REQUEST FOR PROPOSAL #92303
FOR CUSTOM AI-ENABLED CONTENT DEVELOPMENT
ISSUE DATE: October 06, 2026

SIGNIFICANT MILESTONES	DATE AND TIME
Last Day for Questions	October 29, 2026, at 10:00 AM ET
Technical and Price Proposals Due	November 20, 2026, at 10:00 AM ET
Virtual Discussion Sessions	Week of December 07, 2026 (anticipated)

NOTICE: Prospective Offerors who have received this document from a source other than the Issuing Office should immediately contact the Primary Procurement Officer and provide their name and email address in order to ensure that amendments to the Request for Proposal or other communications can be sent to them. Any Prospective Offeror who fails to provide the Issuing Office with this information assumes complete responsibility in the event that they do not receive communications from the Issuing Office prior to the closing date. It is the responsibility of the Prospective Offeror to monitor eMMA and Bid Locker for updates to advertised Solicitations.

University of Maryland Global Campus
3501 University Boulevard East
Adelphi, Maryland 20783
www.umgc.edu

eMaryland Marketplace Advantage (eMMA)
https://emma.maryland.gov/

Bid Locker
https://bidlocker.us/a/umgc/BidLocker

SOLICITATION SCHEDULE

Issue Date:	October 06, 2026
Last Day for Questions:	October 29, 2026 at 10:00 AM ET
Technical and Price Proposal Due Date:	November 20, 2026 at 10:00 AM ET

The dates below are for Shortlisted Offerors only

Oral Presentation/Discussion Session(s):	Week of December 07, 2026 (anticipated)
Contractor(s) Selection Anticipated to be Finalized:	January 21, 2027 (anticipated)
Agreement Executed by Selected Contractor(s):	February 17, 2027 (anticipated)

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SECTION I. GENERAL INFORMATION

1. Summary.

1.1. **Solicitation:** The intent of this Request for Proposals ("RFP" or "Solicitation") is to provide qualified vendors an opportunity to present their qualifications, experience, and conceptual approach to providing the scope of services in relation to the needs of the University of Maryland Global Campus ("the University" or "UMGC"). Proposals that concisely present the information requested in the order and manner requested will be considered more favorably than a Proposal ("Proposal" or "Offer") from an Offeror of commensurate qualifications that displays a lack of organization, conciseness, or attention to detail. Prospective bidders / offerors who obtained this document from the UMGC website, e-Maryland Marketplace, or any source other than the Procurement Officer(s), should provide their names and email addresses to the Issuing Office (see below) to ensure receipt of addenda and other communications regarding this solicitation.

1.2. **Procurement Regulations:** This RFP shall be conducted in accordance with USM Procurement Policies and Procedures. The procurement method is Competitive Sealed Proposals. The text of the Policies and Procedures is available at: http://www.usmd.edu/regents/bylaws/SectionVIII/VIII300.html.

1.3. **Background:** Go to http://www.umgc.edu/visitors/about/ for a profile of the University.

2. Issuing Office.

2.1. **Issuing Office:**

University of Maryland Global Campus
Office of Procurement Services
3501 University Blvd. East
Adelphi, MD 20783

Procurement Officers:

Rosemary Williams
Senior Buyer - IT
rosemary.williams@umgc.edu

Alicia Klein
Director – IT Procurement
Alicia.klein@umgc.edu

2.2. The Procurement Officer(s) shall be the point(s) of contact with the University for purposes of the preparation and submittal of proposals in response to this solicitation.

3. Questions and Inquiries.

All questions and inquiries regarding this procurement must be directed to the individual(s) referenced with the Issuing Office above. Questions must be submitted in writing via email to Rosemary.williams@umgc.edu and Alicia.klein@umgc.edu. Inquiries will receive a written reply. Copies of replies will be sent to all other Offerors, but without identification of the inquirer. All such questions and inquiries must be received by the date and time as listed on the Cover and the Solicitation Schedule of this RFP. Please enter "Questions RFP 92303" as the subject for the message. Questions should be submitted in the following format:

Reference	Vendor Question
RFP Section, Page Number	

4. Pre-Proposal Meeting.

There will not be a pre-proposal meeting.

5. Proposal Closing Date/Due Date and Time.

5.1. **Technical Proposal:** Technical Proposals must be uploaded electronically at the UMGC Bid Locker link provided below no later than the date and time indicated in the Solicitation Schedule. File names for the Technical Proposal documents are to include the RFP number and the Proposer's name. **NO PRICING INFORMATION** is to be provided in the Technical Proposal.

Bid Locker link for Technical Proposal upload:
Bid Locker Link

Proposers must be registered on Bid Locker prior to uploading proposals. To register for a Bid Locker account, go to:

https://bidlocker.us/Account/Signup/UMGC.

Should you encounter any issues during account set-up or require additional assistance with Bid Locker, please reach out to Bid Locker directly at help@bidlocker.us or 267-225-1407. (*DO NOT wait until the due date for Proposals to sign up for an account; sign up as soon as possible.)

The University advises Proposers to allocate an adequate amount of time to create a Bid Locker account prior to any submission due date. It is also advisable to familiarize yourself with the Bid Locker site and the upload features and functionality related to uploading documents.

Proposers shall allow sufficient time in uploading the Technical Proposal to ensure timely receipt by the Issuing Office via the Bid Locker site. **Upon successful submission, Proposers may download a submission receipt on Bid Locker. Proposers will also receive an email confirmation within a few minutes from Bid Locker.** Proposers that do not receive confirmation should immediately notify

the Issuing Office, and contact Bid Locker at help@bidlocker.us or 267-225-1407 to confirm that their Proposal has been received. **Proposers will not be able to upload Proposals after the due date and time, and late Proposals will not be considered.**

If any pricing information is included in the Technical Proposal, the Proposal may be deemed non-responsive by the Issuing Office. Hyperlinks to software products that indicate that the Technical Proposal is posted by the Proposer on an electronic site may be rejected or be considered non-responsive if a "Click-Through Agreement" is required to be accepted by UMGC in order to download the Technical Proposal.

By providing the Technical Proposal electronically to UMGC, the Proposer grants UMGC an unlimited right to generate additional electronic and/or paper copies for distribution solely for the purpose of evaluation and review.

5.2. **Price Proposal:** Price Proposals must be uploaded electronically at the UMGC Bid Locker link provided below no later than the date and time indicated in the Solicitation Schedule. File names for the documents are to include the RFP number and the Proposer's name.

Refer to Section III Article 3 for more information regarding Price Proposals.

Bid Locker link for Price Proposal upload:
Bid Locker Link

5.3. Proposals should be provided in accordance with the Solicitation Schedule. Late Proposal submissions will not be accepted.

5.4. Neither Technical nor Price Proposals will be opened publicly. The identity of Offerors will not be disclosed prior to the Contract Award.

5.5. The Technical Proposal and/or Price Proposal, either individually or collectively, is considered by UMGC to be an Offer.

6. Minority Business Enterprises.

Minority participation is important to UMGC and the State of Maryland. State-certified Minority Business Enterprises (MBE) are strongly encouraged to respond to this solicitation notice. If not certified by the Maryland Department of Transportation (MDOT), MBEs are encouraged to initiate certification as soon as possible. For more information on the State's MBE program or questions related to certification, please contact MDOT's Office of Minority Business Enterprise/Equal Opportunity, telephone 800-544-6055 or view the MDOT website: https://marylandmdbe.mdbecert.com/?TN=marylandmdbe.

7. Acceptance of Terms and Conditions.

By submitting a Proposal, an Offeror shall be deemed to have accepted the terms, conditions, and requirements set forth in this RFP. The RFP including all addenda in total shall be incorporated into the Contract by reference.

8. Contractual Agreement and Term.

The University intends to award one (1) Indefinite Delivery, Indefinite Quantity (IDIQ) contract with a single, qualified Offeror as a result of this Solicitation. An IDIQ contract does not guarantee a specific volume of work. Rather, it establishes a contractual relationship under which the University may issue orders ("Task Orders") during the contract term for projects that fall within the scope of the contract.

The contract to be entered into as a result of this RFP shall be by and between the Offeror as Vendor/Contractor and UMGC in the form of a University Contract and shall contain the mandatory provisions included in Appendix C as well as any additional terms required by UMGC or the State of Maryland. Exceptions, if any, must be clearly identified in the transmittal letter enclosed with the technical proposal. As deemed in the best interest of the University, mutually agreeable modifications of the solicitation provisions, if allowed by law, will be documented by express identification in the final contract as superseding the pertinent provisions of the solicitation.

The initial term of any contract arising from this RFP action shall commence on the date the contract is executed on behalf of UMGC, or such other date as UMGC and the Contractor shall agree. The contract shall be in effect for an initial term of three (3) years, unless otherwise extended, expired, or terminated pursuant to the Contract. There are two (2), one-year renewal options at UMGC's sole option.

Maximum Contract Value: The aggregate value of all Task Orders issued under this contract shall not exceed $1,000,000.

No Guaranteed Work: Award of an IDIQ contract does not guarantee that the Contractor will receive a specific quantity of work or revenue.

9. Confidentiality of Offeror's Information.

Refer to Appendix S for the terms of confidentiality of UMGC's and Offeror's information.

10. Post-Award Confidentiality.

Refer to Appendix C-1 for the confidentiality obligations of awardee and UMGC.

(End Section I. General Information)

SECTION II. SCOPE OF WORK

1. **Purpose.** UMGC seeks to establish a partnership with a qualified vendor capable of designing, developing, delivering, and maintaining AI-enabled learning content and related services that support workforce-aligned education initiatives and, at UMGC's option, credit-bearing curriculum development. For the avoidance of doubt, Offerors are advised that short-form, workforce-related content is the primary focus of this RFP. However, UMGC may elect to have the selected vendor provide curriculum development in the credit-bearing space. A central requirement of this work is the integration of Artificial Intelligence ("AI") across both the content development lifecycle and, where applicable, the learner experience. The University seeks to move beyond traditional course development models toward a more modular, flexible, and continuously improving approach to content. Learning assets must be structured around clearly defined skills and competencies, support multiple pathways through learning (including stackable credential pathways to relevant UMGC degrees), and enable deployment across a range of formats and use cases.

2. **Workforce Content Objectives.** This effort is focused primarily on the creation of custom-developed, skills-focused, short-form, non-credit learning content aligned to current and emerging workforce needs. It is intended to establish an ongoing capability for producing, maintaining, and evolving learning assets that remain relevant over time. The University is interested in real-time content updates based on marketplace demands and fast-evolving technological changes. For context, UMGC will be launching a Workforce Development Market Test store front in 2027.

   The selected Offeror shall provide end-to-end services for the design, development, delivery, and continuous improvement of custom, skills-focused learning content and associated learner experiences. The objective is to establish a sustainable and repeatable model for developing and delivering learning experiences that can evolve over time. The selected Offer shall support the University's transition from static, course-based content toward a more dynamic model in which learning assets can be updated, refined, and redeployed in response to changing needs in real time, while maintaining alignment to defined skills and workforce outcomes.

   The Contractor shall be responsible for project planning and execution management across the full lifecycle of the work. This includes development of a detailed project plan, definition of milestones and deliverables, coordination with University stakeholders, and ongoing management of scope, timeline, and dependencies. The Contractor must support an iterative and collaborative approach to planning that allows for refinement of requirements and priorities as the work progresses.

   At the core of this work is the development of modular, short-form, non-credit learning content that is explicitly aligned to defined skills, competencies, or workforce roles. Content must be structured to support progressive capability development and designed in a way that allows for flexibility in sequencing, delivery, and application. Learning assets should be developed in formats that support applied and experiential learning, including interactive modules, scenario-based activities, applied exercises, and multimedia resources.

3. **Credit-bearing Curriculum Content Objectives.** The skill sets required to produce credit-bearing curriculum content are closely aligned to the skills-aligned content described herein.

However, there are critical differences in how those skill sets would be applied to undergraduate and graduate course development.

In the credit-bearing context, courses are taught by highly qualified instructors who are experts in their fields. The developed curriculum, therefore, must support this instructor-led approach. AI embedded in credit-bearing curriculum content will also be at service to the learner as it is in self-paced workforce learning. However, in this context, it must presume the "human-in-the-loop" role of the instructor. AI in this context must support and never supplant the instructor's judgement.

UMGC's undergraduate and graduate courses vary in length, generally from four to eight weeks, and may include untimed, competency-based approaches. At UMGC's sole option, the selected Offeror may be requested to create courses according to UMGC's learning model and incorporate the AI-enabled, modular, skills-aligned content described herein.

4. Scope of Services. The selected Offeror will provide custom AI-enabled content design, development, and delivery services:

4.1. AI-Enabled Content Operations.
- 4.1.1. Provide AI-enabled content development and maintenance services that support the efficient creation, delivery, maintenance, and continuous improvement of learning content.
- 4.1.2. Utilize artificial intelligence, where appropriate, to support content authoring, content updates, learner engagement, analytics, and related learning operations.
- 4.1.3. Implement quality assurance and human review processes to ensure the accuracy, accessibility, instructional quality, and appropriateness of AI-assisted outputs.
- 4.1.4. Maintain and update learning content in response to evolving workforce needs, industry practices, technologies, and skills requirements.

4.2. Learning Delivery and Integration.
- 4.2.1. Provide access to content through integration with the University's D2L Brightspace learning management system, preferably via Learning Tools Interoperability (LTI). The delivery model must support modular learning, flexible sequencing, and learner-driven progression, while ensuring seamless access within the University's existing environment.
- 4.2.2. Support online, asynchronous, and self-paced learning experiences.
- 4.2.3. Support learners in geographically distributed locations through web-based access to learning content and services.

4.3. Program Design and Development.
- 4.3.1. Design and develop content and learning experiences explicitly aligned to defined skills, competencies, and/or workforce roles.
- 4.3.2. Design programs that cater to the specific needs of working adult learners.
- 4.3.3. Partner with the University to define skills, utilizing either vendor-provided or University-identified subject matter experts ("SMEs") as mutually agreed upon.
- 4.3.4. Provide frameworks, taxonomies, and/or methodologies that make this alignment visible and actionable, including clear mapping between learning assets and capability development.

4.4. Analytics and Reporting.

4.4.1. Provide analytics and reporting capabilities that enable the University to monitor biographical and demographic data, learner engagement, progression, and content effectiveness at a learner level. These analytics should be used to inform ongoing content updates and improvements, with preference given to solutions that incorporate AI or advanced analytics to support continuous improvement.
4.4.2. Provide learner engagement, participation, progress, and completion reporting.
4.4.3. Provide analytics that support evaluation of learner outcomes and content effectiveness.

4.5. Implementation and Project Management.
4.5.1. Provide the necessary services and support to enable successful implementation and ongoing operation, including instructional design expertise, project management, and access to subject matter experts as needed.
4.5.2. Support collaborative and iterative development processes and be able to engage effectively with University stakeholders throughout the lifecycle of the work.

4.6. Ongoing Support and Maintenance.
4.6.1. Provide content maintenance and updates.
4.6.2. Provide platform support and operational services, where applicable.
4.6.3. Provide learner support services.
4.6.4. Maintain documentation, reporting, and operational support materials.

5. Task Order Process and Anticipated Task Order Requirements.

5.1. The resulting Contract is intended to support the issuance of future Task Orders for the design, development, deployment, maintenance, support, and enhancement of workforce-oriented learning programs and related services.

5.2. Each Task Order will define the specific program scope, deliverables, schedule, assumptions, level of effort, and pricing applicable to the requested work. Pricing for Task Orders will be consistent with the terms of the Contract. Attachment C provides a sample Task Order for illustrative purposes only.

5.3. UMGC anticipates issuing Task Orders for workforce-oriented learning programs across a variety of subject areas. Examples of anticipated subject areas include, but are not limited to:

5.3.1. Healthcare
5.3.2. Artificial Intelligence
5.3.3. HR, Project Management, Business
5.3.4. Cybersecurity

5.4. Task Orders for credit-bearing curriculum development may be requested at UMGC's sole option.

5.5. Upon receipt of a Task Order request from UMGC, the awarded Contractor shall submit a proposed work plan and price proposal within ten (10) calendar days, unless otherwise specified by UMGC. Pricing shall be based on the awarded Rate Card or an approved alternative pricing structure, as applicable (see Section III. Article 3. Price

Proposal Requirements). Following review and mutual agreement of the scope, deliverables, schedule, pricing, and acceptance criteria, the parties shall execute the Task Order authorizing the work. No work shall commence until the Task Order has been executed by authorized representatives of both parties.

5.6. All Deliverables shall be subject to review and acceptance by the University. Deliverables will be evaluated based on their completeness, quality, functionality, accessibility, and alignment to the requirements defined in the resulting Contract and any applicable Task Order. See Section 5. Evaluation and Acceptance Procedure in Appendix C-1.

5.7. Programs must cater to the specific needs of working adult learners.

5.8. Programs are expected to be online, asynchronous, and self-paced.

5.9. Programs will be stackable, modularized, and offer degree pathways to relevant UMGC degrees. The University will independently determine the alignment and mapping of these non-credit programs to relevant UMGC degrees. The awarded Offeror must participate in a formal credit evaluation process and will be expected to provide materials as outlined in Attachment D – Non-Collegiate Training Information Required for Review/Assessment.

5.10. Program design, development, implementation, testing, deployment, and related project services (collectively, the “Program Development Services”) shall be scoped and authorized through individual Task Orders. Program Development Services are expected to be priced separately from Recurring Services and may utilize milestone-based pricing, fixed-price pricing, time-and-materials pricing, or another mutually agreed pricing approach. Payment shall be tied to the successful completion and acceptance of defined deliverables and/or milestones identified in the applicable Task Order. The anticipated period of performance for Program Development Services is approximately three (3) months from the date that UMGC executes the agreed-upon Task Order. This period includes all activities required to plan, develop, test, and launch the program.

5.11. Services associated with the ongoing operation and support of the proposed solution, including platform hosting, AI-enabled functionality, content maintenance and updates, learner support, reporting and analytics, technical support, and system support (collectively, the “Recurring Services”), shall be priced separately from Program Development Services. Unless otherwise specified in the applicable Task Order, Recurring Services shall commence upon deployment of the program and continue for an initial period of twelve (12) months. At UMGC's sole discretion, Recurring Services may be renewed, extended, modified, or discontinued through subsequent Task Orders or other mutually agreed contract mechanisms.

5.12. All services will be performed remotely in coordination with University stakeholders. Contractor resources will be required to participate in scheduled virtual meetings and, when appropriate, may be requested to attend in-person sessions such as project kickoff or key milestone reviews, as determined in coordination with the University.

5.13. For planning and budgeting purposes, UMGC anticipates that a typical Task Order, including Program Development Services and twelve (12) months of Recurring Services, will be approximately $100,000 (one hundred thousand dollars). Offerors should consider this budget expectation when proposing solutions and pricing models.

6. Attachments. The following attachments are incorporated into and form a part of this solicitation. Offerors should review the attachments and provide any required information identified in the Technical Proposal Requirements section.

6.1. Attachment A – Technical, Accessibility, AI, Data/Security Standards. This attachment identifies UMGC's technical, accessibility, artificial intelligence, data protection, and information security requirements and preferred standards applicable to the proposed solution and services.

6.2. Attachment B – Service Levels and Support Expectations. This attachment identifies UMGC's required and preferred service-level, operational support, learner support, maintenance, reporting, and performance management expectations.

6.3. Attachment C – Sample Task Order. This attachment provides a sample Task Order for illustrative purposes only and demonstrates the format and level of detail that may be included in future Task Orders issued under the resulting Contract.

6.4. Attachment D – Non-Collegiate Training Information Required for Review/Assessment. This attachment identifies information required by UMGC to evaluate and assess non-collegiate training, learning products, and related offerings produced by the awarded Contractor.

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ATTACHMENT A – TECHNICAL, ACCESSIBILITY, AI, AND DATA/SECURITY STANDARDS

1. Learning & Interoperability Desirable Standards. The Offeror's proposed solution should be able to support:

1.1. LTI 1.3 / LTI Advantage compliance — Support LTI 1.3 with the Advantage extensions (Deep Linking, Names and Roles Provisioning Service, and Assignment and Grades Service) so content can be embedded natively inside UMGC's Learning Management System ("LMS") without redirecting learners away. The current LMS is D2L Brightspace.

1.2. xAPI (Tin Can) support — All learner activity, progress, and completion events can be emitted as xAPI statements to a Learning Record Store (LRS), enabling UMGC's Learner Information System ("LIS") to ingest granular learning data beyond simple pass/fail.

1.3. SSO via SAML 2.0 or OAuth 2.0 / OIDC — Learners can access Contractor content using their existing UMGC credentials with no separate vendor login required.

2. Learner Progress & Data Tracking. The Offeror's proposed solution should be able to support:

2.1. Real-time or near-real-time progress reporting which includes completion rates at 100% and 150% of the expected completion timeframe, time-on-task, module-level progress, and assessment scores. Such data should be available via API, xAPI statements, or comparable reporting mechanisms on a defined cadence (e.g., every session or within 15 minutes of activity).

2.2. Granular activity tracking — Support the capture and reporting of detailed learner activity events, including module starts, module completions, assessment attempts, assessment scores, and time spent within learning activities.

2.3. Progress persistence & resumability — The solution should support the ability for learners to stop and resume courses at their last position, with that state maintained across devices and sessions.

3. Roster & Enrollment Management. The Offeror's proposed solution should be able to support:

3.1. Automated roster sync — The solution should be able to support receiving enrollment and drop events from UMGC's LIS via API (REST) or through LTI Names and Roles Provisioning so that learner rosters stay in sync without manual uploads.

3.2. Bulk enrollment support — The solution should support the enrollment of groups or cohorts of learners through automated or bulk-processing capabilities. This capability is particularly desirable for workforce and corporate learning programs.

3.3. Unenrollment and seat reclamation — The solution should support the automated deactivation of learner access when a learner is removed from a program, course, or enrollment source system (e.g. the LIS). UMGC prefers solutions that promptly update learner access and reclaim unused seats without requiring manual administrative action.

4. Content Quality Standards. All content developed shall be accurate, current, and aligned to the applicable learning outcomes, skills, competencies, or workforce roles identified by UMGC. Learning content shall reflect current industry practices, tools, technologies, and workforce expectations relevant to the subject matter.

5. Instructional Quality Standards. Content shall support applied, skills-based learning and promote learner engagement, practical application, and measurable achievement of learning outcomes. Learning experiences shall be designed to support usability, accessibility, and progression toward defined competency or program objectives.

6. Quality Assurance Standards. The selected Offeror shall maintain quality assurance processes to validate content accuracy, instructional effectiveness, skills alignment, accessibility compliance, and overall quality. Such processes shall apply to both newly developed content and subsequent content updates, enhancements, or revisions.

7. Project Management Standards. UMGC utilizes Microsoft 365 tools, including SharePoint, for project documentation and collaboration, and primarily uses Smartsheet for project management and reporting. The selected Offeror shall work within UMGC's Smartsheet environment.

8. Accessibility Requirements. Accessibility is a critical requirement for this RFP and UMGC. Accessibility obligations herein apply to the proposed platform and all associated digital properties, including but not limited to web applications, mobile applications, electronic documents, learning content, assessments, videos, multimedia assets, downloadable materials, learner communications, AI-generated content, and any other deliverables provided under the resulting Contract. The proposed solution, and any related services, including all web content, mobile applications, electronic documents, and digital services provided by Contractor to UMGC (collectively, the "Digital Properties") must be fully usable by learners with a range of abilities and conform to:

8.1. Title II of the Americans with Disabilities Act (ADA) and implementing regulations;
8.2. Section 504 of the Rehabilitation Act of 1973;
8.3. Sections 508 and 255 of the Rehabilitation Act, as applicable; and,
8.4. WCAG 2.1 Level AA or any successor standard adopted by applicable law.

For purposes of this requirement, this includes, but is not limited to:
8.5. Proper use of semantic structure and headings;
8.6. Compatibility with screen readers and assistive technologies;
8.7. Provision of alternative text for images and visual elements;
8.8. Captioning and transcripts for audio and video content;
8.9. Appropriate color contrast and visual design standards;
8.10. Keyboard navigability and avoidance of interaction patterns that require a mouse; and,
8.11. Clear and consistent layout and navigation

Accessibility must be considered as part of the design and development process, not as a post-production activity. Accessibility obligations must be maintained throughout the lifecycle of the product, including upgrades, enhancements, content additions, integrations, and feature changes. Any identified accessibility limitations must be accompanied by a written remediation plan and timeline acceptable to UMGC.

9. Artificial Intelligence ("AI") Preferred Standards. UMGC prefers solutions that utilize AI in a responsible, transparent, and educationally appropriate manner.
9.1. AI capabilities should support the delivery of reliable, accurate, and instructionally appropriate outputs that align with defined learning objectives, skills frameworks,

competencies, and program outcomes. AI-enabled functions should minimize material errors and provide outputs that are relevant to the learner's context and intended use.

9.2. Where AI is used in content development, maintenance, or updates, the solution should ensure that appropriate controls and review processes are in place to maintain quality, accuracy, alignment, and accessibility. UMGC prefers solutions that incorporate human oversight and validation of AI-generated or AI-assisted content and that maintain alignment with accessibility, instructional, and quality standards throughout the content lifecycle.

9.3. AI capabilities should operate in a manner that is predictable, explainable at a functional level, and appropriate for use in an educational environment.

10. Data and Security Requirements. Contractor shall comply with the IT Security Policy available at https://www.umgc.edu/administration/policies-and-reporting/policies/info-governance-security-technology/information-security and endorse UMGC's requirement to adhere to UMGC's Information Governance, Security and Technology policies (https://www.umgc.edu/administration/policies-and-reporting/policies/info-governance-security-technology). Contractor shall provide answers to questionnaires necessary for UMGC to assess risks, ensure data integrity, and determine the level of accessibility that must be maintained. Specific assessment items to include:

- Identification of security, privacy, legal, and other organizational requirements for recovery of institutional resources such as data, software, hardware, configurations, and licenses at the termination of the contract.
- Assessment of the contractor's security and privacy controls.
- Including UMGC's security and privacy requirements in the agreement.
- Periodic reassessment of contractor services provisioned to ensure all contract obligations are being met and to manage and mitigate risk.

10.1. Contractor shall establish and maintain:

- Industry standard technical and organizational measures to help to protect against accidental damage to, or destruction, loss, or alteration of the materials;
- Industry standard technical and organizational measures to help to protect against unauthorized access to the services and materials; and,
- Network and internet security procedures, protocols, security gateways and firewalls with respect to the services.

10.2. Contractor software and its components shall be equipped and/or designed with systems intended to prevent industry known system attacks (e.g., hacker and virus attacks) and unauthorized access to confidential information. Contractor agrees that as delivered to UMGC, the software does not contain any program code, virus, worm, trap door, back door, timer or clock that would erase data or programming or otherwise cause the software to become inoperable, inaccessible, or incapable of being used in accordance with its user manuals, either automatically upon the occurrence of selected conditions, or manually on command of Contractor.

10.3. Contractor shall follow strong identity management characteristics and practices, requiring users to adhere to organizational usage, construction, and change requirements.

10.4. Contractor shall configure and maintain network to be suitably hardened against security threats and ensure adequate performance.

10.5. If applicable, on an annual basis or as requested, Contractor shall promptly provide a Service Organization Control (SOC) 2 Type 2 report, or equivalent, ("Report") for all services and facilities from which the services are provided. It is Contractor's responsibility that such Report is provided under the terms and conditions of the Agreement without UMGC being required to agree to additional terms and conditions that may be applied by a third party. If a Report states that a facility has failed to materially satisfy one or more control objectives, Contractor will, as UMGC's sole remedy, use commercially reasonable efforts to cause the facility to materially satisfy all control objectives. If, despite Contractor's efforts, the facility cannot materially satisfy all relevant control objectives, Contractor will mitigate the issue in a commercially reasonable manner which may include the migration to an alternate facility which materially satisfies all control objectives.

10.6. UMGC or an appointed audit firm has the right to audit Contractor for the processing, transport, or storage of UMGC Data. Audits will be at UMGC's sole expense which includes operational charges by Contractor. In lieu of UMGC or its appointed audit firm performing their own audit, if Contractor has an external audit firm that performs a review, UMGC has the right to review the controls tested as well as the results and has the right to request additional controls to be added to the certified report for testing the controls that have an impact on its data.

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ATTACHMENT B – SERVICE LEVELS AND SUPPORT EXPECTATIONS

1. System Availability. UMGC desires that the content delivery platform and all integrated services maintain a minimum uptime of 99.5% per calendar month, excluding scheduled maintenance windows agreed upon in advance.

2. Incident Response and Resolution. UMGC expects a designated point of contact for technical issues and incidents. UMGC's desired response and resolution targets are:

2.1. Critical Issues (system down, access blocked): Response within 30 (thirty) minutes, resolution or workaround within four (4) hours.

2.2. High Priority Issues (major functionality impaired): Response within 60 (sixty) minutes, resolution within one (1) business day.

2.3. Medium/Low Priority Issues (minor impact): Response within 90 (ninety) minutes, resolution within 5 business days.

2.4. UMGC's preferred service credits are as follows:

2.4.1. Failure to meet response or resolution time for Critical Issue tickets: 10% credit of the applicable monthly service fee.

2.4.2. Failure to meet response or resolution time for High Priority Issue tickets: 5% credit of the applicable monthly service fee.

2.4.3. Failure to meet response or resolution time for Medium/Low Priority Issue tickets: 2% credit of the applicable monthly service fee.

3. Maintenance and Updates. UMGC prefers that Offerors provide advance notice (at least 72 hours) for any planned maintenance or updates that may impact system availability or learner access.

4. Reporting. UMGC prefers monthly reports on uptime, incident response, and resolution times.

5. Learner Support Services. UMGC seeks timely and effective support services to learners accessing the programs.

5.1. Support Channels. UMGC prefers that learner support be available through at least two (2) of the following channels: email, web-based ticketing, live chat, AI-driven chat, or phone. UMGC also prefers the availability of a searchable online help center, knowledge base, or FAQ resource.

5.2. Support Hours. UMGC's preferred support availability is 8:00 AM – 8:00 PM Eastern Time, Monday through Friday. Extended hours or 24/7 support capabilities are desirable.

5.3. Learner Support Response Times. UMGC's desired learner support targets are:

5.3.1. Initial response to learner inquiries: Within one (1) business day.

5.3.2. Resolution of standard learner issues: Within three (3) business days.

5.4. Escalation Procedures. UMGC prefers that Offerors maintain a documented escalation process for unresolved or urgent learner issues, including clear communication procedures for both learners and UMGC.

5.5. Support Documentation. UMGC prefers that Offerors maintain current user guides, FAQs, knowledge-base content, and troubleshooting documentation and make such resources available to UMGC for review when requested.

ATTACHMENT C – SAMPLE TASK ORDER

This Task Order is issued under the resulting IDIQ contract and establishes the specific requirements, deliverables, schedule, acceptance criteria, pricing, and payment terms.

1. Task Order Information.

1.1. IDIQ Contract Number: 92303
1.2. Task Order Number: 92303-1
1.3. Program Name: TBD
1.4. Date Issued: TBD
1.5. Term of Task Order: The period of performance for this Task Order shall commence on _____ and continue through _____, unless terminated earlier in accordance with the terms of the Contract. Recurring Services, if applicable, shall commence upon deployment of the Program continue for _____ unless otherwise modified or renewed by UMGC.

2. **Program Background**. UMGC seeks to develop and deploy an AI-enabled _____ Workforce Learning Program ("Program") aligned to identified industry skills and competencies.

3. **Program Objectives**. The objective of this Task Order is to design, develop, test, deploy, and support a workforce-aligned learning program that provides learners with industry-relevant knowledge, skills, and competencies. The Contractor shall deliver a fully operational Program that is ready for learner enrollment and administration within TBD months of the date of the last signature below.

4. **Program Specifications.**

4.1. Required Learning Modules.
  4.1.1. TBD
4.2. Assessment Requirements.
  4.2.1. TBD
4.3. Program Length.
  4.3.1. TBD
4.4. Target Audience.
  4.4.1. TBD

5. **Scope of Work**. The Contractor shall provide all labor, materials, tools, technology, project management, and subject matter expertise necessary to complete the following and deliver the Program:

5.1. Discovery and Planning. The Contractor shall:
  5.1.1. Conduct kickoff meetings with UMGC stakeholders.
  5.1.2. Review program objectives and target learner populations.
  5.1.3. Conduct skills and competency mapping.
  5.1.4. Develop a Program Design Blueprint.
  5.1.5. Submit a Project Management Plan.
  5.1.6. Develop and maintain a detailed implementation schedule.

5.2. Content Design and Development. The Contractor shall:

5.2.1. Design learning objectives and outcomes, including a definition of program completion.
5.2.2. Develop modular learning content.
5.2.3. Create assessments and evaluation activities.
5.2.4. Produce interactive learning assets.
5.2.5. Incorporate AI-enabled learning experiences where appropriate.
5.2.6. Ensure accessibility and usability requirements are met.

5.3. Platform Configuration. The Contractor shall:
5.3.1. Configure the learning environment.
5.3.2. Integrate content with UMGC's D2L Brightspace LMS.
5.3.3. Configure analytics and reporting capabilities.
5.3.4. Test user access and functionality.

5.4. Testing and Quality Assurance. The Contractor shall:
5.4.1. Execute quality assurance testing which shall include, without limitation, testing for compliance with accessibility standards, including assistive technology testing using screen readers, keyboard-only navigation, and other manual and automated accessibility testing techniques. Any identified accessibility limitations must be accompanied by a written remediation plan and timeline acceptable to UMGC.
5.4.2. Validate content accuracy.
5.4.3. Conduct learner experience testing.
5.4.4. Resolve identified defects and/or accessibility issues.

5.5. Deployment and Launch. The Contractor shall:
5.5.1. Deploy the Program into production.
5.5.2. Support launch activities.
5.5.3. Provide administrator training.
5.5.4. Provide launch readiness documentation.

6. **Deliverables**. The Contractor shall produce the following Deliverables in each phase.

6.1. Discovery and Planning.
6.1.1. Project Management Plan.
6.1.2. Program Design Blueprint.
6.1.3. Implementation Schedule.

6.2. Content Design and Development.
6.2.1. Learning Content Modules.
6.2.2. Assessments.
6.2.3. Interactive Learning Assets.
6.2.4. Instructor and Learner Guides.

6.3. Platform Configuration.
6.3.1. Configured Learning Environment
6.3.2. Analytics Dashboard
6.3.3. Integration Documentation

6.4. Testing and Quality Assurance.
6.4.1. Test Plan
6.4.2. Quality Assurance Report

6.4.3. Defect Resolution Log

6.5. Deployment and Launch.
6.5.1. Production Program
6.5.2. Training Materials
6.5.3. Launch Readiness Report

6.6. Recurring Support Deliverables.
6.6.1. Monthly Performance Reports.
6.6.2. Monthly Service Level Reports.
6.6.3. Continuous Improvement Plans.
6.6.4. Maintenance Releases.

7. **Schedule and Milestones**.

Milestone	Due Date
Project Kickoff	TBD
Design Blueprint Approved	TBD
Initial Content Submitted	TBD
Platform Configuration Complete	TBD
Testing Complete	TBD
Program Launch	TBD

8. **Acceptance Criteria by Deliverable**.

8.1. Program Design and Planning Deliverables. Includes: Project Management Plan, Program Design Blueprint, Implementation Schedule.
8.1.1. Acceptance Criteria:
8.1.1.1. Addresses all requirements identified in this Task Order.
8.1.1.2. Includes all required sections and supporting documentation.
8.1.1.3. Contains no material errors, omissions, or inconsistencies.
8.1.1.4. Includes a requirements traceability matrix.
8.1.1.5. Is submitted in required formats.

8.2. Learning Content Deliverables. Includes: Learning Content Modules, Assessments, Interactive Learning Assets, Instructor and Learner Guides.
8.2.1. Acceptance Criteria:
8.2.1.1. Meets approved learning objectives.
8.2.1.2. Aligns to workforce competencies.
8.2.1.3. Meets accessibility requirements.
8.2.1.4. Includes all required components.
8.2.1.5. Passes quality review.

8.3. Technology Deliverables. Includes: Platform Configuration, Configured Learning Environment, Analytics Dashboard, Integration Documentation.
8.3.1. Acceptance Criteria:
8.3.1.1. Meets functional requirements.
8.3.1.2. Contains no critical defects.

8.3.1.3. Includes required documentation.

8.4. Testing, Quality Assurance, and Validation Deliverables. Includes: Test Plan, Quality Assurance Report, Defect Resolution Log.

8.4.1. Acceptance Criteria:

8.4.1.1. All required testing activities have been completed;

8.4.1.2. Test results are documented;

8.4.1.3. Defects, including accessibility limitations, are identified and remediated or accepted by UMGC;

8.4.1.4. Quality assurance requirements have been satisfied; and,

8.4.1.5. Validation activities demonstrate readiness for deployment.

9. Pricing.

Program Development Services	
Milestone 1 – Discovery and Planning	$
Milestone 2 – Content Development	$
Milestone 3 – Platform Configuration	$
Milestone 4 – Testing and QA	$
Milestone 5 – Deployment and Launch	$
Total:	$

Recurring Services	
Hosting and Platform Access	$
AI Functionality	$
Content Maintenance	$
Learner Support	$
Other Recurring Services	$
Total:	$

10. Payment Schedule.

10.1. Program Development Services shall be paid upon UMGC's acceptance of the applicable milestone deliverables identified in this Task Order.

10.2. Recurring Services shall commence upon deployment of the Program and shall be invoiced monthly.

IN WITNESS WHEREOF, the parties, by their authorized representatives have executed this Task Order.

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

Contractor: _____

By: _____ By: _____

Name: _____ Name: _____

Title: _____ Title: _____

Date: _____ Date: _____

ATTACHMENT D – NON-COLLEGIATE TRAINING INFORMATION REQUIRED FOR REVIEW/ASSESSMENT

The awarded vendor will be expected to provide the following materials in order to properly assess non-collegiate training for credit.

SOURCE OF TRAINING	INFORMATION REQUIRED
Courses	• Syllabi and/or course materials • Assessments/Grading Method • Faculty credentials • Seat time/length of training for credit conversion • A sample copy of the certificate or credential that student will receive • A copy of the official documentation that organization will submit to demonstrate completion of training for credit if different from above • The effective date of the training (when it was first offered or most recently updated) • List any prerequisite courses or certifications which might be involved • Is any part of the course On-the-Job-Training (OJT), if so, how many hours
Certifications	• Syllabi and/or course materials (for courses) • Assessments/Grading Method • Faculty credentials (for courses) • Industry Organization (for certifications) • Seat time/length of training for credit conversion (for courses) • A sample copy of the certificate or credential that student will receive • A copy of the official documentation that organization will submit to demonstrate completion of training for credit if different from above • The effective date of the training (when it was first offered or most recently updated) • Clarify distinction between courses vs exam formats. Some certifications are earned via exam and would need to know that information for rule building in SIS. • This should be separated into two categories. ***Certificates*** as usually courses where a student is awarded a certificate upon successful completion; an ***Industry Certification*** is usually an exam, often with an expiration date and needed re-certification.
MOOCS/CEUS/COURSES	• Syllabi and/or course materials • Assessments/Grading Method • Faculty credentials • Seat time/length of training for credit conversion

	• A sample copy of the certificate or credential that student will receive • A copy of the official documentation that organization will submit to demonstrate completion of training for credit if different from above • The effective date of the training (when it was first offered or most recently updated) • List any prerequisite courses or certifications which might be involved

(End Section II. Scope of Work)

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SECTION III. PROCUREMENT PHASES AND EVALUATION PROCESS

ARTICLE 1. TECHNICAL PROPOSAL REQUIREMENTS

1. **General Requirements.** The Offeror shall submit a complete Technical Proposal containing all information, forms, certifications, and supporting documentation required by this solicitation. Failure to comply with the requirements of this section may result in the proposal being deemed non-responsive. UMGC does not seek general descriptions of an Offeror's products, services, or capabilities. The Technical Proposal must directly address the requirements of this RFP. Generic marketing materials, product brochures, boilerplate content, standard sales presentations, and other promotional information are discouraged.

   1.1. **Transmittal Letter.** The Technical Proposal shall include a transmittal letter from the Offeror. The letter should be an executive summary that clearly and concisely summarizes the content of the Technical Proposal. The transmittal letter must be signed by an individual who is authorized to bind the firm to all statements, including services and financial statements, contained in the Technical Proposal. Include the Offeror's official business address and state in which it is incorporated or organized (if Offeror is not an individual). An appropriate contact name, title, phone number, and email address should also be provided for UMGC's use during the procurement process. **Price information shall not be included in the transmittal letter or elsewhere in the Technical Proposal.**

   1.2. **Required Forms.** The Offeror shall complete and submit all forms, affidavits, acknowledgements, and attachments required by this solicitation, including but not limited to:
      1.2.1. **Appendix A-1.** If any addenda to the solicitation is issued prior to the due date and time for Technical Proposals, complete and sign the Acknowledgement of Receipt of Addenda Form in Appendix A-1 and include it with the Technical Proposal.
      1.2.2. **Appendix A-2.** Complete and sign the Bid/Proposal Affidavit in Appendix A-2 and include it with the Technical Proposal.
      1.2.3. **Appendix A-3.** Complete and submit the References form and include it with the Technical Proposal.

   1.3. **Insurance Documentation.** The Offeror shall provide a current Certificate of Insurance evidencing coverage for Commercial General Liability, Workmen's Compensation, Automobile Liability Insurance, and Professional Liability.

   1.4. **Contract Terms and Conditions Review.** See Appendix C for UMGC's Professional Services Contract and Contract Affidavit. UMGC contracts are subject to the requirements of the University System of Maryland ("USM") Procurement Policies and Procedures ("PP&P") and UMGC policy, including the incorporation of specific contractual provisions and clauses. **Offerors shall review Appendix C and identify any requested exceptions, deviations, or concerns as part of their Technical Proposal.** Failure to identify an exception in the Technical Proposal may be deemed a waiver of that exception during subsequent negotiations. UMGC strongly prefers that Offerors accept the terms and conditions set forth in Appendix C without modification. However, UMGC reserves the right to negotiate contract terms where permissible and consistent with applicable law, USM policy, and the best interests of the University. The

University does not have the authority to accept terms and conditions that are inconsistent with Maryland law. Depending on the nature of the proposed solution and associated services, UMGC may require additional contractual provisions prior to contract execution. By submitting a Technical Proposal, the Offeror acknowledges that it has reviewed Appendix C and is willing to enter into contract negotiations based substantially on the terms and conditions contained therein. The Contract Affidavit is a sample, for information purposes only. If a contract is awarded as a result of this procurement, only the successful Offeror must compete the Contract Affidavit; do not enclose it with the Technical Proposal.

2. Technical Proposal Response Requirements. The following information must be furnished in the Technical Proposal. Failure to include any of the items listed below may disqualify your firm's response. It is the Offeror's responsibility to tailor its response to demonstrate its qualifications to perform the scope of work specifically for UMGC.

2.1. **Relevant Experience and Demonstrated Outcomes.** Provide information demonstrating the Offeror's experience delivering services similar in scope, complexity, and scale to those contemplated by this solicitation, including experience delivering workforce-oriented online learning programs and AI-enabled content development, maintenance, learner support, or learning operations services. The Offeror shall specifically address their experience in the following areas. The required experience should be evidenced through the case studies provided below, to the extent applicable.

(i) Experience supporting online, asynchronous, modular, and competency-aligned learning environments.
(ii) Experience delivering AI-enabled content development, maintenance, learner support, or learning operations services.
(iii) Experience delivering workforce-oriented, skills based online learning programs.

2.1.1. **Case Studies.** Offerors shall provide a minimum of two (2) case studies illustrating the Offeror's ability to deliver services comparable to those requested by UMGC. For each case study, provide:

2.1.1.1. Client name and industry/sector (e.g. higher education, corporate workforce development, government, military-affiliated populations)
2.1.1.2. Project scope and objectives (including number of learners annually)
2.1.1.3. Services provided
2.1.1.4. Quantifiable outcomes and metrics (including completion rates, learner engagement, credential attainment, and other measurable outcomes)
2.1.1.5. The methodology used to calculate completion, including requirements learners were required to satisfy in order to be considered completers.
2.1.1.6. Duration of the engagement
2.1.1.7. *Optional: Offerors may provide access to representative examples of AI-enabled or skills-based learning content that are currently available online.*

2.1.2. **Preferred Experience Characteristics**. The following qualifications are preferred and will be considered during the technical evaluation. Offerors are encouraged to describe relevant experience and provide supporting evidence where applicable.

2.1.2.1. Experience servicing at least one thousand (1,000) learners annually in comparable programs.

2.1.2.2. Experience supporting at least two (2) higher education clients of similar scale to UMGC.

2.1.2.3. Experience achieving completion rates greater than or equal to 70% at 150% of the expected completion timeframe for launched programs when measured using Offeror's stated methodology.

2.1.2.4. Experience supporting military-affiliated learners, including active-duty service members, veterans, reservists, National Guard members, and military dependents.

2.1.2.5. Measurable learner engagement, persistence, completion, credential attainment, or other outcome metrics in comparable programs.

2.1.3. **Subject Matter Expertise**. Provide information regarding the Offeror's areas of subject matter expertise relevant to workforce-oriented learning and content development. Include any specialized experience, credentials, partnerships, certifications, or notable projects.

2.2. **Program Design and Development Approach.**

2.2.1. **Program Development Methodology**.

2.2.1.1. Describe the Offeror's approach to planning, designing, developing, testing, deploying, and maintaining workforce-oriented learning programs, including project governance and communication approach, timelines, milestones, dependencies, and assumptions.

2.2.1.2. Describe the expected level of effort and responsibilities required from UMGC personnel during program development and maintenance activities.

2.2.1.3. Describe the Offeror's experience working within client-provided collaboration and project management environments, including its ability to use client-provided tools, templates, workflows, and reporting processes effectively.

2.2.2. **Accessibility**. Describe how accessibility requirements are built into workflows during development. Include methods used to validate accessibility compliance and maintain compliance as content is revised over time.

2.2.3. **Content Scalability and Continuous Improvement**.

2.2.3.1. Describe the Offeror's ability to rapidly develop new content in response to emerging workforce needs, as well as efficiently revise and update existing content over time.

2.2.3.2. Describe the Offeror's process for maintaining and updating learning content in response to evolving workforce needs, industry practices, technologies, and skills requirements. Include methodologies, tools, workflows, and resources used to support content maintenance and continuous improvement.

2.3. **Artificial Intelligence Approach.**

2.3.1. **AI Quality Assurance**. Describe how AI-assisted or AI-generated outputs are validated for accuracy, consistency, and instructional appropriateness.

2.3.2. **AI Governance and Oversight.** Describe how AI systems are monitored and maintained over time, including processes for identifying and correcting errors,

updating underlying models or prompts, and ensuring consistent performance as content evolves.

2.3.3. **AI Approach**. Describe how AI will play a role across the content lifecycle. Include:

2.3.3.1. The use of AI to support the efficient design, development, and maintenance of content.

2.3.3.2. The use of AI to support the ongoing maintenance and evolution of content. Offerors should clearly indicate whether content updates are periodic, triggered by defined events, or informed dynamically by data, usage patterns, or external signals. Preference will be given to solutions that move beyond static update cycles toward more responsive and adaptive content models.

2.3.3.3. The use of AI to enhance the learner experience. Preference will be given to Offerors that demonstrate capabilities such as adaptive or personalized learning pathways, intelligent recommendations for next steps or skill development, and real-time, in-context learner support through AI-enabled tutoring or guidance. Offerors should clearly describe how these capabilities function in practice, the extent to which they are currently implemented, and how they are integrated into the learning environment. Preference will be given to solutions where such capabilities are embedded within the experience rather than provided as separate tools.

2.3.3.4. Identify any AI-enabled capabilities that rely on proprietary technologies, models, platforms, or tools.

2.3.3.5. Explain the impact on learner experience, functionality, analytics, assessments, personalization, or other features if the content is migrated away from the Offeror's environment.

2.4. **Technical Solution and Integration.**

2.4.1. **LMS Integration.** Describe the Offeror's capabilities to integrate with UMGC's LMS (Brightspace D2L) using LTI.

2.4.2. **Learner Analytics and Reporting**.

2.4.2.1. Describe learner tracking, reporting, dashboards, analytics, xAPI/LRS capabilities, etc..

2.4.2.2. Provide representative samples of reports and dashboards (if available) that would be delivered under the proposed solution and services. Dashboards may be hyperlinked in the proposal or shown as a screenshot. Reports and dashboards may be redacted as necessary to protect confidential or customer-specific information. Redactions should be limited to sensitive information and should not obscure the overall format, content, level of detail, metrics, or analytical value of the report and/or dashboard.

2.4.3. **Learner Progress and Enrollment Management.** Describe capabilities related to enrollment synchronization, learner progress tracking, and learner data exchange.

2.5. **Service and Support.**

2.5.1. Describe the Offeror's ability to provide hosting, operational support, learner support, maintenance, monitoring, and reporting.

2.5.2. Identify the account manager for UMGC's account, along with a brief background and description of responsibilities if Offeror is selected for award.

2.5.3. Describe the process by which UMGC may obtain and transition course content at the conclusion of the Contract. Identify any restrictions, dependencies, or licensing requirements that would apply during a transition.

2.6. **Supporting Documentation and Standards Exceptions.**

2.6.1. Offerors shall review Attachments A, B, and C to the Scope of Work and identify any material exceptions, deviations, or limitations related to their ability to meet the standards and expectations set forth in these attachments.

2.6.2. Third Party Reports. Offerors shall disclose whether they possess a current SOC 2 Type II report and identify the audit period covered. Offerors that do not maintain a SOC 2 Type II report shall describe alternative security certifications, attestations, or independent assessments used to demonstrate the effectiveness of their information security controls.

2.6.3. Accessibility Conformance Report (ACR). Offerors shall provide a current and accurate Accessibility Conformance Report (ACR), completed using the ITI Voluntary Product Accessibility Template (VPAT®) WCAG edition (version 2.4 or later), specific to the version of the product or service proposed.

2.6.4. HECVAT. If available, the Offeror shall provide a current Higher Education Community Vendor Assessment Toolkit ("HECVAT").

2.6.5. Artificial Intelligence (AI). Offeror shall provide information regarding the Offeror's current AI governance program, including any applicable policies, procedures, controls, or governance documentation.

2.6.6. Service Level Agreement (SLA). Offeror shall provide current SLA documentation.

3. **Proposal Format Requirements.** Proposals must be paginated and organized in the order listed above. Responses should be tailored to demonstrate the Offeror's specific qualifications and approach for UMGC's scope of work. Standard sales material may be provided as an appendix, not within the body of the proposal.

4. **Modifications of Technical Proposal**. Offerors may modify their Technical Proposals and upload them electronically at the UMGC Bid Locker link provided in the solicitation at any time prior to the due date and time indicated in the Solicitation Schedule. Offerors must email written confirmation of the modification, including the signature of the Offeror, to the Procurement Officer prior to the Proposal due date and time. Technical Proposals may not be modified, supplemented, cured, or changed in any way after the due date and time, unless specifically requested by the University.

(End Section III. Article 1. Technical Proposal Requirements)

ARTICLE 2. TECHNICAL EVALUATION PROCESS

1. **Qualifying Proposals.**

1.1. **Procurement Officer Review.** The Procurement Officer shall review each Technical Proposal for responsiveness to the requirements of the solicitation, including submission of all required forms and supporting documentation (i.e., susceptibility of award). Failure to comply with a material requirement of the solicitation may result in the Technical Proposal being deemed non-responsive. The University reserves the right to waive minor irregularities to the extent permitted by law and consistent with the best interests of the University.

1.2. **Evaluation and Selection Committee.** All Qualifying Proposals will be reviewed by a UMGC Evaluation and Selection Committee (the "Committee") established by the Procurement Officer. As the procurement progresses, the Committee may seek input from other appropriate UMGC staff or request additional technical assistance from any other source.

2. **Technical Evaluation of Qualifying Proposals.**

2.1. **First Phase Technical Evaluation.** Following the Procurement Officer's qualifying review, the Committee will evaluate each Technical Proposal in accordance with the following Technical Evaluation Criteria (in order of importance):

2.1.1. Relevant Experience, Learning Program Quality, and Demonstrated Outcomes
2.1.2. Program Design & Development Approach
2.1.3. Artificial Intelligence Approach
2.1.4. Technical Solution & Integration
2.1.5. Security, Accessibility, and Service Capabilities

2.2. Minor irregularities contained in Technical Proposals, which are immaterial or inconsequential in nature, may be waived wherever it is determined to be in the University's best interest and when permitted by law. The decision for progressing in the procurement process will be made based on the strengths, weaknesses, advantages, and deficiencies that the Technical Proposals represent.

2.3. **Shortlisting:** In accordance with the Technical Evaluation Criteria set forth above, a shortlist of qualified proposals may be established after the initial technical evaluation. If a shortlist is established, only shortlisted Offerors would continue in the evaluation process. Offerors not shortlisted shall be so advised.

3. **Oral Presentations/Discussion Sessions.**

3.1. **Purpose:** Based on the Committee's initial technical evaluation, the University may invite, without cost to itself, Offerors to an oral presentation/discussion session ("Discussion Session"). The purpose of the Discussion Session is as follows:
3.1.1. To discuss/clarify any and all aspects of the Technical Proposal;
3.1.2. To allow the University to meet Offeror personnel; and
3.1.3. To provide an opportunity to clarify the scope of services for the intended contract and discuss any items addressed in the Technical Proposal that may require additional clarification.

3.2. **Format:** The Discussion Session will be informal; the University is not interested in a sales presentation by executives and business development staff. Rather, we are seeking an interactive discussion with the Offeror. The use of PowerPoint (or similar technology) is encouraged. The Discussion Session will be virtual and no more than 60 (sixty) minutes in length. Following the Discussion Session, additional follow-up and/or clarification documentation may be requested of the Offeror.

3.3. **Date:** The times and dates for the Discussion Session(s) will be scheduled upon completion of the initial technical evaluation; however, it is anticipated that the Discussion Session(s) will be conducted on the times and dates listed per the Solicitation Schedule. Proposers are therefore advised to set this(ese) date(s) aside in its (their) entirety on the calendars of the appropriate personnel.

4. **Second Phase Technical Evaluation.**

4.1. **Criteria:** Following the Discussion Session, a second phase technical evaluation will be conducted. The Committee will re-evaluate all criteria, incorporating assessment of the Discussion Session and, at its sole discretion, outcome of reference checks. The University reserves the right to decide that an Offeror is not shortlisted prior to completing reference checks. The order of Technical Evaluation Criteria remains the same.

4.2. **Process:** Further shortlists may result as the procurement progresses. At each phase of the process, those Offerors that do not remain shortlisted will not progress in the procurement. All Proposers will be notified of the results of the Technical Evaluation as they pertain to their respective Technical Proposals. It is UMGC's intent to incorporate references prior to establishing the final shortlist of proposals. Once a final shortlist of proposals is established, the Committee will rank the remaining Technical Proposals from highest to lowest.

(End Section III. Article 2. Technical Evaluation Process)

ARTICLE 3. PRICE PROPOSAL REQUIREMENTS

1. **General Requirements.** The Offeror shall submit a complete Price Proposal containing all pricing, information, forms, assumptions, and supporting documentation required by this solicitation. Refer to Section I.5.2 of this solicitation for the submission instructions.

2. **Required Forms.** The Offeror shall complete and submit all required forms, including:

   2.1. Appendix B-1 - Price Proposal Affidavit.

   2.2. Appendix B-2 – Price Proposal Workbook. Offerors shall complete all tabs included in Appendix B-2 and submit the completed workbook in Microsoft Excel format. A description of each tab is provided below.

      2.2.1. Tab 1 – Rate Card. Offerors must provide Labor Category Title, Description of Responsibilities, and Fully Burdened Hourly Rate for all labor categories that may be utilized under the Contract. All rates shall be fully burdened and shall assume performance in a remote work environment. Travel and other extraordinary expenses, if approved by UMGC, shall be identified separately and are not included in the proposed hourly rates.

      2.2.2. Tab 2 – Hypothetical Program Pricing Structure. For evaluation purposes only, provide a resource plan and fixed-price estimate for the design, development, and deployment of the hypothetical program set forth below and incorporated herein as Attachment A. Include all assumptions. *This scenario is intended solely to facilitate comparison of pricing approaches and does not represent a commitment by UMGC to issue a Task Order for these specific requirements.*

      2.2.3. Tab 3 – Recurring Services Pricing. Offerors shall clearly identify all recurring charges, fees, subscriptions, licenses, maintenance costs, support costs, usage-based charges, and other ongoing costs associated with the proposed solution. Add additional rows/components if necessary. Offerors are responsible for identifying any additional fees, charges, dependencies, minimum commitments, licensing costs, or usage-based costs that may be incurred by UMGC during the term of the Contract. At a minimum, recurring services pricing should include:

         - Hosting and platform access
         - AI functionality
         - Content Maintenance and Updates
         - Learner Support
         - Optional Services

         For each component, identify:
         - Pricing model (e.g. fixed fee, subscription, per learner, usage-based, time and materials);
         - Billing frequency;
         - Included services;
         - Key assumptions (e.g. volume, minimum commitment, etc.).

2.2.4. Tab 4 – Assumptions. List any pricing assumptions that are not already stated on other tabs within the Workbook.

3. Pricing Conditions.

3.1. The Rate Card shall establish the labor categories and rates available for use under the resulting Contract**.**

3.2. Additional labor categories not included in the Rate Card may be proposed and are subject to negotiation and approval by UMGC.

3.3. UMGC prefers pricing structures that provide transparency, scalability, and flexibility, allowing services to be adjusted in response to change business requirements, usage patterns, and institutional needs.

3.4. The Offeror shall disclose all known fees and charges associated with the proposed solution. Failure to disclose a recurring fee, subscription cost, licensing fee, minimum commitment, or other material pricing component may be considered during price evaluation and contract negotiations.

4. Alternative Pricing Structure (OPTIONAL). Offerors may propose alternative pricing structures that differ from the Rate Card methodology. Alternative pricing proposals may include fixed-price, subscription-based, usage-based, per-learner, per-program, or other pricing models. Any alternative pricing proposal shall clearly describe:

4.1. The pricing model;
4.2. Included services;
4.3. Pricing assumptions;
4.4. Minimum commitments;
4.5. Volume assumptions;
4.6. Billing methodology; and,
4.7. Any potential cost advantages to UMGC.

The Rate Card and Hypothetical Pricing Scenario must still be completed regardless of whether an alternative pricing structure is proposed.

5. Evaluation.

5.1. The University will evaluate Price Proposals based upon the pricing provided in the Rate Card, the hypothetical pricing scenario, recurring costs, any alternative pricing structures proposed by the Offeror, and the overall reasonableness and competitiveness of the Offeror's proposed pricing approach.

5.2. Price Proposals will be evaluated separately from Technical Proposals. Price Proposal evaluation will not be performed for an Offeror whose Technical Proposal is determined to be unacceptable.

5.3. Following the initial evaluation, the University may, in its sole discretion, request Best and Final Price Proposals (“BAFO”).

Attachment A – Hypothetical Program Pricing Scenario

1. Program Overview. The Contractor shall design, develop, test, deploy, and launch a workforce-aligned learning program within three (3) months. The program shall be developed as a modular, skills-based learning experience aligned to identified workforce competencies and designed for delivery through D2L Brightspace.

2. Program Specifications. The hypothetical program shall include:

    - One (1) workforce-aligned subject area;
    - Five (5) courses (i.e., learning modules);
    - Approximately 50 hours of learner engagement;
    - Defined skills and competency framework;
    - Learning objectives and outcomes for each module;
    - Interactive learning activities and exercises;
    - Learner assessments;
    - Progress tracking and reporting capabilities;
    - Accessibility compliance with WCAG 2.1 AA requirements; and
    - AI-enabled learner support features, where applicable.

3. Project Requirements. The Contractor shall:

    - Conduct discovery and planning activities;
    - Create the program design blueprint;
    - Develop all learning content and assessments;
    - Configure and integrate the delivery environment;
    - Conduct testing and quality assurance;
    - Deploy the program; and
    - Provide documentation and launch support.

4. Assumptions. For pricing purposes, Offerors may assume:

    - Program requirements have been approved by UMGC.
    - Subject matter expertise will be provided by the Contractor.
    - No custom software development is required.
    - The program will be delivered in English.
    - The program will be designed for approximately 500 learners annually.
    - D2L Brightspace integration via LTI or other equivalent agreed upon means is required.

(End Section III. Article 3. Price Proposal Requirements)

ARTICLE 4. FINAL EVALUATION, RANKING AND SELECTION

1. **Recommendation of Award or Further Discussions.** The Committee may recommend a Proposer for contract award(s) based upon the Offeror's Technical Proposal and Price Proposal without further discussion. However, should the Committee find that further discussion would benefit the University and the State of Maryland, the Committee may recommend such discussions to the Procurement Officer. Should the Procurement Officer determine that further discussion would be in the best interest of the University and the State, the Procurement Officer shall establish procedures and schedules for conducting discussions and will notify responsible Offerors.

2. **Final Ranking and Selection.**

   2.1. Process: Following evaluation of the Technical Proposals and the Price Proposals (and Best and Final Offers, if applicable), the Evaluation and Selection Committee will make an initial overall ranking of the Proposals and recommend to the Procurement Officer the award of the contract(s) to the Offeror whose Proposal(s) is (are) determined to be the most advantageous to the University and the State of Maryland. The decision of the award(s) of the Contract will be made at the discretion of the Procurement Officer and will depend on the facts and circumstances of the procurement. All Offerors will be notified of the award(s) selection.

   2.2. **Basis for Award:** Technical merit will have a greater weight than cost in the final ranking. Award may be made to the Offeror with a higher technical ranking even if its Price Proposal is not the lowest. The Procurement Officer retains the discretion to examine all factors to determine the award of the contract. The goal is to contract with the Offeror(s) that would best meet the needs of the University as set forth in the RFP.

   2.3. **Negotiations:** The University may select for award one or more Offeror(s) to negotiate the terms and conditions of the Contract. The University reserves the right to make an award with or without negotiation.

3. **Debriefing.**

   3.1. **Request:** Unsuccessful Offerors may request a debriefing. A request must be submitted in writing to the Procurement Officer within ten (10) days after the date on which Offeror knows, or should have known, that its Proposal was unsuccessful. Debriefings shall be conducted at the earliest feasible time.

   3.2. **Discussion:** Debriefings shall be limited to discussion of the Offeror's Proposal only and shall not include a discussion of a competing Offeror's Proposal. The debriefing may include information on areas in which the unsuccessful Offeror's Proposal was deemed weak or insufficient. The debriefing may not include discussion or dissemination of the thoughts, notes, or ranking from an individual Evaluation and Selection Committee Member. A summary of the Procurement Officer's rationale for the selection may be given.

(End Section III. Article 4. Final Evaluation, Ranking and Selection)

APPENDICES

The documents listed as appendices below are incorporated into the solicitation and are available as separate attachments on the solicitation's Bid Locker page.

Appendix A – Technical Proposal Forms

A-1. Acknowledgement of Receipt of Addenda Form

A-2. Bid/Proposal Affidavit

A-3. References Form

Appendix B – Price Proposal Forms

B-1. Price Proposal Affidavit

B-2. Price Proposal Workbook

Appendix C – Contract

C-1. Professional Services Contract

C.2. Contract Affidavit

Appendix D – Electronic Funds Transfer Schedule

Appendix E – Living Wage Requirements

Appendix S – Solicitation Terms and Conditions