RFP #15-2022:Onboarding and Continuing Education Training

7. Responsive eLearning Content

2.1 Scope of Work

Based on the key deliverables identified above, we have developed the following project scope:

1. **Curriculum Assessment / Strategy Development:** Our team of instructional designers and strategists will evaluate the current materials available in collaboration with the CoC staff and the CoC's Advocacy, Issues and Program Committee. We will review all components of the participating homeless services systems. Through focus groups, interviews, and virtual meetings, we will develop a **Content Audi**t which will inform a **Curriculum Blueprint** for the courses and learning programs developed. These Curriculum Blueprints will also be prepared in presentation format to be shared with the CoC board to receive feedback and input on the development of the onboarding and community awareness programs.

2. **Community Awareness Curriculum:** Our team of instructional designers will recommend a curriculum that aligns with the Curriculum Blueprint. In collaboration with key stakeholders, our team will recommend a blended learning approach that leverages multimodal materials including, but not limited to, video and media, downloadables and elearning. We will create a new **Course Framework**, identifying topic areas, content, and delivery mode. From the Course Framework, instructional designers and writers will develop learning content.

11

3. **New Hire Welcome Packet:** In collaboration with other project partners, leveraging templates and existing content where possible, we will develop a **New Hire Welcome Packet**, that will include, but not be limited to, elearning elements, handouts and presentations, and on-screen content, scripting, and graphic elements. The packet will be designed to engage with both in print and online.

4. **Orientation Program for New Case Managers:** Our instructional design team will develop an orientation program for new case managers. This training will include topics such as motivational interviewing, relationship building and working with interdisciplinary teams, trauma-informed care, processes and procedures for assessment and intake, as well as care planning and coordination, the importance of accurate data collection and entry, completing effective home visits and working with special populations and their needs. Our team will collaborate with the appropriate stakeholders to determine program needs and goals. We will develop a **Program Blueprint** to serve as a guide in developing the materials within the program. Content developed may include elearning videos and multimedia, handouts and downloadable materials, and case studies. All content will be developed in collaboration with subject matter experts and stakeholders throughout the network of partners.

5. **Partnership Development:** Our instructional design team and strategists will support the development of external relationships with local stakeholders to provide the training content developed within the new courses and programs. Our team will ensure that

content is delivered in an online space that is accessible to any external partners. We will support LMS integration and user tracking for partnership training opportunities.

6. **Provider Overview Videos:** Our instructional design team will create a series of provider overview videos. We will coordinate with all CoC members as well as key community-based organizations to provide an opportunity to record an educational video about their agency, services, how to engage, and any other items of community interest. Some members will be asked to assist in the development of more than one online training course based on services provided and integrated care models in the community. Through a series of interviews, we will write **Video Scripts** and create **Video Storyboards** for each video. Our team will coordinate on-site recording or virtual interview sessions, or leverage animation where possible, to create video content. Stakeholders will have the opportunity to review both scripts and storyboards for approval and input throughout the video development process.

7. **Provider Overview Downloadables:** Our instructional design team will support the development and creation of a series of downloadable materials that will overview provider services. Leveraging content from other parts of the new courses and programs, our team will write and design a series of downloadable documents targeted to community members and new staff within the network. The materials will be loaded into the online toolkit or course site and made available to the appropriate users.

8. **Website Toolkit Development:** Our instructional design team will support the construction of an online web-based toolkit to house all new learning content and materials. In collaboration with CoC stakeholders and partners, the team will determine the best use of existing tools or adopt new ones based on a thorough analysis of users and functionality. We anticipate the ability to use the existing website to house the new materials. However, should new tools need to be adopted, we will provide strategy and oversight of the process. Our team will create a **Site Framework** and **Page Design** and will support content uploads, user testing, and revisions required to prepare the site for launch.

9. **Ongoing Training Curriculum Support:** Our team of instructional designers and strategists will be available for an additional 10 hours per month to support ongoing instructional design and development needs that may arise outside of those deliverables scoped here. These needs may include, but are not limited to, course design, content development, elearning/video design and development, writing, graphic design, web/LMS support, or curriculum strategy.

10. **LMS Setup:** Our team of instructional designers and strategists will collaborate with the team at TalentLMS to develop a learning management system for network provider training. Our team recommends TalentLMS as it provides a user-friendly interface, easily delivered instructor-led training or web-based training integrations, and budget-friendly pricing for small amounts of users. Pricing in the scope represents the first five years of

access with up to 500 users, unlimited courses, unlimited email support and a custom

domain.

2.2 Timeline and Project Plan

We propose a phased approach to the development of the deliverables outlined above. The work

will be completed in four phases: 1. Strategy & Curricula Development; 2. New Program

Development; and 3. Multimedia & Materials Development; 4. LMS Setup. These three phases

of development will take place over a 24-month period. The dates assigned to these phases are

outlined in the table below.

Tasks

Start	End	Task
PHASE 1 - Strategy & Curricula Development		
6/6/2022	12/2/2022	Curriculum Assessment / Strategy Development
12/5/2022	12/18/2022	Community Awareness Curriculum
PHASE 2 - New Program Development		
1/30/2023	3/5/2023	New Hire Welcome Packet
3/5/2023	5/3/2023	Orientation Program for New Case Managers
5/3/2023	10/29/2023	Partnership Development
PHASE 3 - Multimedia & Materials Development		
8/21/2023	2/26/2024	Provider Overview Videos
3/18/2024	4/16/2024	Provider Overview Downloadables
5/8/2024	6/6/2024	Website Toolkit Development
PHASE 4 - LMS Setup		
5/6/2024	7/8/2024	LMS Development

RFP #15-2022:Onboarding and Continuing Education Training

Based on the phased approach above, we have created the preliminary milestone-based timeline below. These dates may be adjusted as deliverables become defined and finalized. The instructional design team will provide all project management required to meet the timelines when finalized. The Project Manager and Head of Training and Instructional Design will create a regular meeting schedule to ensure all deliverables are in scope and on time based on an approved schedule and project plan. When adjustments are necessary, the project manager will create a revised plan and schedule for approval by the CoC and client decision-makers.

Milestones

Date	Milestone
PHASE 1 - Strategy & Curricula Development	
6/6/2022	Kickoff
12/05/22	Completed Content Audit
12/19/2022	Recommended Curriculum Blueprint
PHASE 2 - New Program Development	
1/30/2023	New Hire Welcome Packet Outline
2/6/2023	New Hire Welcome Packet Draft
2/27/2023	Final New Hire Welcome Packet
3/6/2023	Orientation Program for New Case Managers Blueprint
3/13/2023	Learning Content Development Plan
4/24/2023	Learning Content Drafts
7/28/2023	Final Learning Content Files

16

PHASE 3 - Multimedia & Materials Development	
8/21/2023	Provider Video 1 & 2
9/4/2023	Provider Video 3 & 4
9/25/2023	Provider Video 5 & 6
10/16/2023	Provider Video 7 & 8
11/6/2023	Provider Video 9 & 10
11/27/2023	Provider Video 11 & 12
12/18/2023	Provider Video 13 & 14
1/22/2024	Provider Video 15 & 16
2/5/2024	Provider Video 17 & 18
2/26/2024	Provider Video 19 & 20
3/18/2024	Draft Provider Video Downloadables
4/15/2024	Final Provider Video Downloadables
5/8/2024	Website Toolkit Wireframe
5/19/2024	V1 Website Toolkit User Testing
6/2/2024	V1 Website Toolkit Live
PHASE 4 - LMS Setup	
5/6/2024	LMS Consultation with provider
5/27/2024	LMS Wireframe
6/17/2024	LMS Content Population
7/1/2024	LMS QA Review
7/8/2024	LMS Live

Section 3. Staff Availability and Past Performance

Key personnel outlined in this proposal will be made available to support the scopes required to

produce the deliverables as assigned in this proposal. Additional support personnel will be

brought onto the project team as dedicated resources to produce specific deliverables for this

project. Additional support personnel may include instructional designers, writers, and graphic

designers.

Cost Proposal, Line Item Budget and Budget Narrative

The table below provides a line-item budget plan to produce the deliverables outlined in this

proposal's Scope of Work. All fees are inclusive of any personnel costs, software uses and

licenses, travel. Narratives that define deliverables in detail are provided within the table entries.

> **IMPORTANT NOTE ABOUT PRICING:** Untold Content did our very best to scope a robust
> instructional design strategy program for the LEH CoC and a detailed approximation of scope for each
> deliverable identified. **It is our desire to work within the budget of the LEH CoC and to negotiate**
> **our firm fixed price as needed to offer the best rate to the government**. If we overestimated the
> deliverables needed and project plans, we can scale these back to fit within a small budget as needed.
> **Please contact our COO, Catherine O'Shea at catherine@untoldcontent.com or 859-907-1622 to**
> **negotiate our firm fixed price as needed.**

PROJECT BUDGET

PHASE	DETAILS	COST
Comprehensive onboarding and continuing education curriculum that the whole community can utilize to create a more cohesive, reliable, consistent, and community-response level approach to ending the experience of homelessness.		**Approximate Cost**
Curriculum Assessment/Strategy Development	Instructional design team will work with CoC staff and the CoC's Advocacy, Issues and Program Committee to review all components of the participating homeless services systems, inclusive of all staff, programs, and service delivery points. Collection and assessment of content may include focus groups, interviews, and virtual meetings. ID team will develop the curriculum strategy and create a presentation of the course design to share with the CoC Board, all partners, stakeholders, and the public. Draft presentations will be available two weeks in advance of any stakeholder or CoC meeting to allow partners and participants na opportunity to review the information in advance. ID team will provide all project management and project plans including milestone-based timelines.	$28,750
Community Awareness Curriculum	Instructional design team will develop a community awareness curricula targeted toward community members intersted in learning more about LFUCG's mission and vision and the strategic parternship of organizations throughout the community and the services they provide. Content will be gathered from educational materials created throughout the project and collected together into a cohesive learning experience made available online.	$34,500

RFP #15-2022:Onboarding and Continuing Education Training

New Hire Welcome Packet	Instructional design team will create a welcome packet for new hires of participating organization with valuable information about OHPI, the CoC and their organization's role, as well as the CoC's mission, vision, and case manager expectations. Packet development will include the design and content development of handouts and elearning materials. ID team will gather information from partnership orgnizations and stakeholders to write and develop content, develop packet design, and create final downloadable packet. ID team will provide all project management and project plans including milestone-based timelines.	$34,500
Orientation Program for New Case Managers	Instructional design team will develop an orientation program for new case managers including training on such topics as motivational interviewing, relationship building and working with interdisciplinary teams, trauma-informed care, processes and procedures for assessment and intake, as well as care planning and coordination, the importance of accurate data collection and entry, completing effective home visits, and working with special populations and their needs. ID team will coordinate with SMEs among partner organizations and stakeholders to write and develop content for the program and create materials. ID team will provide all project management and project plans including milestone-based timelines.	$23,000
Partnership Development	Instructional design team will support the consultation, coordination and availability of the learning content with organizations or local universities to provide the trainings, and make it available through an online learning management system.	$23,000

|Un|told Content

Provider Overview Videos	Instructional design team will create a series of provider overview videos. ID team will coordinate with all CoC members as well as key community-based organizations to provide an opportunity to record an educational video about their agency, services, how to engage, and any other items of community interest. Some members will be asked to assist in the development in more than one online training course based on services provided and integrated care models in the community. ID team will provide all project management and project plans including milestone-based timelines. Estimate based on 20, 3-minute videos.	$115,000
Provider Overview Downloadables	Instructional design team will develop downloadable materials available to community members through a web-based toolkit and new staff as part of the developed welcome packet. Each downloadable will provide an overvew of the partner member, their services, how to engage, and any other items of community interest. IDs will coodinate with SMEs within each organization to write and develop content and design the deliverables.	$23,000
Website Toolkit Development	Instructional design team will develop a web-based toolkit site to host educational materials. The site will be accessible by the public and onboarding trainees. ID team will work with CoC members and LFUCG leadership to determine the best tool, create the site structure, populate content, and publish the site. ID team will provide all project management and project plans including milestone-based timelines.	$28,750
Ongoing Training Curriculum Support	Instructional design team will provide ongoing training and curriculum support throughout the project as deliverables are identified.	$27,600

RFP #15-2022:Onboarding and Continuing Education Training

TalentLMS	Setup and fees for first 5 years for Talent LMS. Up to 500 users. Unlimited courses.	$16,740
LMS Setup and Maintenance	Instructional design team will setup and populate LMS and provide support for period of contract. Will serve as LMS Point of Contact and LMS administrator.	$23,000
Travel	Account manager will meet locally with LFUCG and CoC members to finalize project plans, conduct focus groups, interview SMEs, and provide project strategy as needed. Fees based on an estimated 24 on-site meetings in Lexington, KY.	$2,332
Total		**$ 380,172**