



Request for Proposal

Open edX Platform Support and Course Development

Issued: May 31, 2024

Responses Due: June 21, 2024 by 5:00PM ET

Vendors may email questions and responses to the following contact:

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I. About NDI

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

II. Introduction

The purpose of this request for proposal (RFP) is to identify a vendor or vendors who can dedicate a collective estimated 300 hours over 24 months to design, implement, train on, upgrade and internationalize an online course application using the Open edX platform. In addition to providing support with course design and implementation, the vendor will train and support NDI and partner course managers, which includes developing supporting documentation, and also maintain the platform for all security and resilience needs.

The Open edX platform is a free and open source course management system (CMS) that is currently being used by NDI to host five microsites and dozens of online courses:

- <https://ed.ndi.org>
- <https://redinnovacion.ndi.org>
- <https://parliamentaryoversight.ndi.org>
- <https://tpie.demcloud.org>

More information about how NDI programs leverage Open edX to support democracy is available here: <https://dem.tools/blog/defeating-zoom-fatigue-open-edx>.

NDI intends to expand its use of Open edX as a learning management system (LMS) for global partners through courses designed to help empower civil society organizations, political parties and legislatures around the world by sharing skills on:

- Involving citizens in government decision-making;
- Using data storytelling for transparency and accountability;
- Helping civil society groups organize in a digital world;
- Better connecting elected officials with constituents;

- Managing election data; and
- Fostering civic dialogue through social media

A detailed FAQ relating to this procurement is available upon request.

III. Scope of Work

The scope of engagement for this RFP includes ad hoc, as needed, work such as finalizing course requirements, providing feedback on course design strategy, building a course that aligns with outlined specifications, modifying features of Open edX to align with outlined specifications, providing support in the development, migration and uploading of content, assisting in course administration, providing training on course management and content creation, maintaining and securing the platform, internationalizing/translating course content and features, and developing training materials and documentation for course management.

The vendor would also be responsible for monitoring the system for necessary security and application updates, and applying those updates.

V. Criteria for Vendor Selection

The criteria for vendor selection include, but are not limited to the following:

- Expertise and experience working with LMS tools and in particular Open edX
- Expertise in building courses and modules in Open edX
- Experience with open source software and platforms
- Strong familiarity with Python/Django, Javascript and MongoDB
- Experience with multi-tenant configurations of Open edX
- Commitment to contributing to open source software solutions that support and strengthen democratic institutions worldwide by enhancing citizen participation, openness and accountability in government

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Company history and core services
- Client list, particularly any international, political or non-profit organizations
- Description of standard technology development and support methodology
- Description of experience with multi-tenant configurations of Open edX and proposed approach to maintaining such systems for the latest version Open edX.
- Description of approach to instructional design and course development
- Description of expertise on visual elements of course design, including videos and graphics
- Proposed rates. Proposals may be priced by day or by hour, and they can be priced per role or use a blended rate. Please note any in-house translation rates separately.
- A portfolio of past work
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a proposal based upon the use of subcontractors, however, retains the right to refuse the subcontractors selected by a vendor.

Please note that NDI intends to use a Master Service Agreement (MSA) mechanism for this engagement. Under this mechanism, the Master Service Agreement itself does not authorize any work or guarantee any payment, but rather establishes agreed-upon rates for the work. The work itself is authorized and issued through statements of work (SOWs), which are subordinate agreements that outline a detailed scope, expected deliverables, and timeframe for a specific project. The SOW also specifies the maximum number of billable hours or days and includes a cost ceiling for the project, in accordance with the rates listed in the MSA. Payment under the MSA can only be made with a fully executed SOW.

All questions and final proposals should be submitted via email to Jesper Frant (jfrant@ndi.org) at the National Democratic Institute by **June 21, 2024 by 5:00PM ET**

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.