



Company Background

WEAVE is a 40 year old nonprofit organization serving Sacramento County, California. WEAVE's mission is to build a community that does not tolerate sexual assault, domestic violence, and sex trafficking and provides survivors with the support they need to be safe and thrive. WEAVE is responsible for providing 24/7 crisis intervention, safe shelter and transitional housing, therapeutic counseling, legal assistance, and school and community based education. WEAVE serves more than 13,000 survivors and educates more than 16,000 students and community members each year. More information about WEAVE can be found at www.weaveinc.org.

Project Background

The school setting offers a unique opportunity for educators and administrators to identify students who are victims of or at risk for commercial sexual exploitation, provide prevention education to students in an age appropriate manner, identify resources for youth and educators, and build a safe campus and supportive environment.

California is the first state to adopt human trafficking prevention education requirements for educators and students. In 2016, California Department of Education selected WEAVE as content experts to write sections of the new Health Education Framework for K-12 education. This framework is the guiding document for all school health education and meets requirements of the California Healthy Youth Act (2016) and the Human Trafficking Prevention Education and Training Act (2018). WEAVE developed training information and instructional guidance for educators implementing prevention education and intervention strategies. The new Health Education Framework reflects the required human trafficking prevention education and training and will be made available to all schools in California once adopted by the State Board of Education in 2019. The Health Education Framework will serve as the foundation for the project, with WEAVE providing additional appropriate content and informing design and delivery.

Project Purpose

WEAVE was selected to develop and implement the Early Identification of Commercially Sexually Exploited Children (CSEC) Training Program for the state of California. The project is funded through a grant from the California Office of Emergency Services. The purpose of the project is to provide schools with education and tools to identify, intervene, and ultimately prevent the commercial sexual exploitation of children through in-person and online training and learning activities.

As a result of the training program, adult participants should have relevant education regarding indicators of sex trafficking, appropriate and required intervention strategies, and the capacity to deliver age appropriate education to students. Students should also have access to similar yet age appropriate prevention education.

Target Audience

The training program's target audiences include K-12 educators, administrators, school personnel, and students. Educators, administrators, and school personnel will have access to training for the early identification of CSEC. Educators will also have access to Education Modules for training in delivering age appropriate content to students. Students will also have access to grade level Education Modules for self-guided learning.

Project Scope

A key project deliverable is the development and implementation of a secure, online learning website where access to all trainings, modules and educational tools are available to K-12 educators, administrators, school personnel, and students throughout the state. The project requirements include eleven training and education modules based on the California Health Education Framework. WEAVE will provide experts to develop content, create storyboards, and participate in design process. The product must include the ability to administer evaluation tools such as pre- and post-tests, narrative feedback, and usage tracking including time spent on training, resources accessed from site, etc. The product must also be able to generate a training certificate of completion.

The funded project budget allows for \$32,000 - \$40,000 for total costs for developing, testing, and launching of online learning website.

The online learning website will provide training and education for staff and students through Training Modules and Education Modules.

Training Modules for each grade span will prepare educators, administrators and/or school personnel for CSEC early identification and intervention. This will include a definition, background, and overview of human trafficking; indicators and warning signs; culturally competent and trauma-informed interventions; how to respond to disclosures; how to develop response protocols; and how to partner with the local anti-trafficking agency and/or rape crisis center. Training Modules will include a printable Toolkit for each grade span.

Education Modules will provide age appropriate education for K-3, 4-6, 7-8, and 9-12 student learners and will have corresponding teacher modules that provide guidance for implementation. Each Education Module will include grade specific Toolkits for educators.

The charts below summarize required content:

Training Modules

Audience	Grade Span	Approx. Time	Toolkit Components
Educators & Administrators	Elementary: K-6	2 hours	CSEC Quick Reference Guide for Definitions, Indicators and Warning Signs
	Middle: 7-8	2 hours	Guide to Handling Disclosures
	High School: 9-12	2 hours	Guide to Informing & Working with Parents Guide to Supporting Teachers Sample School Response Protocol Referral Resources

Education Modules

Grade	Approx. Time	Modules	Teacher Tool Kit
K-3	15 min	CSEC Education Module for Students	Grade span specific early identification & intervention strategies
	30 min	CSEC Prevention Education Module for Educators	
4-6	20 min	CSEC Education Module for Students	
	30 min	CSEC Prevention Education Module for Educators	
7-8	25 min	CSEC Education Module for Students	
	45 min	CSEC Prevention Education Module for Educators	
9-12	30 min	CSEC Education Module for Students	
	45 min	CSEC Prevention Education Module for Educators	

The chosen contractor will be expected to build a secure website to deliver the online learning content and to house the printable resources and toolkits. Key components of the website should include:

- Visually appealing site with easy navigation and functionality that aligns with WEAVE's brand
- Interface training modules for each target audience and grade span
- Voice over for audio
- Capacity to require participants to spend a pre-determined amount of time on each component
- Anonymous pre- and post-testing for each module
- Site analytics that track number of users, time spent on training, link clicks, downloads, etc.
- Option to transfer finished product to WEAVE for hosting and maintenance
- Ability for WEAVE to make frequent updates to site after completion using a CMS/LMS that is intentionally user friendly
- Ability to integrate slideshow style trainings as core component of each module with option to download content (PowerPoint, PDFs, etc.)
- Ability to integrate video components in future

WEAVE will provide the following expertise and resources:

- Storyboards of expected outputs for modules
- Content written to required standards
- Scripts for voice overs
- Assist with selection of graphics and images
- Evaluation of content and needed formatting
- PDFs of downloadable content for toolkits and printable resources
- Two to three employees with capacity to review and approve project components

Specifications

It is expected that participants will complete the courses using desktops, laptops, or tablet computers. Functionality for cell phones is not required. Budget should be based on providing content accessible for Mac and Windows using Google Chrome, Firefox, Safari, and Microsoft Explorer. Design should be accessible to those who are Blind or Low Vision and Deaf or Hard of Hearing.

Anticipated Timeline and Key Deliverable Dates

- 11/21/18 – Proposals due by 5 pm
- 12/12/18 – Proposal review, contractor interviews, and reference checks completed
- 12/14/18 – Contract award announced
- 01/08/19– Mandatory Kick off meeting at 1 pm at WEAVE
- 03/08/19 – Website developed with initial content loaded for testing
- 03/22/19 – Evaluation components completed and tested
- 04/01/19 – In house testing of full system completed
- 04/15/19 – 05/10/19 – Soft launch
- 05/17/19 – All updates and improvements identified in soft launch corrected
- 05/20/19 – Formal launch
- 09/30/19 – Improvements/corrections identified during formal launch completed

It is expected that the contractor will be available to participate in regular (weekly – twice a month) conference calls or in person meetings during design process.

Additional Information

Questions – WEAVE will answer questions about expectations and to provide clarification to the extent possible. Any questions and responses will be shared with all contractors.

Conflicts of Interest

Any potential contractor submitting a proposal for the project must identify potential conflicts of interest. This includes potential contractors who have employees or owners who currently serve on the WEAVE board or a standing committee or have served in the past three years; any known relationships (family or marriage) between employees/owners of submitting firm and a member of WEAVE's executive leadership team; and former employees of WEAVE. Those who have previously completed contracts for WEAVE need not disclose these relationships as potential Conflicts of Interest but should include past work in the appropriate section(s) of the proposal.

Confidentiality Statement

The project is funded with federal funds passed through to CalOES. WEAVE is required to complete a formal bid process and may be required to provide proposals as part of justifying selection of the contractor. All proposals should be submitted with an expectation that the documents may be made publicly available. Any confidential or proprietary information should be identified in the proposal.

Notification

WEAVE expects to select a contractor and announce the choice by 12/14/18. WEAVE reserves the right to extend the review process beyond this date if necessary.

Basis of Award

Criteria that will inform selection of contractor will include:

- Price - The project is funded via a one year grant with a set budget. While price will be a significant factor in selecting a contractor, it is not the sole determining factor and WEAVE is not required to award the contract to the lowest bidder. The funded project contract allows for \$32,000 - \$40,000 for designing, testing, and launching the online learning website. Proposed budgets should be within this range.
- Platform/learning solution – WEAVE seeks a contractor that will create a site that is easy to use and offers ease of updating. WEAVE desires a finished product that agency staff can update. Proposals with proprietary designs or components that require contractor to make all updates and/or create long-term dependence on the contractor are less desirable.
- Contractor Work History – WEAVE seeks to work with a contractor that has a history of developing e-learning solutions with access to functioning work samples that can be reviewed.
- Client References – WEAVE will take the experiences of contractor's past clients into account.
- Timelines – Contractors demonstrating capacity to meet identified deliverable dates are preferred.

Provider Response

Please respond to the following sections. Proposal should be single spaced and written in 11 point font or larger. Total narrative should not exceed 10 pages not including budget and budget justification. Additional information and attachments must be limited to two pages.

1. Company Overview

- Contact information for the primary contact person regarding the proposal, include name, title, address, email and telephone number.
- Provide a brief company history.
- Describe company's e-learning solutions and how they fit with other company offerings or products.
- Describe three relevant work projects including an overview of the design process, timeline for project, e-learning solutions provided, and challenges incurred and solutions used. Provide URLs for each project.
- Provide contact information for three customers from the past five years who can provide a reference. Information should include contact person, company, telephone, email and brief description of project.

2. Approach

- Describe approach to the scope of this project.
- Identify the key staff members involved with the project and a brief description of their experience and expertise and their role in the project.
- Describe the learning experiences and primary interactions you envision in the final product.
- Explain your project management process including communications with WEAVE, preferred methods of communications with clients, and quality assurance steps.
- Provide suggestions or ideas you believe could enhance the product.
- Describe the software and skills to be used in design and production.

- Define the technical requirements of the approach, ongoing hosting and maintenance needs, etc. and identify if the requirements are proprietary and/or create mandatory ongoing costs for WEAVE.
- Based on the proposed timeline found earlier in the RFP, detail recommendations for deliverable dates, review processes, updates, etc. Key deliverable dates are flexible – significant variations from proposed timeline should be justified.

3. Contracting & Pricing

- The funded project budget allows for \$32,000 - \$40,000 for total costs for designing, testing, and launching the online learning website.
- Provide a line item budget that breaks down project costs aligned with the proposed learning and technical solution and any optional recommendations.
- Provide summary of costs, justification for expenses, and how the costs support the project.
- Provide any standard terms of agreement

4. Additional Information – Two pages maximum

- Please attach any additional information that will help explain your company's capabilities and the proposed solution.

Contact & Submission Information

The RFP, updates, and any changes in timeline will be maintained at www.weaveinc.org/RFP. Questions regarding RFP expectations or clarification of content must be sent to Julie Bornhoeft at the contact email listed below. Ms. Bornhoeft is the only WEAVE employee fielding questions regarding the RFP and all inquiries must be submitted via email. All questions and responses will be posted at the RFP page of the WEAVE website.

Proposal submissions must be received by 5:00 pm on 11/21/18 and sent to Julie Bornhoeft at the email below.

Julie Bornhoeft
WEAVE
jbornhoeft@weaveinc.org