



REQUEST FOR PROPOSAL

RFP Number:	755175-RFP-02
Project Title:	Creative Content and Curriculum Development Consultant
Application Deadline 11:59 pm CST:	February 1, 2019
Proposals must be emailed to:	323RFP@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	January 18, 2019
Responses to questions will post on:	January 25, 2019

BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns.

STATEMENT OF PURPOSE

The AAP holds a cooperative agreement for the Physician Engagement and Training Focused on Breastfeeding project with the Centers for Disease Control and Prevention to build capacity to engage physicians and relevant stakeholders to promote progress in breastfeeding education and improve clinical skills in providing evidence-based practices supportive of breastfeeding by: 1) increasing availability and accessibility of breastfeeding education, training, and certification opportunities and 2) supporting the safe implementation of evidence-based breastfeeding practices in maternity care facilities. The AAP is seeking a Creative Content and Curriculum Development Consultant to conduct market research and develop a plan to assess and repurpose content on the Breastfeeding Residency Curriculum website that targets medical students, residents, residency program faculty, and post-graduates in Pediatrics, Obstetrics-Gynecology, and Family Medicine.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The primary deliverable associated with this RFP is to develop and/or update content/resources tailored to the recommendations identified by the Physician Education and Training Focused on Breastfeeding Project Advisory Committee (PAC) for the Breastfeeding Residency Curriculum website available at:

<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Breastfeeding/Pages/Residency-Curriculum.aspx>

The scope of work for this RFP includes:

1. Accelerated review of the Breastfeeding Residency Curriculum website and development of a workplan to include the following deliverables:
 - A. Outline a practical revision plan;
 - B. Identify a process for outlining curriculum objectives;
 - C. Assess the best way to deliver curriculum objectives to learners;

- D. Prioritize list of curriculum content to be revised and/or created.
2. Conduct market research on learning needs of target audience (i.e. medical students, residents, residency program faculty) including but not limited to key informant interviews and focus group facilitation. Collect identical information from 9 or fewer people per research method.
 3. Analyze findings and summarize results.
 4. Communicate findings, recommendations, and insights to Project Advisory Committee and Project Manager in a written report and verbally as requested.
 5. Update the Breastfeeding Residency Curriculum sitemap model and design of landing pages specific to recommendations from the market analysis, the Project Advisory Committee and Project Manager.
 6. Attend and/or provide a report at Project Advisory Committee meetings and, when needed, participate in conference/video calls.
 7. Provide weekly to bi-weekly updates of work completed and participate on standing conference calls with AAP Staff.

SCHEDULE OF DELIVERABLES

February 2019: Participate in virtual web meeting with Project Advisory Committee (PAC) to gather feedback and brainstorm about updates to the Breastfeeding Residency Curriculum website.

February - March 2019: Formulate and finalize workplan, with Project Advisory Committee, to implement key edits for the Breastfeeding Residency Curriculum website.

February - April 2019: Conduct market research on learner needs of the Breastfeeding Residency Curriculum and develop summary report of recommendations and strategies to update the web resource.

April - May 2019: Participate in a virtual web meeting with PAC to present market research findings and brainstorm to prioritize curriculum content to update and/or create.

May - June 2019: Develop and/or revise creative content, tools and/or resources that would be included on the Breastfeeding Residency Curriculum website.

All project activities and deliverables must be completed no later than June 30, 2019

MANDATORY QUALIFICATIONS

The candidate will provide the following:

1) Company Strengths:

- a. Company profile, length of time in business, and core competencies.
- b. A description of company's strategy to engage content experts of online curriculum development for health, infant nutrition and/or breastfeeding education.

2) A clear summary of their approach to the work including:

- a. Project management
- b. Proposed timeline
- c. Description of process, design and review of market research phase.

3) Budget:

- a. A detailed list of all costs associated with completion of the project.
- b. Definition of scope of work included in the quoted price and what, if any, costs/services would be considered out of scope.

4) Sample of previous market research work.

5) Resume/CV for those individuals to be involved in the work.

6) Familiarity with SharePoint and ability to be flexible in working with the AAP IT Department.

7) Names, phone number, and email addresses of individuals at two organizations who have been your clients during the last eighteen months who we can contact as references.

- Please also include in the proposal package: 1) documentation of appropriate state licensing requirements; 2) policies regarding notification on changes of personnel; 3) if proposed staff have received continuing professional education in their field; 4) identify if independent or affiliated with other organizations; 5) information on if you have been suspended or debarred from performing work funded by the federal

government; 6) received disciplinary action during the past three years, and 7) if you contract with small businesses, minority-owned firms, and women’s business enterprises.

CONTRACTUAL ARRANGEMENTS

Performance period is February 1, 2019 – June 30, 2019. A formal contract shall be established upon approval/selection of the proposal bid. Consultant shall bill AAP for completion of contract activities on a monthly basis. The AAP may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services or in the event of a material breach of any of the consultant’s other covenants or representations.

EVALUATION CRITERIA

All proposals will be reviewed by AAP staff in collaboration with the Centers for Disease Control and Prevention technical monitor. Proposals will be scored in the following categories: 1) Content of market research proposal, 2) Qualification of consultants, and 3) Previous work experience applicable to proposed project.

RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant’s participation in this RFP.

CONTACT INFORMATION

American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626/6000
www.aap.org

**COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY,
INCLUDE ALL RFP PAGES, AND
SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.**

APPLICANT INFORMATION

COMPANY NAME	CONTACT NAME
ADDRESS	CONTACT EMAIL

WEBSITE		CONTACT TELEPHONE	
CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO			
BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO			
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO (Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)			
CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.			
CERTIFICATION OF ELIGIBILITY			
<p>By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.</p> <p>The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.</p>			
APPLICANT SIGNATURE	DATE	PRINT APPLICANT NAME and TITLE	