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Code: AA-2008-06

Date: January 16, 2008
To: CSU Provosts and CIO's
From: Keith Boyum, Associate Vice Chancellor, Academic Affairs
David Ernst, Chief Information Officer
RE: Learning Management Systems RFP, and Campus Coordination

This two-part memo will:

1. Provide you the roadmap for the Learning Management System RFP process implemented this Spring 2008
2. Ask you to identify by **JANUARY 29, 2008** a single campus representative to participate in the consultation and coordination of Learning Management System RFP process

Part I: Roadmap for the LMS RFP Process

Background: Over the last decade, the Learning Management System (LMS) has grown to be a critical system on most campuses in order to deliver the academic mission of the university. Faculty depend on it for course management and delivery of content. Students depend on it to keep focused and organized on course work, and to receive feedback on assignments and grades. In 2006-2007, almost 50,000 course sections across the CSU used an LMS. The LMS has also grown in size, complexity and cost. Currently across our campuses, the CSU spends over \$2,000,000 on CSU LMS licenses and services. This does not include the cost of labor or hardware to maintain and support these systems and the faculty and student users.

In this context, with broad consultation, we have developed an LMS RFP process designed to leverage our purchasing power as a system, thereby to reduce costs and assure continuing availability of this important set of tools.

Timeline:

The current LMS contracts for all CSU campuses are terminating on June 30, 2008. The CSU began the Request for information / Request for Proposals (RFI/RFP) process in July 2007. The RFP was posted December 22, 2007 and vendor responses are required by January 30, 2008. The expected milestones for completing the LMS proposals process are:

Proposal Evaluation

Vendor/Provider Demos February 27 – March 31, 2008

Final Vendor Selections

Notice of Intent to Award May 1, 2008
Contract Commencement Date July 1, 2008

CSU Campuses	Fresno	Monterey Bay	San Francisco
Bakersfield	Fullerton	Northridge	San José
Channel Islands	Humboldt	Pomona	San Luis Obispo
Chico	Long Beach	Sacramento	San Marcos
Dominguez Hills	Los Angeles	San Bernardino	Sonoma
East Bay	Maritime Academy	San Diego	Stanislaus

Workgroups:

An LMS RFP Evaluation Team has been formed and represents a necessary mix of expertise in Blackboard, WebCT, and open source (e.g. Moodle, Sakai) LMS applications. The LMS RFP Evaluation Team's responsibility is to provide expert staff work to enable campus leaders to make the best decision for their LMS contract for their campuses. To provide this support, the Evaluation Team will:

- Review all responses to the CSU LMS RFP
- Attend meetings (beginning on February 1st) to discuss and evaluate RFP responses
- Communicate analyses to campus LMS coordinators
- Decide which LMS vendors or providers will be asked to demonstrate their software face-to-face at CSU-wide meetings (2 demo days in the North, 2 demo days in the South) during the months of February and March.
- Decide the format and expectations of the face-to-face demos by vendors or providers
- Summarize findings and coordinate with campus consultation process throughout RFP review process
- Identify issues that require campus and system-wide consultation

The membership of the LMS RFP Evaluation Team is:

Campus	Name	Expertise and Responsibilities
East Bay	Roger Parker	Blackboard Academic Learning System Knowledge. Experience with CSU RFP evaluation teams
Pomona	Hye Ok Park	WebCT and Blackboard knowledge. Experience with CSU RFP evaluation teams.
Long Beach	Leslie Kennedy	Previous WebCT manager, expert knowledge & experience. Blackboard knowledge and experience.
San Francisco	Kevin Kelly	Moodle and Blackboard knowledge and experience.
Fresno	Brent Auernheimer	Open source (Sakai and Moodle) expertise, interest and knowledge.
Northridge	Randall Cummings	Multi-LMS campus so knowledge of several systems (WebCT, Blackboard, and Moodle).
Chico & Chancellor's Office	Kathy Fernandes	Director of CSU System-wide LMS Initiatives; WebCT Vista knowledge and experience.
Chancellor's Office	Lisa Moske	Director of SEIR & LMS Contract Negotiations.
Chancellor's Office	Darryl Dearborn	CSU Contracting Specialist for LMS Initiatives.

Part 2: Appointment of Campus Coordinator for LMS RFP Process

The work of the system-wide LMS RFP Evaluation Committee is to enable campus leaders to make the best decision for their LMS contract for their campuses. Each campus has its own organization and processes for consultation and decisions. To effectively coordinate 23

campuses' interests in this evaluation and negotiation process, we will assure respect for the uniqueness of each campus' consultation and decision process as well as coordinate the communication and consultation across our diverse campuses. **To manage this process efficiently and effectively, each campus needs to appoint a single person to be the LMS RFP coordinator for the campus.** This person's responsibilities will include:

- Coordinating communications between the systemwide LMS RFP committee and your campus consultation and decision processes during proposal evaluation process
- Communicate requirements and procurement positions to LMS RFP negotiation team
- Communicate commitments to contract

Our opinion is that this appointee will need to communicate with and coordinate feedback and directions related to the LMS from a wide range of campus communities, including faculty, students, staff, CIO's, and procurement officers. Campus organizations around academic technology vary. People with the job titles such as Director of Academic Technology, CIO, AVP Academic Resources and Technology, and/or Director of Faculty Development might suit the needs of this important position. Kathy Fernandes, who is leading this LMS RFP process as the Director of CSU System-wide LMS Initiatives, will be the communication contact for your appointee; feel free to contact her if you have questions about the roles and responsibilities of your appointee.

- Please send the name, title, email address, and phone number of your appointed campus LMS RFP Coordinator to kfernandes@csuchico.edu by **January 29, 2008**.

Thank you for your attention and efforts to support this very important project.

cc: Presidents

Gary W. Reichard, Executive Vice Chancellor / Chief Academic Officer

Richard P. West, Executive Vice Chancellor / Chief Financial Officer

Gerard Hanley, Senior Director, Academic Technology Services