



Request for Proposal

E-Learning Online Course Developer/Instructional Designer

The Education Writers Association is seeking an expert e-learning instructional designer to develop an online course using pre-existing curriculum materials. The course must be able to be exported to the WordPress LMS plugin, LearnDash.

Background

EWA is developing an online course focused on using education research in reporting. The target audience for these courses is journalists who cover issues in P-16 education. Curriculum for the course is complete. The next step of the process is to develop an engaging, well-organized, and professionally narrated online course.

Project Goals, Scope of Services, and Deliverables

The selected instructional designer will be responsible for migrating curriculum materials provided by EWA into an online learning course consisting of 7 learning modules, with each module being approximately 15 minutes. Curriculum materials include lecture slides, interactive activities, quizzes, screen shares, and assignments. The course must include audio narration (scripts will be provided). We are only seeking proposals for online courses that can be exported to LearnDash, the LMS plugin for WordPress.

The developer should incorporate the following features into the course:

- Visually compelling graphics
- Professional audio narration
- Lesson progress and course progress bars
- Well-organized presentation of lesson content and topics
- Engaging content and learning activities, including varied methods of assessments (single choice; multiple choice; sorting; matrix sorting; fill in the blank; open answer)
- Thoughtful consideration of LMS integration, such as user tracking
- Intuitive navigation
- EWA logo and branding

Timeline

The deadline for proposals is June 4, 2021. EWA will prioritize high quality proposals from contractors with a strong track record and immediate availability to begin the project. The target date for project completion is August 1, 2021.



Evaluation Criteria

The award will be made to a bidder with:

- Significant, demonstrated experience developing engaging e-learning courses.
- Familiarity with the WordPress LearnDash LMS plugin.
- Strong understanding of the field of instructional design and e-learning.
- Strong project management skills, ability to meet deadlines, and attention to detail.
- Effective verbal and written communications skills.
- Background in or passion for P-16 education research or journalism is a plus.

Proposal Instructions

The proposal should be sent to ewa-rfp@ewa.org in a word doc. The proposal should include:

- A short introduction to you/your team, including a brief background of your qualifications.
- Overview of your plan of work and how you would approach addressing the needs outlined in this RFP.
- Proposed budget and estimated timeline.
- Work samples (e.g., links to courses you've made).

Equal Opportunity

The Education Writers Association is an equal opportunity employer committed to a diverse work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.