

**INDUSTRY CANADA
IC 600094**

ADVANCE CONTRACT AWARD NOTICE (ACAN)

An Advance Contract Award Notice (ACAN) allows departments and agencies to post a notice, for no less than fifteen calendar days, indicating to the supplier community that it intends to award a good, service or construction contract to a pre-identified contractor. If no other supplier submits, during the fifteen calendar day posting period, a statement of capabilities that meet the requirements set out in the ACAN, the competitive requirements of the government's contracting policy have been met. Following notification to suppliers not successful in demonstrating that their statement of capabilities meets the requirements set out in the ACAN, the contract may then be awarded using the Treasury Board's electronic bidding authorities.

If other potential suppliers submit statements of capabilities during the fifteen calendar day posting period, and meet the requirements set out in the ACAN, the department or agency must proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

Contracting Officer Name:

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DESCRIPTIVE TITLE:

2015 Canadian National Survey of Entrepreneurship Education

BACKGROUND

The National Survey of Entrepreneurship Education is the most comprehensive survey on small business management and entrepreneurship education in the United States, dating back to the initial survey conducted in 1979 by Dr. George T. Solomon. Dr. Solomon is the Co-Founder and Director of the Center for Entrepreneurial Excellence (CFEE) and Associate Professor of Management at The George Washington University. CFEE will partner with Industry Canada to introduce the National Survey of Entrepreneurship Education into Canada, which will produce important information on entrepreneurship education in Canada, allow for comparisons with the U.S., and contribute data to work being undertaken with the Organization for Economic Co-operation and Development (OECD) to evaluate entrepreneurship in Canada. The survey conducted in the United States will be used as the primary model in the design of the Canadian survey to ensure the accuracy of measureable data results on this topic of interest, as well the survey goals and outcomes will provide information on the current conditions nationally, and for Canada/U.S. comparisons for broader objectives.

Specific interesting results from the U.S. survey are:

- Within the entrepreneurship program, funding often comes through external sources. Twenty-nine percent of survey respondents indicated that funding came from alumni, 20% indicated that funding came from non-alumni entrepreneurs and 14% indicated resources from the federal government.

- Opportunities for students' academic and professional growth are expanding beyond the classroom and into other programs and events such as, business plan competitions, entrepreneurship clubs, distinguished speaker series, and elevator pitch competitions.
- In terms of opportunities - internships, online learning, and continuing education or executive development courses, the results show that the majority of respondent organizations indicated that they offered internship opportunities. It suggests that entrepreneurship education has still not made a big move towards offering online courses, as this option was the lowest ranked only behind executive development courses.
- The majority of schools participate in external business plan competitions as their main form of developing external relationships.

REQUIREMENTS/RESULTS

The department of Industry Canada requires the services of a Contractor to conduct a comprehensive survey on small business management and entrepreneurship education to collect information about entrepreneurship programs offered at universities and colleges in Canada. The information will serve to produce qualitative and quantitative data in order to gauge best practices and trends within the field of entrepreneurship education in Canada. A comparison with another similar country would be essential (such as U.S.), and would contribute to Canada's efforts being undertaken with the OECD to evaluate entrepreneurship in Canada.

Industry Canada has established a steering committee to oversee this project that includes both Canadian academics and practitioners (who work to deliver programs and training to entrepreneurs), Industry sector leaders who are familiar with the U.S. survey study as well as the Business Development Bank of Canada (BDC).

The contractor undertaking this work needs to be able to design and test the survey, collect and evaluate the data, draft a report working with a steering committee by reviewing the research and findings in collaboration with Industry Canada, BDC, academics and, industry experts, write the final report and present preliminary results at the May 2015 conference of the Canadian Council for Small Business and Entrepreneurship on May 29 and 30, 2015 in Edmonton, Alberta (availability required).

The survey should feature the following key items:

1. Background information on survey respondents and a profile of their institution
2. Pedagogies, subject matter and materials used in the classroom
3. Technological trends in the industry
4. External program components and partnerships
5. The impact of program initiatives on student success and anticipated trends

The survey should also cover the following elements:

- The level of mentoring opportunities that students are provided in each program.
- How each institution approaches the education of risk management.
- A profile of student demographics, if available.
- Statistics on the number of graduates that went on to launch successful businesses, if available.

Additionally, direct interviews with industry leaders on the current status of entrepreneurship education in Canada should be conducted, compared to the findings of the survey and incorporated into the final report.

The final report should provide an overview of Canadian entrepreneurship education, trends and, new approaches to improve effectiveness. The mid-phase findings should also be presented in a Power Point presentation to Industry Canada through a videoconference prior to the May 2015 conference in Edmonton.

SCOPE OF WORK /TASKS

The Contractor will conduct the survey during the period commencing from contract award to August 31st, 2015.

The work will consist of the following:

- Collecting information about entrepreneurship programs offered at Universities and colleges in Canada to allow analysis of qualitative and quantitative data to gauge best practices and trends within the discipline of entrepreneurship education. Additionally, the data can be used in an effort to support the growth of entrepreneurship education, providing a foundation on which to further develop entrepreneurship education across Canada.
- Using an online system to collect data on courses and programs at Canadian Universities and Colleges for both the undergraduate and graduate level in small business management and entrepreneurship education.
- Examine pedagogies and innovative delivery mechanisms such as virtual and internet based programs and their effect on the next generation of entrepreneurs.
- Capture information about the recent rise in Social Entrepreneurship education to provide an accurate assessment of current course offerings and accessibility and give insights into the projected growth of course/program offerings in tie unique subset of entrepreneurship education.
- Serve as a source of knowledge regarding the Canadian entrepreneurship education landscape in general.

More specifically, the contractor will perform the following:

1. Survey Design

The contractor will design the 2015 Canadian Entrepreneurship Education survey based on Dr. George Solomon's CFEE model to include all questions necessary to obtain the relevant data for the final report.

The 2013 United States Survey will be used as the primary source and design in the development of the Canadian version and additions and revisions will be made in collaboration with Industry Canada officials to ensure the necessary and required information is gathered.

2. Survey Distribution & Collection

The contractor will distribute the survey and encourage participation. Strategies that will

be used include distribution on social media through partners and industry leaders as well as creating a list of Universities and Colleges across Canada to deliver direct invitations for faculty and program directors to complete the survey.

3. Status Report

Halfway through the data collection, the contractor will provide Industry Canada with an update report, summarizing the findings to date and updating on the progress of the survey.

4. Presentation of findings

The contractor will present the initial findings at the 2015 Canadian Council for Small Business (CCSBE) on May 29 and 30, 2015 in Edmonton, Alberta; and collect feedback to incorporate into the final report.

5. Final Data Analysis & Report Writing

The contractor will begin analyzing the data and compiling the report. This includes reviewing the raw data to ensure accuracy, running the data through statistical software, and will analyze the findings. During the online survey, the contractor will simultaneously interview 5–10 key leaders in the industry of entrepreneurship education in Canada to get their perception on the industry. This will be compared against the qualitative findings and will be incorporated into the final report.

DELIVERABLES AND TIMELINES:

At the end of the project, the contractor undertaking this project will present the following deliverables to Industry Canada:

1. A status-report due by May 22nd, 2015, mid-way through the data collection and the interview phases - outlining initial findings and a project update. This summary will report on the results and finding to date of at least 40 quality respondents.*

2. A draft report outlining and summarizing all findings – both graphically and qualitatively. The target is to collect between 125-150 quality survey responses* during a period between April and end of June 2015. The draft of the final report will be due to Industry Canada for review/comment by July 15th, 2015.

3. A spreadsheet of survey responses with raw data will be provided in Excel format along with the draft final report on July 15th. The supplier will ensure that the data is clean and will account for any data that is incorrect, incomplete, or duplicated. The supplier will provide the data in a format that can be manipulated and cross-referenced to allow for presenting actionable data and retrieval/analysis of other trends as needed.

4. The final report will be due to Industry Canada by close of business July 31st, 2015.

5. A member of Dr. Solomon's team (if not himself) to present survey findings at the May 2015 CCSBE Conference (May 29 and 30, 2015) and lead a discussion on findings.

6. A list of schools who participated in the study including contact information to be submitted electronically by June 30th, 2015 to Industry Canada in excel or word table format. Industry Canada has the right to request further outreach and data collection should it feel that the respondents contacted are not fully representative in terms of the intended target population.

7. Two graphical PowerPoint presentations summarizing the findings and offering key observations. The first will be presented at the May 2015 conference in Edmonton of all findings to date. The second presentation will report on the final results of the survey as indicated in deliverable #8.

8. A final presentation to the team at Industry Canada and the Steering Committee, highlighting the process and the findings through videoconference by August 14th, 2015 which include a Word version of the final report and a Powerpoint presentation in English.

*High quality survey respondents, reliability and, completeness of surveys.

MEETINGS:

The status report and draft report will allow Industry Canada to monitor the progress accomplished with this project. Final results will depend on the contractor findings from the survey. However, regular communication will be maintained with the contractor and the Project Authority during the project in order to follow-up on the progress. Industry Canada officials will also attend the CCSBE Conference in May 2015.

TRAVEL REQUIREMENT:

There is no requirement for travel or living expenses for this contract. Therefore, any travel accommodation and incidental expenses related to this work are the sole responsibility of the Contractor.

SECURITY REQUIREMENT:

There are no security requirements for this project.

INTELLECTUAL PROPERTIES:

Intellectual Property does not apply to this project.

IDENTIFICATION OF CONTRACTOR

Name of Contractor: The Center for Entrepreneurial Excellence, The George Washington University, with Dr. George T. Solomon

Address: 2201 GST NW

City: Washington D.C.,

Country: U.S.A.

REASON FOR AWARDING CONTRACT TO THIS CONTRACTOR

The National Survey of Entrepreneurship Education is a unique and comprehensive survey on small business management and entrepreneurship education in the United States, dating back to the initial survey conducted in 1979 by Dr. George T. Solomon. Dr. Solomon is the Co-Founder and Director of the Center for Entrepreneurial Excellence (CFEE) and Associate Professor of Management at The George Washington University. Dr. George Solomon and The Center for Entrepreneurial Excellence (CFEE) is the creator of the National Entrepreneurship Education survey and owns the survey design and results of the tool. Dr. Solomon is also the main author in numerous articles reporting survey findings and on the dynamic rise of entrepreneurship education in the US.

The survey design has been refined over the years and modified to incorporate emerging issues. The software being used by the Contractor to conduct this survey is Qualtrics. This is the online software that will be used to collect responses for this survey and is the online software that the University used to collect data for the 2013 survey in the U.S. The George Washington University has a license for this software and the Center for Entrepreneurial Excellence has a private account that only the contractor's team has access to. The CFEE has a unique and specialized expertise in interpreting the survey results and interviewing specialists in this domain.

Since one of the goals of this project is to compare the Canadian results to the results in the United States, it is cost effective and efficient to build on the existing work of Dr. Solomon. He has the knowledge, background and experience required to reproduce the existing survey on entrepreneurship education. Starting with another researcher would require funding the development of a new survey instrument, which would be more costly, would take longer and we would not be as confident in the findings given the lack of testing and refinement over time.

As such, IC proposes to engage CFEE to introduce the National Survey of Entrepreneurship Education into Canada, which will produce important information on entrepreneurship education in Canada and allow for comparisons with the U.S. This project is part of a broader strategy to better understand and support entrepreneurship in Canada, reinforce a culture of entrepreneurship at schools and universities and will contribute to work being undertaken in 2015 with the Organization for Economic Co-operation and Development (OECD) to evaluate entrepreneurship in Canada.

The OECD project is scheduled to begin in Spring 2015. Delaying the survey could compromise its utility and impact in the OECD review.

ESTIMATED COST

The period of the contract will be from contract award to (08/31/2015) and the total amount of the contract is estimated to be US \$49,850.00, as of Feb. 5, 2015 it represents a value of CAN \$61,923.67.

APPLICABLE TRADE AGREEMENTS AND APPLICABLE LIMITED TENDERING REASONS:

The proposed contract value is under the Trade Agreement Thresholds; therefore the Trade Agreements do not apply to this requirement.

**CLOSING DATE AND TIME FOR WRITTEN SUPPLIER RESPONSES
CHALLENGING THIS REQUIREMENT IS 2:00 P.M, EASTERN TIME, APRIL 28,
2015.**

You are hereby notified that the government intends to solicit a bid and negotiate with the firm identified above.

If you wish to submit a written response showing that you are capable of meeting this requirement, it must be done not later than the closing date and time. As it is intended to proceed in a timely manner, responses received after the closing date will not be considered. The Crown reserves the right not to open this procurement to competition.

Responses received on or before the closing date will be considered solely for the purpose of deciding whether or not to conduct a competitive procurement. Information provided will be used by the Crown for technical evaluation purposes only and is not to be construed as a competitive solicitation. Your written response must provide sufficient evidence (e.g. specifications, technical data, drawings, or any other proof) that clearly demonstrates that your product or service is capable of fulfilling this requirement.

Suppliers that have submitted a response will be notified in writing of Industry Canada's decision to continue with the non-competitive procurement or to compete the requirement.

Should you have any questions concerning this requirement, contact the contracting officer identified above. The Industry file number, the contracting officer's name and the closing date of the ACAN must appear on the outside of the envelope in block letters or, in the case of a facsimile transmission, on the covering page.