

Eastern Athletic Trainers' Association Request for Proposal for Online Continuing Education Host Vendor

1. Summary and Background:

The Board of Certification, Inc (BOC) Approved Provider Program was established to provide BOC Certified Athletic Trainers (ATs) with a network of continuing education (CE) providers. BOC Approved Providers help ATs advance their knowledge, skills and abilities by offering CE courses and activities which fall under the domains of athletic training as defined in the current BOC Role Delineation/Practice Analysis. Currently, there are more than 1,100 BOC Approved Providers offering quality CE to more than 49,000 BOC Certified ATs. ATs must complete a predetermined number of continuing education units (CEUs) during the certification maintenance period. <http://www.bocatc.org/approved-providers>

The mission of the Eastern Athletic Trainers' Association, Inc. (EATA) is to provide our membership with educational opportunities, our student members with scholarships, and funding for research. The EATA was formed in January 1949 when a few athletic trainers in the northeast decided to gather and share information. Today, the EATA encompasses all members of the National Athletic Trainers' Association who reside in District 1 or District 2. The EATA holds an annual meeting and provides scholarships and research opportunities for athletic training students and ATs who are members. <http://www.goedata.org/welcome.html>

EATA is a BOC Approved Provider and is currently accepting proposals to develop, design, launch, and host a new program for online CEUs for ATs. We are requesting that the accepted vendor provide a service that includes uploading videotaped courses and provide an online platform to offer them to a broad audience as an alternate CEU method for a purchase price that will include profits back to EATA. The purpose of this Request for Proposal (RFP) is to solicit proposals from various vendor organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the proposal which best fits the needs of the EATA.

2. Proposal Guidelines:

- This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 3 PM Eastern Time on May 1, 2017. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the vendor submitting the proposal.
- If the vendor submitting a proposal intends to outsource or contract any work to meet the requirements contained herein, this must be clearly stated within the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting

work must include a name and description of the additional vendors being contracted, including reasoning for outsourcing.

- Each proposal must be itemized to include an explanation of all fees and costs.
- Contract terms and conditions will be negotiated upon selection of the accepted proposal for this RFP. All contractual terms and conditions will be subject to review by EATA's designated representatives and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. Project Purpose and Description:

- Allow healthcare providers the opportunity to purchase access to online CEU courses using an online platform for a reasonable cost.
- EATA currently offers live CEU opportunities. The Executive Board is now requesting the organization to be able to upload a video-recorded version of these live events onto an online platform where participants can view courses for home study.

4. Project Scope:

- There will be a fee for each course.
- EATA will make a profit from these fees.
- EATA will utilize its own AV company to film its events.
- The accepted vendor will host the course and process payments. Profits will then be distributed directly to EATA or its designee.
- The online courses must comply with BOC CEU requirements; including having audio/video presentation content, implementing examination logistics, hosting course evaluations, and providing CEU certificates that comply with BOC standards.
- The following criteria must be met to achieve a successful project:
 - Visually and aesthetically pleasing website design.
 - User-friendly environment that is easy to navigate.
 - Consistency of design across all pages/sections of the website.
 - Ability to migrate presentation content to online host in a user friendly fashion.
 - Course content should be searchable with key word searches.
 - Content specifically from the EATA should be easily searchable.
 - Ample space for course descriptions and a prominent display of the EATA logo.
 - Site should be compatible with all current web browsing technology and easily upgradeable.
 - The users should be able to save progress and resume the course where they left off.
 - Ability to work closely with the EATA leadership on coordination of project tasks and resources.

- Plan and perform a complete testing process on website in order to ensure functionality.
- Ability to provide discounts to EATA members.
- Competitive commission rate.
- Registrants are able to opt-out of email correspondence.

5. Request for Proposal and Project Timeline:

- Request for Proposal Timeline:
 - All proposals in response to this RFP are due no later than 3 PM Eastern Time on May 1, 2017.
 - Evaluation of proposals will be conducted from the 2nd until the 16th of May. If additional information or clarification is required with any vendors during this two week window, the vendor(s) will be notified.
 - The selection decision for the accepted vendor will be made no later than the 23rd of May.
 - Upon notification, the contract negotiation with the accepted vendor will begin immediately. Contract negotiations will be completed by the 31st of May.
 - Notifications to bidders who were not selected will be completed by the 31st of May.
- Project Timeline:
 - Project initiation phase must be completed by the 1st of June. A timeline/schedule for the remaining phases of the project with then be determined.

6. Budget:

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time/ non-recurring costs or monthly recurring costs. All costs and fees must be clearly itemized in each proposal.

7. Bidder Qualifications:

Vendors should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and hosting online CEU opportunities.
- List of how many full time, part time, and contractor staff are in your organization.
- Examples of online CEU courses designed and implemented by your organization.
- Testimonials from past clients.

- Anticipated resources that will be assigned to this project (total number, role, title, experience).
- A full testing plan.
- Timeframe for completion of the project.
- Project management methodology.
- Description of on-going support for any issues.

8. Proposal Evaluation Criteria:

- An ad hoc committee created by the EATA will evaluate all proposals based upon the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:
 - Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner.
 - Organizational Experience: Vendors will be evaluated on their experience as it pertains to the scope of this project.
 - Previous work: Vendors will be evaluated on examples of their work pertaining to website design and hosting as well as client testimonials and references.
 - Value and cost: Vendors will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.
 - Technical expertise and experience: Vendors must provide descriptions and documentation of staff technical expertise and experience.
 - Each vendor must submit an email copy of their proposal to Lindsey Keenan at lmcguire1234@gmail.com by 3 PM Eastern Time May 1, 2017.

Respectfully,



James T. Daley



Lindsey Keenan



Jesse Townsend