

# SITE Train-the-Trainer Program Curriculum Designer RFP

---

SITE is a non-profit organization dedicated to providing performance improvement opportunities to society members through programs, networking, and services. SITE's members represent companies and organizations operating in varied capacities within the insurance industry.

To continue to offer a high level professional development experience to its members and non-members in the insurance industry, SITE's Board of Directors is seeking to redesign their current Train-the-Trainer Program.

The Society of Insurance Trainers & Educators (SITE) Board of Directors invites you to submit a proposal to be considered for a Curriculum Designer contract position.

## Requirements – Ability to:

- Design and develop a whole systems solution including process, information mapping, and development or recommendation of training
- Adapt training materials to a diversified audience (entry level through advanced level participants)
- Develop new training material to a diversified audience utilizing multiple vehicle mediums such as Go To Meeting, Microsoft Products, and/or in-person
- Communicate, verbally and written, at an advanced level
- Perform needs analysis to determine performance gap solutions consistent with needs and goals
- Design and develop learning solutions to meet identified performance gaps
- Facilitate new materials to new faculty
- Work independently and partner with project manager

Please submit your information and RFP information by January 5, 2012 to:

Michelle Kologinczak  
SITE Southern Region Vice President  
[Michelle.kologinczak.ckvi@statefarm.com](mailto:Michelle.kologinczak.ckvi@statefarm.com)  
(512) 468-7805

## RFP should include - Contact Information

Name:

Title (if applicable):

Company Name (if applicable):

Address:

City, State, Zip:

E-mail:

Phone:

# SITE Train-the-Trainer Program Curriculum Designer RFP

---

## Contracting Entity

SITE is seeking to contract with a Curriculum Designer to redesign and maintain SITE's Train-the-Trainer Program via a blended learning approach that meets the training needs of today's insurance industry.

## RFP Managing Contact

Name: Michelle Kologinczak

Title: SITE Southern Region Vice President

E-mail: [michelle.kologinczak.ckvi@statefarm.com](mailto:michelle.kologinczak.ckvi@statefarm.com)

Phone #: 512-468-7805

## RFP Timeline

Desired RFP Release Date: December 19, 2011

Proposal Due Date: January 5, 2012

Estimated Selection Date: January 27, 2012

Target Implementation Date: February 1, 2012

## Interview

SITE reserves the right to request an interview as part of the RFP evaluation process.

## General Condition

This RFP is not an offer to contract. Acceptance of proposal neither commits SITE to award a contract to an individual/company even if all requirements stated in the RFP are met, nor limits our right to negotiate in our best interest.

## Right to Amend

SITE reserves the right to amend this RFP in any manner prior to awarding a contract. In the event of such a change, SITE will notify all individuals/companies still participating in the RFP process.

## Contract

Upon selection by SITE, a written contract setting forth the relationship of the parties will be required. See the attached contract for an example of the contract SITE might offer.

## Current State

SITE's Train-the-Trainer Program is 100% classroom delivery, 3 ½ days in length, and based primarily on the ADDIE model. In addition, there is minimal focus on customer platform skills such as delivery, dealing with difficult situations/people, room set-up, and proper use of PowerPoint.

## Future State/Desired Outcome

A new professional development program developed via a blended learning approach to be offered to SITE members and non-members to increase participation.

SITE desires to contract with an individual or company on an annual basis to completely redesign its current training program titled *Train-the-Trainer Program*. Its vision is to take the 3 ½ based classroom version and design it based on a blended learning approach such as 75% online through self-study, live group sessions, etc. Prior to the content being placed in a different delivery vehicle, it needs to be reviewed and updated as it places too much emphasis on the ADDIE model.

# SITE Train-the-Trainer Program Curriculum Designer RFP

---

Our Vision consists of two Phases:

## ***Phase I – Redesign of SITE's current Train-the-Trainer Program (TTT) per project plan and timeline***

- Seek current faculty input
- Seek current SITE member's input
- Research current industry needs
- Review current TTT materials (includes Facilitators Guide, Participant Guide and communications)
- Outline materials that need revisions and prepare a timeline
- Determine vehicle medium(s)
- Create new materials
- Develop cost benefit analysis to include a cost recommendation
- Write faculty job description
- Develop and implement faculty hiring process (posting RFP, review, interview, selection, notifications, contract)
- Train new faculty

## ***Phase II – Annual Maintenance of SITE's TTT Program***

- Semi-annual review and/or gathering of graduate feedback, faculty feedback, and/or member feedback
- Semi-annual review and/or revisions to program content based on feedback

## **Project Timeline – 2012 and beyond**

- February – Research current faculty and SITE member's input and current industry needs
- February – March – Review current TTT materials
- February - March - Outline materials that need revisions, prepare a timeline, and determine vehicle medium(s)
- March - April – Create new materials and write faculty job description
- April – May – Develop cost benefit analysis, develop and implement faculty hiring process, create program maintenance guidelines
- June – Train new faculty
- June – December – Content maintenance

## **Resources**

SITE will provide a project manager to:

- Manage TTT project plan
- Provide status reports to VP Member Services, Education Committee, and SITE Executive Board as needed
- Supervise Curriculum Designer for Phase I on the project (VP Member Services will supervise Phase II)

## **Technology Requirements**

SITE will provide access to their Go To Meeting account for any live forums or presentations that may be developed as part of the curriculum. Requirements for Curriculum Designer include having their own computer equipment with Microsoft Office installed as all materials will need to be created in Microsoft Word and/or PowerPoint.