



REQUEST FOR PROPOSAL

Project: Instructional Designer, Online Learning Systems (ID-2023)
Issued: September 5, 2023
Closing Date: September 11, 2023

This Request for Proposals (“RFP”) is an invitation by Community Futures Central Alberta to prospective Candidates to submit proposals for the provision of Instructional Designer, Online Learning Systems Project.

Prospective Respondents are asked to submit an RFP Acknowledgement Form at their earliest opportunity.

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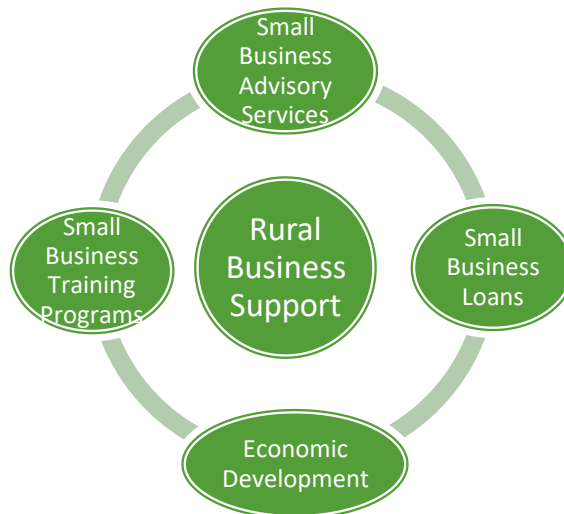
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ORGANIZATIONAL OVERVIEW

Community Futures Central Alberta is a community driven, non-profit organization staffed by business professionals and guided by a volunteer Board of Directors. We provide a wide range of small business services and business management tools for people wanting to start, expand, franchise, or sell a business. We also run a number of specialized business programs, organize exciting business events, and actively collaborate with community and business leaders to foster rural economic growth.

Funded by Prairies Economic Diversification Canada, Community Futures has been supporting small business and rural economic diversification since 1986. There are 27 Community Futures offices in rural communities throughout Alberta, and a total of 269 across the country.

Our Pillars:



Objectives and Goals

- Community Futures Central Alberta is recognized across the region as a leader in rural economic development through entrepreneurial services and supports.
- Community Futures Central Alberta has capacity, expertise and strategic relationships that position it as a regional leader and enable it to respond to community needs and opportunities.
- Community Futures Central Alberta manages its resources prudently, has built a substantial loan portfolio,

and is well positioned to capitalize on opportunities to grow and serve.

Organizational Priorities:

Community Futures Central Alberta is funded primarily through Prairies Economic Development Canada, who sets priority areas for all Community Futures offices, which are:

- Inclusiveness – primary focus on Indigenous peoples and women
- Inclusiveness – secondary focus on youth and persons with disabilities
- Cluster Growth – focused on specialized clusters within clean technology, value-added agriculture, advanced manufacturing, digital technologies, clean resources, and health & biosciences.

SCOPE OF WORK AND DELIVERABLES

Contract Summary - Full-time – September 2023 to December 2024 (16-Month Contract).

We are seeking an amazing Instructional Designers with a passion to support rural Entrepreneurs and working with a dynamic fast-paced team.

The successful Candidate will have the opportunity to work with a diverse team of highly qualified staff, consultants and coaches who are passionate about helping entrepreneurs, businesses and building the economy. Working in a remote work-friendly environment, the successful Candidate would have flexible work options by integrating in-person working conditions with online options (eligibility may be necessary).

The Instructional Designer is essential to supporting the creation of courses and materials for rural Community Futures Alberta locations. The successful Candidate will be responsible for creating engaging, interactive, and effective learning experiences based on the content provided by the staff, coaches/mentors and identified subject matter experts. They will be responsible for working with the subject matter experts and staff to help identify the best methods to meet the needs of the learners and identified content. These decisions will be based on instructional theory and best practices from the field. Course delivery could be completely online (synchronous or asynchronous), blended, or face-to-face.

By leveraging the expertise within offices, staff, and subject matter experts, the successful candidate will support the design and delivery of learning opportunities for clients, staff, and the community. This instructional designer contract will be integral to continuing to grow our capacity to realize our organizational priorities. This position could be ideally suited for someone with teaching experience and who has an interest in collaborating with subject matter experts to create meaningful learning experiences.

Reporting to the Project Manager, the successful candidate will execute the following objectives:

1. **Research and Planning (September to October 2023):**
 - a. Working with the project team the successful candidate will utilize project management methodologies and will assist with the project planning, monitoring, control, reporting/evaluation and close out.
 - b. The Candidate will work to lay the foundation for the creation of the course content by completing the project research, which could include environmental scan, gathering existing content, evaluating gaps, determining business requirements and identify the best Learning Management Systems (LMS) that meet the business requirements.
 - c. Proactively research training industry trends (Gamification, Micro-learning, virtual training capabilities, training tools/platforms, artificial intelligence etc.).

- d. Assist with the facilitation of in-person subject matter expert planning sessions.
- e. Assist with identifying core Community Futures business processes, client requirements, and the solutions identified will integrate client onboarding/intake.
- f. Solutions will be identified that build a progression for business planning in small manageable steps.
- g. Assist with identifying the clear measures for reporting across offices to consistently track core Community Futures Program measurables and minimum performance standards and to create efficiencies in client intake to help building capacity for the offices.

2. **Course Development (November 2023 to November 2024)**

- a. During this project, the Candidate will use sound instructional design principles to create meaningful training by developing learning objectives, updating existing content, collaborating with subject matter experts to create new/missing content, and assist with delivering the implementation training identified.
- b. Design and execute an online learning solution (design plans, outlines, storyboards, voiceover scripts, course builds, etc.) for the project, and incorporate multimedia such as video, audio, and animation using the learning management system to create an engaging learning experience for a minimum of 4- courses.
- c. Design and develop instructional materials that are interactive, innovative, functional, informative, and consistent with various adult learning theories and principles.
- d. Use multimedia tools and technologies to create engaging learning content including, graphics, animations, videos, and simulations.
- e. The online learning solution will modernize current resources, tools, and materials, with a common Community Futures Alberta brand for entrepreneurs that will create an attractive foundation for training across multiple offices and attract participation from a variety of clientele, including youth.
- f. The learning solution will support Entrepreneurs while they are building their business plan in the rural environment, will be a self-directed and have 24/7 access.
- g. The solutions developed will provide business training and guidance that meet the needs identified in research and address both new clients and existing businesses at any stage of business.
- h. Using pre-identified subject matter experts, develop and test an initial “core course (including support systems)” to create a solid foundation for the creation of the additional courses to support the priority areas identified in the research.
- i. The online learning system will support lower literacy clients and will be video forward to support accessibility.
- j. Video production and development of other digital assets will be done through a separate contract, but the Candidate would be required to work with the project team to determine requirements, plan development and provide feedback on the development.
- k. Assist with the development the evaluation requirements for pilot testing, courses, and ongoing feedback.

3. **Project Implementation and Closeout (November 2024 to December 2024)**

- a. Realize implementation plans and provide the tools and training to support the roll-out of the courses across the network.
- b. Establish the standards for development of future online courses that maintain the branding and quality standards established in the project.
- c. Provide recommendations to implement a provincial marketing and internal CF promotional plan for the courses.
- d. Assist with the creation of the provincial sustainability plan.
- e. Assist with the project, courses and LMS evaluation as well as contribution to the project and program pre and post success.

TIMELINES AND SUBMISSION INSTRUCTIONS

Timelines

Issue Date of RFP	September 5, 2023
Deadline for Questions	September 7, 2023, at 4:00pm MST
Deadline for Issuing Answers	September 8, 2023, at 4:00pm MST
Submission Deadline	September 11, at 11:59pm MST
Final Selections	September 12 to 22
Contract begins	September 25

Process Steps

1. Proposals should be submitted at: **careers@c4ner.ca** and e-mails are to be prominently marked with the RFP title and number (see RFP cover), with the full legal name and return email address of the Candidate, and by the Submission Deadline.
2. At any time up to the submission deadline, a Candidate may withdraw a submitted proposal. To affect a withdrawal, a notice of withdrawal must be sent to **careers@c4ner.ca** and must be signed by the Candidate. Community Futures is under no obligation to return withdrawn proposals.
3. Each proposal **MUST** include the following items:
 - a. Candidate information, which includes a description of the Candidate, full name, full mailing address, website, LinkedIn Profile, if applicable, phone number, email address and preferred method of contact.
 - b. A portfolio of the goods and services the Candidate has previously and/or is currently delivering, with an emphasis on experience relevant to the project and deliverables.
 - c. Identify the number of courses that can be developed during the project within the set budget amount and acknowledge that billing will happen monthly and based on completion of project objectives, schedule, and milestones.
 - d. A description of how the Candidate will provide the deliverables, which should include a high-level work plan and overview of the Instructional Design process that will be used.
 - e. The price quoted should be inclusive and should cover the project scope outlined. If the Candidate's price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. The budget must encompass all costs that are likely to be incurred by the successful candidate during this contract. Rates shall be provided in Canadian funds, inclusive of all applicable duties and taxes except for Goods and Services Tax (GST), which should be itemized separately; and rates quoted by the Candidate shall be all-inclusive and shall include all labour and material costs, all travel and carriage costs, all insurance costs, and all other overhead, including any fees or other charges required by law.
 - f. Each Candidate must include three references and include name of company/organization, contact name, phone number and dates of work and the nature of the work. Community Futures and the project team may contact references without prior notice to the Candidate.
 - g. All qualifications and professional development initiatives are to be included as outlined in Evaluation Criteria listed below.
4. Review of Mandatory Requirements - Proposals satisfying the mandatory requirements as of the submission deadline will proceed to the final selection. Proposals failing to satisfy the mandatory requirements will be excluded from further consideration.
5. Candidates should refer to Evaluation Criteria for a breakdown of the Rated Criteria. The selection team shall solely determine what constitutes a satisfactory proposal for the purposes of the evaluation of the rated criteria.

6. At the conclusion of selection process all scores will be added together, and the highest ranked Candidate will be selected for interviews and for the position.

EVALUATION PROCESS AND CRITERIA

1. This RFP is an open and competitive process.
2. If you have alternative solutions or suggestions for the direction of this project, please submit them with your proposal.
3. Project work is to be completed by the Candidate only, sub-contractors will not be considered. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in the final contractual obligations.

Rate Criteria Category	Weighting (points)	Minimum Threshold
<p>Related experience and qualifications, which would include:</p> <ol style="list-style-type: none"> 1. Strong research, instructional design, and facilitation experience. 2. Experience developing online learning using a variety of LMS. 3. Experience collaborating as a member of a virtual project team, working with a diverse number of stakeholders and clients. 4. A healthy passion for collaborating with colleagues in a professional and respectful manner on projects. 5. Ability to work in a virtual work environment and utilize strong technology and computers skills to work efficiently. 6. Ability to provide recommendations and best practices. 7. Strong communication and collaboration skills. 8. High-level of honesty and integrity with a strong work ethic. 9. University/College masters/degree/certificate in instructional design (or related field). 10. 3+ years of experience in instructional design/online learning (sample portfolio required). 11. Experience in developing competency-based course material (and assessment). 12. Experience in business, entrepreneurship would be an asset. 13. Teaching/training experience an asset. 14. Experience with design software and incorporation of Artificial Intelligence would be an asset. <p>Proposals that meet the mandatory requirements will be evaluated with the following criteria:</p> <ul style="list-style-type: none"> • Suitability of the Proposal: The proposal meets the needs and criteria set forth in the RFP. • Expertise: The proposal demonstrates a high-level of expertise in research and instructional design. • Creativity: Prior work demonstrates creative and innovative content and designs that engage the target audiences. • Experience: The candidate has successfully completed similar projects, ideally in central Alberta. • Presentation: The information is presented in a clear, logical manner and is well-organized. 	50	40

References <ul style="list-style-type: none"> Indicate the candidate's commitment to collaboration, quality, and customer-service. 		20	N/A	
Use of Budget <ul style="list-style-type: none"> Value for Price: The price is commensurate with the value offered by the candidate. 		30	N/A	
Project Phases				Project Costs
1. Research & Planning – Sept. 2023 to Oct. 2024				\$16,000 + GST
2. Course Development – Nov. 2023 to Dec. 2024				\$100,000 +GST
3. Project Implementation and Closeout – Nov. 2024 to Dec. 2024				\$8,000 +GST
Total Budget		\$124,000 + GST		
		Total Points	100	
			N/A	

Contract Terms

Community Futures Central Alberta will negotiate the contract terms upon selection of a contractor. All contracts are subject to review by Community Futures Central Alberta, and the project will be awarded upon the signing of the contract, which will outline terms, scope, budget, and other necessary items.