Request for Proposals

Issued on: **June 9, 2022**
Closing Date: **July 6, 2022, 4:00pm PT**

Instructional Designer, FAST Program

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

A program of IEC-BC, Facilitating Access to Skilled Talent (FAST) is 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 each industry. FAST is currently available for six in-demand industry streams: Accounting, Biotechnology and Life Sciences, Culinary Arts, IT and Data Services, Skilled Trades, and the newly launched Seniors Care stream.

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.

Statement of Purpose

A primary goal for the FAST program this fiscal year is to improve user experience and increase completion rates of the educational components that complement the industry-specific competency assessments. Last year, the *Prepare for Work in Canada* educational module was revised and updated leveraging the course authoring tool, Articulate 360, to enhance user experience and make the content more dynamic and engaging. Based on the positive feedback from stakeholders, other components of the FAST program would benefit from review, revision, and development.

In addition to revising current FAST program content, the new FAST Seniors Care stream and the New Brunswick iteration of the FAST program feature new content that will require new curriculum development. The complex and substantive learning content will need to be created into learning modules that are engaging and accessible to skilled immigrant participants with an English language proficiency of CLB 5+. This includes the development of digestible content, interactive e-learning components 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 instructional designers to review and update current program content and develop new program components summarized herein:

- Content audit of the current FAST streams and development of dynamic content to improve user experience and learning. Streams include:
    - FAST Streams: Accounting, Biotechnology and Life Sciences, Culinary Arts, IT and Data Services, Skilled Trades, and Seniors Care.
    - FAST-New Brunswick Streams: Carpentry and Welding.

- Development of e-learning modules for new program content, including:
    - Prepare for Work in Seniors Care
    - Navigating Regulated Professions in Seniors Care
    - Embracing Diversity, Equity, and Inclusion in the Workplace
    - Prepare for Work in the IT Sector

The successful proponent will work with and be responsible to the FAST program team in fulfilling the work requirements of this RFP:

1. **Comprehensive Content Audit and Improvements**
   The consultant(s) will complete a thorough review of the content provided by FAST employer partners and subject matter experts (SMEs) to design an e-learning curriculum aligned with industry standards. This includes content revisions according to users' language proficiency and tech-accessibility, and based on feedback from the working group, will follow implementing required changes and improvements to the course content.

2. **Content Development and E-Learning Design**
   In collaboration with the FAST team and SMEs, the consultant(s) will develop online learning content and design e-learning modules that include activities, (new) videos, quizzes, and additional content to build engaging online materials that are easy to navigate for users in the platform. This includes using the course authoring tool, Articulate 360, to produce content consistent with the current FAST learning modules.

3. **Finalization and Testing**
   Upon approval from the FAST team and SMEs, the consultant(s) will finalize the content for uploading and testing in the FAST LMS platform. After user testing and feedback, required changes and modifications to the content will be implemented before project completion.

1.3 Contract Deliverables

The successful consultant will develop a cohesive online learning plan to be used in the FAST online modules.

The work will include (and will not be limited to) the following deliverables:
1. Full content audit of the FAST modules, recommendations for improvements and implementation of approved recommendations.
2. Creation and implementation of an e-learning framework aligned with SMEs and project team objectives to deliver complex learning content.
3. Design e-learning components for engaging and accessible content:
   a. Activities/worksheets
   b. Develop videos/audio materials to illustrate learning concepts
   c. Infographics and visuals
   d. Quizzes
   e. Online learning games
   f. Other interactive materials to facilitate e-learning for skilled immigrants
4. Finalized content for use in the FAST platform, in system-compatible format (i.e. SCORM, xAPI)
5. Other related tasks as may be required throughout the duration of the project

1.4 Proposed Timeline

The following timelines are anticipated by IEC-BC

Activity	Proposed Completion Date
Issue RFP	June 9, 2022
Proponents' call	June 17, 2022
Proposal closing	July 6, 2022
Contract start	July 20, 2022
Content Audit & Improvements	August 31, 2022
Creation & Implementation New e-Learning Modules *Seniors Care Stream*	September 30, 2022
Creation & Implementation New e-Learning Modules *IT Stream*	December 15, 2022
Contract close	December 15, 2022

All deliverables associated with this contract will need to be completed and delivered **on or before December 15, 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.

1.5 Budget
Please submit a budget inclusive of fees for overall process design and delivery. This should include time to collaborate with the FAST project team and time to implement feedback. Please identify any related expenses you anticipate and applicable taxes, specifying:

- Daily rates and expected time commitments
- Other estimated costs and expenditures

The current budget for this effort is not to exceed $75,000 plus taxes.

2. Proposal Submission

2.1 Proponent(s) Requirements

1. Demonstrated experience in developing online learning content for immigrant and/or adult learner audiences
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. Knowledge of immigrant integration and/or workforce development strategies is an asset
6. Demonstrated experience working with diverse stakeholders

7. Ability to complete projects on time and on budget
8. Excellent interpersonal and communications skills. Fully bilingual proponents will receive extra consideration.

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
- Sample works/portfolio of curriculum and content development projects (links or PDF attachments)
- 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 *Friday, June 17th at 11:00am PT*. Participation in the call is not mandatory but is open to all interested proponents. **Click here** to register for the Proponents' Call.

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 by the proposal deadline of **July 6, 2022 at 4:00pm PT.** Submissions received after this date will not be considered.