Online Engagement Course

Request for Proposal

17 June 2021

Contents

Background & Overview

The International Association for Public Participation (IAP2) is an association of members who seek to promote and improve the practice of public participation and community engagement in relation to individuals, governments, institutions and other entities that affect the public interest in nations around the world.

IAP2 comprises an international body ("International") and separate independent non-profit entities in multiple jurisdictions that operate pursuant to affiliation agreements with IAP2 ("Regions"). Regions are currently operating in Australasia (Australia and New Zealand), Canada, Indonesia, Latin America, Southern Africa and the United States.

This **Request for Proposal (RFP)** supports the strategic objective to develop an integrated Global Learning Pathway that articulates the development of a professional from entry level to advanced - that builds off the courses already offered by IAP2 at the international and/or regional levels. The Global Learning Pathway is supported by an underpinning Competency Framework (the roots that ground our work). Over time, this becomes a consistent framework to inform all IAP2 curriculum, products and programs.

The Competency Framework indicates core competencies for practitioners across several levels of learning in the area of **online/digital engagement**:

Competencies	Level 1 - Emerging	Level 2 - Developing
Work with digital engagement platforms	Knowledge of the digital platforms and ability to populate and monitor them. Monitor, review and adapt digital approaches as identified.	Manage application of digital engagement tools and their integration with non-digital engagement processes. Use digital engagement methods and contemporary technologies.

For more information about this work, visit https://www.letstalkiap2.org/training-harmonization

Desired Services

IAP2 is seeking proposals for a course on the topic of Online/Digital Engagement for P2/engagement practitioners which may be procured in these ways:

1.   Third-party offering customized for IAP2, or
2.   Original course development

In both cases, all materials, deliverables, and other matter produced by the Contractor pursuant to this RFP shall be considered Works for Hire and becomes the property of IAP2.

Scope of Work

Deliverables for this project will include the following items:

1.   Complete course materials including, but not limited to: course outline, participant manuals, facilitator/trainer session plans and notes, PowerPoint deck, activities, core examples, scenarios and case studies, quizzes, and reference materials.
2.   Pilot test for effectiveness and modify based on feedback.
3.   Participate as Subject Matter Expert in the train the trainer process.

There are important elements that will follow from this work but are NOT part of this RFP:
1.   The translation of materials in languages other than English
      a.   French, Spanish and Bahasa, initially (Note, courses already available in any of these languages would be considered added-value)
2.   The development of the train the trainer process
3.   Future updates of the course

Course Requirements
1.   Aligns with IAP2 principles, frameworks and core competencies.
2.   Courses can be any duration – but ideally a "full day" format for delivery in-person and can be divided into several sessions for virtual delivery over several days.
3.   Delivery modes: In-person, virtual and/or blended
4.   Target market: public participation/engagement practitioners at the "developing level" – with some experience in the field

Fee for Service

Bidders will need to specify the costs for this work. IAP2 is a non-profit organisation, so cost-efficiency is critical. IAP2 may wish to negotiate costs with preferred bidders, however respondents are encouraged to present their best offer with their initial submission.

Summary of Dates

Due Dates (Midnight, Pacific Time - CAN/USA)

● Submission of RFP: Monday, July 12, 2021
● Interviews (virtual):   Week of July 19 - 23
● Selection of contractor and notifications: August 1, 2021
● Commencement of work: Immediately upon contracting
● Completion of work: October 1, 2021

IAP2 reserves the right to modify the schedule at any time.

RFP Process

Qualifications

The successful contractor is required to have the following skills and experience:

- Proven experience with **online engagement and course development** within a **global** environment
- **Learning and development** expertise; and
- Proven experience working with/in a **complex** evolving organisation on a **significant change journey.**

Equal Opportunity

IAP2 ensures that all respondents will receive full consideration without regard to race, color, religion, sex, national origin, disability, age or sexual orientation.

Proposal Format

Please submit your Proposal via email to Ellen Ernst, Executive Manager, at iap2hq@iap2.org

The bidder's proposal will be limited to 12 pages (single sided); on 8.5 x 11 (or A4) size paper and submitted electronically (PDF or Word are acceptable). The bidder's proposal must consist of the following items arranged in the order given. Proposals are requested in English.

- Company Profile – include documentation to support organizational stability, relevant staff and related biographies, details providing area of expertise and relevant accomplishments.

- Previous Experience (relevant to this project) – Provide a list of previous comparable projects with similar scope and related project goals and outcomes achieved. List any associated challenges.

- Subcontractors – List any proposed subcontractors and provide details on capability, experience and identify the work they will undertake as part of this project.

- Proposed Approach & Methodology – Provide details on your proposed approach to undertaking this work, including expected outcomes and deliverables. Also, include a proposed project timeline or action plan and proposed reporting/communication with IAP2.

  o Note: Third-party offerings are required to submit further information, including: course summary and outline, learning objectives, recommended participant level, course evaluations, and any professional certification/credits (if applicable).

- Financial Information – All quotes must be provided in US Dollars and must include a budget, timeline and list of deliverables. Any related expenses anticipated during the term of the contract must be detailed and included in the bid.

- References – Contact names, phone numbers and email addresses for three (3) references that can provide information relevant to bidder's experience on related types of work undertaken in the last three years.

- Conflict of Interest – All bidders will be required to declare any conflict of interest with the organization.

- Support from IAP2 – All proposals must include what support will be required from IAP2 during the time of the contract.

The proposal must be submitted electronically by the closing date and time or it will be disqualified from consideration. The proposal must be signed by a person authorized to sign on behalf of the bidder.

All costs incurred in the preparation and presentation of proposals to the RFP shall be completely absorbed by the responding party to the RFP. All documents submitted as part of the RFP will become property of IAP2. Any material submitted that is confidential must be clearly marked as such.

Addenda and Corrections

Should a correction be made or additional information released in connection with this RFP, it will be issued in the form of an Addendum and will be provided to all potential bidders. IAP2 reserves the right to extend the due date for submission of the RFP, or not.

Questions

Please direct all questions to Ellen Ernst, Executive Manager, at iap2hq@iap2.org.

Selection Process

Selection of the contractor will be recommended by the Steering Committee for approval by the International Board using the following criteria:

Criteria	Weight
Demonstrated ability to provide the required services	30%
Relevant qualifications and experience;	25%
Proposed approach, methodology, timeline, and cost	25%
Appreciation of international context	20%

IAP2 reserves the right to accept the proposal most favourable to the interests of the organisation, and not necessarily the lowest cost proposal. IAP2 may decide not to accept any proposal.

Appendix

Glossary of Terms

- **Competencies** – The overarching skills, knowledge, attitudes, beliefs, behaviours, and capabilities required for the industry context.
- **Core Competencies** - The essential capabilities for a public participation/engagement professional to effectively design, implement, and evaluate public participation/engagement programs. The Core Competencies were developed, tested, and refined through an iterative process involving IAP2 members.
- **Global Learning Pathway** - the framework for how someone builds their competencies and progresses from "entry level" through to advanced practitioner.
- **Curriculum -** A coherent, logical, and integrated framework of learning outcomes at all levels of the Pathway. The content and assessment that informs the development of the learning products, tools, and experiences that meet competency requirements.
- **Course / Module**: A discrete "chunk" of learning that makes up a program.

Standards

As an overall quality assurance checklist, the expectation is that all learning products developed must present:

- The leading contemporary theory and practise in public participation/engagement
- Offer participants a high-quality adult learning experience
- Are applicable to a diverse range of sectors and cultural contexts
- Considers digital learning where appropriate
- Clarify what competencies must be covered in the course

- Are open for regional or trainer customisation; and
- Are a commercially viable learning product.

Oversight

The Global Practice Development Committee, which is a committee of the International Board, will oversee and sign off work at each stage of the project. The decision-making model includes a recommendation for approval to the IAP2 International Board. Responsibility for project management resides with IAP2 staff.