

## REQUEST FOR PROPOSAL

### INTRODUCTION

Hanna Institute (HI) is a program of the Hanna Boys Center, a 501C3 corporation located in Sonoma County, California. Established in 2016, HI envisions a world where every child grows up resilient and healthy, regardless of personal circumstances. We raise awareness about trauma and early adversity while promoting the resilience and recovery of children and adults. As a leading provider of trauma-informed care training, our mission is to support family and child-serving systems with resources that build resilience and hope.

### OVERVIEW

HI is soliciting competitive proposals from creative and mission-driven contractors specializing in Adult Learning, Learning Technologies, and Digital Curriculum Design. We are looking for an individual(s) or organization to oversee the successful launch of *Hanna On-Demand*, our Kajabi-based digital learning service. *Hanna On Demand* will cater to a range of organizational clients primarily serving young children, youth, and their families, including schools, social service and healthcare providers, nonprofits, and government agencies. *Hanna On-Demand* will host both contracted customized online courses for clients as well as online courses available to purchase by the broader public.

We hope to establish a long-term working partnership with a single agency or individual. Services will be solicited on a project-by-project basis. Each project will require a clear and concise scope of work built upon an established fee structure and achievable within agreed upon timelines.

### PRIMARY SERVICES

We are seeking successful bidders to

- Assess HI's e-learning needs and opportunities to achieve revenue goals and position HI as an industry thought-leader in digital learning.
- Design and launch *Hanna On-Demand*, a Kajabi-based Learning Management System.
- Work with Subject Matter Experts (SMEs) to design, produce and launch engaging and user-friendly asynchronous e-learning courses and activities.
- Evaluate the effectiveness and success of our digital learning efforts to continuously improve effectiveness and accessibility.
- Stay abreast of industry innovations and surface opportunities for HI to push the boundaries of engaging, interactive and effective digital learning.

### PROPOSAL SUBMISSION

To apply, please submit a proposal to Erin Hawkins, Hanna Institute Director (ehawkins@hannacenter.org). Proposal should be no longer than 3 pages and provide the following information:

- An introduction to your organization/self, and if applicable, information on the lead contact with whom HI would work as well other team members playing key roles in this work.
- A summary of your e-learning development, launch and evaluation experiences, highlighting those products and projects of which you are particularly proud.
- An overview of your process working with SME's and agency teams to inspire innovation and broader thinking for digital learning.
- Information on your fee structure.