

NATIONAL ADOPTION ASSOCIATION
REQUEST FOR PROPOSAL
WEB-BASED TRAINING DEVELOPER FOR
NATIONAL CENTER FOR DILIGENT RECRUITMENT

INTRODUCTION

The Adoption Exchange Association D.B.A. The National Adoption Association (NAA) is a 501(c)(3) non-profit membership organization based in Linthicum, MD. Founded in 1982 under the name Adoption Exchange Association, the National Adoption Association is the country's premier national association of adoption professionals and organizations. NAA is the only national association focused exclusively on supporting the educational needs of those in the adoption profession. The organization serves adoption exchanges, private child-placing agencies, and public child welfare systems by engaging members in national discussions to eliminate barriers to foster care adoption and share best practices. Our mission is leaders advancing best and inclusive practices in adoption from foster care. Our vision is to build the premier network of professionals and agencies to create innovative strategies and solutions so that every child has a permanent loving family.

About The National Center for Diligent Recruitment

NAA is the lead organization operating the National Center for Diligent Recruitment. The [National Center for Diligent Recruitment](#) ("Center") operates within AdoptUSKids, a multi-million dollar, five-year federally funded collaborative project of the Children's Bureau. The Center has the following three goals:

- Increase the capacity of states, tribes, and territories to effectively collect and analyze quantitative and qualitative data to guide their targeted recruitment efforts.
- Provide on-site, intensive technical assistance to support the work of states, tribes, and territories in constructing their robust diligent recruitment plans that have significant and strategic outcomes.
- Identify, document, and disseminate methods and approaches to diligent recruitment that are informed by evidence, include system change work, and can be replicated. This may include furthering the evidence-base of family finding, relative outreach, reunion support, and intensive recruitment and retention services within the communities of origin of the children and youth in the foster care system.

The Center works with child welfare leaders to promote evidence-informed, best, and promising diligent recruitment approaches to improve the safety, permanency, and well-being of children, youth, and families who are involved with the U.S. foster care system. This Center provides intensive on-site guidance and assistance to states, territories, and tribes (STTs) to develop and actualize data-informed, diligent recruitment plans that result in concrete outcomes for children, youth, and families who are being served by the system.

The Center is a repository of knowledge, best practices, and accomplishments of our work with STTs. Data analysis, family finding, relative outreach/support, and intensive recruitment and retention services within communities from which the children came are all important strategies and practices that will be promoted through the work of the Center.

STATEMENT OF NEED

Creating Web-based Asynchronous Diligent Recruitment Training

The Center is seeking to create web-based, self-paced, interactive training to assist the child welfare workforce in building their knowledge, skills, and abilities in multiple areas of diligent recruitment practice (e.g., recruitment, engaging community partners, response systems, effective family assessment, use of data, customer service, etc.). The Center has an existing six-module/20+ hour training curriculum that will be the basis for the web-based training. The contractor will take the existing classroom curriculum and make it web-based, which is further explained in the scope of work.

The purpose of this RFP is to solicit proposals from contractors with expertise in creating engaging, user-friendly, web-based training that is effective at achieving transfer of learning for child welfare staff. We are especially interested in contractors that have familiarity with the needs of the child welfare workforce and who have experience in child welfare practice areas related to diligent recruitment of foster, adoptive, and kinship families.

Our desired contractor will be effective at partnering with subject matter experts to convert existing training materials and approaches (e.g., PowerPoint slides, learning activities, facilitator guide, participant guide, etc.) into engaging, interactive, self-paced, web-based learning modules.

The contractor will work closely with members of the Center's team on the development and review of training content and design. The training materials developed under this contract must align with the Center's brand and style guidelines. The Center is a federal grantee. As such, all content and material that the Center produces under this contract must receive approval from the Children's Bureau.

Our intent is to have the selected contractor attend an in-person delivery of the existing training curriculum in early/mid-November, to observe the training as a way to help inform development of the web-based training. Proposals should address your ability to have one or more key staff attend this four-day training session.

Timeframe for this work:

- November 15, 2026 – September 30, 2027 (with the full online training needed to be provided by early August 2027 for internal and FPO review and approval processes)

This work will be conducted in a short timeframe and will require an expedited approach and quick turnarounds to development of the web-based training in order to meet our firm deadlines.

Please submit a proposal with:

- Proposed approach(es) for working with the Center to create this web-based training
- Hourly rate or other proposed fee structure
- Description of your capacity to conduct this project within the timeframe and to-be-agreed-upon interim timelines and deadlines, including your plan for ensuring continuity of work progress if you have team members who are out sick or otherwise unavailable
- Resume/CV or other details on your organizational experience
- A cover letter elaborating on experience developing web-based training and materials for child welfare system audiences, including a list of specific curricula you have developed or co-developed and any experience you have converting in-person training curricula to a web-based, self-paced format

CONTRACTOR REQUIREMENTS

Responding contractors should describe their organizational and teams' experience in providing similar services and products described in the RFP in sufficient detail to demonstrate their ability to perform the activities outlined in the Statement of Need.

Responding contractors shall provide a minimum of two (2) professional references including names of persons who may be contacted, position of person, addresses, and phone numbers where services relevant to the requirements of this RFP have been provided.

EVALUATION CRITERIA

NAA is looking for one contractor to provide all of the services listed in the Statement of Need and detailed Scope of Work. Following receipt and review of the proposals by NAA, finalists will be invited to an interview conducted virtually. NAA reserves the right to reject any and all proposals and to waive any irregularities of information in the evaluation process. The final decision is the sole decision of NAA, and the respondents to the RFP have no appeal rights or procedures guaranteed to them.

Although NAA will conduct interviews to select among the final candidates, it is not NAA's intent to seek extensive clarification of the proposals received. Therefore, it is to the benefit of the respondent to provide an explicit, detailed, and complete discussion of the work in the proposal.

The successful contractor will be chosen through a qualitative review of these factors:

1. Contractors should possess knowledge, expertise, and experience in the planning, project management, and execution of the services for which they are responding.
2. Experience and past performance.
3. Strength of proposed approaches.
4. Cost of services provided.

A standard scoring sheet will be used to evaluate each proposal.

PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

The proposal shall clearly address all of the information requested herein. Since the written proposal will weigh heavily in the evaluation process, information submitted should be complete and provide a convincing case that the contractor can perform high-quality work within schedule and proposed budget. Proposals are to be prepared at contractor's own expense. All contractor communications concerning the overall RFP and questions regarding specific sections of the RFP should be directed to the RFP Coordinator listed below.

The proposal shall be sent to the RFP Coordinator listed below, to be received no later than October 22, 2026.

Contact Information:

Tiffany Banks
National Adoption Association
605 Global Way, Suite 100
Linthicum, MD 21090
Telephone: 410-636-7030
E-mail: tbanks@adoptnaa.org

The proposal must be submitted as a document and organized in the following manner with the subject headings and sequence indicated:

1. Introduction
2. Experience and Past Performance
3. Proposed Approaches and Capacity to Successfully Implement Your Approach – Based on Statement of Need and Scope of work
4. Budget Scope, Pricing, Hourly rates and Other Fees
5. References
6. Please email proposal to Tiffany Banks @ tbanks@adoptnaa.org,
Subject: NDCR WB Curriculum Submission_Contractor Name

SELECTION PROCESS SCHEDULE

The schedule of the selection process is as follows:

- October 2, 2026 - Release of the RFP
- October 22, 2026 - RFP Responses Due
- October 27–29, 2026 - Interviews with finalists
- November 2, 2026 - Notification to selected contractor
- November 9, 2026 - Contract Starts

Deliverables for RFP

The National Diligent Recruitment Curriculum is intended to convert the already-developed six-module classroom curriculum into a fully asynchronous, self-paced online training experience. The existing curriculum includes six modules with facilitator materials and participant guides already developed, creating a strong foundation for e-learning conversion.

Scope of Work

Approximately 24-Hour Asynchronous Diligent Recruitment Training

Project Period: November 2026 – August 30, 2027

Total Training Length: Approximately 24 hours

Completion Date: August 30, 2027

Technical Platform – Learning Management System (LMS) requirements

The contractor shall identify, recommend, and/or provide a Learning Management System (LMS) capable of hosting the asynchronous training curriculum. The LMS must include, at a minimum, the following functionality:

- Ability to house and deliver all training modules in a user-friendly online format.
- Ability to track learner participation, progress, and total hours completed.

- Ability for learners to pause, save progress, and return to training modules at a later time without loss of completed work.
- Ability to document start and stop times, module completion status, and overall course completion.
- Ability to generate and issue certificates of completion upon successful completion of individual modules and the full training curriculum.
- Ability to maintain records of participant completion and provide reporting capabilities to the project team.
- Ability to support multiple users simultaneously and ensure accessibility in accordance with Section 508 requirements and applicable accessibility standards.
- Ability to collect and export participant data, completion records, and evaluation results, if applicable.

Instructional Design and Course Blueprint

Due: December 2026

- Review all existing classroom curriculum content and identify content that will need to be revised for a self-paced online training format. Contractor will attend in-person four-day pilot training November 16 – 20, 2026 in Kentucky.
- Create a learning pathway for six asynchronous modules.
- Develop course architecture and navigation plan.
- Identify content (including activities) from existing classroom curriculum that require modification or replacement for self-paced, web-based training
- Develop accessibility and Section 508 compliance standards and identify and significant changes that will be required to the existing curriculum content.

Deliverables:

- Course design document
- Learning map and storyboard templates
- Assessment plan for training participants' understanding of key content
- Accessibility checklist

Conversion of Module 1

Introduction to Diligent Recruitment

Due: February 2027

- Convert classroom content into self-paced online learning.
- Develop knowledge checks, reflections, and interactive activities.
- Record narration and multimedia components as needed.

Deliverables:

- Fully functioning online module (approximately 4 hours)
 - Pre/post assessment
 - Facilitator-independent learning activities
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Conversion of Modules 2 and 3

Module 2: Strategies to Recruit Foster and Adoptive Families

Module 3: The Diligent Recruitment Continuum

Due: April 2027

- Convert classroom content into self-paced online learning.
- Develop knowledge checks, reflections, and interactive activities.
- Record narration and multimedia components as needed.

Deliverables for each module:

- Fully functioning online module (approximately 4 hours)
 - Facilitator-independent learning activities
 - Module knowledge assessments
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Conversion of Modules 4 and 5

Module 4: Using Data to Optimize Diligent Recruitment

Module 5: Engaging Families for Meaningful Family Assessments

Due: June 2027

- Convert classroom content into self-paced online learning.
- Develop knowledge checks, reflections, and interactive activities.
- Record narration and multimedia components as needed.

Deliverables for each module:

- Fully functioning online module (approximately 4 hours)
 - Facilitator-independent learning activities
 - Module knowledge assessment
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Conversion of Module 6

Customer Service Principles and Practices in Diligent Recruitment

Due: July 2027

- Convert classroom content into self-paced online learning.
- Develop knowledge checks, reflections, and interactive activities.
- Record narration and multimedia components as needed.

Deliverables:

- Fully functioning online module (approximately 4 hours)
 - Facilitator-independent learning activities
 - Module knowledge assessment
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Comprehensive Assessment Package

Due: July 2027

- Develop final capstone assessment measuring knowledge across all modules.
- Create module quizzes and completion requirements.
- Establish passing criteria and certificate requirements.

Deliverables:

- Capstone assessment

- Question bank
 - Completion certificate template
-

Quality Assurance and Pilot Testing

Due: August 2027

- Conduct quality assurance review of all six modules.
- Verify functionality, accessibility, and compatibility.
- Pilot test with selected NCDR staff and partners.
- Incorporate feedback and make revisions.

Deliverables:

- Pilot test report
 - Quality assurance checklist
 - Final revisions log
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Final Course Launch Package

Due: August 30, 2027

Deliverables:

- Six completed asynchronous modules (24 total training hours)
- Learner guide
- Administrator guide
- Course completion certificates
- Final project summary report
- Source files and editable course assets
- Maintenance and update recommendations

Final Product Summary

Deliverable	Quantity
Asynchronous Training Modules	6
Total Training Hours	24
Knowledge Checks	30+
Module Assessments	6
Capstone Assessment	1
Learner Guide	1
Administrator Guide	1
Completion Certificate	1
Final Report	1

BUDGET PARAMETERS

The anticipated budget is between \$500-\$700k for this engagement. Respondents should propose an approach and scope of work that maximizes impact within this budget and provide a breakdown of proposed costs.

ADDITIONAL INFORMATION

NAA reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate NAA to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate NAA to accept or contract for any expressed or implied services. The successful contractor must comply with NAA's equal opportunity requirements. NAA is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.