

REQUEST FOR PROPOSALS
Proposals due: Monday March 15, 2021 at 5:00 PM PDT

The BulletPoints Project is looking for an e-learning partner with video production, course development, and technology expertise.

1. Background

BulletPoints is a project of the University of California Firearm Violence Research Center (UCFC) at UC Davis. BulletPoints is developing, disseminating, and evaluating comprehensive curricula for California health care providers to engage in clinical strategies for firearm injury prevention. The program fills a gap in current clinical training; firearm injury prevention remains largely absent in medical school curricula and other training programs for doctors, nurses, mental health care providers, and others in clinical practice. As a result, providers often feel inadequately knowledgeable about the risk factors for firearm injury and appropriate recommendations to help keep patients safe.

In the 2019-2020 legislative session, Assemblymember Marc Berman introduced [Assembly Bill 521, Physicians and surgeons: firearms: training](#). Approved by Governor Newsom in October 2019, AB521 provided one-time funding to UCFC to support training for medical and mental health professionals in preventing firearm injury and death.

BulletPoints has developed a comprehensive online resource, [BulletPointsProject.org](#), to help clinicians learn how to engage in clinical strategies for firearm injury prevention. The website is an ongoing collaborative effort of the BulletPoints' interdisciplinary team and clinicians, public health researchers, legal experts, medical and mental health educators and trainees, and gun owners. It incorporates the best available research, clinical best practices, and evidence-based recommendations to help clinicians be effective partners in keeping their patients safe.

2. Purpose

UCFC seeks an e-learning partner with video production and digital technology expertise to support the creation of an interactive, online, American Medical Association- and American Psychological Association-accredited, one-hour continuing education course for clinicians. The e-learning partner will support the development of scripts and production planning; film and edit the course's video components; develop and program the course's interactive, recordable quizzes and assessments; select a platform and set up online hosting for the course; and provide maintenance.

3. Scope of Work

The accredited continuing education course will consist of:

- A brief, required pre-course assessment (consisting of multiple choice and true/false questions).
- Introductory modules that all learners will be required to complete (approximately 15 minutes of content)
- Six lessons, of which learners must select and complete at least three (approximately 8 minutes/module). Interactive components, which will be scored, must be embedded within or at the conclusion of each module. Learners will be required to earn a minimum score on each interactive component before proceeding to the next module.
- Closing modules that all learners will be required to complete (approximately 15 minutes of content)
- A required post-course assessment and evaluation (consisting of multiple choice and true/false questions) that takes approximately 10 minutes to complete

The continuing education course project will consist of seven primary activities:

- a. Developing scripts
 - The BulletPoints team will provide the content expertise and outline all content for inclusion. The e-learning partner will provide input on the course organization, planning of interactive course components, script writing, and transitions between course modules.
- b. Planning production
 - The e-learning partner will provide expertise on organization, layout, graphics and other visuals, filming locations, and other aspects of video production planning. The e-learning partner will make the necessary arrangements and will acquire any necessary permits for filming locations. Filming locations must be in the Sacramento area.
- c. Filming and editing video components
 - The e-learning partner will be responsible for all of the course's visual and audio recording, editing, and finalization in accordance with BulletPoints branding.
 - At completion of the project, the e-learning partner will provide BulletPoints with digital video and audio footage included in the final course (via shared drive or hard disk drive).
 - BulletPoints will be allowed to review video recordings and make 1 round of revisions, if needed, before finalization of the course.
- d. Creating graphics, charts, and figures and acquiring b roll and stock footage as necessary
 - BulletPoints will provide the e-learning partner with drafts of all data visualizations (e.g., figures, graphs, and other data representations) to be included and the e-learning partner will format visualizations in accordance with BulletPoints branding guidelines and incorporate into the course.
 - NOTE: BulletPoints is currently producing four brief "explainer" videos (45-90 seconds each) on topics relevant to this continuing education course (e.g., the epidemiology of firearm death, methods for safely storing firearms). The e-learning partner must incorporate these explainer videos as the BulletPoints team deems relevant.
- e. Selecting a course platform and developing and programming the course's interactive quizzes and assessments and delivery of assessment data
 - Interactive components could include matching activities, drag-and-drop activities, and other creative online learning and quiz options.
 - The BulletPoints team will provide the content for quizzes and assessments and the e-learning partner will be responsible for programming them in the chosen platform for hosting the course. The BulletPoints team will test interactive components and provide one round of feedback before activities are incorporated into the online course.
- f. Setting up online hosting for the course and compiling video, audio, graphics, interactive components, assessments, and accessibility features (e.g., closed captioning)
 - BulletPoints will be allowed two rounds revision once the course is compiled and programmed in a "draft" format, with time between each draft for beta testing and delivery of feedback (see proposed timeline below)
 - The course will be hosted such that learners will need to create a username and password to login to the course and the functionality to reset passwords.
- g. Transitioning the course to its live site and giving the BulletPoints team the ability to retrieve data on course participation (course views, data from started and completed assessments) on demand.
 - The course platform must allow BulletPoints to regularly download individual-level, de-identified course data (including assessment data, data from the interactive

components, data on time spent completing the course) in an electronic format (e.g., .CSV or .XLSX).

- h. Maintaining the course for 3 months post-launch

Notes:

- The course must be produced in accordance with the BulletPoints Project's established branding and style guidelines. The BulletPoints team will provide the e-learning partner with the branding guidelines and branded assets as needed.
- BulletPoints, not the e-learning partner, will be responsible for all work related to gaining and maintaining continuing education accreditation.
- The e-learning partner will be responsible for providing hard copies of final video and audio content at the project's conclusion.
- Timeline must include:
 - o One month between completion of the script's first draft and finalization of the draft, for BulletPoints and consultant review
 - o Two weeks for BulletPoints to provide feedback on the first draft of the programmed course ("draft 1")
 - o One month for BulletPoints team and collaborators to beta test and provide edits on draft 2 before the e-learning partner finalizes the course.
- E-learning partner will perform necessary maintenance through course testing and launch.
- Pricing must include 3 months of post-launch support to address emergent problems and issues in data retrieval, and provide other necessary technical support.
- Pricing must include mobile and desktop designs.
- BulletPoints will respond to contact from the vendor within 2 business days.

4. Timeline

Here is a rough timeline of the BulletPoints team's needs. Exact dates are flexible.

Monday 3/15 5pm: Proposals due via email to hs-BulletPoints@ucdavis.edu.

BulletPoints will confirm receipt of proposals within 24 hours.

3/30: BulletPoints contacts selected e-learning partner

Early May: Project Kick-off

Mid-May: BulletPoints & e-learning partner complete script draft 1

Late May: BulletPoints team editing on script draft 1 complete

Late May: E-learning partner provides production plan

Early June: script draft 2 complete (i.e., script final)

Mid-June: BulletPoints approval of production plan

Mid-July: all audio and video recording complete

Early Aug: in-course and evaluative interactive components (e.g., course quizzes and assessments) drafted

Mid-Aug: E-learning partner provides full course draft 1 for beta testing by BulletPoints team in online learning platform

Mid-Sept: BulletPoints feedback on draft 1 returned to e-learning partner

Late Sept: E-learning partner provides full course draft 2 for beta testing by BulletPoints team and consultants in online learning platform

Mid-Oct: BulletPoints feedback on draft 2 returned to e-learning partner

Early Nov: Course finalized and approved, sent to accrediting bodies for review

Mid-Jan 2022: Course launched

Mid-April 2022: End of maintenance and support period

5. Proposal requirements

- a. Cover Sheet (Attachment 1 to this request)
- b. Vendor Qualifications. Detailed description of the vendor's qualifications and ability to provide the requested services (limited to 1 page).
- c. Proposals must be submitted on company letterhead.
- d. Proposals should be no more than 25 pages.
- e. Proposals must include pricing consistent with the payment schedule, delivery, and terms. Proposals should include a detailed breakdown of key project expenses. Proposals also typically include a proposal reference number, payment terms, delivery terms, expiration dates, and any unique vendor terms specifically related to this request. Vendor will invoice and bill based on successful completion of the following milestones:
 - i. Pre-production plan and materials reviewed and approved, based on successful completion and high quality of deliverables, by the core BulletPoints team and notice of approval sent via email to e-learning partner
 - ii. Production, post-production, and draft of in-course and evaluative interactive components reviewed and approved by the core BulletPoints team and notice of approval sent via email to e-learning partner
 - iii. Draft 2 delivered by e-learning partner to BulletPoints
 - iv. Successful launch of continuing education course as directed by BulletPoints
- f. Timeline that includes timeframes for required collaborative revisions.
- g. Samples or links to previous relevant work products (no more than 5).

6. Vendor selection

Proposals will be evaluated on vendor's ability to articulate the work to be done and the goals of the project, price, completeness, professionalism and communication skills, adherence to proposed timeline, range of services offered, and ability to work flexibly and in response to rounds of feedback from the BulletPoints team.

7. Terms and Conditions

E-learning partner must agree to comply with all UC Davis procurement terms and conditions. The selected vendor will work with UC Davis Business & Revenue Contracts team to finalize the contract for these services.

The continuing education course produced will be the intellectual property of UC Davis and may not be used without the BulletPoints Project's permission.

8. Submission information

Proposals are due on Monday, March 15 at 5pm. Proposals must be submitted to hs-BulletPoints@ucdavis.edu. Proposals must include the attached cover sheet and be submitted in a single PDF. Proposal PDF file names should be labeled as follows: [VendorName]_BulletPointsPartner.

BulletPoints will confirm receipt of proposals via email within 24 hours of submission.

Questions related to this request for proposal should be emailed to: hs-BulletPoints@ucdavis.edu with "E-learning partner question" in the subject line.

See BulletPointsProject.org for additional project information.

Attachment 1: Proposal Cover Sheet

BulletPoints Project e-Learning Partner (Continuing Education Course)

Please complete the following information.

Project point of contact:

Address:

Email:

Phone:

Financial point of contact:

Address:

Email:

Phone:

Company Website:

The following disclosures will be required of the qualified vendor to facilitate completion of the procurement agreement. It is not a requirement of the proposal.

Small business Yes/No

CONFLICT OF INTEREST DISCLOSURE:

- ☐ (vendor name) is **not** related to a current UC employee
- ☐ (vendor name) is **not** related to a former UC employee (within the last 2 years);
- ☐ (vendor name) is **not** a near relative of a UC employee; and
- ☐ no UC employee holds 10% ownership or controlling interest in (vendor name).