

Office of Administration and Finance  
Holyoke Community College  
303 Homestead Ave  
Holyoke, MA 01040

**HOLYOKE COMMUNITY COLLEGE**  
***Learning Management System***

**RFR #22-02**

ISSUE DATE:  
*Friday, July 2, 2021*

PROPOSALS MUST BE RECEIVED BY:  
*Thursday, July 29, 2021*  
11:00 a.m. EST at the desk of Brian Jackson

DELIVER PROPOSALS TO:

Holyoke Community College  
Business Office  
Attn: Brian Jackson  
303 Homestead Ave  
Holyoke, MA 01040

**Envelope should be CLEARLY MARKED,  
“Bid on Requisition No. 22-02 enclosed.”**

# Table of Contents

Table of Contents	2
Timeline	3
Contact Information	4
Inquiries	4
Bidders' Conference	4
General Information	4
Submission of Bid	5
Proposal Preparation	<b>Error! Bookmark not defined.</b>
Preparation Costs	5
Confidentiality	6
Evaluation Criteria	6
About HCC	7
Current Situation	7
Environmental Purchasing Policy	7
Massachusetts Small Business Purchasing Program (SBPP)	<b>Error! Bookmark not defined.</b>
Request for Response - CHECKLIST OF FORMS	16

Holyoke Community College (HCC), an agency of the Commonwealth of Massachusetts, seeks proposals for a Learning Management System (LMS) to support multiple teaching and learning modalities (e.g., face-to-face, blended, online, HyFlex). The LMS must support collaborative service and administrative groups within and beyond HCC. It must be comprehensive, reliable, flexible, accessible, and secure. The cloud-hosted solution must integrate with our student information system (Ellucian Banner) to facilitate enrollment and course management.

## Timeline

RFR Issue Date: Friday July 2, 2021
Submit questions specific to the RFR by: Tuesday July 13, 2021 by 4pm EDT Response to be mailed/emailed by: Friday July 16, 2021 by end of business day
<b>Proposals due by: Thursday July 29, 2021 11 am EDT at the desk of Brian Jackson, Business Office, Holyoke Community College CLEARLY MARKED, “Bid on Requisition No. 22-02 enclosed.”</b>
LMS Committee Review Submissions: July 30, 2021 – August 20, 2021
Finalist Selection & Notification: August 27, 2021
Finalist Demonstrations: September 2021 – December 2021
LMS Selection: February 1, 2022
Implementation Initiation: July 1, 2022

Dates may be revised due to unforeseen circumstances. Every effort will be made to inform respondents of changes to the timeline.

Please note that the finalists will be required to participate in a series of demonstrations to various HCC user groups for final evaluation. Demonstration topics and audiences are outlined below. With the exception of the first listed demonstration, specific attention should be given to currently available features. Demonstrations should be recorded to facilitate viewing by those unable to attend. Alternate option – second demonstration.

Topic	Audience	Approx. Length
Company & Product Overview <ul style="list-style-type: none"> <li>• highlights, road map, support options</li> </ul>	LMS Review Committee, Invited Guests (Admin, IT, Finance, Registrar)	No more than 60 min
Product Demonstration – Sample Course <ul style="list-style-type: none"> <li>• navigation, tools overview, design/creation</li> </ul>	LMS Review Committee, Faculty, Academic Deans, Business & Community Services	No more than 60 min
Product Demonstration –	LMS Review Committee,	No more than 60 min

Assessment & Analytics • course & program level	Institutional Research, IT, General Education Assessment Committee, Faculty	
Product Demonstration – Admin Functions	Subset of LMS Review Committee, IT	No more than 60 min

HCC reserves the right to request additional demonstrations if during the evaluation process the LMS Review Committee deems it necessary to clarify questions and/or services.

## Contact Information

The project title is **Holyoke Community College Learning Management System** and the project number is 22-02. Correspondence to HCC should include project number as well as the title.

Information submitted in response to this RFR is subject to the Massachusetts Public Records Law, M.G.L., Chapter 66, Section 10, and to Chapter 4, Section 7, Subsection 26. Any statements in submitted information that are inconsistent with these statutes shall be disregarded. The Commonwealth makes no guarantee that any services will be purchased from any contract resulting from this RFR.

## Inquiries

Questions about this proposal or specifications should be submitted to:

Brian Jackson  
 Holyoke Community College  
 303 Homestead Avenue  
 Holyoke MA 01040  
 (413) 552-2384  
 Email: [bjackson@hcc.edu](mailto:bjackson@hcc.edu)

## Bidders' Conference

In lieu of a Bidders' Conference, any questions concerning the specifications must be emailed to [bjackson@hcc.edu](mailto:bjackson@hcc.edu) by Tuesday, July 13, 2021 @ 4pm EDT – no phone calls. The answers to those questions will be emailed and posted as an amendment on Comm-Pass on Friday July 16, 2021 by end of business day.

## General Information

This RFR contains instructions governing the response to be submitted and the material to be included, a description of the services to be provided, and other requirements which must be met by interested parties to be eligible for consideration. All proposals submitted in response to this RFR are subject to all terms and conditions contained in this RFR.

Interested parties must submit a complete and responsive proposal to this RFR by the deadline and received no later than 11 am EST at the desk of Brian Jackson, Holyoke Community College, Business Office, 303 Homestead Avenue, Holyoke, MA 01040, **CLEARLY MARKED, "Bid on Requisition No. 22-02 enclosed."** in order to be considered. Incomplete proposals and proposals not prepared in accordance with this RFR will be rejected.

HCC is not responsible for delays occasioned by the U.S. Postal Service, or any other means of delivery employed by the Respondent. Similarly, **HCC is not responsible for, and will not open, any proposal responses that are received later than the deadline date, time and location as put forth in this RFR.** Late proposals will be retained in the RFR file, unopened.

## **Submission of Bid**

Proposals must be submitted in hard copy format, along with electronic copy and all required forms (see last page of this document), completed and notarized as indicated.

*Delivery Methods:* Delivery may be in person, by U.S. Mail, or overnight courier, to:

Brian Jackson  
Holyoke Community College  
303 Homestead Avenue  
Holyoke MA 01040

**CLEARLY MARKED, “Bid on Requisition No. 22-02 enclosed.”**

*Deadline:* Proposals must be received by Brian Jackson on or before Thursday July 29, 2021 @ 11:00 a.m. EDT. No late proposals will be considered.

## **Proposal Preparation**

Bidders are expected to submit the following with their proposal:

- Executive Summary
- Table of Contents
- Completed Checklist of Forms
- Total Project Cost Quote\*
- All Required Forms and Documents – signed in ink, and notarized as required
- An Electronic Copy of Proposal in PDF format (via USB thumb drive or electronic transmission)
- 1 Hard Copy of Proposal
- Proposals should be prepared providing clear descriptions of capabilities
- Terms and Conditions
- References and Supporting Materials
- Please include full contact information

***\*For total project cost quotes, provide a breakdown of costs for all products or features, as well as first-year costs, and annual maintenance and other costs thereafter. Provide as much detail as possible.***

## **Preparation Costs**

All preparation and presentation costs incurred by vendors in responding to this proposal request are the sole responsibility of the vendor. All documentation submitted to HCC as part of a response to this proposal becomes the property of HCC.

## Confidentiality

The college reserves the right to review the content of vendor responses with internal or external persons for the purposes of vendor selection.

## Minimum Quality Requirements

Proposals must meet all of the below minimum quality requirements. Proposals that do not meet the minimum quality requirements will be rejected and not evaluated further.

Compliance with RFR Requirements	All required elements of this RFR are met as specified.
Financial Condition	Reviewed or Audited CPA Financial Statement for the most recent fiscal year-end available.
Experience	A minimum of five (5) years of experience in the LMS marketplace
References	Must provide three (3) references of similar work experience as demonstrated in this RFR, including contact information.

## Evaluation Criteria

Proposals will be considered from vendors with a demonstrated history of successfully providing cloud hosted LMS solutions. All responsive proposals will be evaluated by the LMS Review Committee. Evaluation will be based on the vendor's ability to meet Holyoke Community College's requirements.

To aid in the evaluation process, all vendors must provide a sandbox or demonstration site where members of the LMS Review Committee can try currently available features and functions of the proposed LMS. This sandbox site does not need to be 100% functional, but must allow users to access basic functionality including but not limited to content and activity creation (e.g., upload files, create discussions), assessment creation (e.g., quizzes), and basic content import (e.g., course cartridges).

Criteria to be used in the evaluation process includes, but is not limited to, a rating system for the evaluation of the criteria outlined in the **Evaluation Criteria for LMS Review** document included with this RFR. A rating system of *Excellent*, *Good*, and *Poor* as defined below will be utilized in reviewing each proposal.

Rating Scale	Excellent (3 pts)	Good (2 pts)	Poor (1 pt)
All categories except Professional Services	Solution is native to the product and is fully documented and supported by the vendor.	Solution is native to the product and is documented and supported by the vendor OR a well-documented integrated third-party solution is supported.	Solution is not native to the product AND no third-party integrated solution is recommended.
Professional Services	Expertise in platform migrations including integrated tools and external systems that are well documented and	Experience in platform migration for native solutions that are well-documented and supported.	Minimal experience in platform migrations.

	supported.		
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The college reserves the right to select the vendor it deems most appropriate for the project. The college reserves the right to waive stated requirements, negotiate further with vendors, discontinue the evaluation process, award based on the merits of a proposal and final demonstration, or choose not to award to any respondent.

**About HCC**

Established in 1946, Holyoke Community College, located in Holyoke, MA, serves a diverse community with rapidly evolving needs. More than 12,500 students annually enroll in credit, noncredit, and workforce development courses. The college provides a university-caliber education and exceptional preparation for success, including a comprehensive academic and personal support system. A vibrant, accessible, and welcoming campus community enables HCC students to thrive.

**Current Situation**

It is important to routinely evaluate and assess the effectiveness of the resources and tools we use to support teaching and learning. In no area is this clearer than technology, where change often occurs quickly. With this in mind, HCC finds itself at such a point regarding its learning management system (LMS). HCC has been using its current LMS – Moodle – for approximately nine (9) years. There has been much change in this area and we want to ensure we are using the best tool to meet our teaching and learning needs.

HCC began its use of an LMS approximately twenty (20) years ago when it introduced WebCT to campus. In that time HCC has migrated from WebCT to Blackboard to Moodle. In each instance, the dominant use case of the LMS was to support fully online courses. Shortly thereafter the LMS supported brick-and-click, or hybrid, courses and supplemented face-to-face courses. Today our LMS is being used to support courses in a variety of modalities (face-to-face, online, blended, remote, etc.) as well as student organizations, faculty committees and departments, and student support services. Any product chosen should be able to support all these current use cases and be able to grow as modalities change.

**Environmental Purchasing Policy**

Products and services purchased by state agencies must be in compliance with Executive Order 515, issued October 27, 2009. Under this Executive Order, Executive Departments are required to reduce their impact on the environment and enhance public health by procuring environmentally preferable products and services (EPPs) whenever such products and services perform to satisfactory standards and represent best value, consistent with 801 CMB 21.00. In line with this directive, all contracts, whether departmental or statewide, must comply with the specifications and guidelines established by OSD and the EPP Program. EPPs are considered to be products and services that help to conserve natural resources, reduce waste, protect public health and the environment, and promote the use of clean technologies, recycled materials, and less toxic products.

**Policy on Affirmative Action, Equal Opportunity & Diversity**

Holyoke Community College is an affirmative action/equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, genetic information, gender

identity or sexual orientation in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and college policies. The College prohibits sexual harassment, including sexual violence. Inquiries or complaints concerning discrimination, harassment, retaliation or sexual violence shall be referred to the College's Affirmative Action and/or Title IX Coordinator, the Massachusetts Commission Against Discrimination, the Equal Employment Opportunities Commission or the United States Department of Education's Office for Civil Rights.

The entire policy can be found on the College's website at <http://www.hcc.edu/about-hcc/college-offices/human-resources/human-resources-guidelines/affirmative-action-policy-->



## Evaluation Criteria for LMS Review

The HCC LMS Review Committee will use the Rating System outlined in the RFR to evaluate each of the following criteria. The response to these required items must appear in the vendor submission.

### Teaching & Learning

Category	Criteria
Pedagogical Design	<p>Provides access to content that integrates well with interactive tools, and new pedagogical tools are being routinely added to the system.</p> <p>Support a wide variety of pedagogical approaches and designs, accommodate diverse learning styles, and provide a mechanism that promotes community and collaboration among learners.</p>
Design & Layout	<p>Simple, intuitive interface with minimal clicks to access materials, little or no training to get started, and the look and feel is inviting.</p> <p>Interface is responsive providing a similar experience regardless of device or platform.</p> <p>Supports creation of templates to facilitate course building.</p>
Usability	<p>Navigation labels are clear and concise; efficient number of clicks to complete task; links are consistent and easy to identify; site is easy to search; tools are consistent throughout the system.</p> <p>Users can complete basic tasks with little or no previous experience using the platform.</p>
Content Authoring	<p>Provides a suite of tools for authoring media-rich content, importing content, drag-and-drop interfaces, as well as uploading rich content types such as audio, video, and multimedia files (e.g., H5P).</p> <p>Allows metadata creation for easier/better management.</p> <p>Solution supports a fully functioning math equation editor that is built into the LMS. Ability to enter complicated functions, graphs, and graphics.</p> <p>Facilitate content sharing between an individual faculty's courses, within a course space among department members, and/or across the institution.</p>
Copyright Management	<p>Authors are given choices (such as Creative Commons) for their content, and consumers (students) are reminded of their responsibilities.</p>
Integration w/Licensed &	<p>Tools are present that allow faculty to find and reference both public and licensed library materials, including full texts. Students can access these</p>

Library Content	<p>materials once logged into the system from any location.</p> <p>Tools exist to integrate with publisher and bookstore content to facilitate access to course content.</p>
Textbook Publisher Support	<p>Solution supports publisher and open texts, excellent and well-organized materials that are easily installed and based on industry or community standards (e.g., Common Cartridge, Creative Commons).</p>
Communication	<p>LMS provides a high level of flexibility for the use of both asynchronous (e.g., announcements, email by roster, threaded discussions) and synchronous (e.g., live classroom, real-time chat) communication formats.</p> <p>Communication tools allow for user profiles and pictures, file attachments, and use of an easy-to-use text editor.</p>
File Exchange	<p>LMS provides secure drop-boxes and shared folders for file exchange among students as well as instructors and allows for bulk downloads of files.</p> <p>LMS supports easy upload/download (e.g., drag-and-drop feature). System allows uploading from Cloud-based document storage systems (e.g., Google Drive, Microsoft One Drive).</p> <p>LMS has the ability to facilitate peer review workshops.</p>
Testing & Assessment Tools	<p>LMS provides tools for creating assessments with multimedia, learning games, and other interactive tools. Tests can provide immediate feedback with tips for remediation.</p> <p>Assessment tools can be integrated with text banks (e.g., Respondus, faculty developed) and publisher content.</p>
Sections & Groups	<p>LMS provides the hierarchy to support sections within a single course so that course materials are shared among sections. Instructors can define sub-groups of students which then link to separate content repositories and tools.</p> <p>LMS facilitates placing students in a course into different groups, releasing content to them based on that membership, and providing robust grading and feedback functionality to students based on that membership.</p> <p>System supports group work and student-to-student collaboration with efficient and intuitive tools to support communication, group design of a product, and sharing of that product with the instructor for a grade.</p>
Evaluation	<p>Anonymous evaluations that can be gathered by the instructor(s)</p>

	<p>including question pools and templates</p> <p>Support analytical tools and usage information.</p> <p>Integrate with existing evaluation tools including Evaluation Kit.</p>
Grading	<p>Highly functional gradebook that is easy to use. Grades can be exported to a spreadsheet or student information system. Grades can be imported from a spreadsheet.</p> <p>Submissions can be easily viewed and assessed within the LMS, including provisions for annotations, feedback, and integrated rubrics.</p> <p>Gradebook integrates gradable tools and can easily be customized by instructor. Weighted categories can be created.</p> <p>Full set of grading and annotation features are available on mobile devices. Annotation tools support use of touch-screen/stylus.</p> <p>Rubrics can be imported from spreadsheet or word document.</p>
Student Tracking	<p>Student tracking tools give the instructor information about what pages the student has viewed and what tasks have been completed. Customizable dashboards condense data for easier analysis.</p> <p>Student can be automatically emailed when their participation is substandard.</p>
Learning Analytics	<p>Provides in-depth data gathering and reporting on learning outcomes based on configurable rubrics, and allows for longitudinal analysis of cohorts as well as individuals.</p>
Calendar & Selective Release	<p>Collaborative calendar with pop-up announcements. Release of course content and assessments can be easily scheduled for student access on a group or individual basis.</p>
Creation & Editing of Items w/Native LMS Tools	<p>LMS provides access to documents through the web interface. Provides tools for creating and editing presentations within the LMS framework to leverage use of LMS content and external repositories.</p>
ePortfolio Tool	<p>A full-featured ePortfolio tool is integrated into the LMS and makes possible the gathering, review, and presentation of work products to support any portfolio strategy (e.g., resume, learning, tenure).</p>
Individual and/or Program Assessment	<p>Hierarchical and flexible system for anonymous evaluations of student work that allow for individual, departmental, or institutional assessments. Learning objectives should be mapped to the course/program and institutional levels. Student work should be tracked and assessed at each</p>

	level using different assessment tools and results should be reported at each of the above levels. Integration with SIS, data analytics, and external system for bringing in and exporting related assessment data (e.g., Excel, Tableau, SPSS).
College Collaboration	<p>Provides a framework that supports campus-wide collaborative work such as shared workspaces with version tracking, threaded discussion, instant messaging and chat, whiteboard, web conferencing (audio and video).</p> <p>Enables subgroups to be defined within courses for collaboration.</p> <p>Provides non-course sites to support special project work among small groups.</p>

### General

Category	Criteria
Hosting	Provide a secure cloud hosted solution that integrates with HCC's Active Directory authentication protocols. Provide details regarding single and two-factor authentication.
Security	<p>Provide security features which utilize industry-standard cryptographic methods and technology and support security principles such as least privilege and separation of duties.</p> <p>Demonstrate compliance with all state, federal, and industry regulatory requirements pertaining to the storage or transmission of any personally identifiable information (PII) stored within, and transmitted to/from the LMS.</p> <p>Ability to produce an industry-standard third-party assessment of the security of hosted services, hosting facilities, and organizational security practices (e.g., SOC(2) or SOC(3) report, FedRAMP assessment).</p>
Reliability	Demonstrate a good record of stability and minimal service disruptions in context with our current and proposed future use of the system.
Adaptable	Solution must adapt frequently to meet the needs of an evolving teaching and learning environment.
Standards	<p>Open standards and LTI integration are incorporated wherever appropriate in the LMS and are leveraged to provide as many options as possible.</p> <p>No proprietary components are present that require separate licensing or lock in data.</p>

Interoperability	Solution scales as requirements evolve and/or change. Multiple solutions may be integrated with the LMS (e.g., cloud and ePortfolio solutions, Analytics, LTI Tools, OER, EAB Navigate).
Course Design Standards	Course design principles are supported and easily implemented to create a clearly designed and easy to navigate course site, and which includes tools for communication, learner interaction, and varied methods of assessment and engagement.
Accessibility	Solution meets accessibility standards set by the ADA, specifically WCAG 2.1 and Section 508 compliance. Encourages Universal Design principles by allow easy presentation of content in multiple formats (text, audio, video); user is prompted to make content accessible when relevant (e.g., add Alt Text to uploaded images).
Reporting	Analytics for tracking overall tool usage is integrated into the solution. Reports may be run to identify which tools are being used by a single user; a selection of users; for a specified timeframe; and/or within a single or multiple courses.
Assessment	Provide robust assessment reporting to support accreditation and program reviews.
Mobility	Solution supports a responsive design. Functions on all major devices including, but not limited to, desktops, laptops, mobile phones, and tablets.  Solution maintains a functional, user-friendly mobile app for use with major mobile operating systems (e.g., iOS, Android).

### **System Administration including Configuration & Integrations**

<b>Category</b>	<b>Criteria</b>
Branding	The LMS is easily branded to reflect HCC.
Migration	Excellent migration tools with great documentation. All migrated course materials are ready to use with minimal or no changes required.
Integration w/Student Information System (Ellucian Banner)	Solution supports seamless integration with automatic updating of student and faculty lists and all rosters.  Solution facilitates role assignment and organization management, student account communication, and grade pass back.
Single Sign-on	Solution provides a real-time connection with our campus identity system (Active Directory, LDAP) that avoids the need for batch processes.

	Integration with campus single sign-on.
Content Organization and Storage	Solution provides a framework for diverse storage and use strategies from public, private, open and share workspaces, to subscription-based content) to archival content.
Course Exports/Archives	Exports course structure and content, as well as selected sub-elements of a course, using an industry standard such as IMS Content Packaging so that courses can be imported into another LMS.  Powerful archive tools that support automatic backup of completed courses with student submissions and discussions intact. Instructors have full access to completed courses
Upgrade Strategy	Faculty and students minimally impacted by vendor upgrades, bug fixes, and other maintenance solutions.  The upgrade strategy is well defined. Documentation for updates is clear and regularly supplied in advance of changes.
Browser Support	Support all browsers and platforms with no special setup requirements for the user. Can render LMS experience in most browsers with consistency.
System Level Support	Provide 24/7 phone and email support with tracking system to follow the progress of issue resolution. Solution provider assigns HCC with an account manager who may be notified if problems need escalating or attention.
User Level Support	Contextually appropriate help files are accessible from all pages and provide assistance for all users based on their roles. Pop-ups or rollovers provide just-in-time information for specific tasks.  An option is available for 24/7 phone and email support by vendor for users to supplement on-site support.
Training Materials	Excellent digital materials that align with accessibility requirements. Provide opportunities for online and classroom training sessions.
Back-up/Disaster Recovery	Provide documented backup, restore, and archive policies and procedures in support of a 24/7 operation.  Provide documented disaster recovery procedures.

### Professional Services

Category	Criteria
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Professional Services	<p>Describe experience in LMS migrations including integrated tools and external system integrations. Provide high-level composite information of the personnel who will be responsible for a migration project.</p> <p>Describe experience in onboarding new clients including admin training, faculty training, and report generation.</p>
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**Request for Response - CHECKLIST OF FORMS**

**REQUIRED FORMS (to be completed and submitted with bid response)**

- Additional Environmentally Preferable Products/Practices
- Business Reference Form
- Commonwealth of Massachusetts Contractor Authorized Signatory Listing (notarized)
- Commonwealth of Massachusetts Prompt Pay Discount Form (if applicable)
- Commonwealth Terms and Conditions
- Consultant Contractor Mandatory Submission Form (if applicable)
- Holyoke Community College Standard Conditions and Terms for Bidding
- Massachusetts Substitute W-9 Form – Request for Taxpayer Identification Number and Certification (DUNS number)
- Noncollusive Affidavit (notarized)
- Supplier Diversity Program Plan Form

**INFORMATIONAL FORMS (must read and no action required at time of bid response)**

- Authorization for Electronic Funds Payment (EFT) (if applicable)
- Operational Services Division – RFR-Required Specifications
- Operational Services Division – RFR Required Specifications for Information Technology
- Operational Services Division – RFR-Other Specifications (form used for Access to Security-Sensitive Information)

**FORMS REQUIRED, IF CONTRACT IS AWARDED**

- Commonwealth of Massachusetts – Standard Contract Form
- Commonwealth of Massachusetts Standard Contract *Amendment* Form (used if necessary)
- Commonwealth of Massachusetts Change in Contractor Identity Form (used if necessary)
- Executive Order 504 Contractor Certification Form

47

Submitted by: _____ Company Name (please print)	
_____ Signature	_____ Date Submitted