



REQUEST FOR PROPOSAL

Online Curriculum Development for Enhanced Language Training for Internationally Trained Professionals Consulting Services

About COSTI:

Established in 1952, COSTI Immigrant Services is a community-based diverse organization providing employment, educational, settlement, skills training and social services to new Canadians and individuals in need of assistance. COSTI is committed to creating a community where there is respect and equity for all. The integration of non-discriminatory and anti-racist principles and practices is fundamental to operationalizing principles of social justice and support of COSTI's Vision and Values.

With a staff of over 450 people, speaking more than 68 languages, COSTI strives to ensure that all individuals, regardless of language, cultural, or financial barriers, are given the opportunity to use their existing skills, learn new ones, and participate in all aspects of Canadian life.

Background:

COSTI Immigrant Services seeks an experienced curriculum writer to review and update the existing online Enhanced Language Training (ELT) for Internationally Trained Professionals modules on Moodle. The content of the Online Modules covers labour market information, industry trends, accreditation pathways, sector-specific language use, and case studies. It incorporates relevant online resources and government and professional web links. The goal is to assist participants in accessing gainful employment and job maintenance. As the labour market and online information are constantly changing, these ELT Online Modules require review and updates to ensure that the content and the web links stay current and reflect newcomers' needs.

The ELT program is funded by Immigration, Refugees and Citizenship Canada.

1. Project Scope:

This project aims at updating and enhancing the existing modular content in each of the following sectors:

Accounting and Finance
Teaching and Education
Office Administration and Customer Service
Information Technology
Health Care

***The consultant(s) could select to work on the online modules for one or multiple sectors in this project.**

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2. Project Deliverables:

The consultant(s) could select to work on the online modules for one or multiple sectors in this project. For each of the selected sector-specific online course(s), the consultant(s) will:

- Review the existing 9-week/45-hour asynchronous online course content on Moodle to identify inaccuracies, outdated information and gaps.
- Update, change, add or remove modular content and activities to align with the current labour market information, industry trends, and accreditation pathways for each sector, including career options, sector-specific language, case studies, and job search-related resources.
- Enrich course content with interactive and multi-media activities. Incorporate reading materials, resources, web links, audio and visual aids, real-world situations, case studies, interactive activities, and assignments to enhance and evaluate skills learned in each weekly module.
- Incorporate formative assessment tasks in each module.
- Update and develop agenda and overview to align with each module's learning objectives.
- Enhance the sector terminology glossary

The consultant(s) are expected to:

- Update, revise and write curriculum content in the Online Modules on the LMS (Moodle).
- Follow Adult Education learning theories and Teaching English as a Second Language principles.
- Break down complex concepts and ideas related to the course content into smaller and more manageable parts.
- Include multi-media materials, resources and activities in each weekly module, as well as assignments to check participants' understanding.
- Include content and activities that will appeal to different learning styles and resources relevant to various occupations in the selected sector in each weekly module.
- Provide a summary of all added or modified online course content, with a brief description and links to the added resources and activities.
- Provide an updated sampling of current resumes and cover letters from across the main job categories of the sector.
- Review and update website links.
- Include and provide complete references for all cited materials added.
- Follow copyright law for citations, audio and visual materials, and use of images.
- Provide weekly updates on the progress of the project via email.
- Meet with the project's designated contact as needed for progress monitoring and course adjustments.

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3. Requested funds should not exceed \$7,910 (HST included) for each of the sector-specific online courses selected.

4. How to prepare and submit a proposal in reply to this tender

Submissions should be presented in a digital file (Word, PDF, etc.) format and must include the following elements as part of their proposal:

- **COVER LETTER**
Reference the specify sector-specific course(s) in the proposal. Briefly describe the proposed team structure, relevant experience, and qualifications.
- **CONTACT INFORMATION**
Provide the applicant's full name, organization (if relevant); contact information, including business address, phone number, email, and website (if applicable).
- **ONLINE CURRICULUM DEVELOPMENT EXPERIENCE**
Provide brief narrative examples of the applicant's experience with other organizations seeking this type of online curriculum development services. Provide reference examples or access to products that the applicant developed in similar projects.
- **SCOPE OF WORK**
Provide a concise proposal that outlines how the applicant intends to provide the services requested in this RFP. Describe the process for conducting the necessary assessment, ethical considerations, outputs, and a tentative timeline/work plan for implementation.
- **BUDGET**
Provide a proposed budget for the scope of work, including an estimated number of hours. As part of the proposed budget, list each individual who may perform services and their title, the proposed hourly rate, and the level of involvement anticipated for each component. Please identify the expected required hours to fulfill this RFP.

All costs and fees must be clearly described in each proposal. The applicant must be responsible for delivering the entire project and not outsource or contract any work to meet the requirements contained herein. Submissions which call for outsourcing or contracting work will not be considered.

Additionally, all costs included in the proposals must be all-inclusive, including applicable taxes.

- **REFERENCES and/or TESTIMONIALS**

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Provide references and/or testimonials from two previous clients, preferably those who have utilized the applicant's services on online curriculum development.

5. Competencies:

- Understanding of Adult Education learning theories and Teaching English as a Second Language principles.
- Familiarity with labour market and professional resources of the selected professional sector.
- Experience in content writing and activities development on Moodle (LMS).

6. Timeframe:

This project is to start on February 25th and be completed by March 31, 2023.

7. Proposal Evaluation Criteria

COSTI will evaluate all proposals based on the following criteria, and to ensure consideration for this Request for Proposal, your proposal should be complete and include all the following criteria:

- Overall proposal suitability: the proposed plan must meet the scope and needs included herein and be presented in a clear and organized manner;
- Organizational and individual experience: applicants will be evaluated on their organizational and individual experience as it pertains to the scope of this project;
- Previous work: Applicants will be evaluated on examples of their work pertaining to the delivery of similar services, reports and/or plans, as well as client testimonials and references;
- Value and cost: Applicants will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project;
- Priority consideration will be given to applicants familiar with the work of COSTI. Please indicate in your application your knowledge and familiarity with our work.

8. Application deadline

All proposals in response to this RFP are **due no later than February 17, 2023 at 11:59 PM EDT**. Any submissions received after this date and time may not be considered. All proposals must be signed by an official agent or company representative submitting the proposal.

The current online content and format are the basis upon which the RFP work will build. In preparing for submission, **all bidders must contact Hala Bastawros, the E-learning Manager, at Hala.Bastawros@costi.org to obtain a temporary enrollment key to review the existing ELT online training modules.**

Applicants should submit their proposal to:

Hala Bastawros, the E-learning Manager, at Hala.Bastawros@costi.org

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[Click here to learn more about COSTI's Programs and Services.](#)

[Read about COSTI's Board of Directors here and our Leadership Team here.](#)

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