

**WASHINGTON STATE SCHOOL DIRECTORS' ASSOCIATION
OLYMPIA, WASHINGTON**

**REQUEST FOR PROPOSAL
RFP 2025-032**

PROJECT TITLE: WSSDA Learning Management System

PROPOSAL DUE DATE: 10/01/2025

EXPECTED TIME PERIOD FOR CONTRACT: 02/02/2026 through 01/31/2028

PROPOSER ELIGIBILITY: *This procurement is open to those Proposers that satisfy the minimum proposal stated herein and that are available for work in Washington State.*

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1 INTRODUCTION

1.1 BACKGROUND AND PURPOSE

Formed in 1922, WSSDA has grown to include 1,477 locally elected school board directors from across Washington. As a state agency, per chapter [28A.345 RCW](#), WSSDA supports its members with research-based leadership development resources, policy and legal guidance, and legislative advocacy. This work is of critical importance because school board directors build the future of public education by setting the policy, governance, and budgetary priorities for all of Washington's 295 school districts serving approximately 1.1 million students.

WSSDA is initiating this Request for Proposals (RFP) to solicit proposals for a Learning Management System (LMS) as the primary online platform for housing live and on-demand virtual training and professional learning for school board directors and other education leaders. WSSDA is seeking a system that facilitates registration for courses/training, houses professional learning materials, and that allows for on-demand access. In addition, the system will track attendance/learning experience participation and allow our members to see and download their own individual participation/attendance history. Our membership consists of 1,477 elected school board members and we do not anticipate more than 500 users accessing the system in a month. However, we are seeking a scalable, adaptable solution that can grow and evolve alongside our organizational needs.

The LMS will need to integrate with several of our systems including but not limited to a payment gateway (Authorize.net is currently in use at WSSDA) to allow us to charge for events, the Zoom webinar platform, and eventually our Customer Relationship Management software (currently Salesforce). WSSDA acknowledges that these systems and platforms may be subject to change over time, and therefore seeks an LMS with flexible, modern integration capabilities that can support potential transitions to new or updated systems.

WSSDA also seeks reporting features to verify registration, track attendance and participation of its members in learning experiences.

WSSDA staff will be required to authenticate via Microsoft Entra ID to administer the system, and those attending courses will be required to access the LMS via an OAuth 2.0 Identity Provider (Okta). Proposals should address the system's capacity to support these authentication methods, with the understanding that identity management solutions may also evolve in the future.

Additionally, this system must undergo a security design review by Washington State's Office of Cyber Security to ensure modern cybersecurity best practices are followed.

As per Washington State's Accessibility Policy [USER-01](#), and Minimum Accessibility Standard [USER-01-01-S](#), the system's interface(s) should meet or exceed Level AA compliance with Web Content Accessibility Guidelines (WCAG) 2.1

While the primary and initial audience for this LMS system is school directors (WSSDA membership), there may be interest in exploring a shared and scaled use of the LMS for statewide professional learning hosted through other organizations.

1.2 OBJECTIVE

The objective of this procurement is to contract with qualified individuals and/or firms to:

- 1) Customize/implement an LMS to fit our needs as outlined in the background and purpose.
- 2) Provide initial training on the solution for WSSDA staff.
- 3) Assist in providing detailed reporting on the solution's security posture for review by Washington State's Office of Cyber Security.
- 4) Provide continued support for the solution, i.e. as a Software as a Service (SaaS) Model.

WSSDA anticipates awarding 1 contract as a result of this Request for Proposal (RFP).

1.3 PERIOD OF PERFORMANCE

The period of performance of any contract(s) resulting from this RFP is tentatively scheduled to begin on or about **02/02/2026** and to end on **01/31/2028**.

WSSDA reserves the right to extend the contract for one-year increments following 01/31/2028. Decisions to amend shall be based on sustained satisfactory performance as decided by WSSDA, successful completion of project objectives, and availability of funding.

1.4 DEFINITIONS

Definitions for the purposes of this RFP include:

1. **Contractor.** Individual or company whose proposal has been accepted by WSSDA and is awarded a fully executed, written contract.
2. **Proposer.** Individual, company, or firm submitting a proposal in order to attain a contract with WSSDA.
3. **Proposal.** A formal offer submitted in response to this solicitation.
4. **Request for Proposal (RFP).** Formal procurement document in which services needed are identified and individuals, companies and firms are invited to provide their proposal to provide the services.
5. **WSSDA.** The Washington State School Directors Association is the agency of the state of Washington that is issuing this RFP.
6. **School Board Directors.** School board directors are the elected—or occasionally appointed—governing body for each of the state's 295 school districts. School boards set policy, guide budget development, and work with the school district administration and the public to support a healthy, high-quality system of public education.
7. **Learning Management System (LMS).** An online platform where training courses and learning materials are stored, accessed, and managed. It helps users register for classes, take courses live or on-demand, and track their progress.

8. **Customer Relationship Management (CRM) software.** Software that helps an organization manage interactions with its members or customers by storing information like contact details, communication history, and event participation.
9. **OAuth 2.0.** A secure way for users to log into a system using credentials from another trusted service, so they don't have to create new usernames and passwords specifically for that system.
10. **Payment Gateway.** A service that processes online payments securely, allowing organizations to charge fees for events or services through the LMS.
11. **Microsoft Entra ID.** A system used to securely sign in and manage access rights, ensuring only authorized people can administer the application.
12. **Zoom Webinar Platform.** An online video conferencing tool used to host live virtual training sessions.

1.5 AMERICANS WITH DISABILITIES ACT (ADA)

WSSDA complies with the Americans with Disabilities Act (ADA). Proposers may contact the RFP Coordinator to receive reasonable accommodations to have an equal opportunity to respond to this RFP.

2 GENERAL INFORMATION FOR PROPOSERS

2.1 RFP COORDINATOR

The RFP Coordinator is the sole point of contact in WSSDA for this procurement. All communication between the Proposer and WSSDA upon receipt of this RFP shall be with the RFP Coordinator, as follows:

Name	Josh Collette, Chief Financial Officer
Mailing/Street Address	225 College Street NE, Olympia, WA 98516
Phone Number	360-252-3012
E-Mail Address	J.Collette@wssda.org

Any other communication will be considered unofficial and non-binding on WSSDA. Proposers are to rely on written statements issued by the RFP Coordinator. Communication directed to parties other than the RFP Coordinator regarding this procurement may result in disqualification of the Proposer.

2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Issue Request for Proposal	08/27/2025
Question & answer period	From 08/27/2025 To 09/15/2025
Issue addendum to RFP (if applicable)	09/18/2025
Proposals due	10/01/2025
Evaluate proposals	From 10/02/2025 To 10/10/2025
Conduct oral interviews with finalists, if necessary and/or required	From 10/16/2025 To 10/21/2025
Announce "Apparent Successful Contractor" and send notification via fax or e-mail to unsuccessful proposers	10/24/2025
Hold debriefing conferences (if requested)	From 10/27/2025 To 10/29/2025
Negotiate contract and perform security design review	From 10/29/2025 To 02/28/2025
Begin contract work	03/02/2026

WSSDA reserves the right to revise the above schedule.

2.3 SUBMISSION OF PROPOSALS

Proposers must submit signed proposals to WSSDA by email. The proposal is to be sent to the RFP Coordinator at the email address noted in Section 2.1. The proposal must be received no later than 2:00 PM PDT on October 1, 2025.

2.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Proposals submitted in response to this competitive procurement shall become the property of WSSDA. All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the Executive Director of WSSDA, or his Designee, and the apparent successful Contractor; thereafter, the proposals shall be deemed public records as defined in Chapter 42.56 of the Revised Code of Washington (RCW).

Any information in the proposal that the Proposer desires to claim as proprietary and exempt from disclosure under the provisions of Chapter 42.56 RCW, or other state or federal law that provides for the nondisclosure of your document, must be clearly designated. The information must be clearly identified and the particular exemption from disclosure upon which the Proposer is making the claim must be cited. Each page containing the information claimed to

be exempt from disclosure must be clearly identified by the words "Proprietary Information" printed on the lower right-hand corner of the page. Marking the entire proposal exempt from disclosure or as Proprietary Information will not be honored.

If a public records request is made for the information that the Proposer has marked as "Proprietary Information" WSSDA will notify the Proposer of the request and of the date that the records will be released to the requester unless the Proposer obtains a court order enjoining that disclosure. If the Proposer fails to obtain the court order enjoining disclosure, WSSDA will release the requested information on the date specified. If a Proposer obtains a court order from a court of competent jurisdiction enjoining disclosure pursuant to Chapter 42.56 RCW, or other state or federal law that provides for nondisclosure, WSSDA shall maintain the confidentiality of the Proposer's information per the court order.

A charge will be made for copying and shipping, as outlined in RCW 42.56. No fee shall be charged for inspection of contract files, but twenty-four (24) hours' notice to the RFP Coordinator is required. All requests for information should be directed to the RFP Coordinator.

2.5 REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all who receive the RFP.

WSSDA also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

2.6 MINORITY & WOMEN-OWNED BUSINESS PARTICIPATION

In accordance with the legislative findings and policies set forth in Chapter 39.19 RCW, the state of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or on a subcontractor basis. However, no preference will be included in the evaluation of proposals, no minimum level of OMWBE participation shall be required as a condition for receiving an award and proposals will not be rejected or considered non-responsive on that basis.

2.7 ACCEPTANCE PERIOD

Proposals must provide 60 days for acceptance by WSSDA from the due date for receipt of proposals.

2.8 RESPONSIVENESS

All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. The Proposer is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

WSSDA also reserves the right, however, at its sole discretion to waive minor administrative irregularities.

2.9 MOST FAVORABLE TERMS

WSSDA reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Proposer can propose. WSSDA reserves the right to contact a Proposer for clarification of its proposal.

The Proposer should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some or the Proposer's entire proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to WSSDA.

Because WSSDA proposes a flat fee structure, the most favorable terms will be determined by proposal of the Proposer.

2.10 COSTS TO PROPOSE

WSSDA will not be liable for any costs incurred by the Proposer in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

2.11 NO OBLIGATION TO CONTRACT

This RFP does not obligate the state of Washington or WSSDA to contract for services specified herein.

2.12 REJECTION OF PROPOSALS

WSSDA reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

2.13 COMMITMENT OF FUNDS

Any contracts resulting from this RFP are subject to the availability of funds. The Executive Director of WSSDA or the Executive Director's designee are the only individuals who may legally commit WSSDA to the expenditures of funds. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

2.14 REGISTRATION, LICENSING, AND INSURANCE

Registration, licensing, and insurance coverage shall be as required by State of Washington Laws, as applicable to the professional services being provided.

3 PROPOSAL CONTENTS

Proposals must be submitted to WSSDA by email. The major sections of the proposal are to be submitted in the order noted below:

1. Letter of Proposal and signed Certifications and Assurances (Exhibit A to this RFP).
2. Technical Proposal
3. Identification of Proposed Cost

Proposals must provide information in the same order as presented in this document with the same headings. This will not only be helpful to the evaluators of the proposal, but should assist the Proposer in preparing a thorough response.

All items in this section are mandatory and must be included as part of the proposal for it to be considered responsive.

3.1 LETTER OF PROPOSAL

The Letter of Proposal and the attached Certifications and Assurances form (Exhibit A to this RFP) must be signed and dated by a person authorized to legally bind the Proposer to a contractual relationship, e.g., the president or executive director of a corporation, the managing partner of a partnership, or the proprietor of a sole proprietorship. Attach the Certifications and Assurances form to the Letter of Proposal.

- A. State the name of the company, address, phone number, fax number, e-mail address, legal status of entity (ownership) and year entity was established as it now substantially exists.
- B. Include summary providing a condensed overview of the contents of the Proposal demonstrating an understanding of the services to be performed.

3.2 TECHNICAL PROPOSAL

The technical proposal must include a comprehensive description of the system and deliverables including:

- **Technical Description** – Include a description of the technology underlying the proposed solution.
- **Features** – Outline the features of the proposed solution, including those listed as requirements in section 1.1 and 1.2
- **User Experience** – Provide photos and a description of what the end users, including WSSDA staff and membership, will experience when using the product.
- **Work Plan** - Include all project requirements and the proposed tasks, services, activities, etc. necessary to accomplish the scope of the project as defined in this Request For Proposal.

3.3 IDENTIFICATION OF PROPOSED COSTS (MANDATORY)

Identify all costs in U.S. dollars including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. The Proposer is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Proposers are required to collect and pay Washington state sales and use taxes, as applicable. Make it clear if such taxes are included in the budget.

Proposers are encouraged to clearly identify any available discounts based on bundled services, contract length, user tiers, or purchase volume. Additionally, if cost efficiencies or incentives are available for multi-year agreements, or bundled feature packages, those should be detailed in the proposal.

The evaluation process is designed to award this procurement not necessarily to the Proposer of least cost, but rather to the Proposer whose proposal best meets the requirements of this RFP. However, Proposers are encouraged to submit proposals that are consistent with state government efforts to conserve state resources.

4 EVALUATION AND CONTRACT AWARD

4.1 EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team, to be designated by WSSDA, which will determine the ranking of the proposals.

4.2 CLARIFICATION OF PROPOSAL

The RFP Coordinator may contact the Proposer for clarification of any portion of the Proposer's proposal.

4.3 EVALUATION OF PROPOSAL

The Following weighting and points will be assigned to the proposal for evaluation purposes:

Proposal Contents	Possible Points	Percentage of Total Points
Technical Proposal:		
- Technical Description	10 Points	10 %
- Features	40 Points	40 %
- User Experience	20 Points	20 %
- Work Plan	10 Points	10 %
Proposed Costs	20 Points	20%

4.4 ORAL PRESENTATION AND INTERVIEWS (If deemed necessary)

WSSDA will contact the top scoring Proposers to schedule a date, time, and location for the interview and presentation. If selected for an interview, the Proposer will receive instructions on what the process will entail.

4.5 NOTIFICATION TO PROPOSERS

Proposers whose proposals have not been selected for further negotiation or award will be notified by e-mail.

4.6 DEBRIEFING OF UNSUCCESSFUL PROPOSERS

Upon request, a debriefing conference will be scheduled with an unsuccessful Proposer. The request for a debriefing conference must be received by the RFP Coordinator within three (3) business days after the Notification of Unsuccessful Proposer letter is e-mailed to the Proposer. The debriefing must be held within three (3) business days of the request.

Discussion will be limited to a critique of the requesting Proposer's proposal. Comparisons between proposals or evaluations of the other proposals will not be allowed. Debriefing conferences may be conducted in person or on the telephone and will be scheduled for a maximum of one hour.

4.7 PROTEST PROCEDURE

This procedure is available to Proposers who submitted a response to this solicitation document and who have participated in a debriefing conference. Upon completing the debriefing conference, the Proposer is allowed three (3) business days to file a protest with the RFP Coordinator. Protests may be submitted by e-mail, but must be followed by the original document.

Proposers protesting this procurement shall follow the procedures described below. Protests that do not follow these procedures shall not be considered. This protest procedure constitutes the sole administrative remedy available to Proposers under this procurement.

All protests must be in writing and signed by the protesting party or an authorized Agent. The protest must state the grounds for the protest with specific facts and complete statements of the action(s) being protested. A description of the relief or corrective action being requested should also be included. All protests shall be addressed to the RFP Coordinator.

Only protests stipulating an issue of fact concerning the following subjects shall be considered:

- A matter of bias, discrimination or conflict of interest on the part of the evaluator
- Errors in computing the score
- Non-compliance with procedures described in the procurement document or WSSDA policy

Protests not based on procedural matters will not be considered. Protests will be rejected without merit if they address issues such as: 1) An evaluator's professional judgment on the quality of a proposal, or 2) WSSDA'S assessment of its own and/or other agencies' needs or requirements.

Upon receipt of a protest, a protest review will be held by WSSDA. The WSSDA director or an employee delegated by the director who was not involved in the procurement, will consider the record and all available facts and issue a decision within five business days of receipt of the protest. If additional time is required, the protesting party will be notified of the delay.

In the event a protest may affect the interest of another Proposer that submitted a proposal, such Proposer will be given an opportunity to submit its views and any relevant information on the protest to the RFP Coordinator.

The final determination of the protest shall:

- Find the protest lacking in merit and uphold WSSDA's action.
- Find only technical or harmless errors in the WSSDA's acquisition process and determine WSSDA to be in substantial compliance and reject the protest.
- Find merit in the protest and provide WSSDA options which may include:
 - Correct the errors and re-evaluate all proposals
 - Reissue the solicitation document and begin a new process
 - Make other findings and determine other courses of action as appropriate

If WSSDA determines that the protest is without merit, WSSDA will enter into a contract with the apparently successful contractor. If the protest is determined to have merit, one of the alternatives noted in the preceding paragraph will be taken.

5 RFP EXHIBITS:

- Exhibit A: Certifications and Assurances