



Cooperative Education & Work-Integrated Learning Canada

REQUEST FOR EXPRESSIONS OF INTEREST

For Consultancy Services to Advance Quality Work-Integrated Learning Certification

Application Deadline

Applications must be received by July 31, 2024 at 11:59PM EST.

Submission Instructions

Please provide a written Expression of Interest proposal to charlenem@cewilcanada.ca

Questions about this Expression of Interest may be directed to charlenem@cewilcanada.ca
before July 26, 2024

Request for Proposal (RFP) For Consultancy Services to Advance Quality Work-Integrated Learning (QWIL) Certification

Issued by: CEWIL Canada

Proposal Deadline: July 31, 2024

Maximum Budget: \$40,000 CAD

Who we are:

CEWIL Canada (Co-operative Education and Work-Integrated Learning) is a national organization dedicated to advancing post-secondary education through quality work-integrated learning experiences (WIL). With 1800 members in 160 different organizations, CEWIL Canada serves as a collaborative network connecting educational institutions, employers, and government bodies to enhance the quality and impact of work-integrated learning across Canada.

Quality Work-Integrated Learning:

Quality work-integrated learning refers to structured educational experiences that integrate theory with practical work experiences, providing students with the opportunity to apply their academic knowledge in real-world settings. Quality WIL experiences foster the development of essential skills, enhance employability, and contribute to the overall success of students in their academic and professional pursuits.

Quality WIL (QWIL) Certification Overview:

CEWIL Canada has been a leader in quality co-operative education and WIL in Canada for decades and has a long history in promoting quality standards. As an example, members of CEWIL Canada first established criteria and a process for the accreditation of co-operative education programs (co-op) in 1979. Accreditation standards were developed to establish co-op as an educational strategy and to provide leadership in ensuring quality co-op programming.

Since expanding its mandate in 2017 to include all forms of WIL, CEWIL Canada has worked to support the advancement of WIL in Canada through definitions, quality characteristics, its Innovation HUB, support of research, and national advocacy efforts.

CEWIL Canada's values of community, quality, integrity, learning, innovation, and respect are fundamental to its operations. Recently, there has been a focused effort on decolonization and equity, diversity, inclusion, and access (EDIA) throughout all levels of the organization: from the Board and its committees to the staff team, and in its programming. This journey of decolonization and EDIA is one of continuous growth and understanding, and such critical questioning is central to our work at every level of CEWIL Canada, including that of the QWIL committee approach to certification.

In 2023, a small working group at CEWIL Canada laid the groundwork for QWIL certification. They developed a draft framework specifically for QWIL administrators at Post-Secondary Institutions (PSIs) across Canada. This framework employs a systems thinking approach, grounded in research, inclusion, collaboration, and co-creation. It outlines considerations for

evaluating the quality of a WIL program and provides valuable reflective prompts for assessment and development. The draft framework will be shared with the person or team selected for this RFP.

The working group also designed a proposed process to support WIL program administrators applying for QWIL certification. This process functions like a course, where a cohort of WIL administrators from various institutions collaborate on their Quality WIL certification applications. It includes both synchronous and asynchronous check-ins throughout. By the end, participants will have completed their applications, ready for submission. The goal is to build on shared expertise, foster support, and create a sense of community among those engaged in the WIL Quality Certification process.

Who you are:

You have the following qualifications, skills, talents, and capabilities:

- An understanding of and commitment to the principles of decolonization, equity, diversity, and inclusion in the WIL context.
- Extensive background and current comprehension of quality WIL, with a holistic view of post-secondary education.
- Expertise in training, development, and building tools for large organizations, with strong facilitation skills for both synchronous and asynchronous environments.
- A recognized subject matter expert (through presentations, published research, teaching etc) in work-integrated learning or experiential learning is preferred.
- Strong understanding of certification and/or accreditation processes and frameworks.
- Experience in course or program evaluation
- Excellent communication skills, capable of addressing audiences with diverse perspectives.
- Strategic planning abilities, with efficiency and organization in approach to work, quickly adapting to challenges and crafting solutions that balance people, processes, and outcomes.
- Experience developing innovative and equitable program pricing models is ideal

We are conscious that many people experience barriers to post-secondary education. And while we place a high value on education, we are actively examining our role in perpetuating many of the systemic inequities within education. It may be that for some candidates, getting a degree helped them achieve the competencies this role requires, whereas others may have gained this experience in other ways. Either way, we welcome your candidacy.***Note:** If you have similar experiences, but do not meet the above exactly, we encourage you to go ahead and apply and elaborate in your application. If you've recently taken time off to tend to loved ones or for other reasons, please do apply — any related gaps on your resume will not impact our evaluation of your application.

What you will do:

CEWIL Canada seeks a consultant or consulting group to undertake the next stage of work in developing a certification program for quality work-integrated learning programs as described in more detail below. This quality WIL certification program (QWIL) will complement CEWIL Canada's accreditation process for co-op and be available for programs that fall into the other 8 types of WIL.

The selected consultant/team will be responsible for the following deliverables:

Coordinate a Pilot Test of the Framework and Process (Fall 2024)

- Collaboratively finalize the design for the pilot group's application preparation process, ensuring a blend of synchronous and asynchronous activities.
- Identify essential resources to support the pilot group as they navigate the application process for QWIL certification.
- Foster a community atmosphere within the pilot group, where mutual learning, sharing of expertise, and exchange of experiences are encouraged.
- Cultivate an inclusive environment that values participant feedback and insights, guiding future iterations and the formalization of the QWIL program.

Craft Evaluation Materials for Assessing Effectiveness

- Develop thoughtful evaluation materials, including surveys, focus group questions, or interview guides, to gauge the impact and effectiveness of the framework and application process.

Prepare a Report with Recommendations

- Generate a report documenting insights and recommendations gleaned from participant feedback and evaluation findings, guiding potential modifications to the framework and application process.

Propose Framework Enhancements

- Suggest refinements to the framework based on lessons learned and emerging best practices, fostering continuous improvement and adaptation.

Develop a Business Case for Implementation

- Collaboratively outline the benefits and potential impacts of implementing the refined framework, considering diverse perspectives from participant feedback and potential outcomes.

Propose an Inclusive Pricing Model

- Propose a pricing model given feedback from the various interested parties.

Note: Given timing constraints, we anticipate the QWIL Certification Steering Committee will solicit applications from WIL administrators interested in participating in the pilot testing of QWIL, and make decisions on the selection of the initial group. That is not the responsibility of the individual or team with the successful proposal, but will be a core piece of the evaluation

Budgets & Timelines:

Interested parties or individuals can work independently or as part of a team.

Regular reporting and consultation will take place with assigned members of the Certification Steering Committee, the Board of Directors, and CEWIL Canada's Executive Director.

The project will commence by August 2024 with an expected end date of deliverable date of April 2025.

The project budget is up to \$40,000.00 CAN.

Reporting:

The successful candidate or team will report regular progress to the Executive Director and may be asked to present progress to the Quality WIL Certification Steering Committee.

*The consultant(s) may be asked to present their work and processes to an Indigenous informed EDIA expert to ensure alignment with values and principles of CEWIL Canada.

Submission Guidelines:

Interested parties are invited to submit their proposals electronically to Charlene Marion, Executive Director (charlenem@cewilcanada.ca) no later than July 31, 2024.

Proposals should include:

- *Availability*: Confirm availability for Sept-Dec synchronous online facilitation (anticipating three or four meet times of 2-3 hrs each) and asynchronous support of the pilot group; precise timing to be coordinated between the facilitator and the pilot group
- *Supplementary Resources*: Provide examples of 2-3 existing supplementary resources that you think might be valuable to share with participants going through a WIL quality certification process
- *Participant Engagement and Community Building* (around 300 to 400 words): Provide a description of techniques that you would use to create a sense of community among an online group of participants – both synchronously and asynchronously, and if available, provide examples of how you have used these techniques in the past
- *Program Evaluation* (around 300 to 400 words) Provide a brief overview about what approach you would take to evaluating the success of the pilot providing examples, if available, of previous experience you have in program evaluation.
- *Past Experience*: Learned experienced, academic or non, that show individual and/or team qualifications, relevant experience in work-integrated learning.
- *Budget*: provide a simple overview of how the funds will be allocated.
- Any additional information you deem pertinent to the project.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- **Demonstrated understanding of quality work-integrated learning principles and challenges (20%)**
 - demonstrate an understanding of the core principles of work-integrated learning, including its goals, benefits, and key components.
 - showcase familiarity with established practices and guidelines for designing, implementing, and evaluating work-integrated learning experiences.
 - reflect an understanding of the diverse perspectives and interests of interested groups involved in work-integrated learning, including educational institutions, industry and community partners, and students.
 - be grounded in evidence-based research and practices, citing relevant literature, case studies, and empirical data when needed to support the proposed strategies and recommendations.
- **Qualifications and experience of the consulting team (30%)**
 - roles and relevant experience of each member of the team are outlined.
 - a research background in WIL or experiential learning is an asset
- **Clarity and feasibility of approach to participant engagement, community building and program evaluation (20%)**
 - approach to engagement and community building clearly stated and reflect best practices in online engagement
 - proposed timeline and approach for the collection of pilot evaluation data is clear, relevant and feasible.
- **Alignment with CEWIL Canada's values and principles (20%)**
 - addresses decolonization, equity, diversity, and inclusion in work-integrated learning, demonstrating an understanding of the importance of creating inclusive and accessible opportunities for all involved.
 - emphasizes the importance of ongoing evaluation, feedback, and continuous improvement processes to enhance the quality and impact of work-integrated learning experiences over time.
 - demonstrate the ability to adapt to evolving trends and emerging challenges in the field of work-integrated learning, as well as propose innovative solutions to enhance the quality and effectiveness of WIL programs.
- **Budget efficiency and value for money (10%)**
 - A simple budget describing how the funds for the project will be allocated

Note: with past projects there has been flexibility in how the funding has been allocated. For example, in some situations, the successful proposals have been from individuals working full-time at higher education institutions. In those cases, sometimes they have arranged with their employer to include this project as part of their role and have the funding directed to their institution. In other cases, individuals or groups have taken the project on as separate from their regular and have received the funding for the CEWIL Canada project as a stipend, separate from their regular role. Where relevant, it is important to have a discussion with your employer about what is possible.

Intellectual Property Ownership Statement:

All materials, including but not limited to rubrics, instructions, supporting materials, evaluation tools, and any other deliverables created during the course of this consultancy project, shall be deemed the sole and exclusive property of CEWIL Canada.

By submitting this proposal for services, the Consultant(s) and/or Consulting Group hereby acknowledge and agree that they shall not retain any rights, title, or interest in the aforementioned materials, and shall not use, reproduce, distribute, or disclose such materials for their own purposes or for the benefit of any third party without the prior written consent of CEWIL Canada.

Furthermore, the Consultant(s) and/or Consulting Group agree not to claim ownership of, or seek any intellectual property rights in, the materials created during the project, and shall take all necessary steps to ensure the protection and confidentiality of such materials.

This Intellectual Property Ownership Statement shall survive the termination or completion of the consultancy project and shall be binding upon the Consultant(s) and/or Consulting Group, their employees, agents, successors, and assigns.

Respect for Intellectual Property:

We highly value and respect the intellectual property and ideas of all applicants. Any materials, suggestions, or concepts submitted during the application process will be treated with the utmost confidentiality and integrity. We assure all applicants that their contributions will not be used or shared without their explicit consent.

Respect for you as an individual

At CEWIL Canada, it's our mission to build the capacity to develop future ready students and graduates through quality work-integrated learning and we know the part of building a successful WIL ecosystem, means tapping into our unique stories; of who we are, what we've experienced and how we think. We are committed to creating an inclusive environment and all qualified applicants will receive consideration for opportunities with CEWIL Canada regardless of race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, or disability. With this in mind, the selection committee will receive applications with name, location and dates removed by our human resources team in an effort to reduce biases in identifying information.

Accommodations will be provided for candidates taking part in all aspects of the selection process and if you are the successful applicant, we will discuss your needs and make sure you are set up for success.

Question & Answer Drop-in Session

Interested parties are welcome to join us for a [drop-in session](#) on July 22, 2024 at 1PM ET with their questions.

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CEWIL Canada reserves the right to accept or reject any proposal and to negotiate modifications to proposals that are deemed in the best interest of the organization. All inquiries regarding this RFP should be directed to charlenem@cewilcanada.ca.

This work is being funded by

