

**PROVISION OF INSTRUCTIONAL  
DESIGNER SERVICES**

DATE ISSUED: **October 6 2020**

NOTICE OF INTENT TO BID: **1:30 p.m. – October 13, 2020**

RFS CLOSING DATE/TIME: **4:00 p.m. – October 22, 2020**

BIDDER INTERVIEWS: **Within 5 business days of closing deadline if required**

CONTACT PERSON: Gillian McCullough, Training Coordinator, Tourism Excellence North,  
g.mccullough@destinationnorthernontario.ca

**BIDDER INFORMATION**

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BUSINESS NAME

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MAILING ADDRESS

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CITY	POSTAL CODE
( )	( )
TELEPHONE	FAX

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CELLULAR	EMAIL ADDRESS
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SIGNATURE	NAME AND TITLE OF AUTHORIZED PERSON
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DATE	HST REGISTRATION NUMBER
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**Intention to Submit Proposal/Questions**

To ensure you are apprised of any additional information that may be provided, please complete Page 1 and submit to [g.mccullough@destinationnorthernontario.ca](mailto:g.mccullough@destinationnorthernontario.ca).

Written questions (only) may be submitted to the email address above. One consolidated response to all questions (without attribution) received prior to the deadline specified in the section titled Summary of Key Activities, Dates and Times will be published to all bidders who have declared their intent to submit a Proposal for Service. Questions should be submitted by **1:30 p.m. October 15, 2020**.

## A. Project Overview

Destination Northern Ontario's Workforce Development and Industry Training objective is to facilitate and support the attraction, development and retention of a tourism workforce to enhance the customer experience. Tourism Excellence North (TEN) is the program that delivers the majority of the Workforce Development and Industry Training.

Destination Northern Ontario (DNO) and TEN continue to take a leadership role in proactively guiding workforce development and industry training for tourism operators and destinations, their employees, educators, and others who support the tourism industry in Northern Ontario. This leadership role is being achieved through a wide variety of programs, ultimately focused on enhancing the visitor experience and appeal of the region, to grow visitation and yield, from a "Visitor First" perspective.

Central to DNO taking this leadership role is to address the core skill gaps and training requirements for the tourism workforce and industry in Northern Ontario, as identified in the 2019 *Northern Ontario Workforce Development and Industry Training Strategy*. To address these core skill gaps and training requirements, a number of action steps have been identified:

1. Enhance and further develop the TEN website and Learning Management System to provide a blended learning experience and "learner first" focused environment.
2. Research and identify new approaches to assessment, peer-to-peer training, online learning, self-directed training, testing and the use of technology to enhance learning and skill development including the use of course badges and/or digital certificates awarded based on a set of criteria and displayed in the user's profile. The course badge/certificate will be awarded for completing a course by TEN.

In addition to its several in-person training opportunities, TEN has offered training online since 2016. DNO/TEN seeks the services of an Instructional Designer to address the action steps above and are to include the design of three (3) robust E-Learning Online courses, using already developed content from three (3) pre-existing TEN products, specifically a TEN online Self-Assessment, a TEN Experiential Travel Training for Operators group workshop and TEN's 'FrenchItUp!' group workshop.

For further information about Tourism Excellence North go to:

[www.tourismexcellencenorth.ca](http://www.tourismexcellencenorth.ca).

## **B. Administrative Information**

### **1. Definitions**

This section defines key terms used throughout the RFS document.

- The Proponent, Destination Northern Ontario, will hereinafter be referred to as “DNO”.
- The term “Bidder” is defined as “an individual or organization that submits or intends to submit a proposal in response to the Request for Proposal for Service”.
- The successful Bidder(s) will be referred to as “the Provider(s)”.
- This Request for Proposal for Service will hereinafter be referred to as an “RFS”.
- The words “shall” or “will” are used to indicate a mandatory requirement.
- The word “should” is used to indicate an optional requirement.

### **2. The Process**

#### **Closing Date, Time and Location**

Each Bidder shall deliver his/her proposal electronically. Proposals for Service must be received before **4:00 p.m.** local time on **Thursday, October 22<sup>nd</sup>, 2020** (the “Closing Time”) [g.mccullough@destinationnorthernontario.ca](mailto:g.mccullough@destinationnorthernontario.ca).

#### **Late Proposals for Service**

It is the responsibility of the Bidder to ensure that his/her proposal is received on or before the described date and time listed above. The Bidder assumes all risks of failure should his/her proposal not be received in the prescribed time frame. Late Proposals for Service will not be considered.

#### **Schedule and Timing of Project**

It is expected that the selection process will be completed on or about October 28<sup>th</sup>, 2020. It is anticipated that the actual work would begin in the third quarter of this fiscal period on or before November 1, 2020 and be completed within January 31, 2021.

**Summary of Key Activities, Dates and Times:**

<b>Timing and Process – Date</b>
RFS Released – October 6th, 2020
Deadline for Submission of Intent to Bid October 13 <sup>th</sup> , 2020
Deadline for Questions 15 <sup>th</sup> , 2020
Question Responses Published – 1:30 p.m. EST, October 19 <sup>th</sup> , 2020
Deadline for RFS Submissions – 4:00 p.m. EST, October 22 <sup>nd</sup> , 2020
Interviews (if required) - Within five business days of closing deadline
Selection/Engagement (on or about) – October 28 <sup>th</sup> , 2020

**Conflict of Interest**

DNO reserves the right to disqualify any submission due to a conflict of interest. Each applicant must disclose any actual or potential conflict that may be occurring at time of bid, or may occur during the course of the project. If an applicant fails to disclose an actual or potential conflict or where such a conflict cannot be resolved, DNO has the right to terminate the contract. Any contract awarded as a result of this RFS will be non-exclusive. DNO may at its sole discretion purchase the same or similar services from other sources during the term of the contract.

**Evaluation and Selection**

Evaluation of Proposals for Service will be performed by DNO/TEN staff. Proposals for Service will first be checked against mandatory criteria. Proposals for Service not meeting the mandatory criteria will be rejected without further consideration. Proposals for Service that do meet the mandatory criteria will then be assessed against additional criteria. DNO’s intent is to enter into a contract with several bidders but only with those who meet DNO’s criteria. Please refer to **Section D** for a list of criteria and their weighting.

### **Negotiation Delay**

If a Contract cannot be negotiated with a Bidder within a period of time satisfactory to DNO, DNO may, at its sole discretion, terminate negotiations with that Bidder and either negotiate a

Contract with another Bidder or choose to terminate this RFS process and not enter into a Contract with any of the Bidders. DNO may also at its sole discretion, send out a new RFS for this project should it be unable to negotiate a Contract with the successful Bidder or another Bidder.

### **3. Proposal Preparation Signed Proposals for Service**

The Bidder must ensure that his/her submission includes the Cover Page of this RFS, signed by a person(s) authorized to sign on behalf of the Bidder by the date indicated.

### **Irrevocability and Validity of Proposals for Service**

By submission of a clear and detailed written notice, the Bidder may amend or withdraw his/her proposal prior to Closing Time. After Closing Time, all Proposals for Service become irrevocable, the property of DNO and will remain open for acceptance for a period of ninety days from Closing Time. By submission of a Proposal for Service, the Bidder agrees that, should the Expression be successful, the Bidder will enter into a contract with DNO.

### **Bidders' Expenses**

Bidders are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations, if any. DNO will not be liable to any Bidder whether DNO accepts or rejects a Proposal for Service, for any claims, whether for costs or damages incurred by the Bidder in preparing the Proposal for Service, loss of anticipated profit in connection with the Contract or any other matter whatsoever.

Any Bidder may be required to meet in person or by telephone with the DNO Selection Committee to explain details of the Proposal for Service and the Bidder will be responsible for all costs of his/her attendance and the attendance of any of his/her representatives.

### **Liability for Errors**

While DNO has taken considerable care to ensure an accurate representation of information in the RFS, the information contained in the RFS is supplied solely as a guideline for Bidders. The information is not guaranteed or warranted accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this RFS is intended to relieve Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFS.

### **Firm Pricing**

Prices will be firm for the entire Contract period unless specifically stated otherwise.

### **Sub-contracting**

Use of a sub-contractor is not acceptable.

## **4. Additional Terms and Conditions**

### **Acceptance and Rejection of Proposals for Service**

This RFS should not be construed as an agreement to purchase goods or services. The lowest priced or any Proposal for Service will not necessarily be accepted and DNO is not bound to enter into a Contract with any Bidder.

### **Right to Amend or Cancel**

DNO reserves the right in its sole discretion at any time, and for whatever reason to, by addendum, modify, amend, or otherwise change this RFS.

### **Contract**

Notice in writing to a Bidder that he/she has been identified as the successful Bidder and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Bidder will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both events.

### **No Public Announcements**

Bidders will not make any public announcement or have any communication with the media in connection with this RFS without the prior written consent of DNO.

### **No Promotion of Relationship**

Bidders will not disclose their relationship with DNO for promotional purposes, including by means of verbal declarations and announcements through any medium whatsoever.

### **Proprietary Information Notice**

This RFS contains proprietary and confidential information of DNO, which is provided for the sole purpose of permitting the Bidder to respond to this RFS. In consideration of the receipt of this RFS, the Bidder agrees to maintain such information in confidence and not to reproduce or otherwise distribute this information.

### **Assignment of Intellectual Rights**

All work carried out as a result of this RFS will be the exclusive property of DNO and will be surrendered to DNO immediately upon completion, expiration, or cancellation of the project. DNO will own all rights, title, and interest in all intellectual property rights, including copyrights, patents, trade secrets and trademarks in any work created that is paid for by DNO.

## **C. Expression Content and Format**

The following format and sequence must be followed in order to provide consistency in Bidders' responses and to ensure that each Expression receives full consideration. Proposals for Service must be on American standard letter size paper and all pages should be consecutively numbered.

1. Title page: include title of RFS, Bidder's name, contact person, address, telephone number and E-mail address.
2. Signed RFS Cover Page.
3. Completed Proposal for Service.
4. Supplemental Information as requested in this RFS.
5. File size must not exceed 4 MB and files are to be submitted in Microsoft Word or Adobe PDF format.

## D. Detailed Project Information

### 1. Summary & Objectives

In addition to its several in-person training opportunities, DNO has offered training online since 2016. DNO is now in the process of enhancing the online training products to be a more robust, engaging, interactive, and blended learning product. DNO/TEN seeks the services of an Instructional Designer to design three (3) robust E-Learning Online courses, using already developed content from three (3) pre-existing TEN products, specifically a TEN online Self-Assessment, a TEN 'Experiential Travel Training for Operators' group workshop and TEN's 'FrenchItUp!' group workshop.

The Instructional Designer will operate with a foundation of willingness to collaborate, share, and work as a contract team to ensure the investment in DNO realizes optimal benefits and results. It is expected that qualified consultants submitting a proposal for the Proposal for Service demonstrate ability and qualifications to specific to the Scope of Work below.

### 2. Scope of Work

The Instructional Designer, in consultation with Destination Northern Ontario Senior Training Coordinator and Training Coordinator will complete the following work:

1. Assess the current layout and categories of TEN learning products on the TEN website and Learning Management System (LMS) and provide suggestions for improvement to provide an attractive, intelligently organized and 'learner first' focused environment.
  - TEN website design needs to follow the design theme of Destination Northern Ontario's current website.
  - The TEN website and LMS needs to attract Learners made up of tourism industry business owners and operators and tourism industry professionals.
  - The TEN website needs to create 'buy in' on the part of the targeted Learners so that the Learners hold it up as a high standard within the training and development industry, specific to tourism, and website traffic is frequent and made up of new and, in particular, return visitors.
2. Enhance, further develop and deliver a TEN Self-Assessment E-Learning online course, using the existing storyboard and using the LearnDash LMS (or other applicable LMS) and a WordPress website. Deliverables include:
  - Meeting with stakeholders, content experts where necessary and working closely and in consultation with DNO Training Coordinator

- Conduct Instructional Analysis
- Identifying learning goals
- Analysing Learners and context
- Writing Performance Objectives
- Developing Assessment Instruments
- Developing Instructional Strategy
- Develop and Select Instructional Materials
- Design Formative Evaluation
- Design Summative Evaluation for one Learning Goal/Performance Objective to be used as a template for other Learning Goals/Performance Objectives

3. Provide an outline for an E-Learning online course for the 'TEN Experiential Travel Training for Operators' group workshop, which has been offered previously only face-to-face. At all stages of the below deliverables, the Instructional Designer will work closely and in consultation with the TEN Training Coordinator. Outline will include:

- Meeting with stakeholders, content experts where necessary and working closely and in consultation with DNO Training Coordinator.
- Conduct Instructional Analysis
- Identifying learning goals
- Analysing Learners and context
- Writing Performance Objectives
- Developing Assessment Instruments
- Developing Instructional Strategy
- Develop and Select Instructional Materials
- Design Formative Evaluation
- Design Summative Evaluation for one Learning Goal/Performance Objective to be used as a template for other Learning Goals/Performance Objectives
- Layout within LearnDash or other applicable LMS

4. Provide an outline for an E-Learning online course for the 'FrenchItUp!' group workshop created in partnership with La Société économique de l'Ontario (SÉO). At all stages of the below deliverables, the Instructional Designer will work closely and in consultation with the DNO Training Coordinator. Outline will include:

- Meeting with stakeholders, content experts where necessary and working closely and in consultation with DNO Training Coordinator.
- Conduct Instructional Analysis
- Identifying learning goals
- Analysing Learners and context
- Writing Performance Objectives

- Developing Assessment Instruments
- Developing Instructional Strategy
- Develop and Select Instructional Materials
- Design Formative Evaluation
- Design Summative Evaluation for one Learning Goal/Performance Objective to be used as a template for other Learning Goals/Performance Objectives
- Layout within LearnDash or other applicable LMS

## **E. Submission Requirements**

DNO is seeking proposals specific to this project. The Proponent's proposal must contain all material necessary to fully represent the individual or firm and allow a fair evaluation. The following components should be included in the proposal:

- the Proponent's understanding of the assignment;
- the Proponent's experience with similar assignments for similar clients with brief descriptions of the outcome of such assignments, with examples of similar work undertaken;
- the principal who will carry out the assignment and their background, with a commitment to their availability during the project;
- the fee, including all professional fees, consultants, and reasonably anticipated expenses/disbursements (i.e. travel, printing, etc.); and
- the name and telephone number to reach the Proponent for clarification, if required.

### F. Proposal for Service Questionnaire

The application and information disclosed in the application below will constitute a Proposal for Service by the applicant in delivering facilitation services commencing on or about **November 1, 2020**. Submission of this questionnaire along with all additional information, as required will complete this RFS. Any mandatory information not included in this application will deem the application unacceptable and therefore rejected.

This completed form must be returned electronically to: [g.mccullough@destinationnorthernontario.ca](mailto:g.mccullough@destinationnorthernontario.ca). All applications become the property of DNO for selection. Any and all conflicts of interest must be clearly stated in the area provided.

Name of Business \_\_\_\_\_

Name of Consultant \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Do you have signing authority to bind this organization                      Yes                      No

## G. Expression Evaluation

Evaluation of Proposals for Service will be performed by an evaluation committee. Selection of service providers will be achieved through a formal evaluation process. Proposals for Service will first be checked against mandatory criteria. Proposals for Service not meeting the mandatory criteria will be rejected without further consideration. Proposals for Service that do meet the mandatory criteria will then be assessed against the additional criteria listed below or in any addendum or addenda to this RFS. The following are the mandatory requirements:

The Expression must:

- a) Be submitted electronically (PDF/MS Office formats preferred).

The Proposal for Service formatting requirements have been developed to ensure all selection members are able to receive a full package with minimal administration. Please contact Gillian McCullough at [g.mccullough@destinationnorthernontario.ca](mailto:g.mccullough@destinationnorthernontario.ca) if you have any questions regarding this element of the RFS.

- b) Be accompanied by a cover letter/email certifying the accuracy of all information contained the submission and acknowledging your offer of services according to the terms set forward in this RFS.
- c) Include responses to address the Scope of Work. The response should be clear and concise. The Proposal for Service will be evaluated on the content. Repeating wording from the RFS will not constitute a response. Rather, the Bidder should explain his/her qualifications as they relate to the Scope of Work deliverables.
- d) Submissions should outline capabilities by providing a Statement of Qualifications (SOQ) summarizing consultant's history, services provided, credentials of and relevant experience.

### 1.0 Aspects to be Addressed

- a) Provide a completed RFS Questionnaire per Section F.
- b) Provide required documents.
- c) Provide any additional information that you believe will be helpful in assessing your capabilities.
- d) Provide at least three references.

**Criteria will be scored as follows:**

Criteria	Weight
Credentials, professional knowledge, expertise	30%
Demonstrated experience and ability to meet requirements	40%
Demonstrated qualifications and expertise as supported by quality of client references	20%
Thoroughness of Proposal for Service	10%

**Bidder Qualifications and References (total 30 points)**

1. Credentials, professional knowledge, expertise
  - a) The Proposal for Service must include a Statement of Qualifications (SOQ) summarizing consultant's history, services provided, credentials of and relevant experience.
    - o Minimum of four years' full-time experience in instructional design is required;
  - b) Knowledge of Instructional Design methodology and adult learning theory;
  - c) Proven experience working in various best-rated and up-to-date Learning Management Systems (LMS) is required and experience working in LearnDash is highly recommended;
  - d) Proven experience of working with various website developers and LMS support to build and trouble-shoot successful E-Learning platforms and courses;
  - e) The Proposal for Service should provide evidence of the Bidder's recent (in the last three years) experience and demonstrate working on similar projects;
  - f) An in-depth and up-to-date knowledge about a range of public, not-for-profit, and private sector E-Learning providers;
  - g) Knowledge of designing e-learning content and delivery to meet accreditation standards;
  - h) Proven track record of prioritizing and meeting deadlines; and
  - i) Ability to present complex information to a variety of audiences using a range of appropriate modes of learning, including media, gamification, self-quizzes, online discussions and interactive modules;

Highly desired additional assets include:

- Knowledge of the tourism sector and industry in Northern Ontario or another northern Canadian region.

**Management Description (total 60 points)**

2. Experience and Ability - 40 points
  - a) The Proposal for Service should demonstrate the Bidder's experience to enter into an agreement with DNO;
  - b) The Proposal for Service should also provide evidence of the Bidder's ability to undertake a service agreement with DNO;
  - c) The Proposal for Service should demonstrate ability to quickly take in large amounts of information and reduce to teachable segments/chunks;
  - e) The Proposal for Service should demonstrate experience in working closely with content specialists, ensuring their industry specific knowledge is successfully delivered in the E-Learning;
  - f) The Proposal for Service should demonstrate experience in accurately assessing problems and effectively and efficiently arriving at solutions;
  - g) The Proposal for Service should demonstrate experience planning and delivering E-Learning that provides the Learner with opportunities for understanding and enabling engagement. Bidder must have experience determining/delivering the following:
    - a. Conduct Instructional Analysis
    - b. Identifying Learning Goals
    - c. Analysing Learners and context
    - d. Writing Performance Objectives
    - e. Developing Assessment Instruments
    - f. Developing Instructional Strategy
    - g. Develop and Select Instructional Materials
    - h. Design Formative Evaluations
    - i. Design a Summative Evaluation for one Learning Goal/Performance Objective to be used as a template for other Learning Goals/Performance Objectives;

- h) The Proposal for Service should demonstrate experience in meeting the expectations and needs of internal and external stakeholders;
- i) The Proposal for Service should demonstrate experience in producing graphics and Subject Matter Expert videos to support learning materials and content; and
- j) The Proposal for Service should demonstrate experience setting-up a standard of analytics for E-Learning and using the acquired data to determine next best steps to improve upon the E-Learning.

3. Quality of Organization – 20 points

- a) The Proposal for Service should clearly indicate excellence.
- b) In addition, Bidders should be able to demonstrate a successful track record of delivering similar projects on schedule and within budget.

**Thoroughness of Expression (total 10 points)**

4. Document Quality – 5 points

The Proposal for Service document should have all questions clearly answered in a concise manner.

5. Supporting Documents – 5 points

Relevant supporting documents are attached.