



REQUEST FOR PROPOSAL E-LEARNING SERVICES
Questions and Answers
April 5, 2023

1. Modules/Assets – it states that you are looking to produce sixteen (16) hours of continuing legal education from State Bar content. The content consists of updates to existing e-learning courses, and the development of new e-learning courses, self-assessments, and microlearning for attorneys. What is the current breakdown of hours for new vs existing content percentages you are looking to create.
 - Attachment A of the RFP includes descriptions of the potential courses we hope to update and create, including updates to the 10-hour new attorney training and one hour New Rules of Professional Conduct Course, as well as a one hour new e-learning course, four 30-minute assessments, and four microlearning videos of 15 minutes maximum.
2. I know you leave it open ended as to the modality but what more favored by the State Bar:
 - Modality breakdown (e-learning/assessments/microlearning/performance support/video)
 - The State Bar favors a variety of modalities. Currently in our e-learning courses they incorporate elements of microlearning such as short videos and self-assessments to determine the level of support needed.
 - Desired Length of each modality
 - i. Please note I ask these because the modality will directly impact the cost
 - ii. Adults typically learn best in approximately 10-minute segments or less, in an hour-long e-learning course, the modality may change 4-8 times to accommodate an adult learner.
3. Content – do you have any current content you can share for this specific project?
 - Yes, please email mimi.lee@calbar.ca.gov to obtain account access.
4. How much video content currently exists?
 - The State Bar currently has several hours of video content available in a variety of formats. This includes, but is not limited to, [Spotlight videos](#) and minimum continuing legal education content that is made available to State Bar licensees.

5. Timeline – your timeline states “the first updated e-learning product is required to be fully produced and live by October 15, 2023, with each additional product being fully produced and live every six months thereafter”. How many hours are you expecting the first delivery to be?
 - The first delivery should be 3-4 hours of updated content from the 10-hour new attorney course.
6. What most needs to change about the current learning and/or about the organization’s approach to learning?
 - The State Bar wants to create quality education for attorneys licensed throughout the state that is in line with the State Bar’s strategic plan and preventative education plan. Our approach to learning is learner centered and incorporates interactive content.
7. How does the state bar describe the ideal learning experience?
 - The ideal online learning experience combines engaging content, personalized pacing, and interactive elements to foster a deep understanding of the subject matter. The experience should be accessible on multiple devices and offer a variety of multimedia resources. It should also accommodate diverse learning styles, offer flexibility for the learner, and promote lifelong learning and skill development.
8. What does success look like for this specific project?
 - Success for this project includes reaching the timeline goals and creating products that have a high learner satisfaction, significant knowledge retention, and practical application of acquired skills. Key indicators of success after launch of the product include high completion rates and positive feedback.
9. Budget – Do you have a budget range for the training, or do you have what you have spent on previously on an hour or half hour of training? The budget range is critical so we can provide a fixed fee quote that fits in your desired budget range
 - For an hour-long course update the budget is approximately \$20,000-\$45,000. For an entirely new hour-long course is approximately \$40,000-\$70,000.
10. Do you want to see Add ons? Add ons are items outside of a training module (video, motion graphics, assessments, quizzes)?
 - Yes, our learning courses often include different modalities to provide an optimal education experience as noted above under modalities.
11. What is your preferred learning authoring tool? No preference?
 - The State Bar does not a preference for a learning authoring tool as long as it is compatible with our current Learning Management System. Please refer to the Format Requirements in the RFP.

12. What is the LMS?

- The learning management system that the State Bar uses is Gnosis Connect.

13. One thing that would be super helpful would be to know what the group liked and didn't like about working with previous vendors. Whether it was process/communication/style/collaboration/team structure? Also what do they value most in the vendor relationship.

- Previous vendor relationships with the State Bar have been positive. The State Bar values clear lines of communication, reliability, innovation, and adaptability. A strong vendor prioritizes understanding the State Bar's needs and objectives, while offering tailored solutions and timely support. They also should provide high-quality, engaging, and up-to-date content that aligns with industry standards and best practices. It is also important that a vendor is receptive to feedback and has a proven track record of successful e-learning implementations.

14. Can we have a Q&A session with the State Bar?

- We are not planning to schedule a Q & A session at this time.

15. Can we do a live present of the proposal submission with the State Bar?

- A live presentation of the proposal submission may be included in the interview process.