ABA RFP for Live Webinar and On-Demand Course Services for Continuing Legal Education 2019

Answers to questions submitted by July 26, 2019

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Please confirm on a given course, the requirements for completion include: attendance time in the interface, pop up verifications (check points) and survey. What is duration that the attendee needs to be in the interface to be considered complete?

We’d prefer these configurations to be variable. At least 75% of pop-ups at 6 per hour. Duration should be complete duration with 5-minute leeway. Duration should only include program time, not time before or after program starts or ends.

What is the MCLE system – is it a part of the Personify system or a standalone? What is the ideal data flow between the LMS and the MCLE systems? Are you expecting the course to behave differently depending on the state that they are licensed in?

The MCLE system is a standalone system that handles all state-specific calculations and certificating. The vendor only needs to verify participation and pass off the user to the MCLE system for state-specific calculations.

The ideal data flow is that the provider passes attendees that meet completion requirements to program attendance affidavit in the MCLE system, where the user will attest to their CLE participation, provide state information, and obtain certificates. Separately, there will be a confirmation to the MCLE system indicating that the attendee completed the course. The separate confirmation will ensure that we the MCLE system has immediate record of verified participation if an attendee doesn’t confirm their participation in the MCLE system right away.

An evaluation is also required. This may be provided by the vendor if their system can support ABA requirements or users may be passed through the ABA’s evaluation system Qualtrics.

Cases:

- Incomplete verification
  - Possibility 1: User is presented message by vendor indicating verification requirements not yet. User is not passed to MCLE and user is not marked as complete in MCLE. The ABA can use reporting and other information to determine if any exception is to be made.
Possibility 2: User is passed to MCLE for completion of verification. But the user is not marked as complete, so they won’t receive a certificate. The ABA can use reporting and other information to determine if any exception is to be made.

- Complete Verification
  - Verified user is provided link to program MCLE affidavit along with information identifying the user and their completion. The user then completes the MCLE affidavit and receives certificate from MCLE system since they are verified.
  - Once a user is verified, a separate service to the MCLE system indicates that the user completed the course. This will record the participation even if the user doesn’t complete the request right away.

What are your activity numbers (how many and hours)? For:

- Webinars – live learning via presentation and web cam – We currently generally don’t use webcams but are open to the functionality.
  - Self-service – no prep/moderation services needed We’d need information on what full self-service would entail.
  - Managed – prep/moderation services provided – We currently are 100% managed but will need to evaluate both options.

- Webcasts – live learning with video via camera (onsite camera managed/supplied by ABA) We currently do a handful a year. But there is significant interest in expanding for multi-day programs or additional individual session live broadcasts.

- Rebroadcasts of webinar or webcasts – with live Q&A via chat. We currently do a handful at most each year. Our preferred method is to produce a live webcast.

How many webinars per year and the total number of hours of webinars per year does the ABACLE completes?

From July 1-July 1, the ABA produced about 420 webinars with approximately 350 through our primary webinar system. Please assume each program is 90 minutes, though some will be 60, 75 or 120 with occasional outliers. Please expect approximately 350 of them on-system for 525 broadcast hours.

How many active unique learners take your on-demand learning per year?

For July 1, 2018 to July 1, 2019, we had approximately 32,000 registrations for on demand, but expect a very large increase in participation for future. For reference, we have seen a more than 400% increase in on demand usage since May 1.

Who will be handling ON Demand support and Certificate issues for both live and on demand?

The ABA will handle certificating for live and on-demand programs.
Regarding requirement number 3 of the IT section in Appendix E on page 25: Do you require this information at State level and according to the State requirements? For example, would you require us to identify each State’s requirements as they pertain to verification codes and minimum duration if they verify against verification codes as well as minimum duration or just minimum duration as applicable by State before determining the pass/fail flag?

The vendor will solely need to verify that an attendee met a single set of minimum verification requirements. The vendor does not need adjust per state rules. If there is greater adjustment available for specific state rules, please describe as an additional feature.

ABA Free CLE Series. Can you confirm that this is no longer being offered, and that these are now included as the regular paid webinar event?

The ABA Free CLE Series no longer exists, but rather the ABA offers a wider selection of Members free to members. In June and July 2019, we offered 5 per month with an average of 500 registrants. Please consider 8-9 of these programs a month with registrations between 300 and 1000.

Please define a Program Planning Call. We assume a Technical Planning Call is a Tech Run?

We typically run two types of preparation calls

1. Planning call – The system and its capabilities are introduced to faculty. These are run by our staff and sometimes have faculty log in to see what features they can plan to use. It is not a full technical rehearsal. Vendor staff is usually not involved.

2. Technical rehearsal – A more hands on version, in which faculty practice the features they need before the final presentation. These are run by our staff and almost always have faculty log in to practice. Vendor staff is usually not involved.

Webinar Delivery Pricing – what is the assumed length of the event for the pricing schedule?

90 minutes

Are we to provide On-site webcast pricing?

Yes, please provide pricing if different from or add-on to standard webinar pricing.

How many unique end users would be **scheduling and hosting** the trainings and webinars?

We will have a small group of less than 10 people that will schedule our webinars and manage their production. We will have a significantly higher number of users – typically 2-6 faculty members per program with little overlap between programs.

How many total streaming hours were delivered to American Bar Association (ABA) learners in each of the years 2017 and 2018?

a. In 2017, how many of those hours were ondemand streaming hours?

b. In 2018, how many of those hours were ondemand streaming hours?

c. In 2017, how many of those hours were live streaming hours?

d. In 2018, how many of those hours were live streaming hours?
This summer and fall, the ABA is significantly increasing the number of webinars and on-demand courses offered as free member benefit courses.

For July 1, 2018 to July 1, 2019, the ABA produced about 420 webinars with approximately 350 through our primary webinar system. Please assume each program is 90 minutes, though some will be 60, 75 or 120 with occasional outliers. Please expect approximately 350 of them on-system for 525 broadcast hours. We expect the overall number of webinar courses to remain consistent.

For July 1, 2018 to July 1, 2019, we had approximately 32,000 registrations for on demand, but expect a very large increase in participation for future. For reference, we have seen a more than 300% increase in on demand usage since May 1.

**On average how many webinars did the ABA deliver each week of 2018?**

6-8 webinars per week

**In 2018, what was the highest number of webinars delivered on a single day?**

5 to 6, but we generally limit to no more than 4 for scheduling and staffing purposes

**What types of Single-Sign-On protocols does Centrify require?**

SAML 2.0

**On page 7, under “Registration and Webinar Login,” the ABA states it has a preference for a group of phone numbers to be assigned for webinar login. What is the reason for that preference?**

The preference is that they are easier to reserve, manage, and provide to customers and there is no confusion over access with other clients of the vendor calling into the wrong program.

**Can the ABA provide additional information on its MCLE system and its integration capabilities?**

We are working through an initial implementation at that time but will likely adjust with the selected vendor.

The ideal data flow is that the provider passes attendees that meet completion requirements to program attendance affidavit in the MCLE system, where the user will attest to their CLE participation, provide state information, and obtain certificates. Separately, there will be a confirmation to the MCLE system indicating that the attendee completed the course. The separate confirmation will ensure that we the MCLE system has immediate record of verified participation if an attendee doesn’t confirm their participation in the MCLE system right away.

An evaluation is also required. This may be provided by the vendor if their system can support ABA requirements or users may be passed through the ABA’s evaluation system Qualtrics.

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On pages 7-8, the ABA references “RSVPs.” Is an RSVP the same as registration and confirmation of the registration? If not, what is an RSVP?

In general, RSVP covers confirmation of scheduling of a program to ABA staff and verification that faculty have been set up.

On page 10, the ABA requires attendance tracking popups during the program to validate attendee presence. How does the ABA envision this to function for an attendee? Is it just a simple click of a button and no code?

Yes, a simple click on each notification and no code.

We’d prefer these configurations to be variable. At least 75% of pop-ups at 6 per hour. Duration should be complete duration with 5-minute leeway. Duration should only include program time, not time before or after program starts or ends.

How does the ABA envision integrated social media to function in the webinar room? Is the social media to be used as a learning or communication tool during the program?

We would like to know what your capabilities are, if any.

On page 11, the ABA sets forth the requirement for clear messages to attendees who do not meet participation requirements (lack of duration and verification alerts). Please clarify the timing of these messages. For example, if a portion of the ondemand program is consumed, and the learner does not resume viewing within a certain time period, are you asking for a reminder that the program is incomplete? If so, at what time should such message be delivered?

Some of this will vary based on final participation. See question 6 above for additional details about potential data flows. The vendor will control whether or an attendee meets participation.
requirements. If an attendee attempts to access certificate generation and does not qualify, they should receive a clear message as to why and what the next steps may be. So, if they attempt to move to certificating and they haven’t met minimum requirements they would be told so.

On page 12, the ABA mentions the ability to integrate with the ABA survey tool. Can the ABA provide further information on the survey tool?

The ABA currently uses Qualtrics as its survey tool, though it could change in the future. For an example of an integration, the vendor could link to a program survey with a URL embedded token that identifies the user that can be used to return to the Vendor to identify a user or pass along to another system.

On page 13, the ABA states they “prefer the ability for ABA staff to directly run reports” but goes on to say that the “reconciliation reports are due...”, and “Supplier will provide...” reports. Does the ABA prefer their staff to have the ability to directly run these reports or are you asking that Supplier affirmatively provide the reports?

In general, we prefer to be able to run reports directly. If we can’t run specific reports, we’d need the supplier to commit to standard reporting and turnaround times.

On page 14, the ABA lists under “Accessibility,” “Principle 1” to provide alternatives for time-based media. Can the ABA provide further clarification on the desired alternatives?

Since webinars and on-demand courses are time-based, an alternative may be an option such as a transcript produced after a program. As part of your response, please provide details and costs on CART captioning, closed captioning and transcription services.

On page 26, under “Secondary Verification Complete,” is (e) an alternative to providing all the items listed in (a)-(d)?

Yes. Our preferred method of attendance verification is for pop-up verifications. But if codes are used for some reason, then b-d would not be necessary. Accordingly, a and e would be the only data points.