

REQUEST FOR PROPOSALS

Instructional Design and eLearning Development - Support Through Sport for Youth Coaches

Submission Deadline: November 9, 2025

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure an Instructional Design expert or team and eLearning Developer to develop a new peer-led educational resource for youth coaches and revise 4 existing eLearning modules, as part of the [Support Through Sport series](#). The CAC is looking for an innovative expert or team, who thrives on creativity, innovation and a willingness to collaborate and engage with youth coaches and sport leaders.

1. Support Through Sport for Youth Coaches: Updates and Adapting the Support Through Sport series

1.1 About the Support Through Sport for Youth Coaches Project

As part of its Preventing Gender-based Violence: The Health Perspective program, which supports Canada's Strategy to Prevent and Address Gender-based Violence, the Public Health Agency of Canada (PHAC) is providing funding to the CAC to build the capacity of coaches and other sport system stakeholders to prevent and address gender-based violence (GBV) in sport.

Coaches' influence on the lives of youth is well-documented. Coaches are in a unique position to step in and stop parts of sport culture that may contribute to unhealthy relationship behaviour. Peer-engaged mentoring programs have been implemented in various settings, including in schools, churches, and hospitals, showing benefits. With respect to youth dating violence and sexual assault prevention, peer-engaged delivery of education has been viewed as a "cutting edge" approach (Weisz & Black, 2020). Youth are thought to be more in tune with youth culture and thus can better develop rapport with those in their own communities. Further, engaging youth in mentoring for violence prevention can be empowering and provide important leadership growth.

The CAC, in partnership with the University of Toronto and the Support Through Sport for Youth Coaches Development Team, will design an educational resource tailored for youth coaches between the ages of 16 to 29 to complement the existing Support Through Sport series. This project will develop, implement and evaluate a peer-led

educational resource, available in 7 languages, to assist youth coaches in recognizing, preventing and addressing GBV and youth dating violence (YDV), and to promote healthy relationships in and through sport.

The peer-led educational resources will complement the existing Support Through Sport series, comprised of four eLearning modules and advocacy resources, which will also be revised as part of this project. The resources and tools will be shared with Canada's National Sport and Multisport Service Organizations to support efforts to address abuse, harassment and discrimination in sport.

The project will entail working collaboratively with the project team, comprised of the CAC, the content developers from the University of Toronto, and external agencies supporting the project.

For more information on the Support Through Sport for Youth Coaches Project, see Appendix A: Project Brief.

1.2 Project Scope

The project aims to develop a new **peer-led resource** to support youth coaches. The delivery format of this resource is yet to be finalized and will be informed by:

- Input from youth coaches participating on the Development Team
- The nature and requirements of the content
- Recommendations from the instructional design expert or team

In addition, the project includes revisions to 4 existing eLearning modules from the Support Through Sport series: Understanding Teen Dating Violence, Bystander Empowerment, Modelling Healthy Relationships, and Gender-based Violence in Sport.

The Peer-led Resource and the 4 existing eLearning modules must be developed in 7 languages, including English and French. The translation of all content and voiceovers for languages outside of English and French will be provided to the Instructional Design expert or team.

The Instructional Design expert or team and eLearning Developer will be expected to work collaboratively with the project team, including:

- CAC's Project Manager, Education Partnership Consultant, and Marketing and Communications Manager
- Content developers (University of Toronto)
- Support Through Sport for Youth Coaches Development team (13 Youth Coaches, 3 subject matter experts, 4 sport leaders)
- Translation agency

The Instructional Design expert or team and eLearning Developer will have the opportunity to engage directly with youth coaches to support their deliverables.

1.3 Deliverables

The Instructional Design expert or team and eLearning Developer will be responsible for completing the following deliverables:

- Develop a new Peer-led Resource for youth coaches, available in 7 languages, including English and French
 - Pre-development work: instructional design and storyboard
 - Prototype development
 - Prototype pilot
 - Final storyboard
 - Final resource
- Revisions to four existing Support Through Sport eLearning modules in English and French, and development of all four existing modules in 5 new languages. Modules include:
 - Understanding Teen Dating Violence
 - Bystander Empowerment
 - Modelling Healthy Relationships
 - Gender-based Violence in Sport
- SCORM 2004 (4th Edition) or xAPI statements

All source files must be submitted to the CAC upon completion.

1.4 Project Timeline

Below are the CAC's projected 2025-2029 timelines and will adjust slightly to accommodate circumstances that may arise:

Activity	Timeline
RFP Deadline for submissions	November 9, 2025
Instructional Design expert or team and eLearning Developer selected	November , 2025
Proposal of a new Peer-led Resource The Instructional Design expert or team and eLearning Developer to provide the CAC with a proposal for the Peer-led Resource, following engagements and feedback from the Development Team.	November 8 to January 9, 2026
Peer-led Resource Engagement Sessions Youth Coaches will facilitate in-person conversations to gather feedback on the new Peer-led Resource.	February 2026
Pilot version of Peer-led Resource The Instructional Design expert or team and eLearning Developer to provide the CAC with a pilot version of the Peer-led Resource.	April 15, 2026
Pilot Phase and Final Development of Peer-led Resource Peer-led Resource will be piloted in virtual engagement sessions. The final resource must be completed by March 2027.	May 2026 to March 2027
Revisions to existing Support Through Sport eLearning modules The 4 existing Support Through Sport modules are revised in English and French and developed in 5 new languages.	April 2026 to May 1, 2027
Full rollout of the Support Through Sport series The new Peer-led Resource and revised existing resources will be launched through a marketing campaign starting in June 2027.	June 2027
Minor edits and revisions The Support Through Sport series will be monitored post-launch, and any necessary minor revisions will be made as required.	June 2027 to December 2028
Delivery of all source files, assets and final deliverables	January 2029

Note regarding translation: All content will be translated by a third-party organization contracted by the CAC. The copyright of all materials from the project resides with the Coaching Association of Canada.

2. Instructional Design Team's Responsibilities

The successful Instructional Design expert or team and 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, prototype development and testing;
- Completing the instructional design of the peer-led resource to enable the determined learning objectives, using content provided by the CAC;
- Adhering to the CAC's eLearning hosting and learning management system requirements;
- Ensuring all modules meet the Accessibility for Ontarians with Disabilities Act (AODA: <https://accessontario.com/aoda/>);
- Ensuring all deliverables follow the CAC's Brand 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;
- Final eLearning files to be SCORM 2004 (4th version) or xAPI that will be uploaded to the CAC's eLearning hosting platform.
- Work in collaboration with the CAC team, the University of Toronto research team and the Youth Coach Development Team, and other agencies as required

3. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **November 9, 2025, 20:00 ET**. Your proposal must include, at a minimum:

- Experience/background, including experiences with instructional design and eLearning development. Please include your experience developing resources and/or eLearning courses for youth audiences if applicable;
- Pricing profile for all aspects of the project;
- Hourly rate for subsequent work;
- Samples of previous work, unless previously provided to the CAC, and
- Contact information for 2 References, unless previously provided to the 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.

4. Deadline for Submission

Questions for the RFP will be answered until November 3, 2025. 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 Andrea Johnson at ajohnson@coach.ca.

Submissions must be received before 20:00, ET, on November 9, 2025, and emailed to the attention of Andrea Johnson at ajohnson@coach.ca.

Proposals will be evaluated during the period of November 9 to November 21 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 the CAC eLearning hosting and learning management system standards, and all standards noted in this document;
- Project budget and costs;
- Ability to manage the project within timelines.

The selected instructional design expert or team and eLearning developer will be notified by November 24, 2025. Unsuccessful applicants will not be formally notified.

5. About the CAC

The 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. For more information on the CAC, please see Appendix C.

Appendix A: Project Brief

Coaches influence in the lives of youth is well-documented. Coaches are in a unique position to step in and stop parts of sport culture that may contribute to unhealthy relationship behaviour. The CAC developed, implemented and evaluated an educational program to assist coaches in recognizing, preventing and addressing gender-based violence and teen dating violence. The program consists of eLearning modules and advocacy resources that focus on important issues surrounding this topic and helps to build the capacity of coaches in promoting healthy relationships in and through sport.

Support Through Sport for Youth Coaches

Engaging youth in violence prevention can be empowering and provide important leadership growth. As the research suggests, youth peer-led interventions have proven to be effective. By engaging youth coaches in adapting the education program and building capacity for upcoming coaches, we are well positioned to make significant gains in addressing gender-based violence in dating relationships and promoting and modelling healthy relationships in and through sport. The project objectives are:

1. **Enhance content:** Implement an action research initiative and work with youth coaches, and members of expert partner organizations to develop, pilot and launch a youth-driven peer intervention program using new and existing educational resources to improve accessibility and relevance to diverse youth populations and to increase support within key populations and diverse audiences.
2. **Increase accessibility:** Increase accessibility to and awareness of the educational materials to prevent, address and intervene in youth dating violence and model healthy relationships, through youth coaches, for all coaches. We will pursue this through the engagement of diverse youth in adapting existing education intervention program and advocacy resources.
3. **Knowledge transfer:** Evaluate the action research program and document evidence. Implement a larger scale intervention by strategically promoting and marketing the revised Support Through Sport program to new and diverse audiences across Canada and highlight the trained youth coaches to increase capacity of the educational programs through the CAC network, project partners and larger sport community.

To learn more about Support Through Sport, visit www.coach.ca/supportthroughsport

Appendix B: CAC eLearning Requirements

The eLearning modules are to adhere to the following requirements:

eLearning Module	Length of Time to Complete
Understanding Teen Dating Violence	45 to 60 minutes
Bystander Empowerment	20 to 30 minutes
Modelling Healthy Relationships	20 to 30 minutes
Gender-based Violence in Sport	20 to 30 minutes

- The eLearning modules are to be offered in both English and French, and in five additional languages determined by the CAC.
- The eLearning modules must meet the CAC's eLearning hosting and Learning Management System (LMS) requirements.
- The eLearning modules are to be housed on CAC's eLearning hosting platform.
- The eLearning modules must be completed, approved and delivered by May 1, 2027.
- The modules must meet the CAC's standards for eLearning in terms of diversity & inclusion, accessibility, and portability to mobile devices. See the attached document for further details.

Requirements:

Items	Details
eLearning file format	• Must be provided in a single .zip file ○ SCORM 2004 Version 4 ○ xAPI
Accessibility	• WCAG 2.1 AA standards • Alt text to images and graphics (image to voice) • Voiceovers
Responsive Design	• Adaptable to all screen sizes ○ Smartphones, tablets, laptops, desktop devices

	- Compatible with modern browsers - Microsoft Edge, Mozilla Firefox, Google Chrome, Apple Safari
The eLearning file must report the module is complete	- e.g., SCORM 2004: cmi.completion_status=completed - e.g., xAPI, please ensure this aspect within the state data is coded within the eLearning files
If eLearning module is scored	- The CAC must be informed the passing grade and the eLearning file must report the scores - e.g., SCORM 2004: cmi.score.scaled, cmi.score.raw, cmi.score.min, cmi.score.max - e.g., xAPI, please ensure this aspect within the state data is coded within the eLearning files
Bookmarking	- e.g., SCORM 2004: cmi.location - e.g., xAPI, please ensure this aspect within the state data is coded within the eLearning files
Data	- From the eLearning file captured by CAC LMS to the Learning Record Store (LRS) endpoint - e.g., start time, finish time, device, duration
All links within the module	- Must be secure URLs - hyperlinks, external JavaScript references, external images, etc. - https://
Multimedia	- Flash is no longer being accepted - Use of HTML5 for multimedia - Embedded videos expert settings: - Aspect ratio: 16:9 - Dimensions: 1280p x 720p or 1920p x 1080p - Video compression : H.264 or MPEG-4 - Frame rate: 30 fps

	○ Data/bit rate: 3000 kbit/s ○ Audio code: AAC or MP3
Branding	• Canada.ca Content Style Guide • NCCP Brand Guidelines • CAC Brand Guidelines
Readability	• Professional and conversational tone of voice • Flesch-Kincaid Reading Score of 90-100; easily understood by a 11 year old
Diversity and Inclusion	• Avoid unconscious bias • Consider all characteristics of inclusiveness (e.g., age, gender, race, ethnicity, abilities) when creating content and developing user interfaces and graphics

Resources:

- [AIDDE \(Analysis, Design, Development, Implementation, Evaluation\) process](#) – eLearning industry standard to stay on budget and schedule; all stakeholders, subject matter experts and decision-makers should review each deliverable for accuracy, completeness and appropriateness before sign-off and moving onto the next phase without second-guessing the previous deliverable
- [Serious eLearning Manifesto](#) - summary of eLearning principles and practices.
- [Dr. Will Thalheimer's Decisive Dozen and Learning-Transfer Evaluation Model](#) - guidance on designing effective training and conducting meaningful evaluations.
- [Kirkpatrick Model 4 Levels of Learning Evaluation](#) or [Success Case Method](#) - post-training assessment of behaviour change and/or return on investment

Appendix C: About the CAC

The Coaching Association of Canada (CAC) educates and certifies coaches, and celebrates their achievements at all levels of sport. Through its coach education, research, and advocacy programs, the CAC unites partners and stakeholders in its commitment to raise the skills and stature of coaches, and ultimately to expand their reach and influence.

Vision and Mission

The CAC and its partners are stewards of nation-wide standards and ethics in coach education and development. We encourage everyone to express themselves in physical activity, regardless of age, gender, or ability.

Our Vision

Inspire a nation through sport.

Our Mission

Enhance the experiences of all athletes and participants in Canada through quality coaching.

Aspirational Values

We Seek to Understand

Endeavour to know our community. Listen with purpose.

We Cultivate Inclusion

Welcome diversity. Celebrate differences. Nurture a united sport family.

We Are Curious

Innovate for the future of coaching. Continue to learn and grow.

We Act with Courage

Embrace challenges. Take informed risks. Adversity makes us stronger.

We Lead and Serve with Gratitude

Act with a gracious heart. Inspired by the opportunity to shape coaching in Canada.

Learn more by visiting our website at coach.ca.