



Request for Proposals

AthletesCAN Athlete Representation Training eLearning Module

Request For: Professional eLearning design and development services

Request Date: June 1, 2021

Closing Date & Time: June 14, 2021

Contact Name: Georgina Truman, Manager, Athlete Relations and Operations

Address Inquiries to: gtruman@athletescan.com

AthletesCAN, the association of Canada's National Team athletes is issuing a Request for Proposals (RFP) to procure professional eLearning design and development services for a new Athlete Representation Training eLearning Module.

1. Athlete Representation Training (ART) eLearning Module

- Since 1992, AthletesCAN has trained over 2500 athlete representatives via one-on-one consultations, team meetings, and through the annual AthletesCAN Forum. The intention of this project is to provide an eLearning module that will allow athlete representatives full access to athlete leader education year-round.
- The ART eLearning Module is a resource being developed to provide support and leadership skill development to Canadian National Team athletes to gain a significant level of confidence, comfort and knowledge in representing their voice and those of their teammates, within governance structures of their National Sport Organization (NSO).
- The ART eLearning Module should take approximately 45 minutes to complete.
- Progress can be saved by the user so they may stop and return to it at a later date.
- The Art eLearning Module is to be housed and accessed on the Coaching Association of Canada (CAC) hosting platform.
- The ART eLearning Module must be completed, approved, and available by November 19, 2021.

2. Project Overview

The project will entail working with a review team at AthletesCAN and Project Manager to design and develop the ART eLearning Module in English along with the corresponding French version. The Product must meet the AthletesCAN

standards for eLearning in terms of diversity & inclusion, accessibility, and portability to mobile devices.

3. Project Scope

- The ART eLearning Module must be developed in English and French. The French translation will be provided to the successful developer. Other considerations include:
 - The successful developer must be available June 14, 2021-September 30, 2021.
 - The successful developer will have access to the Project Manager
 - English content will be provided to the developer immediately after selection and French translation to be provided when the English storyboard is completed.
 - Athletes can initiate this training through a landing page and link on the AthletesCAN website.
 - AthletesCAN is receptive to ideas for activities within ART eLearning Module and these should be included in your proposal submission.
 - Project Timeline

RFP Deadline of submissions	June 14, 2021
Developer Selected	June 17, 2021
Content review and analysis	June 17 – June 25, 2021
Learning design and storyboard development	June 25 – August 16, 2021
Complete design of module	August 16 – August 30, 2021
Module review and feedback	August 30 – September 3, 2021
Revisions	September 3 – September 10, 2021
Programming of English Module	September 10 – September 27, 2021
Review Feedback and Revision	September 27 – October 4, 2021

Translation	October 4 – October 8, 2021
Programming of French Module	October 8 – October 15, 2021
Review of French Module	October 15 – October 20, 2021
English and French Final Review	October 21 – October 29, 2021
Content Completed and Invoiced	October 29, 2021
Soft launch and LMS testing	November 1 – November 5, 2021
Full Launch and public release	November 8- November 19, 2021
Delivery of all content and collateral to AthletesCAN	November 4, 2021
<p>Note regarding translation: Final storyboard content will be translated by a third-party organization contracted by AthletesCAN. Copyright of all ART eLearning Module materials reside with AthletesCAN.</p>	

4. Developer's Responsibilities

The successful eLearning developer will be responsible for:

- Project management as it relates to the analysis and eLearning design plan, instructional design, graphic design and storyboard development, and technical production of the ART eLearning Module, prototype development and testing;
- Completing the instructional design to enable the above outlined learning objectives, using content provided by AthletesCAN;
- Adhering to the AthletesCAN hosting requirements;
- Ensuring the entire ART eLearning Module meets the Accessibility for Ontarians with Disabilities Act (<https://www.ontario.ca/laws/statute/05a11>);
- Ensuring the entire ART eLearning Module follows the AthletesCAN branding guidelines and the Canada.ca Content Style Guide;
- Delivery of all source files and assets to AthletesCAN, including a single PDF document that shows all content for at-a-glance reference and future template for revisions;
- The final deliverable will be a SCORM 1.2 or xAPI compliant file that will be posted on the Coaching Association of Canada (CAC) hosting platform.

5. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until June 14, 2021 at 23:59 ET. Your proposal must include, at a minimum:

- Experience/background;
- Pricing profile for all aspects of the project;
- Hourly rate for subsequent work;
- Samples of previous work, unless previously submitted; and
- Contact information for 2 References, unless previously submitted.

All fees must be itemized to include an explanation of all fees. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by AthletesCAN and will include scope, budget, schedule, and other necessary items pertaining to the project.

6. Deadline for Submission

Questions for the RFP will be answered until 23:59 ET on June 13, 2021. To ensure a fair and transparent process, questions and answers will be shared with all parties asked to participate in this process. Please direct questions to Georgina Truman at gtruman@athletescan.com and Wayne Parro at wparro@coach.ca.

- Submissions must be received before 23:59 ET on June 14, 2021 and emailed to the attention of Georgina Truman at gtruman@athletescan.com and Wayne Parro at wparro@coach.ca
- Proposals will be evaluated on June 14-17, 2021 which could also include a follow-up with shortlisted candidates. Elements of the proposals that will be evaluated (but not limited to), include:
 - Expertise/qualifications;
 - Creative approach and direction;
 - Ability to meet AthletesCAN eLearning standards, and all standards noted in this document;
 - Project budget and costs;
 - Ability to manage the project within timelines.
- The selected developer will be notified by June 17, 2021.

7. Mandate of the AthletesCAN Project Manager and Review Committee

The project manager in collaboration with the Review Committee is responsible for providing advice, content recommendations, and feedback to the instructional designers based upon current research and stakeholder needs. The outcome is the creation of an eLearning module script, to be used in the development of the ART

eLearning module.

8. About the AthletesCAN

AthletesCAN, the association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the collective voice of Canadian national team athletes, AthletesCAN ensures an athlete centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture.

Our Mission: We are the collective athlete voice in the unwavering pursuit of an athlete centered sport system

Our Vision: To unite and amplify the voices of all Canadian national team athletes

Our Values

Integrity: We lead with an honest and moral approach to everything we do.

Courage: We find the strength to stand up for what is right.

Inclusivity: We represent a diverse membership and support the voices of all athletes.

Transparency: We are open and vulnerable in our effort to create a better sport system.