

Request for Proposal- eLearning Instructional Design

Term: July 1, 2024 through December 31, 2024

ABOUT US

The U.S. Center for SafeSport (the Center) is a non-profit organization focused on ending all forms of abuse in sport. We endeavor to make athlete well-being the centerpiece of the nation's sports culture through abuse prevention, education, and accountability.

SUMMARY

The eLearning Instructional Design engagement will develop the Prevention Education department's online courses. This education leaves learners with an understanding of the Center's processes and concepts related to recognizing, responding to, and preventing abuse and misconduct in sport. The engagement will commence July 1, 2024, and will include building and updating online courses with interactive and graphic design elements, knowledge checks, evaluations, and surveys. A sample eLearning course portfolio, with evaluation or assessments of courses must be included with the proposal.

SCOPE OF WORK AND DELIVERABLES

- Create interactive courses using industry standard e-learning authoring tools such as Articulate Storyline 360, Rise, Adobe Captivate, etc.
- Create slides, interactions, and quizzes based on a prepared script.
- Design complex level branching and intrinsic feedback loops for personalized user experience.
- Leverage data collection and reporting methods such as xAPI statement to measure engagement and other learner activities
- Develop courses in multiple languages, with cultural competency attributed for (translations provided). Coordinate and collaborate with internal and/or external design teams for brand adherence guidelines, graphics and other technical assets to support course development.
- Participate in meetings with staff, as needed.
- Create testing and remediation testing, as needed.
- Provide recommendations to staff on best practices in instructional design to improve course and user experience.
- Meet all deadlines including draft submissions, revisions, and electronic delivery of published and source files.
- Be responsive to the immediate needs of the client.
- Identify potential technical issues and support timely problem solving.
- Consult client on best and most up-to-date ID practices
- Create, conduct and report on comprehensive user acceptance test plans to help ensure a smooth learner experience

QUALIFICATIONS

- Minimum of 5 years' experience creating instructional design content for adults, youth, coaches, or other related audiences.
- Advanced proficiency in Storyline and at least one other industry standard e-learning authoring tool.
- Proficiency in advanced actions, coding, triggers, and variables in e-learning course design.
- Proficiency in applying WCAG 2.1 and 2.2, ADA and other applicable standards to enhance accessibility of content expertise in interactive web-based course development and graphic design.
- Strong understanding and proficiency working with online learning standards including SCORM, xAPI (Tin Can), cmi5, as well as course-based data collection methods.
- Excellent writing and proofreading skills.
- Experience testing and working with course delivery on a variety of LMS platforms.
- Proven track record of designing that lets learners retain knowledge, stay engaged, and act.
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KNOWLEDGE, SKILLS, & ABILITIES

- Understand and apply adult learning theory to content development.
- Strong proficiency developing instructional design curriculum, including highly interactive approaches to engage audiences.
- Experience customizing content for diverse learning styles and needs, including age and developmental stages.
- Experience creating online courseware for both desktop and mobile device environments.
- Experience in developing course content for instructor-based trainings (ILT) a plus.

PREFERRED

- Understand and apply of best practices in UX design and course-based data collection practices
- Experience with designing courses in abuse prevention, sexual violence, gender-based violence, and or other types of interpersonal violence

TO SUBMIT PROPOSAL

Submit proposal and any supporting documents, including sample eLearning Course portfolio, resume, and hourly rate to education@safesport.org. Submissions accepted through June 21, 2024 or until contractor is selected.

Contractors must comply with the Center's Contractor Conflict of Interest policy