



Request for Proposals Learning Management System (LMS) & Implementation Partner

Background

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA Northeast (Food Export – Northeast) are not-for-profit export associations whose primary function is to develop export markets for midwestern producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from thirteen midwestern states and ten northeastern states.

Both groups are participants in the Market Access Program (MAP), America First Trade Promotion Program (AFTPP), and the Regional Agricultural Promotion Program (RAPP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP/ATP/RAPP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately 75 other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Midwest and Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others.

Food Export - Midwest and Food Export – Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of nine overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, Mexico, Oceania, and Sub-Saharan Africa. Food Export - Northeast targets northeastern exporters and nine overseas markets, including France, Germany, the United Kingdom, Central America, Canada, South America the Middle East, Sub-Sharan Africa, and the Caribbean. By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staff at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Oklahoma, and Missouri. Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export – Midwest and Food Export – Northeast is available at: www.foodexport.org.

Scope of Work

1. Introduction & Background

Food Export Midwest and Food Export Northeast have been utilizing Path LMS for approximately 10 years. The system is currently integrated with our website and Microsoft Dynamics LMS and is configured to work with Zoom for live webinars.

The LMS averages around 100 visitors a month, stores around 250 recorded videos, and hosts a number of SCORM modules. The LMS is primarily intended for the food manufacturing companies that work with our organization, providing free learning materials to supplement their exporting and market knowledge.

Objectives:

- Modernize learning experience across web and mobile.
- Centralize content and reporting for compliance and skills.
- Integrate with Microsoft 365 and **Microsoft Dynamics 365**.
- Migrate existing data and SCORM packages.
- Deliver measurable ROI via adoption, learning outcomes, and reduced admin overhead.

2. Functional Requirements (LMS Features)

Vendors to identify if features are available **OOB** (out-of-box), **Config** (configuration), **Custom** (custom development), or **N/A**. Provide screenshots or URLs in Appendix.

2.1 Learner Experience

- Modern responsive UI (web/mobile); iOS/Android apps.
- Personalized learning paths, recommendations, and skill tagging.
- Multiple audiences (employees, partners, customers) with branding/portals.
- Offline learning support and automatic sync.
- Gamification: badges, leaderboards, points (configurable).
- Accessibility compliance (**WCAG 2.1 AA** minimum).

2.2 Content & Assessment

- **SCORM 1.2/2004** support; xAPI and AICC support (state versions).
- Native module builder (quizzes, surveys, interactive content).
- Video hosting with chaptering, quizzes, transcripts, and captions.
- Content versioning, approvals, workflows, and review cycles.
- Certificates (auto-issue, expiry, re-certification).
- Prerequisites, equivalencies, blended learning (ILT/VILT), classroom scheduling.

2.3 Reporting & Analytics

- Standard reports and custom report builder.
- Dashboards by role (learner, manager, L&D, compliance).
- Export to CSV/Excel/PDF; APIs for BI (Power BI connectors preferred).
- Learning impact and completion metrics; skills analytics.

2.4 Administration

- Delegated administration; role-based access control (RBAC).
 - Bulk operations: user uploads, course imports, mass enrollments.
 - Sandbox and lower environments; configuration migration tools.
 - Content lifecycle: archival, retirement, and retention policies.
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3. Integration Requirements

3.1 Identity & Access

- **SSO with Microsoft Entra ID (Azure AD)** via SAML 2.0 and/or OpenID Connect.
- Support for **MFA** and conditional access policies.

3.2 Microsoft Ecosystem

- **Microsoft Dynamics 365**: describe supported modules and use cases:
 - Sync users/accounts/contacts for customer/partner training.
 - Write-back of learning completions to Dynamics records.
 - Trigger enrollments from Dynamics workflows/business process flows.
 - Integration must support the WordPress/AMS-based registration process.
 - Support for **Dataverse** integration, Power Automate connectors, and **Power BI**.
 - **Microsoft 365**: Teams meetings/VILT integration, SharePoint content storage, OneDrive, Outlook calendar sync.
 - **Power Platform**: Power Automate templates, custom connectors; Power Apps embedding.
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4. Data Migration Requirements

Scope

- Users, org hierarchies, roles, enrollments, completions, certifications, entirety of historical transcripts, learning paths, course catalogs, SCORM/xAPI packages, and content metadata.

Vendor Response

- Source systems and data formats supported.
 - Data mapping approach and tooling.
 - Data quality strategy: deduplication, normalization, error handling.
 - Pilot migration + full cutover approach; blackout and rollback plans.
 - Validation scripts and sign-off criteria.
 - Sample migration schedule with durations and dependencies.
 - Handling of SCORM package re-upload vs. automated import.
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5. SCORM, xAPI, and Content Interoperability

- Confirm **SCORM 1.2** compliance.
- xAPI: LRS capabilities (native or external), statement forwarding, and reporting.
- Support for embedded content (YouTube/Vimeo), PDFs, PPT, and external URLs.

- Content packaging limits (file size, number of assets, bandwidth implications).
 - Browser and mobile runtime behavior; suspend/resume; bookmarking.
 - Backward compatibility w/legacy SCORM.
 - Player analytics (time, interactions, quiz breakdowns) and error logs.
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6. Implementation Approach & Timeline

Requested Implementation Phases (Vendor to propose plan and durations):

1. **Initiation & Discovery** – requirements workshops, solution design.
 2. **Architecture & Integration** – Entra ID SSO, Azure AD B2C SSO, **Dynamics 365** integration, Power BI/Automate setup.
 3. **Configuration** – branding, roles, permissions, catalogs, compliance rules.
 4. **Content & Migration** – content strategy, SCORM/xAPI import, data migration (pilot + cutover).
 5. **Testing** – unit, system, UAT; performance; accessibility validation.
 6. **Training & Change Management** – admin enablement, help content.
 7. **Go-Live** – stabilization, success metrics tracking.
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8. Service & Support

- Support tiers and hours (business hours vs 24x7), language availability.
- Channels: portal, email, phone, chat; average response and resolution times.
- **SLA targets** and service credits; escalation path.
- Dedicated customer success manager (CSM) and technical account manager (TAM).
- Release cadence; advance notice for breaking changes; sandbox availability.
- Admin and end-user documentation; knowledge base; community.

Requirements

The vendor must be able to cite previous experience in Learning Management Systems, system implementation, and data migration. Previous experience with not-for-profit groups, international marketing, food and/or agricultural groups will be considered favorably. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

Company Information

- Legal name, headquarters, year founded, and ownership.
- Complete mailing address, type of ownership structure.
- EIN/TIN/SS number (or equivalent tax ID number if an overseas entity).
- Number of employees; number of dedicated LMS staff.
- Financial stability (last 2 years: revenue, funding status).
- Primary industries served; relevant certifications (ISO 27001, SOC 2 Type II, etc.).
- Subcontractors (if any) and their roles.

Experience

- Number of active LMS customers; average tenant size.
- Experience integrating with **Microsoft Dynamics 365 CRM**.
- Migrations from Path LMS or similar platforms—examples and complexities.
- 3 customer references similar in size/industry, with preferences to non-profits.

Implementation Partner Qualifications

- Certified project managers, solutions architects, LMS admins, instructional designers.
- Microsoft certifications (e.g., Dynamics 365, Azure, Power Platform).
- Proposed team structure and resumes.

Pricing Assumptions: Vendors must specify all inclusions/exclusions, minimum terms, limits, and overage pricing.

- LMS licensing/subscription costs and tier levels.
- Implementation estimates and payment milestones.
- Term length (1/2/3 years), renewal caps, price protection.
- Early termination rights and data export assistance.

Food Export – Midwest and Food Export – Northeast is not liable for any costs associated with any company's response to this RFP. Food Export – Midwest reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three years.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export - Midwest and Food Export – Northeast does not discriminate on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export - Midwest do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/termsandconditions).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest and Food Export – Northeast does not comply with MAP/ATP/RAPP; FAS; Food Export – Midwest and Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information, please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive

Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest require that its contractors may not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export – Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor's ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export – Midwest and Food Export – Northeast.

The deadline for proposals is March 30th, 2026. E-Mailed proposals will be accepted by Mike Weiland at mweiland@foodexport.org.