

## **CITIZENSHIP AND IMMIGRATION CANADA ADVANCE CONTRACT AWARD NOTICE**

**SOLICITATION NUMBER: 147424**

**TITLE: Promoting Awareness of the Department of Immigration, Refugees and Citizenship Canada (IRCC) International Experience Canada (IEC) program to students across Canada**

### **1. Advance Contract Award Notice (ACAN)**

An ACAN is a public notice indicating to the supplier community that a department or agency intends to award a contract for goods, services or construction to a pre-identified supplier, thereby allowing other suppliers to signal their interest in bidding, by submitting a statement of capabilities. If no supplier submits a statement of capabilities that meets the requirements set out in the ACAN, on or before the closing date stated in the ACAN, the contracting officer may then proceed with the award to the pre-identified supplier.

### **2. Definition of the requirement**

#### **2.1 Background**

The Department of Immigration, Refugees and Citizenship Canada (IRCC) has a requirement to promote awareness of the International Experience Canada (IEC) program to Canadians in Canada and abroad.

Awareness of the IEC program across Canada is accomplished by encouraging students nationwide in secondary school career development courses to seek out information on the benefits of international work and travel, based on answering fact-based questions and participating in quiz competitions in both official languages. The work will involve the following:

#### **2.2 Tasks and Deliverables**

The Contractor must:

- 2.2.1 Develop 60 multiple choice questions in consultation with the IEC program at IRCC in each official language (English and French) that will ask fact-based questions about international travel and work opportunities, and work permit options for youth.
- 2.2.2 Host the questions developed in 2.2.1 and ensure that these questions will be well represented on the quizzes provided to secondary school students.

- 2.2.3 Track usage metrics and provide regular quarterly reports reflecting usage of IEC –specific content. Provide Quarterly usage metrics and reports. Metrics include: gender; jurisdiction; school reach; unique number of students accessing questions; number of questions answered; percentage of questions answered correctly.
- 2.2.4 After initial year, provide a full set of question revision/re-development for the 60 questions in consultation with IEC in each official language for the second year. This revision/re-development will be based on first year metrics and reports.
- 2.2.5 Ensure that the IEC graphic and banner appears on quiz page when any of the IEC specific questions appear. This graphic and banner must have a clickable URL link to the IEC website.
- 2.2.6 Provide a Web site/system on which questions and banner ads will be placed and will appear to institution participants
- 2.2.7 Web site that will store and allow IEC administration to access all reports outside of the quarterly reports
- 2.2.8 Guarantee a minimum of 170,000 engagements (appearances of IEC questions on quizzes) during the two-year campaign

### **3. Criteria for assessment of the Statement of Capabilities (Minimum Essential Requirements)**

Any interested supplier must demonstrate by way of a statement of capabilities that it meets the following requirements:

- 3.1 Ability to directly reach secondary schools through a network that is national in scope and includes schools in at least 6 provinces/territories in urban and rural settings.
- 3.2 Experience in providing a Web-based platform for researching information that engages students interactively, beyond static information sharing and posting.
- 3.3 Ability to guarantee of minimum of 170,000 engagements during the two-year campaign
- 3.4 Ability to provide all services in both official languages (English and French).
- 3.5 Ability to align content/questions to career education curricula.

- 3.6 Ability to provide quarterly reports that allow for customized breakdowns of factors (e.g. gender; jurisdiction; school reach; unique number of students accessing questions; number of questions answered; percentage of questions answered correctly).

#### **4. Justification for the Pre-Identified Supplier**

ChatterHigh's network reaches over 800 secondary schools across Canada, providing significant access to Canadian secondary schools for IEC. Participating guidance counsellors and school boards have recognized the value of having a reliable resource to support their students in a variety of courses, particularly in career development. ChatterHigh provides this in a quiz style that engages students while making use of existing partner websites to educate students. Consequently, schools and school boards have granted ChatterHigh with access to their schools. Schools have to vet all content that goes into the schools, especially if it makes up part of a curriculum. Sometimes it is difficult to gain that approval by schools/school boards. ChatterHigh has been successful in getting over 800 schools to give approval. This access to ChatterHigh's website is included as part of the school curriculum for career exploration/education. ChatterHigh is also able to develop and host the questions in both official languages.

#### **5. Government Contracts Regulations Exception**

The following exception to the Government Contracts Regulations is (are) invoked for this procurement under subsection 6(d) - "only one person is capable of performing the work").

#### **6. Ownership of Intellectual Property**

Canada intends to retain ownership of any Foreground Intellectual Property arising out of the proposed contract on the basis that the main purpose of the contract is to generate knowledge and information for public dissemination.

#### **7. Period of the proposed contract**

The proposed contract is for a period of *two (2)* years, from Date of Contract Award to two (2) years from date of Contract Award.

#### **8. Cost estimate of the proposed contract**

The estimated value of the proposed contract, is \$ **42,200.00** (applicable taxes extra).

**9. Name and address of the pre-identified supplier**

ChatterHigh  
2i – 4476 Markham Street  
Victoria, BC  
V8Z 7X8

**10. Suppliers' right to submit a statement of capabilities**

Suppliers who consider themselves fully qualified and available to provide the goods, services or construction services described in the ACAN may submit a statement of capabilities in writing to the contact person identified in this notice on or before the closing date of this notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

**11. Closing date for a submission of a statement of capabilities**

The closing date and time for accepting statements of capabilities is **July 20<sup>th</sup>, 2017 at 14:00 hrs EDT**

**12. Inquiries and statements of capabilities are to be directed to:**

Name : Gregory Duret  
Address: 70 Crémazie, Gatineau, QC  
Telephone: 873-408-0508  
E-mail: BRU@cic.gc.ca