



NOTICE OF PROPOSED PROCUREMENT (NPP)

Solicitation #: 1000223834 **Closing Date:** Thursday November 12th, 2020 **Time:** 2:00 PM EST

This requirement is for the department of Public Health Agency of Canada under the Learning Services Supply Arrangement E60ZH-2000LS/C

TITLE:

E-learning and Rapid e-learning services

BACKGROUND:

In early June, 2020, specific e-learning pathways were launched in the PHAC E-learning portal (Moodle) to support designation and comprehensive training, (Phase 1) for individuals filling the following roles:

Compliance Verification Officer (Screening Officer Designation): Primary role associated with verifying quarantine/isolation compliance with Travellers during their 14 days after entry to Canada, through phone conversations.

PHAC Screening Officer (Screening Officer Designation): Primary role associated with support at Points of Entry, providing compliance promotion for arriving Travellers, and assessing quarantine plans. Some PHAC Screening Officers will also answer calls coming into the Central Notification System (CNS) phone line providing support to those working at Points of Entry.

Clinical Screening Officer (Screening Officer Designation): Primary role associated with support at Points of Entry, screening travellers, determining symptomatic or asymptomatic, and referring to and supporting Quarantine Officer where applicable.

Quarantine Officer (Quarantine Officer Designation): Quarantine Officers work with PHAC partners, local health authorities, law enforcement, and other stakeholders at Points of Entry by doing health assessments, risk assessments, and a range of other supports related to the Quarantine Act and current Emergency Orders.

In Phase 2 of this project, the current learning interventions are being reviewed, evaluated for redundancies, updated where applicable, and re-packaged into a "Phase 2" product.

Content not addressed in Phase 1, that have been preliminarily identified as current gaps, include

- Gender sensitivity, diversity awareness, working with Indigenous communities
- Having difficult conversations
- Practicing with Mock Scenarios in realistic settings
- Orientation elements - when arriving at a Point of Entry, what to do?
- Mental Health Well-Being (burn out, fatigue, debriefing from challenging conversations)
- De-escalation training
- For mentors – effective mentorship strategies for new employees

In-house product as a part of Health Canada's National Learning Unit, and/or the Canada School of Public Service will be reviewed to fill identified gaps, before new content will be developed.

SCOPE:

The scope of this project includes developing several hours of course content and assessments prepared in “Phase 2”, all compatible with the existing LMS. The contractor will be required to have the resources needed to meet the objectives described in section 2.2. to participate in Phase 2 of the PHAC E-learning project.

The Contractor will be required to have the necessary resources to meet the following deliverables:

- Review provided content and make recommendations on best-practice format to minimize e-learner fatigue, to enhance e-learner engagement, and to present materials with adult-learning theory and current industry trends in e-learning at the forefront
- Support the conversion of finalized curricular content currently available in powerpoint/word/pdfs into storyboards compatible with the development of appropriate SCORM packages, compatible with the client’s existing Moodle LMS platform
- Incorporate creative strategies into curriculum with the use of whiteboard animation, voice narration, and just-in-time-learning summaries of complicated content, to support learner engagement and knowledge retention
- Develop creative learning content that explores best-practice gaming strategies, simulation experiences, scenarios and case studies, to encourage active engagement by the learner
- Revise or develop, as needed, appropriate assessments throughout modular content, by the use of quizzes, flashcards, matching activities, and other appropriate interactive elements
- Revise or develop as needed, images, stock art, flow-charts, graphics, and other design elements to enhance e-learning experience and knowledge retention
- Project manage alongside PHAC’s Training and Learning Team to ensure timely delivery of specific projects, tasks, and deliverables
- Provide user-testing support, verifying accurate scrolls/clicks, and timely fixes to ensure products are compatible with existing LMS
- Ensure final content deliverables have been thoroughly reviewed for grammatical and language accuracy in English, French, and accessible versions (when applicable)
- Provide accessibility audit reports for SCORM packages and other developed products
- Ensure final content deliverables have been thoroughly reviewed for consistency in design elements of font, colours, borders, bullet-points, and other relevant design specifications
- Deliver all final materials compatible with client’s existing LMS with language and accessibility requirements met
- Support the integration of final products into existing LMS and technology infrastructure
- Evaluate effectiveness of delivery including measures for user satisfaction, knowledge retention, application of knowledge in real (or simulated) on-the-job scenarios
- Develop an evaluation framework to measure if overall learning outcomes for each curricular stream have been met

ESTIMATED VALUE:

\$375,000.00 + \$48,750.00 (HST) = \$423,750.00

OWNERSHIP OF INTELLECTUAL PROPERTY:

Canada will retain IP ownership.

SECURITY REQUIREMENT:

No Security is applicable to this requirement.

MANDATORY REQUIREMENTS:

Criteria ID	Description
	<u>Note for Bidders:</u> Please write beside each of the criteria the relevant page number(s) from your proposal, which addresses the requirement, identified in the criteria.

COMPANY CRITERIA	
CM1.	<p>The Bidder must provide a minimum of 2 projects completed within the last 5 years of similar size and scope.</p> <p>Each project must include the following:</p> <ol style="list-style-type: none"> 1- Client Department name 2- Project Authority of the project specific to E-learning/blended learning 3- Description of project and bidder's responsibilities <p>Canada may contact the identified Project Authority to validate the experience as demonstrated in the proposal.</p>
CM2.	<p>The Bidder must be able to provide resources in all of the following streams for the individual categories listed.</p> <ol style="list-style-type: none"> 1. Stream 2—Instructional design and development services : Senior Learning Designer 2. Stream 3—Custom and rapid eLearning product programming: Senior E-learning Product Programmer 3. Stream 3—Custom and rapid eLearning product programming: Intermediate Tester 4. Stream 4 Multi Media Design and Development: Senior Graphic Designer 5. Stream 7- Project Management: Senior Project Manager
CM3.	<p>The Bidder must provide 2 projects completed within the last 5 years, which demonstrates how the Bidder implemented best-practice e-learning courses/content. Projects of courses must detail E-learning design approach, creativity, interactive components, dynamic visuals and audio capabilities.</p>
CM4.	<p>The Bidder must provide, at time of bid closing, a work plan detailing their management strategies for implementing the e-learning content from end to end. The details of the work plan should contain:</p> <ol style="list-style-type: none"> a. content was provided to the contractor from the client in either powerpoint, pdf, or word, and the content was converted into a storyboard which allowed for smooth development of SCORM packages. These should also include accessibility audit reports for SCORM packages, and other developed products (i.e. flowcharts, accessibility version of whiteboard animation). b. strategies to project manage timelines, deliverables, roadblocks, and solution strategies c. strategies to complete user-testing and LMS compatibility d. strategies used to ensure accuracy of end product delivered to client
CM5.	<p>The Bidder must provide 2 projects completed within the last 5 years, whereby a just-in-time-learning product was developed (a short summary of more lengthy, complicated content) using white board animation with voiceover narration was used.</p> <p>Examples may include demonstrating how a word file, standard operating procedure, or complicated process was converted into a whiteboard animation, with clean visuals and clear instruction to help with retention for the learner.</p>
CM6.	<p>The Bidder must provide 2 projects completed within the last 5 years whereby interactive assessment and learning strategies were used.</p> <p>Examples may include demonstrating assessment techniques that were developed and used to compliment content in an e-learning product.</p>
CM7.	<p>The Bidder must provide 2 projects completed within the last 2 years whereby images, graphics, and/or flow-charts were used to explain complex and complicated content to the learner (a visual to represent verbal description).</p> <p>Examples may include demonstrating a final product of a flow-chart or graphic, and the original source file/content that lead to the conversion of content in a visual graphic.</p>

CM8.	The Bidder must provide 1 project completed within the last 5 years, outlining the learning outcome evaluation process and summary report for the client.
RESOURCES CRITERIA – Assessed only at Task Authorization Issuance	
RM1	At time of Task Authorization issuance, the Bidder must demonstrate, by providing the proposed resource’s CV, that the proposed resource meets the minimum competencies for the profession and any additional criteria for the category as listed in the following technical criteria:
RM1.1	Senior Learning Designer <ul style="list-style-type: none"> a. M.1 Must have as a minimum a graduate degree and specialization in 1 of the following fields: education, adult learning, distance learning or e-learning. b. M.2 Must have at least 5 years’ experience in course design. c. M.3 Must have at least 2 years’ experience in designing e-learning products.
RM1.2	Senior E-learning Product Programmer <ul style="list-style-type: none"> a. M.1 Must have as a minimum a College diploma (in any field). b. M.2 Must have at least 7 years’ experience in programming Web applications using Java, C language or script language, and secondary programs (file structure) and/or of databases. c. M.3 Must have developed and integrated at least 4 Automated Training (AT) or web-based training courses over the past 4 years. d. M.4 Must have optimized the performance of multimedia resources, including audio, video or still images for at least 4 e-learning products. e. M.5 If SCORM is required in the application, it must have developed SCORM-compliant content (any version as specified by the client, including content packages and metadata files) for at least 9 SCORM-compliant courses over the past 3 years.
RM1.3	Intermediate Tester <ul style="list-style-type: none"> a. M.1 Must have at least 2 years’ experience in testing e-learning products in accordance with test protocols. b. M.2 Must have at least 2 years’ experience supervising the testing of e-learning products. c. M.3 Must have at least 2 years’ experience in developing test protocols for e-learning products. d. M.4 Must have at least 2 years’ experience in scenario design and test scripts for online learning products. e. M.5 Must have at least 2 years’ experience in developing an e-learning product validation and verification capability. f. M.6 If SCORM is required in the application, it must have tested SCORM-compliant content (any version, including content packages and metadata files) for at least 3 courses in accordance with SCORM in the last 3 years.
RM1.4.1	Senior Graphic Designer <ul style="list-style-type: none"> a. M.1 Must have as a minimum a College diploma (in any field). b. M.2 Must have a minimum of 3 years of experience within the last 5 years as a Graphic Designer.
RM1.4.2	Senior Graphic Designer

	The Bidder must demonstrate that the proposed resource for Senior Graphic Designer has completed five (5) projects within the last two (2) years doing graphic design elements for e-learning products.
RM1.5	Senior Project Manager a. M.1 Must have as a minimum a College diploma (in any field) or a Project Management Professional certification from the Project Management Institute . b. M.2 Must have a minimum of 6 years' experience as a Project Manager, including 3 years' experience in managing training projects. c. M.3 If eLearning is part of the requirement, then the Project Manager must have a minimum of 3 years' experience in managing eLearning and/or software projects, including a minimum of 1 year of experience in managing eLearning projects.

Enquiries regarding this Request for Proposals are to be submitted in writing to:

Name of the Contracting Authority: Kashish Dhir

E-mail address: Kashish.dhir@canada.ca