executive Leadership. This RFP in no way constitutes an agreement between Cedarville University and any vendor or service provider. It is the University's intent to contract with just one vendor. The selected vendor will be responsible for all activities related to the requirements of the Learning Management System described herein.

## **Section II: Administrative Information**

This Request for Proposal (RFP) is being issued for Cedarville University jointly by the offices of Information Technology and the Center for Teaching & Learning. Inquiries regarding and responses to this RFP should be submitted through <https://www.Cedarville.edu/BidIT>. Concerns or issues requiring administrative oversight should be directed to

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Response to any inquiries will be made in writing in a timely manner. Any oral interpretations or clarifications of this RFP shall not be relied upon. All changes to this RFP must be in writing to be valid. If a Vendor deems it necessary, all additional costs for potential unknown conditions should

be itemized in the RFI response, as possible additional costs. Contractors may not claim ignorance of the requirements in an effort to relieve the Contractor of their liability and obligation under the subsequent contract.

All Vendor Responses shall be prepared simply as per the format and instructional requirements of this RFP. Vendors are discouraged from submitting promotional brochures and extensive files, as this may delay the review of the vendor's response.

**MODIFICATION OR WITHDRAWAL OF PROPOSALS:** Proposals may be modified or withdrawn prior to the established due date and time.

Responses should be submitted via email in Microsoft Word format or other electronic media agreeable by the University. Electronic versions are mandatory.

**ACCEPTANCE OF RFP TERMS:** A proposal submitted in response to this RFP shall constitute a binding offer. A submission in response to this RFP acknowledges acceptance of all terms and conditions including compensation, as set forth herein. Responses shall clearly and thoroughly identify any variations between its proposal and the University's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance.

**CONFIDENTIAL/PROPRIETARY INFORMATION:** Any restrictions on the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. Written requests for confidentiality shall be submitted with the proposal and must state specifically what elements of the proposal are to be considered confidential/proprietary. Confidential/proprietary information must be readily identified, marked, and separately packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is NOT acceptable. Neither a proposal in its entirety, nor proposal price information will be considered confidential/proprietary.

**RFP RESPONSE MATERIAL OWNERSHIP:** All material submitted regarding this RFP becomes the property of the University. The University has the right to use any or all information/material presented in reply to the RFP, subject to limitations outlined in Proprietary/Confidential Information. Disqualification of an proposal, or submission of an unsuccessful proposal, does not eliminate this right.

**ACCEPTANCE OF PROPOSAL CONTENT:** The contents of the proposal (including persons specified to implement the project) of the successful proposal will become contractual obligations if acquisition action ensues. Failure to accept these obligations in a contract may result in cancellation of the award and the vendor may be removed from future solicitations. The award will be made to that vendor whose proposal, conforming to the RFP; will be the most advantageous to the University.

**RFP CANCELLATION:** The University reserves the right to cancel this Request for Proposal at any time, without penalty.

INCURRING COSTS: The University is not liable for any cost incurred prior to issuance of a legally executed contract. No property interest, of any nature, shall accrue until a contract is awarded and signed by officers of all concerned parties.

## SCOPE OF WORK

### I. Introduction

Cedarville University seeks an enterprise-level learning management system (LMS) to support its instructional mission, for both its on- and off-campus courses. Most of the University's undergraduate students comprise a traditional residential experience, with but in addition to a number of online undergraduate courses, the University has very active CollegeNow and graduate programs offered purely online. The University expects the pure online experience to grow in the next few years.

The University's current LMS is Moodle hosted on premises, deployed in 2011.

### II. Required LMS Features

- A. Communication:
  - a. Announcements (scheduled)
  - b. Customizable notifications of activity in course, e.g., email, text, etc.
  - c. Customizable notifications of announcements in course, e.g., email, text, etc.
  - d. Student & faculty profiles with pictures
  - e. Collaborative text tools e.g. threaded discussions
  - f. Integration with or ability to integrate web conferencing
- B. Content Management:
  - a. Ability to associate (link) rubrics with assignments
  - b. Ability to associate outcomes with assignments and rubrics
  - c. Ability to search across pages and courses
  - d. Ability to survey and poll
  - e. Calendar links to assignments and activity due dates
  - f. Direct import and HTML conversion of Office documents and PDFs
  - g. Email archive
  - h. File storage shared across courses
  - i. Import/export of exam questions.
  - j. Internal assignment dropbox
- C. Course Administration:
  - a. 24/7 help desk for faculty, students, and administrators
  - b. Ability for faculty to add guests & participants external to UW
  - c. Batch file upload & download
  - d. Exam security tools
  - e. Integration with plagiarism detection tools
  - f. User analytics
  - g. User authentication tools
- D. Course Building:
  - a. Audio/video recording ability built into the system
  - b. Customizable layout and design

- c. Drag & drop content creation and management
  - d. HTML editor
  - e. Comprehensive online help pages and guides
  - f. Visual (WYSIWYG) editor
- E. Exams & Quizzes:
- a. Exam statistics
  - b. Flexible grading processes
  - c. Partial point credit
  - d. Random order capacity
  - e. Random question pools
  - f. Test banks (collection of questions)
- F. Gradebook:
- a. Attendance tracking
  - b. Efficient grading workflow
  - c. Ability to mark gradebook items as extra credit/no credit
  - d. Flexible grading processes
  - e. Gradebook import & export
  - f. Integration with content and assessments
  - g. Number and letter grade options
  - h. Selective release of grades
  - i. Various views/displays
  - j. Weighting of gradebook items
- G. Learning Activities:
- a. Ability for students or instructors to create & post audio and video responses in discussions or in grading feedback
  - b. Ability for faculty/instructors/students to create and manage groups
  - c. Conditional release of content
  - d. Discussion forums
  - e. Personal file storage for faculty
- H. ADA Requirements:
- a. Adherence to the regulations of Title II of the Americans with Disabilities Act and its amendments, as well as to the regulations of Section 504 of the Rehabilitation Act of 1973.
  - b. Adherence to section 508 of the Rehabilitation Act.
  - c. Integration of, or ability to integrate, closed captioning for video and audio.
  - d. Demonstration of compliance with the above through submission of a Voluntary Product Accessibility Template (VPAT).

### III. Desirable LMS Features

Proposals should indicate their inclusion and handling of the following desirable features.

- A. Communication Features:
  - a. Customizable, analytic-driven notification to instructor of delinquent or at-risk students, which may trigger prepared emails
  - b. Integrated communication feed and calendar for all courses
- B. Content Management:
  - a. Integration with external applications (Google Docs, Twitter, Blogs)
- C. Course Administration:
  - a. Ability to feed course calendar to external calendars
- D. Learning Activities:
  - a. Ability for students to create and manage groups.
  - b. Integrated web conferencing
  - c. Personal file storage for students
  - d. Ability for students to create web pages and publish them to the outside world, either by invitation or by exposed and searchable URI

IV. Technical Requirements Proposals should indicate their inclusion/handling of the following features.

- A. Administrative Needs
  - a. Course Site Procedures and Workflow: Please outline academic calendar workflow capabilities related to:
    - i. Term and course creation on submission of dates.
    - ii. Term retirement and course site archiving, timed by UW.
    - iii. Term and course data retrieval on request.
- B. Administrative Functions:
  - a. Automatic course creation and instructor enrollment based on Student Information System.
  - b. Automatic (enrollment process) and manual (as-needed) user account creation.
  - c. Enrollment in course sites through both automatic and manual mechanisms.
  - d. Definition of additional user roles (sets of privileges) as needed, such as external reviewer and peer mentor.
  - e. Self-service instructor import and duplication of materials.
  - f. Self-service user password retrieval and change.
  - g. Accessibility standards (reminders for ALT tags, etc.).
  - h. Ability for external (non-UWYO) participants, with invitation and membership under control of instructor.
  - i. Scheduling and duration of course sites extensible before and after academic calendar.
  - j. Instructor control over published/unpublished status of course site(s) (for development, reference, and archiving).

- k. Please describe the initial course site state and who has the ability to make changes.
  - l. Explain customization options for sites, under the control of both instructor and administrator-- variable parameters (such as look-and-feel and boilerplate text), editing mechanisms (if UW Hosted), authoring, submission and publication (if Saas), including course templates for faculty selection.
  - m. Ability for users to create collaborative administrative and research groups both within and across institutions.
- C. Administrative Access and Operations: Please provide a comprehensive explanation of algorithms and data structures (with reference to source code) when necessary.
- a. Comprehensive diagnosis and solution for trouble reports.
  - b. Administrative access to user view (instructor and student).
  - c. Access to unique user ID on every display of user records (memberships in sites and groups, profiles, grades, assignments, etc.).
  - d. Import/Export of structures and content in a standard format, such as IMS LTI, with clear specifications on the interpretation of MS QTI.
  - e. Read access to the configuration file(s) that govern the behavior of the Cedarville instance.
  - f. Statistics, by term, including course and user counts, and enrollments.
  - g. Outline reporting and query capabilities for administrators.
- D. Other Administrative Needs: Please provide sample documentation you provide related to:
- a. Configuration of system.
  - b. Launch of basic services (including branding, localization aka timezone).
  - c. Integration with Exchange for email services.
  - d. Designation of administrative contacts.
  - e. Integration with Active Directory.
  - f. Please outline in detail your procedure for administrators, faculty, and students (if applicable) to obtain vendor support.
- E. General Technical Requirements:
- a. Software must be web-based, requiring no software installation on local client machines.
  - b. Software as a Service is preferred.
  - c. Web applications must be platform/browser independent and support current and recent-past versions of all major browsers, i.e., Internet Explorer, Firefox, Safari, and Google Chrome.
  - d. Software must be able to integrate with the University's Ellucian's Colleague student information system running in-house on a RedHat Linux platform and Unidata database, including grade submission and course creation. Any required Ellucian components must be itemized and included in the Response.
  - e. Schedulable batch integration.
  - f. Real-time integration.
  - g. Provide tools or API for data imports.
  - h. Provide tools or API for data exports.

- i. Provide tools for the creation of batch reports.
  - j. Provide real-time, user-defined query ability.
  - k. Data encryption on servers and for data transfer.
  - l. Ability to integrate with SAML 2.0/Shibboleth for authentication and to facilitate single sign-on through the campus portal.
  - m. Ability to have course shells automatically created in the LMS from Colleague.
  - n. GSuite Email integration: Cedarville's supported email system is Google GSuite with the primary client for email use being Google Chrome. Does your system have any specific integration with GSuite? Please explain.
  - o. The system must provide robust auditing capabilities including logs, status errors, warnings, etc.
  - p. Backup procedures for the application and database (in case the entire system needs to be recovered) should allow recovery to a point and time no greater than 12 hours in the past.
- F. Provide a process of protecting data security to include but not limited to the compliance with federal and state statutes; regulations of the university's policies; and FERPA. Provide information of a demonstrated commitment to and process for protecting data security.

## Questions

1. Infrastructure
  - a. Do you have highly sensitive data in your error log files? (SSN's, passwords etc)
  - b. Can sensitive data be encrypted or masked in the log files and database?
  - c. What performance tracking software is available within the application? What is the overhead for using this tool?
  - d. Are there monitors on the server for us to track things like average system utilization, license thresholds, etc.? Please describe.
  - e. FTE required to support system at enterprise level (database administrators, developers, systems programmers, and client support services).
2. General Technical Support Requirements:
  - a. Do you have a searchable knowledge base for problem lookup?
  - b. Do you have a product support system with knowledgeable staff and reasonable times for service response?
  - c. Do you have 24 x 7 technical (non-client) support?
  - d. What end user training is available? What different methods of training are available (on site, web classes, etc.)?
  - e. Please describe the availability of system administration/technical training.
  - f. What forums and user conferences are available?
  - g. Do you provide notification to clients via email lists on upcoming releases, changes, and retirements?

#### Technical Security Requirements:

1. The product must provide various levels of security and authorization allowing or preventing view and update capability for forms and data depending on user roles, needs and the level of authority.
2. The University must be able to administer security.
3. Provide for a security administrator to immediately change security access as employee's roles change
4. Do you provide documentation that outlines security and permissions within the application?
5. Is it possible to create or copy permissions within the application?
6. Do you provide fine-grained access to data fields?
7. Does the system provide the ability to restrict user settings by user through roles?
8. Does the system provide group based security?
9. Please explain your security administration setup?

#### Technical Requirements for SaaS:

1. The hosted service shall provide all required hardware, bandwidth, and interface tools necessary to provide robust, quality services as requested.
2. Provides a development and/or test environment
3. Primary and backup data centers must be at a high security level. Please fully describe the security at your data centers.
4. Provide a description of the technical infrastructure associated with highly reliable and continuously available hosting services, including SLA thresholds descriptions of redundancies, storage capacity, network throughput requirements, and other pertinent hosting information and requirements
5. Downtime procedures: Demonstrate that hosting services will be provided with minimal downtime. The scheduling of routine downtime and upgrades that require downtime must be agreed upon by both parties in a written mutual agreement. Unscheduled downtime due to unforeseen circumstances will be communicated immediately to the University. During the unexpected downtime, the complete and accurate status of restoration efforts shall be provided to the University.
6. Outages demonstrated by the University to be the fault of the provider of greater than 4 hours will result in a pro-rated rebate of the annual license cost.
7. The Offeror shall describe the backup process and resource along with the restore process and the resource to be used.
8. Storage Capacity: Adequate storage capacity must exist and be readily expandable as LMS usage increases. No downtime should be required for expansion of necessary storage.
9. Network throughput to and from the Offeror must be sufficient to handle the volume of usage described within this RFP.
10. Describe how, in the event of contract termination, University data would be extracted and provided to the University, and then destroyed within the provider's environment.

In addition to the above, respondents are required to complete the Higher Education Cloud Vendor Assessment Tool (HECVAT) sufficient to the Lite version, but preference may be given based on answers to the complete version.

#### Pricing

1. Software licenses (and number of licenses)
2. Annual maintenance for licenses
3. Percentage cap on annual maintenance cost increases
4. Cost per software license in addition to initial purchase
5. Maintenance cost per software license in addition to initial purchase
6. Licenses for third-party products
7. Annual maintenance for third-party products
8. Implementation consulting, including integrations
9. Programming modifications required to meet "Critical" requirements
10. Data conversion / import of 1 year of past Moodle courses
11. Required technical and/or system administration training
12. Recommended, but not required, technical and/or system administration training
13. Required functional training
14. Recommended, but not required, functional training
15. Estimated travel costs for training and consulting
16. Deployment of development, test, training and quality assurance environments in addition to production environment
17. Additional campus marketing collateral costs, both in license and in production costs, if available
18. Total implementation costs and first-year software costs and five-year projection