



# **REQUEST FOR PROPOSAL (RFP)**

## **Education Advisor and Content Developer**

### **Dementia Society Digital Education Transformation Project**

**RFP Dated: July 15, 2022**

**Proposal Due: 5 pm ET, 26 August, 2002**

Refer questions to: Kate Holmes, [kholmes@dsorc.org](mailto:kholmes@dsorc.org), 613.523.4004

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## PART ONE: CONSULTANCY SCOPE / DELIVERABLES

The Dementia Society of Ottawa and Renfrew County is a non-profit, charitable organization that links individuals living with dementia—including Alzheimer's Disease—and their families to support, education, and resources so that they do not face dementia alone.

In 2022, The Dementia Society of Ottawa and Renfrew County was awarded a grant by The Trillium Foundation, an agency of the Government of Ontario, to undertake a digital transformation of its' educational assets.

### 1.1 Background

Over 24,000 people are currently living with a dementia diagnosis in Ottawa and Renfrew County. This figure is expected to double by 2030. The Dementia Society provides multilingual (E/Fr/Arabic) support, education and programming to people diagnosed with dementia and their families and caregivers, with vast majority of clients being caregivers to people living with dementia. There is strong evidence to support that providing education and support in the early stages of the disease helps identify opportunities for better care, better prepares families for the future with informed and supported decision-making, and helps people to articulate their values and preferences to inform care.

With the onset of the COVID-19 pandemic in March 2020, the Dementia Society suspended all but a handful of in-person support activities, deeply impacting an already highly isolated community. From delivering multiple weekly in-person support groups, recreation, social and education programs across the greater Ottawa area and rural Renfrew County, we shifted approximately 95% of programs and services online.

While we are very proud of our "pandemic pivot," we are also aware that merely porting content previously delivered in-person to a web-sharing platform is not the most effective experience for people facing dementia. This is particularly true of our education programs that are a primary source of learning and orientation to dementia, and local services available to make the experience of dementia more manageable. This often helps people to continue living well and longer in the community. A positive outcome of online service delivery, however, was the ability to reach an exponential number of people.

We know that dementia does not discriminate. The Dementia Society Strategic Plan (2022-25) calls for expanded reach to underserved communities, including our local Francophone population, new Canadians, Indigenous and racialized and rural communities in our region. Access to bilingual (E/Fr) and culturally-adapted and virtual dementia education programs, like our Arabic peer support group, helps connect isolated seniors and caregivers faster to needed services and support in the community, as well as enable them to continue living well in their culturally-relevant environments.

An important component of our work to support people facing dementia is our education curriculum for people living with dementia, caregivers and people working in the care sector. Our dementia education curriculum focuses on understanding dementia, developing care and coping skills and problem-solving abilities. In March 2020, we ported these to online sessions, successfully reaching more than 40,000 individuals in fiscal 2020-21 alone. Over the past 2 years, we have evolved online courses to be more interactive. However, our material is still largely an adaptation of the in-person lecture model.

Our recent experience in the virtual world, in-pandemic client feedback, and information about adult learning suggests that there is a better way: a learner-centered, hybrid model of live and online self-paced learning modules. In addition, we are looking to build in competency-based activities while creating a modular and interactive approach, including virtual interactive experiences to both learn and demonstrate skills. Ideally, learners could avail themselves of synchronous (live / real-time virtual) and asynchronous (on-demand virtual) learning with opportunity to self-evaluate. A new, more flexible competency-based model will help ensure that we equip more people with the skills required to confidently face the demands of dementia.

By developing a new model (framework, media, etc.) for our curriculum, we expect to reach more people than through one-to-many in-person seminars. Not only is our reach greater online, by optimizing information in shorter and multimedia formats, we expect to adapt our content to better meet our audiences' preferences and needs. Learning can be both more flexible and personalized. As modules are completed, they can be localized (translated) for Francophones—the first step in serving a broader community. In time, this approach could be refined to reach and serve other under-served communities.

## **1.2 Consultancy Requirements**

Reporting to the Director of Development and Education (Project Manager), and with the support of our Education Coordinator (Content Specialist), the Education Advisor will drive the digital transformation of The Dementia Society's education portfolio. The result of this transformation will be meaningful change in how Dementia Society education is delivered, notably by:

- Optimizing content and media for educational consumption and application of learning;
- Enabling The Dementia Society to reach a greater number and diversity of people to better serve our community; and
- Automating curriculum offerings for greater client and organizational efficiency, and scalability.

This position requires a high-degree of autonomy, a foundation in (adult) education principles and practice, and demonstrated knowledge of adult online, interactive self-paced learning design and deployment.

The scope of the contract includes the following activities and deliverables:

- Development of a detailed work plan and status reporting
- Conducting a review of external adult education content and delivery best practices
- Becoming familiar with Dementia Society client needs
- Organizing and facilitating internal and external client and stakeholder focus groups and feedback
- Evaluation current Dementia Society education content including identifying gaps and opportunities
- Developing a framework and recommendations to optimize, adapt and/or create new virtual and in-person interactive curricula and content
- Developing a plan to automate curriculum offerings
- Creation of new education curricula and content (i.e. online interactive multimedia modules and educational materials) (for deployment in 2023-24)

- Managing resources to produce recorded content, editing, etc.
- Using Thinkific or similar e-learning platform to develop interactive online course content
- Managing localization/translation of education content

**Work must be completed by March 31, 2023.**

## **PART TWO: PURPOSE AND CONSIDERATIONS OF THE RFP**

### **2.1 Invitation to Bid**

The Dementia Society of Ottawa and Renfrew County (DSORC) invites individuals to submit a Proposal for the scope of work for The Dementia Society's Digital Education Transformation Project based on the requirements, terms and conditions set forth in this Request for Proposal ("**RFP**"). This RFP is intended to enable DSORC to select a vendor for these services through a fair and consistent process.

### **2.2 Purpose of this RFP**

The purpose of this RFP is to provide candidates with sufficient information to prepare and submit a Proposal for an Education Advisor and Content Developer to drive The Dementia Society's Digital Education Transformation Project.

### **2.3 Candidates**

Anyone who submits a proposal in response to this RFP is a "Candidate".

Candidates may partner with another subject matter expert to offer a turnkey response to the RFP scope of work.

### **2.4 Candidate Selection**

DSORC reserves the right to do a comparison of all proposals received and evaluate them based on considerations which, in the sole opinion of DSORC, would yield to DSORC the best result, including consideration of information obtained outside of the RFP. In the event that a candidate is selected for a contract award, they will be chosen on the basis of the greatest perceived benefit to DSORC, either in the short or long term, and not solely on the basis of lowest price.

### **2.5 High Level Schedule**

<b>Key Milestone</b>	<b>Date</b>
Initial Candidate Communication	July 2022
RFP Issued	July 26, 2022
RFP Response Closing Date	August 26, 2022
Evaluation of Proposals	August 29 - September 2, 2022
Award of Contract	September 6, 2022
Contract Start Date	September 15, 2022
Project Completion Date	March 31 2023

## **PART THREE: RFP PROCESS**

### **3.1 RFP Coordinator**

The RFP Coordinator is: Kate Holmes, kholmes@dsorc.org

All communications concerning this RFP shall be in writing and sent to the RFP Coordinator using the Email address set out above. Candidates must not send any communications regarding this RFP to any other representative of DSORC.

The Candidate is put on notice that:

- a) only the RFP Co-coordinator is authorized by DSORC to amend or waive the requirements of the RFP;
- b) under no circumstances shall a candidate rely upon any information or instructions from DSORC, its employees, or its agents unless the information or instructions are provided in writing by the RFP Coordinator.

### **3.2 Closing Date**

The closing date of this RFP is: 5 pm ET, August 5, 2022

### **3.3 Proposal Guidelines:**

In your proposal please indicate/include the following:

- how you will be able to support the scope of the work in your proposal
- samples of work or case studies in which you have helped organizations such as The Dementia Society to develop innovative and appropriate education curricula and content
- a detailed budget estimate of consulting hours
- a high level work timeline
- an overview of your approach to the project
- a copy of your current C.V. and those of any individuals you propose to do work for this project
- 3 references who can speak to your work. References will not be contacted without advising candidates first.

### **3.4 Proposal Submissions**

To be eligible for consideration, Proposals shall be sent by email to the RFP Coordinator on or before the closing date. The date and time stamp on the Email will be considered the receipt date and time.

## **PART FOUR: MANDATORY REQUIREMENTS**

### **4.1 Conflict of Interest Declaration**

No member, officer, director or employee of DSORC has or will have an interest, directly or indirectly, in the performance of any contract resulting from an award in conjunction with this RFP. The Candidate must complete and sign the Conflict of Interest Declaration (Exhibit B), and return the completed form with its Proposal.

### **4.2 News Releases**

The candidate shall not issue any publicity or news release pertaining to this RFP or any Agreement awarded under this RFP, without the prior written approval from DSORC.

### **4.3 Subcontracting**

The Candidate shall not be permitted to assign or subcontract any obligations arising from this RFP without the prior written consent of DSORC.

# EXHIBIT A - CONFLICT OF INTEREST DECLARATION

By signing this Conflict of Interest Declaration, the Candidate acknowledges and confirms that:

- a) except as set out in Table A below, neither the Candidate nor any of its advisors, directors, officers, employees, independent contractors or subcontractors have or will have any conflict of interest, actual or potential, or have or will have an unfair advantage in submitting a proposal. If selected, the Candidate, does not have or will not have any conflict of interest in entering into the contract or with the contractual obligations of the Candidate under the contract;

**Table A**

1.	
2.	
3.	

- b) except as set out in Table B below the Candidate has not knowingly hired or retained the services of, or appointed to its Board of Directors, any employee or former employee, contractor, or former contractor of DSORC where in so doing, there may be actual or potential conflicts of interest or unfair advantage on the part of the Candidate in connection with this RFP. For greater clarity, "contractor" means an individual who although not an employee of DSORC was one of DSORC's personnel (i.e. entitled to state that he or she represented DSORC).

**Table B**

1.	
2.	
3.	

Participant's Name:

Witnessed:

Signature:

Name:

Signature:

Name:

Position

Date

I have the authority to bind the Participant