



July 20, 2013

RE: Request for Proposals
Project Title: Ignite Alberta: Survey and Focus Group Administration

Project Description:

The Ignite Alberta steering committee is seeking proposals to extend an ongoing conversation about the future of Alberta's post-secondary sector to student stakeholders on campuses and communities across the province. Topics such as the role of technology, quality of teaching and learning, as well as access and economy will shape this on-campus conversation.

Successful proposals will demonstrate facility in using focus groups and surveys to gather input from a diverse body of students at Alberta's twenty-six (26) post-secondary institutions. Feedback must also track demographic data of respondents including, but not limited to, age, sex, post-secondary institution, region and program of study. The winning bid will demonstrate the ability to deliver a final report that is not only on-time and on-budget but also innovative, resonant, and insightful.

RFP Details:

Issued by: Ignite Steering Committee
Maximum Project Budget: \$75,000.00
Proposal Due Date/Time: August 2, 2013 | 5:00 p.m. MST

Submit proposals to the following email: ed@albertastudents.ca

Proposals shall be prepared in accordance with the attached requirements stated in the RFP. Proposals will be held in confidence and not released to any person.

All questions regarding this RFP and Project should be sent in writing, via email to:

Ignite Steering Committee
Attn: Carol Neuman
Executive Director, Alberta Students' Executive Council
Phone: 780-756-4500
Email: ed@albertastudents.ca



Request for Proposal – Survey and focus group administration

This stage of the Ignite Alberta project requires support from a contractor who is experienced in interacting with community partners to gain feedback from campuses and communities about the future of Alberta’s post-secondary education system. The maximum budget available is seventy-five thousand (75,000.00) dollars Canadian.

Ignite Overview

Ignite: Ideas for Post-Secondary Education is a student organized initiative, the intent of which is to bring together stakeholders in Alberta’s post-secondary education to discuss the future of the province’s post-secondary education system. Organizational members of Ignite Alberta include the Council of Alberta University Students (CAUS), the Alberta Graduate Council (AGC), and the Alberta Students’ Executive Council (ASEC).

Following the inception of Ignite Alberta, a two-day conference looking at the future of Alberta’s post-secondary education system was hosted by AGC, ASEC, and CAUS at the University of Alberta on February 21st and 22nd, 2013. The objective of the conference was to gather feedback and ideas from a range of stakeholders including the government, post-secondary institutions, faculty, civil servants, industry, K-12 school boards, and – of course – students.

For more information on the Ignite conference, visit <http://digitalmedia.su.ualberta.ca/ignite> or refer to the post-conference report titled “What We Heard: post-conference report”

Project Name	RFP Deadline	RFP Number
Ignite Alberta: Survey and Focus Group Administration	August 2, 2013 5:00 pm MST	001
Main Contact/Project Manager	Steering Committee Member	Steering Committee Member
Carol Neuman P 780-756-4500 E ed@albertastudents.ca	Cameron McCoy P 780-497-5472 E sapresident@macewan.ca	Sean Glydon P 403-329-2780 E su.external@uleth.ca

Project Overview

Ignite Alberta is in need of a strategy/program for encouraging and tracking discussions with individuals on Alberta's post-secondary (PSE) campuses and communities. An ideal program will develop a survey of questions, drawn from the Ignite Post-Conference Report, to be administered to a wide variety of individuals at PSE campuses. The survey must be structured in such a way as to track demographic data including, but not limited to, age, sex, institution, region, and program. The survey may follow a one-on-one format, online format, or a blended approach.

In addition to the survey, a framework for convening and interviewing focus groups must be implemented. The framework should consist of an analysis of sample size, questions to compliment the survey, as well as include a methodology for operating the groups.

Ultimately, Ignite Alberta requires support to operate both the survey and focus groups on Alberta's PSE campuses and communities. The committee is offering three and half months and monetary compensation for the project. You will be required to send proofs and drafts periodically for when you need feedback or as you see fit, with a minimum check in every two weeks for a brief feedback session. Upon completion the project will be submitted via email in the form of a final report along with the data from focus groups and surveys

Proposal Content

- 500 word summary
- 1500 word description of the intended work including:
 - Research questions(s)
 - Research method(s)
 - Relevance of the intended work to the priority research areas
 - Budget and project timelines
- Curriculum Vitae of core team members (those who are involved directly in the proposed work)

Experience Requirements

- Previous experience with stakeholder or public engagement; including focus group development and management and survey development;
- One to three years of experience with communications and stakeholder engagement minimum;
- A portfolio of three past projects and three past client referrals;
- Web development and social media expertise required;
- Experience interacting with well-educated audiences from 18-60 years of age, with a focus on 18-34 year old Albertans; and
- Familiarity with the Alberta post-secondary education and political environment preferred.

Timeline (Projected)

Date Due	Responsibility	Description
August 16, 2013	Contractor	Submit first draft of survey/focus group Terms of Reference
August 19, 2013	Project Manager	Submit first draft feedback to contractor
August 23 2013	Contractor	Final Draft due of survey/focus group Terms of Reference
August 26, 2013	Project Manager	Submit final draft feedback to contractor
Second week of September	Contractor	Begin on-campus engagement
September 30, 2013	Contractor	Progress Report
October 21, 2013	Contractor	Finalize on-campus engagement
October 30, 2013	Contractor	Final Results assembled and submitted to Project Manager
November 3, 2013	Project Manager	Results feedback
November 15, 2013	Contractor	Final results compiled in to a final report outlining process, methodology, successes and gaps.

Deliverables

The contractor will provide facilitation, including meeting the deadlines established in the timeline above, to the project manager by November 15, 2013. It is planned that the



contractor will also present to the project manager and the Steering Committee of Ignite in November 2013, unless otherwise notified.

The contractor will also submit to the project manager the following reports:

- Survey and focus group terms of reference for review by August, 16 2013
- Progress report on student engagement by September 30, 2013
- Final results of on-campus engagement and survey results by October 30, 2013
- Final report of student engagement by November 15, 2013

Proposal Selection Criteria

The Steering Committee recognizes the need to establish clear criteria by which it will select a successful proposal. As a result, the Committee has decided to judge each proposal based on seven (7) factors. Proposals will be rated on a scale of one (1) to five (5) with respect to each factor. The ratings will then be calculated according to the weighting criteria as laid out below. The successful proposal will be that with the highest percentile ranking.

<u>Weighting (%)</u>	<u>Grade</u>	<u>Factor</u>
30	/5	Cost
10	/5	Familiarity with Alberta PSE system or Alberta political environment
10	/5	Organization demonstrates ability to manage and staff this project sufficiently
10	/5	Ability to meet timeline
15	/5	Application demonstrates clear understanding of project objectives
10	/5	Solution demonstrates creative approach to communicate with stakeholders
15	/5	Implementation plan reflects project end goals

Assumptions and Agreements

The successful contractor will:

- Attend all scheduled engagements sessions, related working group sessions, and other meetings as required throughout the duration of the contract;
- Have full cooperation of AGC, ASEC, and CAUS staff and officials and access to information necessary to meet the accountabilities set out in this request for proposal;
- Respond to reasonable inquiries of a successor upon the expiration or termination of the contract. It is expected that the successful proponent will allow the successor to review the working papers and documentation relating to the engagement.
- Inform and cooperate with the students' association and/or the students' union at a campus where the engagement is taking place.

The project manager will:

IGNITE

IDEAS FOR POST-SECONDARY EDUCATION

- Provide a reasonable level of resources (human and financial) to the successful contractor to meet the accountabilities set out in this request for proposal.

Response document sent by	Document delivery method	Address
Name	Email	
Delivery confirmed by		Document delivery date
November 15, 2013		November 15, 2013

APPENDIX – A ANTICIPATED TRAVEL REQUIREMENTS

Post-Secondary Institutions Participating in Focus Groups

- Edmonton
 - Concorida University College of Alberta
 - Kings University College
 - MacEan University
 - Northern Alberta Institute of Technology
 - NorQuest College
 - University of Alberta
- Red Deer
 - Red Deer College
- Olds
 - Olds College
- Calgary
 - Alberta College of Art & Design
 - Ambrose University College
 - Bow Valley College
 - Mount Royal University
 - Southern Alberta Institute of Technology
 - St. Mary's University College
 - University of Calgary
- Fort McMurray
 - Keyano College
- Lac La Biche
 - Portage College
- Grouard
 - Northern Lakes College
- Grande Prairie
 - Grande Prairie Regional College
- Medicine Hat
 - Medicine Hat College
- Lethbridge
 - Lethbridge College
 - University of Lethbridge
- Vermillion and/or Lloydminster
 - Lakeland College
- Lacombe
 - Canadian University College
- Digital
 - Athabasca University

Anticipated Travel Schedule

- 3 days Edmonton (1/2 day each campus)
- 3 days Calgary (1/2 day each campus)
- 1 day Olds/Red Deer (1/2 day each campus)
- 1 day Lethbridge (1/2 day each campus)
- 1 day Medicine Hat
- 2 days Grande Prairie (5 hours to/from Edmonton)
- 2 days Fort McMurray (5 hours to/from Edmonton)
- 1 day Grouard (add-on to Grande Prairie)
- 1 day Lac La Biche (add-on to Fort McMurray)
- 1 day Vermillion or Lloydminster (add-on to Fort McMurray)

Total travel days = 16 days

Total distance covered = 3600 km