



Application Guidelines

**Request for Proposals (RFP)
for Independent Contractor Opportunity for:**

**Professional Services: Sales and Service en Francais Online Course
Design**

Sales and Service en Francais Program

Terms:

Length of the RFP: June 29, 2018 – August 24, 2018

Project Based Contract

Issued: May 29, 2018

Application Deadline: June 22, 2018 at 5:00 pm

PART 1 – PURPOSE:

ACCES Employment is currently launching the Sales and Service en Français bridging program. This online bridging program will support French/English bilingual internationally trained professionals' transitions into jobs in the sales and service sector.

The successful responder will have experience in instructional design, subject matter expertise associated in business communications and experience building interactive e-learning products- preferably in Storyline.

The successful responder will design and create three interactive online learning modules- Effective Business Communications in Sales, Sector Trends in Bilingual Sales and Service and Effective Customer Service. Content within an existing online learning module on Effective Business Communications in Sales and Marketing will be leveraged by the successful responder in the creation of the Effective Business Communications in Sales module. Content within an existing online learning module on Sector Trends in Sales and Marketing will be leveraged by the successful responder in the creation of the Sector Trends in Bilingual Sales and Service module. Each module will have approximately one hour of content in Storyline and contain associated resources.

Interested parties are asked to read this RFP carefully and are invited to submit a proposal in accordance with **PART 4 – HOW TO APPLY**.

For information on ACCES Employment, please refer to **Appendix A – About ACCES Employment**.

PART 2 – SCOPE OF SERVICES / DELIVERABLES:

- A. Consulting with ACCES staff on learner and program needs
- B. Assessing and reviewing existing content within the Effective Business Communications in Sales and Marketing module.
 - a. Determine and document necessary content additions to narrow the scope of the Effective Business Communications in Sales and Marketing module to Effective Business Communication in Sales
 - b. Determine and document necessary content additions for improving interactivity and learner engagement.
- C. Assessing and reviewing existing content within the Sector Trends in Sales and Marketing module.

- a. Determine and document content revisions necessary to shift the scope of the Sector Trends in Sales and Marketing module to Sector Trends in Bilingual Sales and Service
 - b. Determine and document necessary content additions for improving interactivity and learner engagement.
- D. Regular consultation with the Sales and Services en Francais project team and other appropriate ACCES staff during the Instructional Design Plan creation process
- E. The creation of an Instructional Design Plan that encompasses the three modules being developed (Effective Business Communications in Sales, Sector Trends in Bilingual Sales and Service, and Effective Customer Service) and that includes:
- a. Appropriate Learning Outcomes
 - b. A learning path that addresses all Learning Outcomes across the three distinct modules
 - c. Resources required within the learning path
 - i. Resources might include, but are not limited to: texts, graphics, audio, video case studies, quizzes, animation
 - ii. Resources should be engaging, enhance learner engagement and support knowledge acquisition
 - iii. Audio and video resources will be provided by ACCES
 - d. Assessment schemes
 - e. Defines collaboration points between ACCES and responder's staff and provides opportunities for stakeholder feedback
 - f. Connection points between learning content, learner production and learner interactions with program staff
 - g. Storyboard that detail the visual representation of information and learning resources
 - h. Contains text in English, organized in a manner that facilitates translation into French
- F. Regular consultation with the Sales and Services en Francais project team and other appropriate ACCES staff during the content creation process
- G. Producing an Effective Business Communications in Sales online learning module that:
- a. Leverages previously developed Effective Business Communications in Sales and Marketing content

- b. Successfully translates the Instructional Design Plan into an engaging and interactive learning experience
 - c. Contains all required resources identified within the Instructional Design Document
 - d. Is purposefully structured to allow for regular additions and revisions of content and interactive components
 - e. Contains text in English, organized in a manner that facilitates translation into French
- H. Producing a Sector Trends in Bilingual Sales and Service online learning module that:
- a. Leverages previously developed Sector Trends in Sales and Marketing content
 - b. Successfully translates the Instructional Design Plan into an engaging and interactive learning experience
 - c. Contains all required resources identified within the Instructional Design Document
 - d. Is purposefully structured to allow for regular additions and revisions of content and interactive components
 - e. Contains text in English, organized in a manner that facilitates translation into French
- I. Producing an Effective Customer Service online learning module that:
- a. Successfully translates the Instructional Design Plan into an engaging and interactive learning experience
 - b. Contains all required resources identified within the Instructional Design Plan
 - c. Is purposefully structured to allow for regular additions and revisions of content and interactive components
 - d. Contains text in English, organized in a manner that facilitates translation into French

The successful responder's proposal will demonstrate:	As evidenced by:
Experience and skills sufficient to complete the project	Highlight of relevant experience that outlines previous projects with rough budgets, timelines and project scopes Project Lead Resume
Clear knowledge of project planning	Project Work Plan with milestones
A commitment to stakeholder collaboration	Project Work Plan
Project financial management	Detailed Fee Schedule Prospective Project Budget that is aligned with Project Work Plan
Knowledge of best practices in e-learning design and development	Project Narrative Development Portfolio
Appreciation of the learning needs of internationally-trained professional immigrants	Project Narrative Able to Provide Development Portfolio at later date
Intellectual property principles, with clear indications that: all authoring files for creative components will be included in project deliverables all intellectual property developed within the scope of this project will be the intellectual property of ACCES Employment e-learning courses developed will be owned, operated maintained and updated by ACCES Employment no barriers to content revision will be purposefully or inadvertently included in the courses or content no maintenance fees will be applicable after delivery of the final product	Intellectual Property Rights Statement

PART 3 – QUALIFICATIONS:

Qualifications / Experience:

- Experience in Instructional Design
- Experience building interactive e-Learning products-preferably in Storyline.
- Subject matter expertise in Business Communications
- Knowledge of Sales and Service sectors
- Knowledge of Customer Service
- Experience in project planning and financial management
- Appreciation/Understanding of learning needs of internationally-trained professionals
- Bilingualism (English/French) would be considered an asset
- Exceptional written and verbal communication skills

PART 4 – HOW TO APPLY:

All applications must:

- Enclose a **Highlight of Relevant Experience**
 - detailing you or your organization’s relevant experience in instructional design and content development, including previous projects with rough budgets, timelines and project scopes
- Enclose **Project Lead Resume**
- Enclose a **Project Narrative** that, in no more than two pages, describes your proposed approach to meet the learning needs of the specified client base using e-learning development best practices
- Enclose a sample **Project Work Plan**
- Enclose a sample **Project Budget**
- Enclose a sample **Fee Schedule**
- Enclose an **Intellectual Property Rights Statement** that details your understanding of Intellectual Property Rights in relation to this project
- Include a minimum of **three professional references**
- If you are sending your proposal via e-mail, please indicate the contract opportunity you are submitting for on the subject line

Submit applications by **Friday, June 22, 2018 at 5:00 pm** via email, fax or mail to

**Selection Committee
ACCES Employment
Re.: RFP for Sales and Service en Francais Online Course Design- Sales
and Service en Francais Program
489 College Street, Suite 100
Toronto, ON M6G 1A5
Fax: 416-664-6364
E-mail: hr@accesemployment.ca**

Please Note:

- In order to be fair to all proponents, late submissions and phone calls or e-mails to discuss the applications status will not be accepted. Only shortlisted applicants (individuals/organizations) will be contacted.
- All applicants will be notified of the status of their application.

- **The inclusion of HST number is mandatory.**
- **As a Broader Public Sector (BPS) agency, ACCES Employment is unable to reimburse any hospitality, incidental, food, travel and other expenses**

PART 5 - EVALUATION OF PROPOSALS:

5.1 Stages and Evaluation Point Allocation:

5.2 Stage I - Review of Mandatory Requirements (Pass/Fail):

Any Proposal that is not considered by ACCES Employment to meet all mandatory requirements will be disqualified and not evaluated further.

A Proposal must include the following **Mandatory Requirements:**

1. Complete and submit **Appendix B - Conflict of Interest Statement.**
2. Complete and submit **Appendix C – References**, including 3 (three) references from comparable clients served within the past 3 years (of similar size and scope, if possible).

If proponent does not meet these mandatory requirements, the proponent's submission will be deemed to be non-eligible and will be eliminated from further consideration.

5.3 Stage II – Rated Requirements (15 Points):

During Stage II, Proposals will be evaluated and scored on the basis of the rated requirements. The maximum points allocated for Stage II is 15 points.

Any Proposal that **does not** include satisfactory responses to applicable rated requirements as described in **Part 2 and Part 3** of this document will **fail** and not proceed further. Only the top scoring proponents will be invited to deliver in

person, or by conference call, presentations to the ACCES Employment Selection Committee. Each Proposal will be awarded points based on the Proponent's response to the information listed below:

Rated requirements	Maximum Points
Enclosed Highlight of Relevant Experience and Project Lead Resume	4
Project Narrative	3
Sample Project Work Plan and Budget	4
Sample Fee Schedule	1
Intellectual Property Rights Statement	1
Three Professional References	2
Total Score for Rated Requirements	15

PART 6 - KEY DATES:

Issue date	May 31, 2018
Proponent's questions deadline	June 22, 2018
Addenda, if any	Not Applicable
Proposals submission deadline	June 22, 2018
Review/Selection Period	June 23 – 25, 2018
ACCES Employment Selection Committee to conduct in person interviews with the top proponents	June 26 – 27, 2018
Appointment of Vendor / Signing of Contract	June 28, 2018
Notification to Proponent's Proposal Status	June 28, 2018

PART 7 – ADDITIONAL INFORMATION:

7.1 ACCES Employment is not Committed to Proponent's Expenses:

The application process will not necessarily result in a commitment to sign a contract with the Proponent. ACCES Employment shall not be liable for any expenses incurred by any Proponent, including the expenses associated with the cost of preparing the Application.

7.2 Distribution of the Request for Proposals (RFP):

This RFP has been released by notice to a minimum of 3 (three) potential applicants as identified by ACCES Employment.

Please be advised that successful Proponents will be required to:

- a) provide the services for a defined period of time;
- b) provide invoices to ACCES Employment on account of their services, accordingly;
- c) provide ACCES Employment with an HST number for their business; and
- d) report their income and directly remit the payment of all taxes or payments assessed or levied against or in respect of their business, including income tax, Canada Pension Plan, and all other premiums or levies required by law to the appropriate Government Agency
- e) Provide proof of Liability Insurance and/or WSIB upon the request of ACCES Employment

7.3 Distribution of the Request for Proposals (RFP):

This RFP has been released:

- by notice to a broad spectrum potential applicants as identified by ACCES
- by publication on ACCES's website
- by publication on Charity Village's website
- by publication on Settlementatwork.org's website

7.4 External Factors:

ACCES Employment reserves the right to withdraw this RFP or terminate the resulting contract within the terms of the contract without penalty. ACCES Employment programs and services receive funding from various sources and therefore all contracted services are subject to budget constraints.

Appendix A – About ACCES Employment

ACCES Guiding Principles

Our Vision

A fully inclusive labour force that reflects the diversity, skills and experience of Canada's population.

Our Mission

ACCES assists job seekers from diverse backgrounds who are facing barriers to employment, to integrate into the Canadian job market. We achieve this by providing employment services, linking employers to skilled people and building strong networks in collaboration with community partners.

Our Values

We value and respect the uniqueness of each individual, including our clients, our employers, our community partners and ourselves. We strive to provide every person with Customer Service Excellence and an exceptional customer experience.
Inclusive - We are committed to respecting individual differences and being accessible to all those we serve. ACCES staff reflects the diversity of our community.

Accountable - We provide transparent, high quality services, and achieve results that are measurable and fiscally responsible.

Client Focused - Our services are customized to meet the needs of our clients, communities and employers.

Collaborative - We work together to achieve our goals and respect the contributions of others, both within ACCES and with our stakeholders.

Learning - We listen and stay connected to our communities, clients, employers and other partners, to continuously improve.

Entrepreneurial - We seek new, innovative and creative opportunities to be a leading-edge organization.

Responsive - We are flexible and embrace change, continuously adapting to emerging needs and opportunities within a dynamic environment.

Results-Oriented - We focus on action, outcomes, and setting new standards of excellence.

Background

For more than 30 years, ACCES Employment has connected diverse job seekers with employers across the Greater Toronto Area. In 2016-2017, we served over 25,000 job seekers by providing them with high quality employment services both in-person and online. Working with over 2,000 employers across the country, ACCES Employment actively engages the private sector to help create a workforce that reflects the diversity and experience of Canada's population. As a non-profit, charitable organization, ACCES Employment receives funding from all three levels of government, corporate sponsors, donors and United Way Toronto & York Region.

Currently, our work team consists of over 170 positions and we speak over 40 languages. We have five locations across the GTA (Toronto, Brampton, Mississauga, North York and Scarborough).

ACCES Employment is respected and valued as a leader in its field. We are committed to providing high quality, effective employment services to both job seekers and employers. Employment Ontario provides the foundation for the delivery of our core services including employment preparation, job search, referral and resource services. Job search workshops, employment counselling, informational and resource support, and employer engagement together with job development continue to be our primary areas of service. As part of our Employment Ontario program, we offer a tailored employment support program for youth 15-29 years of age who are currently unemployed.

We have also developed sector-specific expertise through a series of bridge training programs in the following areas: Engineering, Finance, Human Resources, Information Technology, Sales and Marketing, Leadership and Supply Chain. In addition, we offer a unique program for newcomer entrepreneurs designed specifically to help those with entrepreneurial experience to successfully start a business here in Canada.

We also offer language training through our drop-in program, Talk English Café as well as more intensive workplace-focused communication and language training through Language for Workplace Connections. Mentoring and networking opportunities play an important role in connecting our job seekers with professionals in the field. Our Speed Mentoring® program gives job seekers an arena for short, focused conversations with working professionals in their field.

ACCES Employment supports the success of women in the workplace through all of our programs. We recognize both the unique strengths that they offer and the barriers that they face to finding employment that reflects their education and experience. We have developed two programs that speak to the unique strengths of women to better support their future career pursuits in Canada. The START Customer Care program is designed to support immigrant women with pursuing careers in the customer care sector in Canada. Empowering Women is a one-week intensive program supporting newcomer women to be successful in their careers. Through customized workshops, coaching, and mentorship, Empowering Women provide newcomer women with the skills and confidence to become a leader in their sector.



With the insurgence of Syrian refugees to Canada in 2015, ACCES Employment responded quickly with tailored services to meet the unique needs of this group of job seekers. Our new program, Employment Connections for Newcomer Youth helps refugees between the ages of 16 and 29. We developed an entirely new program for Syrian newcomers with a background in trades called the Construction Trades Program in partnership with LiUNA Local 506, Ontario Masonry Training Centre, Refugee Career Jumpstart Program, Catholic Crosscultural Services, and the Adult Learning and Employment Centre.

In 2016, we launched our online services through our pre-arrival program, Canadian Employment Connections designed to support those who are approved for permanent residency in Canada. Job seekers access a range of workshops, events and resources entirely online with virtual support from a team in Canada.

We are constantly striving to improve our flexible and seamless services so that we can meet the needs of our participants. Staff is informed, highly skilled, creative, adaptable, and strongly committed to service excellence.

For additional information about our services, please visit our website at www.accesemployment.ca.

Appendix B – Conflict of Interest Statement

In addition to the other information and representations made by each Proponent in the RFP, each Proponent must declare whether it has an actual or potential Conflict of Interest. If, at the sole and absolute discretion of ACCES Employment, the Proponent is found to be in a Conflict of Interest, ACCES Employment may, in addition to any other remedies available at law or in equity, disqualify the Proposal submitted by the Proponent.

The Proponent, by submitting the Proposal, warrants that to its best knowledge and belief no actual or potential Conflict of Interest exists with respect to the submission of the Proposal or performance of the contemplated Agreement other than those disclosed in the Form of Offer. Where ACCES Employment discovers a Proponent’s failure to disclose all actual or potential Conflicts of Interest, ACCES Employment may disqualify the Proponent or terminate any Agreement awarded to that Proponent pursuant to this Proposal process.

Conflict of Interest	Response
Is there an actual Conflict of Interest, relating to the preparation of its Proposal, or if the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No [If yes, please enter details here.]

The Proponent agrees to provide any additional information, which may be requested by ACCES Employment.

Appendix C – References

Reference Number 1:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 2:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 3:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	