

## Request for Proposals

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Issued on: November 25, 2021  
Closing Date: December 9, 2021, 12:00pm PT

### **Content Development: Prepare for Work in Canada Online Learning for Immigrants**

#### **1 About IEC-BC**

The Immigrant Employment Council of BC (IEC-BC) facilitates the integration of skilled newcomers into Canada's workforce by connecting employers with the talent they need. As a champion of employers, we foster solutions, build connections, and are a catalyst for employer success.

IEC-BC works directly with employers, industry, and sectoral organizations to develop innovative solutions, tools and resources that support employers in integrating skilled immigrants into the Canadian workforce and empower newcomers with relevant tools to boost employment outcomes.

Through partnerships with businesses, government, and community partners, we deliver employer-driven solutions that give businesses an edge in an increasingly competitive economy.

#### *1.1 Project Background*

##### **About FAST**

IEC-BC has developed Facilitating Access to Skilled Talent ([FAST](#)), a free online program to support immigrants' career preparation and facilitate a competency assessment based on industry of interest. FAST helps immigrants better prepare to enter the labour market, in positions that make full use of their skills by overcoming employment barriers like international credential recognition and a lack of Canadian work experience.

Driven by employer-informed feedback, FAST was developed to provide immigrants with an orientation to Canadian cultural and workplace norms through educational modules, while providing more comprehensive cultural and essential skill competency assessments to determine level of existing knowledge in a given occupation. FAST is currently available for five in-demand industry streams: Accounting, Biotechnology and Life Sciences, Culinary Arts, IT and Data Services, and Skilled Trades.

By completing FAST, immigrants are better prepared for the Canadian workplace and have a greater understanding of how their prior learning and

experiences can be leveraged within their chosen industry. In addition, gap training is identified to support further training and upskilling if required to access the desired occupation.

The FAST ‘Prepare for Work in Canada’ module was designed to help immigrants gain awareness and understanding of Canadian workplace norms, employer expectations, and the essential skills required for successful integration in the Canadian labour market. This module has received positive feedback from program participants, citing that this module has been helpful in understanding and adapting to the nuances of working in a Canadian environment.

### **Statement of Purpose**

While the current Prepare for Work in Canada module has been helpful to program participants, it was last reviewed and updated in 2018. To ensure relevance and effectiveness, the content would benefit from a thorough review and to be updated to better reflect current changes to the essential skills framework developed and recommended by the Employment and Social Development Canada (ESDC), now called [Skills for Success](#). In addition, content should be updated to include interactive and multimedia materials (e.g. videos, audio recordings, images, games) to increase user engagement and program completion.

#### *1.2 Contract Scope*

IEC-BC is requesting proposals from experienced consultants/instructional designers to review and update the FAST Prepare for Work in Canada content.

After a comprehensive review of the current module, working in consultation with IEC-BC, the consultant(s) will focus on updating content to better reflect the Skills for Success essential skills framework (ESDC), revise for relevance based on the changing nature of Canadian workplaces (e.g. pandemic-related impacts), and implement changes to improve overall user experience and engagement through the use of multimedia content.

Currently, the Prepare for Work in Canada content is an estimated 4 hours in length for a participant to complete and is primarily text content. The content is adapted for each of the five streams, but consistently across all five streams, content covers the following themes:

- Essential skills for work in Canada: reading; writing; numeracy; document use; computer and digital skills; thinking; oral communication; working with others; and continuous learning
- Fundamental workplace culture: cultural diversity; intercultural skills; and Canadian workplace norms.
- Fundamental workplace skills: teamwork; communication; and initiative

#### *1.3 Contract Deliverables*

The successful consultant will develop a cohesive online learning plan to be integrated within the current 'Prepare for Work in Canada' content in FAST.

This will include (and is not necessarily limited to):

1. Review of the current FAST Prepare for Work in Canada module, and make revisions to streamline consistent content across the five streams in FAST
2. Update current content in the Prepare for Work in Canada module to better address current workforce integration best practices and align more closely with the revised Skills for Success framework from ESDC
3. Update and revise the Prepare for Work in Canada content, comprised of:
  - Multimedia materials (e.g. videos, audio recordings, images, podcasts, etc.)
  - Develop a comprehensive Continue Learning component that would incorporate additional resources and courses for immigrants to continue their learning and further understand Canadian workplace norms

#### 1.4 Proposed Timeline

The following timelines are anticipated by IEC-BC

Activity	Proposed Completion Date
Issue RFP	November 25, 2021
Proponents' call (TBD)	December 2, 2021
Proposal closing	December 9, 2021
Contract start	December 15, 2021
Contract close	January 28, 2022

All deliverables associated with this contract will need to be completed and delivered on or before **January 28, 2022**.

This RFP is open to qualified contractors/consultants from across Canada, provided that the successful proponent(s) are available to deliver all required deliverables as per sections 1.3 and 1.4, above.

## 2. Proposal Submission

### 2.1 Proponent(s) Requirements

1. Demonstrated experience in developing content on Canadian workplace culture and integration for newcomers
2. Demonstrated experience designing, developing, and implementing learning materials based on the deliverables set out in section 1.3 (including written and multimedia content)
3. Demonstrated understanding of education and instructional design
4. Understanding of and experience in applying best practices in online learning
5. Experience developing learning materials for immigrant and adult learner audiences

6. Knowledge of immigrant integration and/or workforce development strategies is an asset
7. Demonstrated experience working with diverse stakeholders
8. Ability to complete projects on time and on budget
9. Excellent interpersonal and communications skills

## 2.2 Proposal Format

Evaluation of proposals is made easier when Proponents respond in a similar manner. The following format and sequence should be followed to provide consistency in Proponent response and ensure each proposal receives full consideration.

- Cover letter, showing Proponent's name and address, a contact person's name, address, telephone number, and email address to communicate with IEC-BC in relation to this RFP
- A brief overview of the proposal
- Table of contents, including page numbers
- The body of the proposal, that addresses required information
- Recommended font: Trebuchet, 11pts

All pages should be consecutively numbered and follow the evaluation criteria.

## 2.3 Content of Proposals

Proposals must demonstrate that the bidder can meet all "Proponent(s) Requirements" listed above. Proposals must also include:

1. Information about the qualifications of the consultants, including subcontractors (if any) who will be working on the project and descriptions of their experience with similar projects.
2. A work plan that includes specific activities, timelines, milestones, and deliverables.
3. A budget that itemizes and justifies the cost of the services. The budget must specify professional fees and attribute them to activities and individuals, indicating hourly or daily rates (daily rates must indicate the number of hours in a proposed workday).
4. Two client references, including email addresses and telephone numbers. By providing this information, the bidder gives IEC-BC permission to contact these references.

Proposals are **not to exceed 8 pages including appendices and other attachments**, excluding a cover page and table of contents. All proposals must be submitted electronically as a PDF document.

## 2.4 Evaluation and Selection Process

Proposals will be assessed against the requirements stated in this RFP and evaluated based on the degree to which they demonstrate the following:

1. Understanding of the work required

2. Current, relevant knowledge, qualifications / experience of consultants
3. Capacity of the bidder to provide required services
4. Realistic and understandable work plan and timelines for achieving deliverables
5. Value for money

IEC-BC reserves the rights to:

- Not evaluate any or all proposals if the information is incomplete or if the proposal is received after the deadline
- Request bidders whose proposals meet essential criteria to provide additional information
- Negotiate one or more aspects of a proposal
- Accept a proposal in whole or in part

### **Proponents' Call**

A proponents' conference call is scheduled on December 2, 2021 at 2:00pm PT. Participation in the call is not mandatory but is open to all interested proponents. [Click here to register.](#)

Video call instructions will be sent to you following your RSVP.

**Send proposals and direct all communication related to this RFP by email to:** Iona Santos-Fresnoza at [iona.santos-fresnoza@iecbc.ca](mailto:iona.santos-fresnoza@iecbc.ca) by the proposal deadline of **December 9, 2021**. Submissions received after this date will not be considered.