



REQUEST FOR PROPOSAL

Online Content Development for Workplace Language Training Program - Consulting Services

About COSTI:

COSTI is a community-based social impact agency that has been serving the diverse communities of the Greater Toronto Area for over 70 years, 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 supporting 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 allowed to use their existing skills, learn new ones, and participate in all aspects of Canadian life.

Background:

COSTI seeks an experienced Content Developer to develop the **Workplace Language Training** Program curriculum modules on Moodle. The content of the online modules covers the area of Entrepreneurship. It incorporates relevant online resources and government and professional web links. The goal is to assist participants in accessing gainful employment and job maintenance.

This project is funded by the Ministry of Labour, Immigration, Training and Skills Development.

1. Project Scope:

This project aims to develop the curriculum for the Workplace Language Training (WLT) Program (Entrepreneurship)

The project will focus on developing content for a six-week course including but not limited to the following topic areas. (Final topic areas may be determined by initial needs assessment and research)

- Intro to Entrepreneurship – What is an Entrepreneur?
- Practical Fundamentals of Entrepreneurship
- Marketing Intelligence and Customer Discovery
- Business Model Design



- Marketing and Sales Strategies
- Business Planning
- Business Management (Human and Capital Resources)
- Financing Your Business
- Regulations and Legal Considerations

2. Project Deliverables:

For this project, the consultant(s) will:

- Develop a curriculum for a six-week course with lesson plans aligned with PBLA requirements, including lesson plans, instructional materials, and assessments for each module or unit.
- Provide recommendations for incorporating technology and interactive elements into the curriculum.
- Develop an agenda and overview to align with each module's learning objectives.
- Provide training materials and resources for trainers or instructors.
- Develop the sector terminology glossary.
- Finalize curriculum package in both digital and print formats.

The consultant(s) are expected to:

- Write curriculum content in the Online Modules on the LMS (Moodle).
- Prepare content that will be compatible with in-person or online instruction.
- Ensure Module Plans and Lesson Plans align with PBLA requirements to include objectives and outcomes for all four skills (listening, speaking, reading and writing) based on real-world task goals.
- Target language competencies and language focus items (grammatical, textual, functional and sociolinguistic) to the CLB levels in support of the modular and lesson objectives.
- Identify strategic competence supporting the achievement of the objectives in the Module Plans and Lesson Plans.
- Provide instructional resources that include presentation materials, Skill-Building Activities, Skill Using Tasks and Assessment tasks for levels where these materials have not been fully developed yet.
- 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 course content, with a brief description and links to the added resources and activities.
- 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.

3. Requested funds should not exceed \$43,225 (HST included).

4. How to prepare and submit a proposal to this tender:

In preparing for submission, bidders may contact Joseph Padro at Joseph.Padro@costi.org for clarification or questions.

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 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**
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 sector.
- Experience in content writing and activities development on Moodle (LMS).

6. Timeframe:

This project is to start on January 2, 2024, and be completed by March 31, 2024.

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 per 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 December 22, 2023, 11:59 P.M. EDT**. Any submissions received after this date and time will 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 be built. In preparing for submission, all bidders must contact Joseph Padro at Joseph.Padro@costi.org to obtain a temporary enrollment key to review the existing online training modules.

Applicants should submit their proposal to:

Joseph Padro, General Manager, Language and Skills Training Services, at Joseph.Padro@costi.org.

Learn more about COSTI at www.costi.org.