



REQUEST FOR PROPOSAL

CAFE CURRICULUM DESIGN

Proposals will be received until

MONDAY, July 20, 2020

5:00 p.m. ET

REQUEST FOR PROPOSAL

I. General Information

Project objective: To develop a two year designation program.

Issuing organization: Canadian Association of Fairs and Exhibitions
P.O. Box 21053 (WEPO) Brandon, MB R7B 3W8

RFP Issued: July 10, 2020

Due Date for Proposals: 5:00 p.m., ET, July 20, 2020

The policy of the CAFE Board is to solicit proposals with an honest intention to award a contract. This policy will not affect the right of CAFE to reject any or all proposals.

Contact for Further Information: Holly Campbell, Program Coordinator
holly@canadian-fairs.ca
(800) 663-1714 Ext. 703

II. Summary

The Canadian Association of Fairs and Exhibitions (CAFE) is seeking instructional design services for the development of a two-year designation program for fair industry members across Canada. The successful candidate will actively assist CAFE in developing training and professional development opportunities which include a pre-convention course for a small working group, establish a two-year designation program featuring five courses, and help to expand current offerings for the Youth Inspired! Program. Each program will be available to members and non-members of CAFE.

III. Background

C.A.F.E. is a charitable organization established in 1924 and funded primarily by its members. The organization represents a broad spectrum of fairs from small community rural fairs to large urban exhibitions. In addition, the membership includes provincial associations that represent agricultural societies from across the nation, industry service providers and affiliate associations who have a direct interest and link with the Canadian fair industry.

Mission Statement: CAFE is committed to fostering excellence through innovative leadership with partners and key stakeholders, providing meaningful resources, collaborating to increase national awareness and ensuring a sustainable future for the fair and event industry.

Vision Statement: To be the recognized champions driving a vibrant and diverse national community of fairs and events.

IV. Scope of Work

The CAFE staff is seeking a curriculum designer and/or educational consultant to design a series of online courses for the designation program. In doing so, the instructional designer and/or educational consultant would work with CAFE to develop courses, content and support instructors. The two-year program will tentatively offer five 8-12 week courses which will expand current offerings available to members of the Canadian fair industry. CAFE will also need assistance in selecting a platform to offer the designation program virtually. CAFE would like to create an evaluation tool to measure the success of the program and make changes for future participants to ensure the program is self-sustaining.

Each course offered may include most of the following (subject to change based on feedback from curriculum designer):

- Weekly readings and weekly content to review
- Mandatory participation in classroom discussion groups for grades
- 1-2 assignments that will be evaluated but also can be used to support their organization
- Weekly quizzes
- Two live webinar sessions
- One facilitator per course (industry leader)

Weekly time commitment for course participants: 1-2 hours of learning each week which includes live or recorded presentations, course readings, assignments, quizzes, and discussion forum for mandatory participation.

Course topics may include but are not limited to:

- Setting a strong foundation: administrative tips and tricks, cyber security, communications planning and governance review
- Engagement: engaging volunteers, dealing with difficult people, involving the community and recruiting youth
- Diversification: the importance of diversifying your organization within your mandate and how to do so
- Finances: How to prepare budgets and forecasts, grant-writing, fundraising and sponsorships
- Governance: efficient board meetings, running annual general meetings, different roles and leadership structures
- Event planning: logistics, considerations, risk assessment, emergency planning, liabilities

The consultant will work primarily with CAFE staff but may have the opportunity to work with board members, committee members or course facilitators.

All materials created during the contract period will be the property of CAFE.

V. Deliverables

Assist in planning and organizing the following:

- Learning outcomes
- Assessment methods
- Teaching and learning activities

- Teaching resources and materials
- eLearning tools

Pre-convention course

- Develop a multi-week course for a small working group of approximately 10-15 participants
- Participants will work with industry leaders to develop a re-launch strategy for the Canadian fair industry. Participants will explore the “how” and “what” aspects of the re-launch strategy. Following the completion of the course, participants will be asked to share project findings at the 2020 virtual CAFE convention.
- Prepare materials (case studies, readings, print out materials, etc.) for the industry leaders/course leaders who will be supporting the working group as they take on the re-launch strategy project
- Completion of the pre-convention course is early fall.

Designation Program

- Assist in analyzing the needs of CAFE and potential participants. Work with CAFE to design each course and develop the tools and resources necessary to execute a successful program
- Develop supplementary materials such as: PowerPoint slides, handouts, workbooks, etc.
- Assist CAFE in launching a two-year designation program.
- Assist with coordination of a Learning Management System (LMS)

Youth Inspired! Program

- Assist CAFE in expanding the current program so that it is suitable for an online platform and complements in-person learning.
- Complete a needs assessment to help CAFE explore new subjects and offerings that can be developed prior to the start of Cohort #2 to provide youth with more training and professional development opportunities.

VI. Timetable

*All timelines are subject to change

Begin work: August 2020

Complete pre-convention course: early fall 2020

Pre-convention course begins: early fall 2020

CAFE Annual Convention (virtual): November 9-13, 2020

Launch designation program: November 2020

Youth Inspired! Program launch for Cohort #2: November 2020

Locations and Important Dates

November 9-13, 2020 (Virtual)

CAFE Annual Convention

2020 or early 2021 (Location TBD)

Youth Inspired! Meet-up

November 17-19, 2021 (Regina, SK)

CAFE Annual Convention

VII. Selection Process

CAFE will review all proposals. In evaluating proposals, price will not be the sole factor. CAFE may

consider any factors it deems necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing, and general reputation. CAFE will also take partnership and in-kind exchanges into consideration. The final decision rests with CAFE staff.

Please note: only the successful candidate will be contacted.

VIII. Proposal Submission

Proposals should be prepared in a straightforward manner to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.

Address the Proposal to: Holly Campbell, Program Coordinator

Email address: holly@canadian-fairs.ca

Subject line: CAFE Curriculum Design Proposal

Deadline for Receipt of Proposal: No later than 5:00 p.m. (ET), July 20, 2020

CAFE will reach a decision on awarding the contract no later than July 24, 2020.

IX. Additional information

Consultants may provide any additional information they feel would assist CAFE in the selection process.