



Family
Councils
Ontario

eLearning Development

Request for Proposal

8/24/2021

Family Councils of Ontario

Sam Peck, Executive Director (she/her/hers)

RFP Number 2021-01

Custom eLearning Development RFP

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A. Introduction

Organization Background

Family Councils Ontario (FCO) works with long-term care home residents' caregivers, Family Councils, and home staff across Ontario to enable them to cultivate positive relationships, build effective Family Councils, and improve the long-term care experience. Through working with families, long-term care home staff, and sector partners, we strive to create a safe, vibrant, inclusive, and respected long-term care system.

FCO works with all 634 of Ontario's long-term care homes (LTCH) and supports over 2,000 caregivers and LTCH staff annually with the goal to enable effective Family Councils. Our services include consultations, education and training workshops, and hosting networking events. In 2020, we began the development of elearning modules to provide on-demand education and training opportunities to clients.

FCO launched in 2015 as an independent, charitable, nonprofit. From 1998 to 2014, FCO operated as a fiscally sponsored program. Family Councils of Ontario is a registered, charitable nonprofit, funded by the [Ontario Ministry of Long-Term Care](#).

Our current annual core operating budget is \$647,521, which supports 6.5 FTE staff positions and all program delivery.

Project Purpose

As a provincial organization, FCO supports clients across Ontario. With limited human and financial capacities, we rely on online delivery of services to meet the needs of our service users. To meet the growing demand for education and training, we began developing an elearning strategy in 2020. The purpose of this project is to develop four (4) elearning modules for long-term care residents' caregivers.

The availability of on-demand elearning modules will enable caregivers to develop and maintain effective Family Councils. These elearning modules will increase the usage of education and training sessions without requiring FCO staff time, thus freeing up our staff to participate in work that requires one-to-one engagement.

At the local level, the learning experience will enable learners to create and maintain effective Family Councils, apply principles of group dynamics to their Council, reduce conflict within Councils and with home staff, and explain the role and context of Councils.

Target Audience

The target audience is family members of long-term care home residents. These family members are either currently a member of a Family Council or are considering starting or joining a Council. Most family members are 55 years or older. Caregivers reflect the full diversity of the province of Ontario, including: race, gender, gender identity, sexual orientation, disability, languages spoken,

All volunteer their time on the Council.

In our 2020 Needs Assessment Survey, FC 360, 22% of Council members expressed virtual presentations as their preferred mode of delivery of information about Family Councils. Given the sudden shift to virtual meetings, Council members agreed the FCO website and other digital resources were the most useful to them and their work in 2020 and we believe that they will continue to be in 2021.

Family caregivers are most used to in-person or online synchronous instructor-led education and training sessions. However, they are open to asynchronous elearning as a delivery method, especially for those who are new to Family Councils or those assuming a leadership role (i.e. Family Council Chair).

Project Scope

The vision for the elearning session is multiple courses with multiple modules or lessons per course. Each lesson should take up to 10 minutes to complete with courses taking up to 45-50 minutes to complete.

The experience should include simple narrative, case studies, video, illustrated characters, and scenarios. The solution will be part of a broader learning environment that includes peer discussion groups, job aids, and support tools.

This project will require from the elearning provider the following:

- Instructional design
- Interface and graphic design
- Media production (TBD)
- Course development

Specifications

Learner platforms will include desktop, laptop, tablets and mobile, Mac/Windows, iOS/Android, and standard web browsers.

The modules will not require an LMS, registration, or tracking at this time.

All sessions must be AODA compliant and include closed captioning for audio or video components.

For development, Rise 360 is preferred as a responsive tool is required.

For multimedia elements, specify preferences for talent (professional actors, models, illustrated characters, voice-over narrators, employees, or other), video locations, and other special requirements.

The vendor is not expected to produce original photos, video, and other media elements. The vendor will use provided media elements or commercially available stock media.

Existing content and media elements that can be provided to the vendor include photos (licensed stock and client photos) and video clips.

There will be four staff reviews and up to eight family caregiver reviewers. Reviews should be expected to take up to 10 calendar days for turnaround.

Specifics:

- Length of the learning experience: up to 45-50 minutes per course (broken down into shorter modules or lessons)
- Expected number of users: up to 200 in total; estimated to be 10-20 simultaneously (maximum)
- Length and number of multimedia elements: 1-2 per lesson or 3-4 per module
- Level and type of interactions: moderate with animated video, drag and drop interactions, simulations, stories and branching scenarios and multimedia.
- Number of assessment questions: 10-20 per module (TBC)
- Other support materials will be developed and made available to download/access from the module

High-Level Project Timeline

- Project award: October 1, 2021
- Kickoff meeting: October 11-15, 2021
- Project completion: March 31, 2022

B. Additional Information

Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process.

- | | |
|--|-----------|
| • RFP distributed to providers | 8/24/2021 |
| • Question submission | 9/7/2021 |
| • Answers provided | 9/14/2021 |
| • Deadline for RFP responses | 9/21/2021 |
| • Provider demonstrations/presentations | 9/28/2021 |
| • Selection of provider/contract negotiation | 10/1/2021 |

Contact Information

All inquires and proposals must be directed electronically to Sam Peck, Executive Director, at speck@fco.ngo

Procurement Contact:

Sam Peck (she/her)
Family Councils Ontario
306-40 St. Clair Ave East
Toronto, ON M4T 1M9

Confidentiality Statement

All information provided to vendors by FCO is to remain confidential. Inquires, questions, and proposals received by FCO will be kept confidential and used only for the purposes of evaluating proposals.

Selection process

An internal committee will review the proposals based on the criteria outlined above. Those firms whose proposals are selected for further consideration may be asked to make a personal presentation or participate in an interview to answer questions and provide clarification in advance of our final selection.

FCO reserves the right to accept or reject any proposal. FCO further reserves the right to make an award based upon various selection criteria. Further, FCO reserves the right to negotiate the final details of the agreement with the successful consultant/firm.

D. Basis of Award

The following criteria will be used to evaluate each RFP response.

- Learning solution
- Technical approach
- Prior experience and work samples
- Client references
- Cost proposal
- Proposed timeline including management milestones
- Methods of project management
- Platform used to review prototype, feedback process, and edits
- Proposed cost delineated by major features of the project

By submitting a proposal, contractors acknowledge that they and their affiliates have no undisclosed conflicts of interest.

E. Provider Response

Company Overview

- Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP
- Provide a brief company history, years in business, number of employees, and office locations

- Describe the company's custom eLearning solutions and how they fit with other company offerings
- Provide any relevant work samples
- List top clients and services provided to them
- List any awards or industry recognitions

Learning Solution

- Describe the approach to the scope of this project
- Define the roles of the staff involved
- Describe the creative and instructional approach that will be used to engage the learner
- Describe the learning experience and primary interactions
- Describe the approach to make learning materials accessible and engaging to diverse learner groups
- Describe project management and quality assurance processes
- Provide recommended options that will enhance results or significantly impact costs

Technical Solution

- Describe the software and skills that will be employed in interface design, media production, and eLearning development
- Define the roles of the staff involved
- Define the technical requirements aligned with the RFP specifications
- Define deliverables and review process
- Define timeline and project management approach
- Provide recommended options that will enhance results or significantly impact costs

Contracting & Pricing

- Provide a breakdown of project costs aligned with the proposed learning and technical solution and any optional recommendations
- Provide any standard terms of the agreement

Timeline

Indicate the timeline for the project, major milestones, and rounds of review.

Client References

Please provide three references of organizations that have utilized your custom eLearning development services. Include the contact's name, title, company name, address, phone number, and email address for each reference.

Additional Information

Please attach any additional information that will help explain your company's capabilities and the proposed solution.