



REQUEST FOR PROPOSAL

Supplier Partner in the delivery of Online E-Learning and Training to CADSI Members

June 15, 2018

CADSI—the Canadian Association of Defence and Security Industries—is the national industry voice of Canadian companies who produce world class goods, services and technologies made across Canada and sought the world over.

CADSI is a highly reputable, nationally and internationally recognized member-based organization (800+ members) representing the defence and security industry in Canada and internationally. Defence and security industries are an essential and driving force in Canada’s economy, generating \$10B (Cdn) from industry revenues annually, while employing roughly 60,000 Canadians. Of the total number of our members, roughly two-thirds are classified as small to medium sized enterprises (SME), 20% are categorized as large or prime organizations and the remainder of members are associate style members based in academia or internationally. CADSI provides our members with exceptional value and views this E-Learning and Training project to be a key performance initiative in achieving that goal.

1. PURPOSE

CADSI seeks submissions, presentations and proposals in response to this request for proposals from professional organizations with a proven track record of managing, creating, developing and delivering online e-learning and training to a member-based organization or in similar such environments. To add clarity, CADSI seeks proposals from a partner who has the capability and proficiency to deliver on the broad elements immediately below, relating to online e-learning and training, namely:

- 1.1. Development processes and delivery of e-learning and training by way of an industry recognized, effective and efficient Learning Management System (LMS), using standardized interoperable SCORM¹ packages. (Further elaboration will be outlined within this document.)
- 1.2. Development, creation and executing the e-learning and training by way of Content delivery and interface of this Content with LMS and User (member). CADSI will supply content concepts, knowledge and subject matter expertise.
- 1.3. CADSI will seek a partnership with an E-learning professional who will deliver on item 1.1 OR 1.2 OR both, subject to contents herein. Proponents presenting a comprehensive “one stop solution” for 1.1 and 1.2 will be viewed favourably. Proponents’ proposals shall include delivery of multiple E-learning modules of varying sizes and complexities over the course of this agreement (term and quantity of modules to be determined based on budget, schedule and negotiations).

¹ Or industry recognized similar standardized interoperable package

2. STATEMENT OF WORK (SOW)

This Statement of Work is intended to be suggestive in nature. It is not necessarily intended to be exhaustive nor prescriptive to allow for project flexibility and foster innovative approaches. The outline below applies to Learning Management System, Content creation, E-learning module delivery, interface with Users (members), administrative, maintenance and technical specifications. CADSI does not guarantee these details are free from errors or omissions and invites proponents to highlight such errors and omissions and or provide recommendations which will enhance their proposal and deliver greater value to members. Enhancement Recommendations (see further below) proposed by Proponents, which are generally not considered industry standard, will be treated commercially confidential for the purposes of this proposal and will be considered during proposal evaluation, and viewed favourably if such enhancement is deemed to drive additional value to CADSI and our members.

- i. All elements of e-learning and training courses, LMS and Content shall be delivered within CADSI's Member/Client administrative portal "MyCADSI".
- ii. E-learning and training course(s) and modules should be developed and delivered in SCORM (refer to footnote 1, page 1) compliant application in HTML-5 without the use of ADOBE flash elements.
- iii. E-learning and training course(s) and modules shall be developed, tested and be suitable to work on all platforms and devices. Proponent may recommend base resolution however it should be a minimum of 1024 x 768. Optimization on mobile phone devices is not presently an essential part of this project, but such option is welcome as an add on feature.
- iv. E-learning and training course(s) and modules should be optimized for landscape presentation and shall "scale to fit" in portrait orientation. E-learning and training course(s) and modules will be developed using "scale to fit" approach for computers, laptops and tablets. E-learning and training course(s) and modules and content will be essentially delivered in HTML text and graphics delivered "slide style" with the option (budget dependent) to include Audio, Video, Animations, or other Activities as CADSI sees fit.

2.1 Additional detail and specifications

- i. Proponent, within this proposal submission, shall provide a project overview of critical steps, tasks and milestones and outline a timeline recommended for the delivery of this project respective of CADSI's desired schedule. This overview shall include all inputs required from CADSI and its suppliers. Upon award, the Selected Proponent will be required to create and manage a unique detailed project outline and timeline which will be used to guide the project, budget, schedule and resources (both internal and external).
- ii. Proponent shall present their project team, including the recommended project lead and their support team, along with relevant work experiences delivering similar projects with proven success. This project team outline shall include an E-learning designer and instruction professional with direct experience in delivering such programs.
- iii. Proponent shall present examples of projects which have resulted in success, illustrating the Proponent's capabilities, instructional design capabilities and approaches used. Additionally,

the Proponent's proposal shall illustrate user interface and user experience options which may be most appropriate for CADSI's target audience.

- iv. Proponent shall outline either the Content or the LMS development processes or both items, depending on proposal approach, including touchpoints, milestones and input requirements from CADSI and or other supplier vendors.
- v. Proponent is required to completely comprehend the project from initiation to implementation to User experience free from gaps, deficiencies, and interface incompatibilities as the risk to correct said gaps and incompatibilities will be borne by the Proponent.
- vi. Proponent shall be responsible for and include milestone deliverables including validation points such as alpha and beta testing which includes comprehensive testing with a sample of CADSI's intended audience and, subsequently assess and report on said tests and make necessary corrections; such testing and shall take place using planned and applicable platforms, browsers and operating systems.
- vii. Proponent shall outline E-learning and training course(s) and modules elements which:
 - (1) Ensure User (member) access to the E-learning tool is provided via a simple easy to use login process, with one access code and minimal steps;
 - (2) Demonstrate Shell functionality, Test functionality, Test results and confirmation functionality, User (member) account interface, scores and User (member) history and progress;
 - (3) Deliver E-Learning modules having both knowledge checks, formative and summative assessments and formal testing to ensure comprehension and provide feedback such as mid-module confirmation and or test results to ensure comprehension. E-Learning and training shall allow for mid-module interruption and resumption;
 - (4) Provide access to the E-learning tool via MyCADSI (web, single password)
 - (5) Demonstrate administration elements such as but not limited to; User (member) account management (for example monitoring and managing a User (member) history); delete, merge and manage User (member) accounts and trace User (member) employment history;
 - (6) Demonstrate experience with, and recommendations in, the creation of E-learning paths, curriculum management, (add, delete and modify as required), flexibility in E-learning module creation (large – small and/or simple – complex);
 - (7) Present E-learning modules with pre-requisite E-learning modules/paths;
 - (8) Demonstrate and outline the operational and administrative support environment in which it manages the creation and delivery of online education such as, but not limited to: in person, telephone, email support for CADSI and/or User (member); recording tracking problems and issues to resolution; access, password or missing password support; and, outline maintenance, repair, overhaul protocols and service level standards should there be an interruption in service;
 - (9) Demonstrate and outline E-learning and training course(s) and modules proficiency with creating e-commerce tools (or compatibility in interfacing with existing e-commerce tools).

2.2 Miscellaneous proponent detail and information

Proponents are required to outline:

- i. Corporate history and experience in this field;
- ii. Experience relating to successful projects wherein similar products have been delivered;
- iii. Proponent's definition of high quality, professional, interactive, customized and custom branded E-learning training course;
- iv. Enhancement Recommendations such as business innovation ideas relating to this project, which may not have been called out or stipulated herein which, if employed, may serve to drive additional value to CADSI and our members (such information if supplied and deemed commercially confidential will be considered confidential).

2.3 Deliverables and Timelines

In addition to the above and as mutually agreed upon, Proponent shall deliver to CADSI all source files, all development documentation, all user documentation, all instructions for editing and testing. Content and intellectual property shall remain the property of CADSI.

Additionally, Proponent will deliver:

- i. Project in clear language using industry standard nomenclature and principles;
- ii. Summary of notes and transcripts if and where applicable including interviews, tests, survey results, meeting minutes or notes;
- iii. Tests and Surveys that include strong methodology and provide a representative balance of members, key industry leaders and representatives;
- iv. Summary of related correspondence and on-line activity;
- v. End of Project Report comprised of all elements outlined the herein SOW or as subsequently agreed to, accompanied by an Executive Summary of key findings and future recommendations;
- vi. A presentation, such as a PowerPoint presentation, to be delivered to CADSI Executive team and or invited guests, if requested by CADSI;
- vii. All work to be completed to the satisfaction of CADSI, free from E&O's within reason;
- viii. The Term of this contract is to be confirmed, however, it must begin no later than approximately September 2018 with the first training module available for member use by December 2018.

Proposals are due no later than 5:00:00pm EDT July 31st 2018 and may be submitted electronically to email address rfp@defenceandsecurity.ca

3. CONTRACT VALUE

The value of this contract will be negotiable between CADSI and Proponent and based on level of professional expertise and effort required by Proponent to deliver this project and agreed to SOW. Proponent shall provide an outline of budget and schedule as part of this proposal.

As outlined in Section 1 (page 1), CADSI will enter into a fixed priced contract for item 1.1 or 1.2 or 1.3 based on input and proposals from the Proponent and subsequent contract agreement.

CADSI reserves the right to cancel this project and procurement. Costs incurred by Proponents in relation to the submission of this proposal and or its cancelation are the responsibility of the Proponent and will not be reimbursed.

Only Proponents selected will be contacted for further engagement in this project.

4. CONFIDENTIALITY, PROPERTY AND NON-DISCLOSURE

Proponent shall treat and keep confidential this project, resulting reports or information and shall not disclose any confidential information to any person(s) or parties, except those as required to assist in the fulfillment of this project, without the expressed written consent of CADSI. CADSI shall retain all rights to all final reports, findings and recommendations and is the sole and exclusive owner of all final reports, findings and recommendations.

5. INTERESTED PROPONENTS AND INFORMATION SESSION

Proponents to this project are invited to express interest by way of email to rfp@defenceandsecurity.ca

Should the majority of the Proponents request, CADSI will hold a non-mandatory information session to all Interested Proponents on this project at a date and time suitable to CADSI.

6. CONTACT INFORMATION

For questions pertaining to this RFP (other than submissions), prospective Proponents are invited to contact:

Paul Keogh
V.P. Operations, CADSI
(613) 235-5337 Ext. 32,
Email: paul@defenceandsecurity.ca