



Coaching Association of Canada
Association canadienne des entraîneurs

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REQUEST FOR PROPOSALS (RFP)

Content development: Building Cultural Competencies

Submission Deadline: November 20, 2023

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure professional services for a subject matter expert to develop curriculum and content for a new 45 to 60 minute eLearning module for its currently titled “Building Cultural Competencies” project.

1. Building Cultural Competencies Project

1.1 Background

With Canada’s changing demographics and the need for continued education in sport to ensure safety, belonging, inclusion, and increased opportunities for new and diverse coaches, this initiative will assist in furthering important education and resources for sport leaders, partners and coaches.

In partnership with the CAC and a group of sport partners and subject matter experts (the Task Force), the Building Cultural Competencies project aims to help fill the education gap in this area of and provide an opportunity for coaches to develop and reinforce the knowledge needed to support newcomer participants, as well as support participants from all under-represented communities across Canada.

1.2 Project Overview

The successful candidate will work with the Task Force and eLearning developer to develop curriculum that will ensure a holistic, athlete-centered narrative that reaffirms and ensures behaviours that are reflective of values, ethics, expectations in Canada. The target audience for the module is coaches. The Goal is to design an extensive training and orientation eLearning module to better support the recruitment, retention and integration of new and existing coaches across the sport system in Canada. This module will develop and reinforce the knowledge needed by coaches to support newcomer participants, as well as support participants from all under-represented communities across Canada.:

The project would include the following activities:

1. Host a Task Force to provide expert content for the products to be developed.
2. Develop the modules’ title “which is now referred to Building Cultural Competencies eLearning module” with an accompanying marketing toolkit*.
2. Develop a template* policy and tools for sport organizations to address culture and Inclusivity.
3. Develop resources and templates* for non-biased interview questions for Board recruitment and coach recruitment.



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- The project will entail working with the CAC and the Project Task Force (see [Mandate of Project Task Force](#)) to design and develop the eLearning module in English, as well as incorporate changes as defined by the review team. Once design and content is approved, the corresponding French version will be built.
- The eLearning module is to take approximately 45-60 minutes to complete.
- The module will be offered in both English and French and must meet the CAC's standards for eLearning in terms of diversity and inclusion, accessibility, and portability to mobile devices.
- The eLearning module is to be housed on and accessed via the CAC's Content Hosting System.

1.3 Project Scope

The eLearning module is to be developed in English. French translation services will be procured to translate the completed English content. Other considerations include:

- The successful content developer must be available November 2023 – May 2024.
- English content outline will be provided to the eLearning developer by February **2024**. Review and feedback on the eLearning developer's design and storyboard will be required in March 2024.
- The successful candidate will work in collaboration with the Task Force and directly report to CAC Project Manager and Business Owner.
- The content for this project will be provided in a Word document. The content developer will be responsible for ensuring the language is consistent throughout the module. The CAC is open to suggestions to change the language as long as any proposed changes align with the technical intent of the content. The CAC will make the final decision on the content.
- Video production: There will be video integrated into this project, there will be a separate process for video development. Video development is not part of this RFP process. A script may be requested by the content writer. Please include fees for this work in the proposal.
- The CAC is receptive to ideas for activities within eLearning module and these should be included in your proposal submission.



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1.4 Project Timelines

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

RFP Deadline of submissions	November 20, 2023
Content developer selected	November 24, 2023
Content development and design	November – January 2024
eLearning module development	February 2024 – May 2024
Full launch and public release	June 2024
Note regarding translation: Final storyboard content will be translated by a third-party organization contracted by the CAC. Copyright of all eLearning module materials reside with the Coaching Association of Canada.	

1. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **November 20, 2023**. Your proposal must include, at a minimum:

- Experience/background, unless previously submitted;
- Pricing profile for all aspects of the project;
- Hourly rate for subsequent work;
- Samples of previous work, **unless previously submitted to CAC**; and
- Contact information for 2 References, **unless previously submitted 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 **November 17, 2023**. To ensure a fair and transparent process, questions and answers will be shared with all parties asked to participate in this process, or may have already submitted a proposal. Please direct questions to Frances Priest at fpriest@coach.ca.
- Submissions must be received by **20:00 ET on November 20, 2023**, and emailed to the attention of Frances Priest at fpriest@coach.ca.
- Proposals will be evaluated during the period of **November 20-24, 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;
 - Project budget and costs;



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- Ability to manage the project within timelines.
- The selected developer will be notified by **November 27, 2023**. Unsuccessful candidates will not be formally notified.

3. Mandate of the Project Task Force (TF)

The project's Task Force is a committee of experts that is brought together by the CAC. It is responsible for providing advice, content recommendations, and feedback to the CAC and its subject matter experts, content writers and instructional designers based upon current research and stakeholder needs. The outcome of the TF is the creation of an eLearning module script, to be used in the development of the eLearning module.

4. 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.

5. Equity, Diversity, and Inclusion at the CAC

As an organization in a diverse and multi-cultural country, the CAC embraces equity, diversity, and inclusion. We recognize that it is important to respect and reflect the diversity of experiences, perspectives and backgrounds of people in Canada and reflect that in our workplace and our projects. By leveraging Canada's diversity, we can positively impact the sport community, better develop coaches and athletes, and play an important role in Canada's continued growth and success as a sporting nation.

We seek to work with individuals and organizations that embrace the same values. Please review our [Equity, Diversity and Inclusion Policy](#) to learn more about the CAC's commitment.