



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

**Request for Proposals
for
Project WILD Online Course
Curriculum Developer**

March 2025

INTRODUCTION

Summary

The Association of Fish and Wildlife Agencies (Association or AFWA) is soliciting bids for the creation of curriculum content and activities for three online courses for formal and nonformal educators. These courses will supplement and enhance the current suite of online courses (see <https://www.fishwildlife.org/products>) offered by Project WILD, a wildlife-based conservation and environmental education program that fosters responsible actions toward wildlife and related natural resources.

Closing Date

Proposals must be received by the designated contact (etakaki@fishwildlife.org) no later than April 1, 2024 at 5:00 PM Eastern Time.

Point of Contact

The designated contact for this request for proposals (RFP) is:

Elena Takaki
Director, Professional Development and Conservation Education
Association of Fish and Wildlife Agencies
Phone: (202) 838-3476
Email: etakaki@fishwildlife.org

Review of Proposals/Award of Contract

Association staff will review proposals and select the vendor(s) based on the best value for state fish and wildlife agencies, combining technical and financial factors outlined in this RFP.

Contracts awarded are subject to appropriate Association approval. The selected vendor(s) will be notified by April 8, 2024.

GENERAL CONTRACT REQUIREMENTS

Method of Procurement

The awards for the proposed project components are to be by competitive sealed bidding.

Term of Contract

The term of the proposed work will be from approximately April 15 to December 31, 2024, unless otherwise indicated at the time of contract award. Potential to complete work in the first quarter of 2025 may be an option, based on the final project timeline.

Contractor Responsibilities

The selected vendor(s) shall be responsible for all products and services as required by this RFP for the project component(s) for which they are bidding, and as identified in the final contract agreements between the Association and the vendor. Subcontractors, if any, must be identified and a complete description of their role relative to the proposal must be included in the bid.

Bid Contents

Bids should contain the following elements:

1. Executive Summary: A one-paragraph summary of your proposal and the time and cost to complete the work.
2. Project Plan: Briefly describe your proposed approach to fulfilling the “Scope of Work,” such as:
 - Primary tasks in curriculum development
 - Project management
 - Collaborative approach
 - Timelines
3. Expertise and Resources: Briefly describe who will work on this project and their unique qualifications to perform the work.
 - Personnel (all individuals who will be directly involved from the firm, as well as any subcontractors)
 - Expertise in writing for online courses
 - Experience in writing for wildlife conservation and management
4. Cost Proposal & Budget: Provide a total fixed cost to fulfill the “Scope of Work” and include a budget that outlines fees and expenses, including personnel and subcontractors; costs of necessary meetings and workshops; and communications. Note that the total cost proposal should be inclusive of all expenses, including materials and other miscellaneous expenses. Travel is not expected to be part of this contract. Total fixed cost shall not exceed \$30,000.
5. Prior Work: Include two examples of comparable prior work and contact information for references on these projects.
6. Organizational Overview: Provide a short overview of your agency/organization, services provided, and representative clients.

Bid Submission

Each interested bidder shall email a bid/proposal by April 1, 2024 to Elena Takaki at etakaki@fishwildlife.org. Bidder shall indicate “Bid –Project WILD Online Curriculum Developer” in the subject line of the email.

Bid Acceptance

The Association reserves the right to accept or reject any or all bids in whole or in part, to waive minor irregularities, and to enter into negotiations related to the bid as necessary. Vendors whose bids are not accepted will be notified in writing by email. All vendors should ensure that their bids in response to this RFP are their best and final bids.

Incurred Expenses

The Association shall not be responsible for any expenses incurred by a vendor in preparing and submitting a bid. All bids should be prepared simply and economically, providing a straightforward, concise delineation of the vendor's ability to satisfy the requirements of this RFP.

Confidentiality

Confidential information includes all Association furnished documentation, information, and reports. Vendor will not voluntarily sell, transfer, publish, disclose, display, or otherwise make available to any third persons such confidential information without express written consent of the Association.

Amendment or Cancellation of the RFP

The Association reserves the right to amend this RFP giving equal information to all vendors as a result of any such amendment. The Association reserves the right to cancel the project.

Retention of Rights

The Association will retain all serial and future rights to the contents, products, and any related materials prepared under this RFP and will have complete copyrights to all associated works for use in future activities.

BACKGROUND***Association of Fish and Wildlife Agencies***

Founded in 1902, the Association of Fish and Wildlife Agencies is the official representative of the state, territorial, and provincial fish and wildlife agencies of North America. The Association works to support the leadership of state fish and wildlife agencies by advocating for fish and wildlife conservation and promoting cooperation among fish and wildlife agencies. The Association's membership includes every state and territorial fish and wildlife agency, along with the Canadian provincial agencies, the Mexican state agencies, and several federal agencies with wildlife management responsibility. The Association's staff is made up of over 20 biologists, scientists, policy specialists, and educators with expertise on topics from migratory birds to fish habitat to agency management. For more information, see the Association's website at <http://www.fishwildlife.org>.

Project WILD

Project WILD's mission is to provide wildlife-based conservation and environmental education that fosters responsible actions toward wildlife and related natural resources. All curriculum materials are backed by sound educational practices and theory, and represent the work of many professionals within the fields of education and natural resource management from across the country. For more information about Project WILD, visit www.projectwild.org.

This RFP supports the implementation of the **Strengthening Conservation Education Online Training and Resources to Expand Reach and Increase Relevancy Project**

With funding provided by the Multistate Conservation Grant Program of the US Fish and Wildlife Service, Project WILD will create three new online courses to supplement and enhance its current suite of print materials, resources, and online courses (see <https://www.fishwildlife.org/products>). These new courses will be designed to help state fish and wildlife agencies translate findings and issues identified through wildlife studies and management efforts supported by the Wildlife Restoration Act. This project is funded through a federal grant and needs to follow all federal grant guidelines.

Project WILD's online professional development allows formal and nonformal educators to access modules at their own pace without having to wait for a training event at a convenient time and location. These online courses ensure that the messages of fish and wildlife agencies stay relevant to educators and students across the country.

Project WILD is committed to reaching diverse audiences. We have worked with experts to help us modify activities for those who are neuro-diverse learners, as well as those with varied physical abilities. We have many resources available on our website to help educators adapt activities to meet the needs of all learners. This project will require expertise in developing materials that can reach a diverse spectrum of learners.

The online courses will also be designed for Project WILD's state-hosting organizations to tailor content for state-specific audiences, at no additional cost to the state-hosting organization. These courses will serve the needs of all AFWA member agencies by providing more access to more educators and connecting state agency wildlife management messaging with the modern-day demands of formal and nonformal educators.

SCOPE OF WORK

Project Overview

Project WILD seeks a contract curriculum developer to create content for three new online courses. The curriculum developer(s) will work closely with a contract project manager and contract instructional designer to create content and interactive activities for formal and nonformal educators. The themes of the three courses will be informed by a survey of fish and wildlife conservation educators and biologists, prioritizing contemporary topics that highlight agency wildlife management accomplishments funded by the Wildlife Restoration Act. Survey results will be available in early April, with topic selection by mid to late April.

Project Goal and Needs

To create three online courses that meet the needs of state fish and wildlife agencies and address formal and nonformal education content and pedagogical standards. Examples of potential course content include, but are not limited to, the following:

- OneHealth and Wildlife (such as chronic wasting disease, zoonotic diseases, etc.)
- Species of special interest or greatest conservation need (as allowable under this grant's guidelines)
- Wildlife-specific topics (bats, game species)
- North American Model of Wildlife Conservation
- Accomplishments of wildlife conservation funding efforts in North America

Project Timeline

This timeline reflects the overall intended workflow for the project. It may be adjusted based on project implementation, with the potential of extending into the first quarter of 2025.

- Jan–March: Award contracts to project manager, curriculum developer, and instructional designer. Design and distribute survey of course content.
- March–April: Establish overall project tasks, timeline, milestones, and deliverables. Analyze survey data. Select themes of three online courses.
- May–October: Develop activities and build online courses.
- September–November: Conduct formative assessment with educators and biologists.
- December: Revise courses based on formative assessment results.

Services Required/Vendor Responsibilities

The contract curriculum developer(s) will be responsible for creating topic-related activities that will be incorporated into the three courses. These individual activities should be in the style of lessons that educators conduct with students. The contract developer will also work with the project manager, instructional designer(s), and state agency biologists to ensure the content is accurate and to gather media and support materials. (The contract instructional designer will be responsible for digitizing the content.)

Note: An *activity* for the Project WILD program is defined as written or recorded instructions and background information for educators to implement a lesson on a specific topic or skill over a usually short time frame and in an educational setting. An activity provides an educator with both subject area background knowledge, learning objectives for students, and methodology for reaching those objectives. A *course* is a series of activities and other pertinent information for educators organized around a central theme. A course equips educators and others with sufficient knowledge and skills to deliver Project WILD activities with fidelity in formal and nonformal learning environments. The duration of a course varies based on the complexity of the content and the number of activities.

As part of its standard practices, Project WILD evaluates its products before and after reaching our market audience. Both formative and summative evaluations will be completed as part of this project. The formative evaluation will be conducted with 55 pilot testers and 5 expert

reviewers. Results from the formative evaluations will be used to revise and finalize the online courses. A summative evaluation will be administered at the conclusion of the online courses.

All Project WILD activities align with learning standards. Additionally, all courses provide real-time assessments, such as embedded quizzes and other forms of learner assessments, to ensure learning objectives are being met. The contract curriculum developer is expected to ensure that new materials continue to meet learning standards and assessment practices.

In completing this project, the selected vendor will perform the following duties:

1. Develop three to nine topical science-based activities suitable for conducting in formal or nonformal learning environments. These may be entirely new activities or adaptations of existing WILD activities, depending on the course themes selected.
2. Ensure activities meet Project WILD activity requirements (such as scientific accuracy, learner engagement, interactivity, differentiation for diverse learning needs, addressing learning standards, etc.).
3. Work with the contract project manager and AFWA staff to consult state fish and wildlife biologists who will serve as subject matter experts to ensure scientific accuracy.
4. Consult and collaborate with the contract instructional designer on course content and design.
5. Contribute to the design of the formative evaluation with 55 pilot testers and 5 expert reviewers and analysis of results. Revise activities based on the results of the formative evaluation.
6. Collaborate with the contract project manager and instructional designer on overall project management, including regularly scheduled meetings and informal check-ins.
7. Provide completed products to the Association by November 30, 2024, or agreed upon timeframe.

EVALUATION OF PROPOSALS

Evaluation Process

Association staff will review proposals and conduct interviews with vendors. The final selection of a vendor will be subject to appropriate Association approval.

Selection Criteria

Selection will be based on our assessment of the best value for the Association, taking into account cost and the following factors:

- Equipment and other resources that the contractor owns or has access to
- Prior experience of the personnel overseeing and directly involved in producing the final product
- Information provided by vendors' references
- Information from the vendor about the vendor's ability to complete the work in the allotted time

Note: Small businesses, minority-owned firms, and women's business enterprises are encouraged to apply.