



**REQUEST FOR PROPOSAL**

**FOR**

**PROVISION OF CONSULTANCY SERVICES ON STRATEGIC  
PLANNING FOR THE CENTRE OF OPEN AND DISTANCE  
EDUCATION AT KCA UNIVERSITY**

**RFP NUMBER: KCAU/RFP-186/2025**

**KCA UNIVERSITY  
THIKA ROAD, RUARAKA  
P.O. BOX 56808, 00200 NAIROBI.**

**EMAIL: [supplychain@kcau.ac.ke](mailto:supplychain@kcau.ac.ke)**

**CLOSING DATE: WEDNESDAY, 7<sup>TH</sup> MAY, 2025 AT 2:00PM**



## REQUEST FOR PROPOSAL NOTICE

The Centre for Open and Distance Education (CODE) at KCA University invites proposals from qualified individuals' consultants and consulting firms to assist in the development of its 2024–2028 Strategic Plan.

The goal is to ensure that CODE's future direction aligns with the University's overall strategic objectives and the demands of flexible, high-quality, technology-enabled learning. Proposals should be submitted in accordance with the requirements specified in this RFP.

RFP Number and Description	Eligibility	Pre-proposal Meeting date and Time	RFP Closing/ Submission date
<b>KCAU/RFP-186/2025</b> Provision of Consultancy Services on Strategic Planning for the Centre of Open and Distance Education at KCA University	Open to invited individual consultants and firms	N/A	Wednesday, 7 <sup>th</sup> May, 2025 at 2.00 p.m.

1. Proposals shall be quoted in Kenya Shillings and shall include all taxes. Proposals shall remain valid for 120 days from the date of opening of bids.
2. Late submissions will be rejected.
3. Any canvassing or giving of false information will lead to automatic disqualification

## **SECTION 1 (A) - REQUEST FOR PROPOSAL (RFP)**

Date: 29<sup>th</sup> April, 2025.

Reference number: **KCAU/RFP-186/2025**

Name of Assignment:

### **PROVISION OF CONSULTANCY SERVICES ON STRATEGIC PLANNING FOR THE CENTRE OF OPEN AND DISTANCE EDUCATION AT KCA UNIVERSITY**

1. The KCA University now invites qualified **individuals consultants or consulting firms** to provide consultancy services on Strategic Planning for the Centre for Open and Distance Education at KCA University (herein referred to as 'The University').
2. This Request for Proposals has been addressed to all invited firms and consultants.
3. If a Consultant is a Joint Venture (JV), the full name of the JV shall be used and all members, starting with the name of the lead member. Where sub-consultants have been proposed, they shall be named. It is not permissible to transfer this RFP to any other firm.
4. The proposals are to be sent via email on the date and by the time specified;

## **SECTION 1(B) -TERMS OF REFERENCE(TORs)/SCOPE OF WORK**

### **Introduction**

The Centre for Open and Distance Education (CODE) is committed to expanding access to quality education through innovative and flexible learning approaches. To guide its growth and ensure sustainability, a Strategic Planning Team is being established to develop a comprehensive strategic plan for the Centre. The strategic plan will complement the 2024 – 2028 University Strategic Plan. KCA University is seeking to contract the services of an ODeL expert to work with a Strategic Planning Committee appointed by the Vice Chancellor and Chief Executive Officer (VC & CEO) to develop the CODE Strategic Plan.

### **Objectives**

The Strategic Planning Team is expected to:

- (a) Conduct a situational analysis to assess internal and external factors affecting CODE.
- (b) Define the vision, mission, and core values of CODE.
- (c) Identify key strategic priorities and goals for the five years.
- (d) Develop implementation strategies, key performance indicators (KPIs), and monitoring mechanisms.
- (e) Ensure stakeholder engagement and feedback throughout the planning process
- (f) Produce a final strategic plan document for approval and adoption.

### **Scope of Work**

The ODeL expert will advise the Strategic Planning Committee in the following tasks: -

#### ***1. Situational Analysis and Stakeholder Consultations.***

- a) Review the existing ODeL programs, Learning Management System (LMS), and policies.
- b) Conduct stakeholder consultations and analyze their feedback, (to include but not limited to ODeL management, instructors, learners, library services and quality assurance).
- c) Evaluate stakeholder engagement, accessibility, inclusivity and effectiveness of current ODeL initiatives.

#### ***2. Strategic Plan Framework Development***

- a) Define goals, objectives, mission and vision for ODeL.
- b) Identify target audiences and their specific needs.
- c) Recommend content development strategies and LMS enhancements.

#### ***3. Information and Communication Technology (ICT) Infrastructure Evaluation***

- a) Assess the appropriateness of current LMS and associated technologies and recommend upgrades.
- b) Advise on ODeL LMS, tools and techniques, and emerging trends.
- c) Recommend strategies for ensuring compliance with Commission for University Education (CUE) ODeL standards and guidelines.

#### ***4. ODeL Capacity Building***

- a) Identify the skill gaps in capacity for ODeL technical and instructional staff.

- b) Recommend staff training programs for ODeL adoption.
- c) Develop strategies for stakeholder engagement and digital transformation.

### ***5. Implementation Roadmap & Sustainability Plan***

- a) Draw a phased action plan with milestones and resource requirements.
- b) Suggest financial sustainability models, partnerships, and funding opportunities.
- c) Develop Key Performance Indicators (KPIs) for monitoring success.

### **Methodology**

The strategic planning process will include:

1. Desk review of existing documents and policies.
2. Surveys, interviews, and focus group discussions with stakeholders.
3. SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
4. Workshops and retreats for strategy formulation.
5. Drafting and validating the strategic plan before final approval.

### **Timeline**

The strategic planning process is expected to be completed within 4 months, with the following key milestones:

- **Month 1:** Situational analysis and stakeholder consultations.
- **Month 2:** Drafting of the strategic plan.
- **Month 3:** Validation and stakeholder review.
- **Month 4:** Finalization and approval of the strategic plan.

### **Expected Deliverables**

The ODeL expert will work with the Strategic Planning Committee to provide:

1. Situational Analysis Report (detailing methodology, work plan, and timelines)
2. Stakeholder Consultation and Engagement Report (with key findings and recommendations).
3. Draft Strategic Plan Document (for stakeholder review).
4. Final Strategic Plan Document (incorporating stakeholder feedback)

## 5. Implementation Framework (with KPIs and monitoring mechanisms).

### **Duration of the Assignment**

The ODeL expert consultancy will be conducted over a period of four months with key milestones outlined in the inception report.

### **Required Qualifications and Experience**

The ODeL expert should possess:

- A Master's Degree (PhD is an added advantage) in Education, Instructional Design, ODeL Media and Technology, Computing (Computer Science, Information Technology and Information Systems).
- At least 3 years of experience in ODeL strategy development and implementation.
- Expertise in instructional design, Learning Management Systems, and digital content development.
- Experience in conducting training needs assessments and stakeholder consultations.
- Knowledge of emerging trends in ODeL and educational technology.
- Strong analytical, communication, and report-writing skills.

### **Reporting and Supervision**

The consultant will report to chair of the Strategic Planning Committee and will work closely with relevant stakeholders. Regular progress updates will be required.

### **Confidentiality clause**

All plans, reports, documentation produced and data collected relating to this tender will be the sole property of KCAU. Any data and information collected will not be reproduced, disseminated or discussed with other parties, (apart from for the purpose of completing the deliverables required) without the express written approval of KCAU VC & CEO. All findings, conclusions and recommendations will be confidential and proprietary

## **SECTION 2; INSTRUCTIONS TO CONSULTANTS/FIRMS**

### **A. General Provisions**

#### **1) Definitions**

- a) **“Consultant”** means a legally-established professional consulting firm or an entity that may provide or provides the Services to the Client under the Contract.
- b) **“Contract”** means a legally binding written agreement signed between the Client and the Consultant.
- c) **“Experts”** means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Consultant, Sub-consultant or Joint Venture member(s).
- d) **“Joint Venture (JV)”** means an association with or without a legal personality distinct from that of its members, of more than one Consultant where one member has the authority to conduct all business for and on behalf of any and all the members of the JV, and where the members of the JV are jointly and severally liable to the Client for the performance of the Contract.
- e) **“Proposal”** means the Technical Proposal and the Financial Proposal of the Consultant.
- f) **“Services”** means the work to be performed by the Consultant pursuant to the Contract.
- g) **“Terms of Reference (TORs)”** (this Section 1(B) of the RFP) means the Terms of Reference that explains the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Consultant, and expected results and deliverables of the assignment.
- h) **“ODEL”** means Open, Distance and E-learning.
- i) **“CODE”** means Centre for Open and Distance Education.

#### **2) Conflict of Interest**

The Consultant is required to provide professional, objective, and impartial advice, at all times holding the University’s interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.

The Consultant has an obligation to disclose to the University any situation of actual or potential conflict that impacts its capacity to serve its best interest. Failure to disclose such situations may lead to the disqualification of the Consultant or the termination of its Contract.

#### **3) Corrupt and Fraudulent Practices**

Consultant firms or any of its members shall not be involved in corrupt, coercive, obstructive, collusive or fraudulent practice. Consultant firms or any of its members that are proven to have been involved in any of these practices shall be automatically disqualified and would not be awarded a contract.

#### **4) Eligibility**

In selection of Consultants, short-listing shall be composed of firms or individuals who belong to the same expertise (ODEL) and who are almost of the same capability.

## TENDER RESPONSIVENESS CRITERIA

The submission of the following items will be required in the determination of the completeness of the proposal. Bids that do not contain all the information required as per the evaluation stages will be considered non-responsive and shall not be evaluated further.

The tender evaluation will be carried out in 3 stages namely; mandatory/preliminary evaluation, technical and financial evaluation.

STAGE 1; MANDATORY/PRELIMINARY EVALUATION		
No.	Evaluation Criteria Description	Requirement
1.	Copy of Certificate of Incorporation/Registration for firms. <b>Individual consultants</b> shall provide a copy of their National Identity Card	Mandatory
2.	Submit a Valid Tax Compliance Certificate	Mandatory
3.	Power of Attorney ( <b>exempt for a Sole Proprietor/ Individual Consultants</b> )	Mandatory
4.	Copy of CR12/CR13 certificate (should be dated within the last 12 months from bid closing date) <b>Note: exempt for a Sole Proprietor/ Individual Consultants</b>	Mandatory
5.	Duly filled, signed and stamped Price Schedule Form	Mandatory
6.	Duly filled, signed and stamped Confidential Business Questionnaire in the format provided. <b>Note: exempt for a Sole Proprietor/ Individual Consultants</b>	Mandatory
7.	Valid copy of Trading License or Single Business Permit (for firms)	Mandatory
8.	Letter of availability for the assignment for the period set out in the TORs, signed by the proposed key staff	Mandatory
<b>Note;</b> Bidders who <b>do not comply</b> with the above requirements under preliminary evaluation shall be deemed <b>non-responsive</b> and hence will be disqualified from further evaluation.		

## STAGE 2: TECHNICAL EVALUATION CRITERIA:

KCA University shall evaluate the technical aspects of the Tender to determine compliance with the requirements and whether the Tenders are substantially responsive to the Technical Requirements.

The Requirements below are indicative **MINIMUM** requirements only. Consultants must meet or exceed these specifications.

The KCA University will evaluate bids according to specific criteria based on the technical requirements in this document **WHICH SHALL BE FULL COMPLIANCE** and will then qualify a number of bids to compete in the next phase of Financial Evaluation.

STAGE 2; TECHNICAL EVALUATION CRITERIA		
No.	Criteria Description	MAX SCORE
1.	The Consultant should be an <b>individual firm or professional firm or joint venture or a consortium</b> with expertise in Open, Distance and E-learning systems, Instructional Design, Learning management systems and digital content development.  Knowledgeable in ODeL strategy development and implementation and must have undertaken projects of similar value and scope with the following competencies; a. Demonstrate at least Three (3) years of experience of similar nature in an institution of higher learning or similar industry within the last five (5) years for which the	<b>15 Marks</b>



	<p>individual/consultancy firm / joint venture / consortium was legally contracted as a company or was one of the joint venture partners. Assignments completed by the Consultant's individual experts working privately or through other consulting firms can be claimed as the relevant experience of the Consultant, or that of the Consultant's partners or sub-consultants. (Must attach evidence of work done and projects/milestones including completion certificates).</p> <p><b>(5 Marks for each project/year of experience)</b></p>	
<b>2.</b>	<p>Details of the personnel to be committed to the assignment, by attaching detailed Curriculum Vitae and relevant Academic and professional certificates.</p> <p>Must submit detailed Curriculum Vitae together with Academic and professional certificates of the <b>key personnel</b>, to be committed to the assignment. (Information to be included are - Name of consultant, qualifications (relevant to the assignment), Summary of qualifications and experience, roles (Consultant/Expert).</p> <p>The Consultant/firm should provide an expert that possesses;</p> <ol style="list-style-type: none"> <li>A Master's Degree (PhD is an added advantage) in Education, Instructional Design, ODeL Media and Technology, Computing (Computer Science, Information Technology and Information Systems).</li> <li>Experience in conducting training needs assessments and stakeholder consultations</li> <li>Knowledge of emerging trends in ODeL and educational technology</li> <li>Letters of reference or testimonials relevant to the scope of work/ TORs. (2 recommendations)</li> </ol> <p><b>(5 Marks for each criterion as above)</b></p>	<b>20 Marks</b>
<b>3.</b>	<p>A written statement that the Consultant understands and will comply with the scope of work/terms of reference, Deliverables and technical requirements as per the tender document.</p>	<b>10 Marks</b>
<b>4.</b>	<p>Proposed methodology and workplan including;</p> <ol style="list-style-type: none"> <li>Assessing Appropriateness of the current LMS and associated technologies.</li> <li>Data collection techniques, situational analysis, gap and SWOT analysis methodology.</li> <li>Approach to stakeholder engagement including interactions with university management and the strategic planning committee</li> <li>Reporting framework and recommendations for implementation and sustainability.</li> </ol>	<b>20 Marks</b>
	<b>Total Score</b>	<b>65 Marks</b>
	<b>Cut off score/pass mark</b>	<b>50 Marks</b>
<p><b>Vendor Pass Mark=50 marks and above</b></p> <p><b>Note;</b> Only bidders who score <b>50 marks and above</b> in this section will be subjected to further evaluation. Bidders who score <b>below 50 marks</b> will be eliminated from the entire evaluation process and will not be considered further.</p>		

### **STAGE 3; FINANCIAL EVALUATION/PROPOSAL**

The financial proposal will include;

- a) A summary of costs
- b) Breakdown of remuneration
- c) Breakdown of reimbursable costs
- d) A duly filled, signed and stamped price schedule form.

### **PRICE SCHEDULE**

**THE PRICES SCHEDULE MUST INCLUDE ALL THE COSTS IN KENYA SHILLINGS AND INCLUSIVE OF ALL APPLICABLE TAXES**

Item	Description	Total Cost Inclusive of all applicable Taxes
a.	Provision of Consultancy Services on Strategic Planning for the Centre of Open and Distance Education (CODE) at KCA University. The Terms of Reference (scope of work) are as provided.	
<b>Total Cost VAT Inclusive.</b>		

## TENDERER'S ELIGIBILITY - CONFIDENTIAL BUSINESS QUESTIONNAIRE

### Instruction to Tenderer

Tender is instructed to complete the particulars required in this Form, *one form for each entity if Tender is a JV*. Tenderer is further reminded that it is an offence to give false information on this Form.

#### a) Tenderer's details

	ITEM	DESCRIPTION
1	Name of the Procuring Entity	
2	Reference Number of the Tender	
3	Date and Time of Tender Opening	
4	Name of the Tenderer	
5	Full Address and Contact Details of the Tenderer.	1. Country 2. City 3. Location 4. Building 5. Floor 6. Postal Address 7. Name and email of contact person.
6	Current Trade License Registration Number and Expiring date	
7	Name, country and full address ( <i>postal and physical addresses, email, and telephone number</i> ) of Registering Body/Agency	
8	Description of Nature of Business	
9	Maximum value of business which the Tenderer handles.	
10	State if Tenders Company is listed in stock exchange, give name and full address ( <i>postal and physical addresses, email, and telephone number</i> ) of state which stock exchange	

### General and Specific Details

#### a) **Sole Proprietor**, provide the following details.

Name in full \_\_\_\_\_ Age \_\_\_\_\_

Nationality \_\_\_\_\_ Country of Origin \_\_\_\_\_

Citizenship \_\_\_\_\_

#### b) **Partnership**, provide the following details.

	Names of Partners	Nationality	Citizenship	% Shares owned
1				
2				
3				

**Registered Company**, provide the following details.

(i) Private or public Company \_\_\_\_\_

(ii) State the nominal and issued capital of the Company

Nominal Kenya Shillings (Equivalent).....

Issued Kenya Shillings (Equivalent).....

(iii) Give details of Directors as follows.

	<b>Names of Director</b>	<b>Nationality</b>	<b>Citizenship</b>	<b>% Shares owned</b>
1				
2				
3				

**c) DISCLOSURE OF INTEREST - Interest of the Firm in the Procuring Entity.**

i) Are there any person/persons in.....(*Name of Procuring Entity*) who has/have an interest or relationship in this firm? Yes/ No.....

If yes, provide details as follows.

	<b>Names of Person</b>	<b>Designation in the Procuring Entity</b>	<b>Interest or Relationship with Tenderer</b>
1			
2			
3			

**ii) Conflict of interest disclosure**

	<b>Type of Conflict</b>	<b>Disclosure YES OR NO</b>	<b>If YES provide details of the relationship with Tenderer</b>
1	Tenderer is directly or indirectly controls, is controlled by or is under common control with another tenderer.		
2	Tenderer receives or has received any direct or indirect subsidy from another tenderer.		
3	Tenderer has the same legal representative as another tenderer		
4	Tender has a relationship with another tenderer, directly or through common third parties, that puts it in a position to influence the tender of another tenderer, or influence the decisions of the Procuring Entity regarding this tendering process.		
5	Any of the Tenderer's affiliates participated as a consultant in the preparation of the design or technical specifications of the works that are the subject of the tender.		
6	Tenderer would be providing goods, works, non-consulting services or consulting services during implementation of the contract specified in this Tender Document.		

7	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who are directly or indirectly involved in the preparation of the Tender document or specifications of the Contract, and/or the Tender evaluation process of such contract.		
8	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who would be involved in the implementation or supervision of the such Contract.		
9	Has the conflict stemming from such relationship stated in item 7 and 8 above been resolved in a manner acceptable to the Procuring Entity throughout the tendering process and execution of the Contract.		

**d) Certification**

On behalf of the Tenderer, I certify that the information given above is complete, current and accurate as at the date of submission.

Full Name\_\_\_\_\_Title or Designation\_\_\_\_\_

*(Signature)*

\_\_\_\_\_