



# Development of Online Learning Modules for the Iconic Reef Guardians “Reef Experience”

## Funding Opportunity Overview

[National Marine Sanctuary Foundation](#), in partnership with the Florida Keys National Marine Sanctuary (FKNMS), is excited to offer funding in support of the development of interactive online learning modules for the Iconic Reef Guardians Reef Experience.

### Funding Availability and Eligibility

**Total Funding Available:** Up to \$41,250

The objective of the request for proposals is to seek a contractor to develop interactive online learning modules for the [Iconic Reef Guardians](#) Reef Experience.

*Funding is available for U.S. individuals or organizations based in the United States, territories, or Freely Associated States. Match is not required.*

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### Implementation Period

December 9th, 2024 - February 21st, 2025

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### Application Package Due

Wednesday, November 20th, 2024  
11:59 PM Eastern Standard Time

Please see the **OVERVIEW OF FUNDING OPPORTUNITY/HOW TO APPLY** for more information.

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## BACKGROUND

As part of the [Mission: Iconic Reefs](#) collaboration to restore coral reefs along the Florida Reef Tract, the [Iconic Reef Guardians](#) aims to empower scuba divers (both professional dive shop staff and recreational scuba divers) who are working in, and visiting, the Florida Keys National Marine Sanctuary (NMS) to be knowledgeable and supportive of coral reef restoration efforts and to



become stewards of Mission: Iconic Reefs restoration sites. There are four different in-water experiences that make up Iconic Reef Guardians. The "Reef Experience" will consist of trained dive professionals who will lead participants in conducting regular maintenance, monitoring coral health, and reporting their findings to support Mission: Iconic Reefs. The in-water work will occur at the 7 Iconic Reefs (Carysfort Reef, Horseshoe Reef, Cheeca Rocks, Sombrero Reef, Newfound Harbor, Looe Key Reef, and Eastern Dry Rocks), which dive professionals will help to take care of.

All participants are required to complete online modules and obtain appropriate permits prior to in-water activities. To facilitate this online diver training, the Foundation and Florida Keys NMS have secured an online learning platform and developed educational training modules for other currently occurring Iconic Reef Guardians experiences, including Passive Coral Nursery Experience and Coral Health Experience. The online portion of the program uses the Tovuti LMS, which the Foundation has already acquired.

There are currently ten training module outlines that have been developed: nine for dive shop staff, focusing on professional divers

- Module 1 - Introduction to Iconic Reef Guardians Program
- Module 2 - Ecological and Economical Impacts of Coral Reefs and Coral Health
- Module 3 - Permits
- Module 4 - Conservation Efforts and Requirements for Participation
- Module 5 - Coral Reef Ecosystem Critter Identification
- Module 6 - Purpose and Value of Coral Reef Conservation via Community Science
- Module 7 - Activity Specific Information: Hands-on Activities
- Module 8 - Activity Specific Information - Observation (Monitoring) only, and
- Module 9 - Reducing Negative Impacts on Coral Reefs and How to Help), and one for recreational divers and snorkelers.

## OVERVIEW OF FUNDING OPPORTUNITY

### Purpose

The National Marine Sanctuary Foundation (Foundation), in partnership with the Florida Keys National Marine Sanctuary (FKNMS), seeks proposals to develop interactive online learning modules for the Iconic Reef Guardians Reef Experience. The awarded contractor will create ten training modules: nine for dive professionals and one for recreational divers. These modules will train participants to engage in coral restoration maintenance and monitoring activities at Mission: Iconic Reef restoration sites.

The successful applicant will be responsible for creating engaging PowerPoint presentations for these modules, which will be converted into SCORM files by the Foundation for integration into the Tovuti online learning management system (LMS). The modules will include educational content, interactive elements, and knowledge reviews.

### Objective



The awardee will be working with the Foundation to:

**1. Development of Courses:**

- Create ten interactive online training modules with corresponding knowledge reviews and program surveys for use within the Tovuti LMS. This includes:
  - **Nine Modules for Dive Professionals:**
    - Module 1 - Introduction to Iconic Reef Guardians Program
    - Module 2 - Ecological and Economical Impacts of Coral Reefs and Coral Health
    - Module 3 - Permits
    - Module 4 - Conservation Efforts and Requirements for Participation
    - Module 5 - Coral Reef Ecosystem Critter Identification
    - Module 6 - Purpose and Value of Coral Reef Conservation via Community Science
    - Module 7 - Activity Specific Information: Hands-on Activities, Module 8 - Activity Specific Information - Observation (Monitoring) only, and
    - Module 9 - Reducing Negative Impacts on Coral Reefs and How to Help.
  - **One Module for Recreational Divers:**
    - Recreational Diver Module 1 - Importance of Coral Reefs, Coral Restoration, and How to be Part of the Solution
  - **Ten knowledge reviews** that correspond with each module
  - **Pre-, Mid-, and Post-program surveys** to assess learning development for the professional divers

**2. Content Specifications:**

The created materials need to be engaging and easy for learners of different backgrounds and ages to follow. The interactive digital learning content should meet Section 508 standards, as much as possible. This includes captions for all audio/video content, alt text for all images, and appropriate tags for content.

These modules should have all the information necessary to develop into content that is interactive in a digital format, such as videos enriched with interactions, interactive slides, drag-and-drop tasks with images, or interactive 360 environments. The slides need to:

- be accessible to different learners (508 compliant);
- be easy to follow;
- have interactive components throughout the content; and
- follow Mission: Iconic Reefs branding guidelines.



The files must be kept and uploaded to different platforms if needed. Background information on the Iconic Reef Guardians Program/Mission: Iconic Reefs, relevant photos/videos, and other required documents will be provided to the selected awardee to generate the above-requested materials.

### 3. Collaborative Development:

During the development of interactive materials, we anticipate the partner working with the Foundation, Florida Keys NMS, and coral restoration practitioners to review and provide feedback. The partner is expected to keep an open line of communication with the Foundation and provide check-ins/updates with regard to the status of project completion, as outlined in the deliverables below. The PowerPoints created will be converted into SCORM files by Foundation staff and will then be incorporated into the training platform. Materials will need to be created using Mission: Iconic Reefs branding guidelines, which will be provided.

The partner will work with the Foundation to help ensure materials are visually represented and integrated into Tovuti properly, based on the multiple interactive digital learning experiences they provide.

## DELIVERABLES

1. **Training Modules for Dive Professionals (9 Modules):** Draft and final versions of nine PowerPoint presentations with narration and interactive elements, covering the outlined training topics for dive professionals.
2. **Training Module for Recreational Divers (1 Module):** Draft and final versions of one PowerPoint presentation with narration and interactive elements tailored for recreational divers.
3. **Knowledge Reviews and Surveys:** Include pre-, mid-, and post-program surveys, in-module checks for understanding, to track learner progress, as well as a knowledge review for students to take following each module.
4. **Regular Updates:** Weekly email updates on project status, including percent completion, estimated timelines, and any obstacles encountered, in addition to bi-weekly meetings if and when needed that may include additional partners such as coral practitioners.

## FUNDING AVAILABILITY AND PERIOD OF PERFORMANCE

The total project budget is not to exceed \$41,250. The project timeline is expected to span from December 9<sup>th</sup>, 2024 to February 21<sup>st</sup>, 2025, with the awardee announced by December 3<sup>rd</sup>, 2024. Final deliverables are required to be sent to the Foundation no later than February 21<sup>st</sup>, 2025. The timeline of project activities and overall completion should be clearly addressed and outlined in the applicant's proposal.

## ELIGIBILITY



Eligible applicants must meet the following criteria:

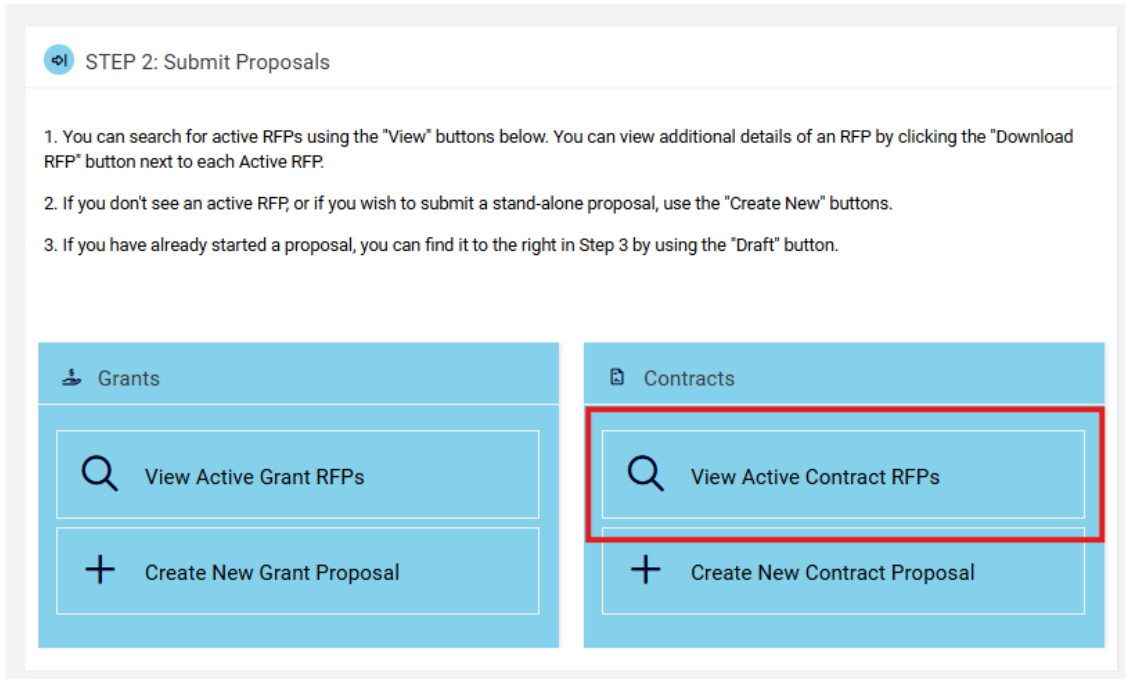
- Educational background that includes knowledge of digital learning theories and experience with online digital learning platforms such as Tovuti, BlackBoard, Canvas, etc.
- Experience with digital creation, such as interactive videos and/or images.
- Experience with or understanding of the scuba diving community and marine conservation is preferred.
- Experience working within Google Drive and commenting on/editing live documents
- Access to and knowledge of PowerPoint
- The applicant must not have a paid staff member serving on the Foundation's Board of Trustees.
- Project work is conducted by a U.S. individual or organization based in the United States, territories, or Freely Associated States. Federal government agencies, employees, or foreign entities are not eligible to apply.
- The applicant can provide a U.S. federal tax ID #.

## HOW TO APPLY

Application packages should be submitted by 11:59 PM Eastern Standard Time on November 20th, 2024. Please submit your application package to the Foundation through C-STAAAR – the Foundation's Collaborative System for Tracking Activities, Awards, and Reporting – using the following link: <https://marinesanctuary.smartsimple.com/>

If you are new to our system and have not yet registered in C-STAAAR, please take a few moments to do so. You can find the registration steps [here](#). If you are a returning applicant, please navigate to C-STAAAR via the following link: <https://marinesanctuary.smartsimple.com> and login to complete your application for funding.

After you update your profile, select the appropriate button for viewing an active contract RFP, as shown below:



The applicant should include these additional materials in their project proposal (these documents will not count towards the 5-page limit):

- PI and project team's CVs and/or outline of qualifications
- 3 references
- 2-3 examples of previous client products

Please direct all questions regarding this RFP to [support@marinesanctuary.org](mailto:support@marinesanctuary.org) with the email subject line: RFP QUESTION Iconic Reef Guardians - Reef Experience Module Development: [Name of Organization].

Determinations will be made by December 3rd, 2024, and applicants will be notified shortly thereafter.

## REVIEW PROCESS

### Evaluation Criteria

The project proposal should include and will be evaluated against the following elements via a technical review committee, for a total of **100 points**:

Evaluation Criteria	Score
Vision for this digital and interactive learning experience	25
Clear project timelines, including deliverables	25

Proposed Budget	25
2-3 examples of previous client products* *These documents will not count towards the 5-page limit	25
	100

## ADDITIONAL INFORMATION

### Information On The Online Learning Platform

The Iconic Reef Guardians Program uses Tovuti as an online learning platform. Formats supported by Tovuti as an online learning platform: MP4, PDF, JPG, PPTs, SCORM. Also, YouTube and Vimeo Pro Videos are supported as a replacement for MP4. These formats must be kept in mind for the further development of the Iconic Reef Guardians Program educational materials. Content that is created should be developed in a format that allows it to be used on the Tovuti platform as well as outside the platform.

Below is the list of different interactive content that correlates to a Tovuti subscription.

### Interactive Digital Content:

- Video - Create videos enriched with interactions
- Courses - Presentation - Create a presentation with interactive slides
- Advanced - fill the blanks - Fill in the missing words
- Accordion - Create vertically stacked expandable items
- Agamotto - (Image Blender) - Create a sequence of images that gradually change
- Arithmetic - Quiz - Create time-based arithmetic quizzes
- Audio - Recorder - Create an audio recording
- Chart - Quickly generate bar and pie charts
- Branching - Scenario - Create dilemmas and self-paced learning
- Collage - Create a collage of multiple images
- Column - Column layout for H5P Content
- Dialog - Cards - Create text-based turning cards
- Dictation - Create a dictation with instant feedback
- Documentation Tool - Create a form wizard with text export
- Drag and Drop - Create drag and drop tasks with images
- Drag the Words - Create text-based drag and drop tasks
- Essay - Create essay with instant feedback
- Fill in the Blanks - Create a task with missing words in a text
- Find Multiple Hotspots - Create many hotspots for users to find
- Find the Hotspot - Create image hotspot for users to find
- Find the words - Grid word search game



- Flashcards - Create stylish and modern flashcards
- Guess the Answer - Create an image with a question and answer button
- Iframe Embedder - Embed from a url or a set of files
- Image Hotspots - Create an image with multiple info hotspots
- Image Juxtaposition - Create interactive images
- Image pairing - Drag and drop image matching game
- Image Sequencing - Place images in the correct order
- Image Slider - Easily create an Image Slider
- Mark - the Words - Create a task where users highlight words
- Memory - Game - Create the classic image pairing game
- Multiple - Choice - Create flexible multiple choice questions
- Personality - Quiz - Create personality quizzes
- Questionnaire - Create a questionnaire to receive feedback
- Quiz (Question Set) - Create a sequence of various question types
- Single - Choice Set - Create questions with one correct answer
- Speak - the Words - Answer a question using your voice
- Speak - the Words Set - A series of questions answered by speech
- Summary - Create tasks with a list of statements
- Timeline - Create a timeline of events with multimedia
- True/False - Question - Create True/False questions
- Virtual - Tour (360) - Create interactive 360 environments

### Example of Training Module/Presentation

*Note: This is a draft and not for any distribution purposes. Finalized content will be provided upon contract selection. The PDFs below show all components of existing interactive presentations that are being used within Tovuti hence the formatting on some overlaps. If you would prefer to review these materials in a different format please contact [jreinbott@marinesanctuary.org](mailto:jreinbott@marinesanctuary.org) and cc [support@marinesanctuary.org](mailto:support@marinesanctuary.org). Please title your email with "Iconic Reef Guardians - Request For Materials To Review".*

### ABOUT US

The [National Marine Sanctuary Foundation](#) was founded in 2000 by America's most influential ocean conservation leaders and works with communities and NOAA to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage. The Foundation is a leading voice for U.S.-protected waters, and our work extends from the ocean floor to the classroom to Capitol Hill. The Foundation supports a growing portfolio of Community Stewardship, Outreach, and Education programs aimed at providing students, educators, and lifelong learners with opportunities to explore and discover connections to the natural world, no matter where they live.

### TERMS & CONDITIONS





This is a Request for Proposals (RFP) only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

- (a) The Foundation may cancel RFP and not award;
- (b) The Foundation may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by The Foundation;
- (d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) The Foundation will not compensate offerors for a response to RFP;
- (f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
- (g) The Foundation may negotiate with short-listed offerors for their best and final offer;
- (h) The Foundation reserves the right to order additional quantities or units with the selected offer or;
- (i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
- (k) The Foundation may choose to award only part of the activities in the RFP or issue multiple awards based on multiple RFP activities;
- (l) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition; and
- (m) The Foundation shall retain ownership of any/all content generated under this RFP on behalf of Mission: Iconic Reefs.