



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSALS

International Coach Training eLearning Module Submission Deadline: August 11, 2023

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure professional eLearning design and development services to develop one eLearning module in English and one in French.

1. International Coach Training eLearning Modules

1.1 About the Project

Sport Canada is providing funding to the Coaching Association of Canada to build an eLearning module to support the integration of international coaches, coaching athletes and team in Canada. The module will ensure the onboarding to support an understanding of values, ethics and coaching expectations in the Canadian context.

The resources and tools will be developed by a project task force comprised of individuals within Canada's National and Provincial/Territorial Sport and Multisport Service Organizations to complement efforts to provide a comprehensive training program.

1.2 Project Overview

The project will entail working with a team at the CAC to develop eLearning modules in English along with the corresponding French versions, using the content developed by the project task force. The modules must meet the CAC standards for eLearning in terms of diversity & inclusion, accessibility, and portability to mobile devices. The modules will be housed on and accessed via CAC's Learning Management System (LMS) which is part of its overall database called the Locker.

1.3 Project Scope

The project involves the development of one eLearning Module that will be approximately 45 minutes in length. The eLearning Modules must be completed in the 2023-2024 fiscal year. The eLearning modules must be developed in English and French. The French translation will be provided to the successful developer.



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1.4 Project Timeline

Below are the CAC’s projected 2023-2024 timelines and will adjust slightly to accommodate circumstances that may arise:

RFP Deadline of submissions	August 11, 2023
Developer selected	August 18, 2023
Content review and analysis	August - October 2023
Development of 1 eLearning Modules	October 2023 – March 2024
Ready for launch	April 1, 2024
Note regarding translation: Final storyboard content will be translated by a third-party organization contracted by the CAC. Copyright of all materials reside with the Coaching Association of Canada.	

2. 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 both modules, prototype development and testing;
- Completing the instructional design of each learning module to enable the above outlined learning objectives, using content provided by the CAC;
- Adhering to the CAC’s LMS hosting requirements and Technical Requirements;
- Ensuring all modules meet the Accessibility for Ontarians with Disabilities Act (AODA: <https://accessontario.com/aoda/>), and WCAG 2.1 standards;
- Ensuring all modules follow the CAC’s branding guidelines and the [Canada.ca](#) Content Style Guide;
- Delivery of all source files and assets to the CAC, 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 2004 or xAPI (to be determined) compliant file that will be posted on the CAC LMS.

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until August 11, 2023. Your proposal must include, at a minimum:



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

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 the CAC and will include scope, budget, schedule, and other necessary items pertaining to the project.

2 Deadline for Submission

- Questions for the RFP will be answered until **August 4, 2023**. To ensure a fair and transparent process, questions and answers will be shared with all parties asked to participate in this process and those known to be interested in this process. Please direct questions to Winston To wto@coach.ca and Gerard Lauziere glauziere@coach.ca
- Submissions must be received before or on **August 11, 2023** and emailed to the attention of hr@coach.ca
- Proposals will be evaluated during the period of **August 14 - 18, 2023**, 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 CAC 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 **August 18, 2023**. Unsuccessful developers will not be formally notified.

3 About the CAC

The Coaching Association of Canada (CAC) unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.