REQUEST FOR PROPOSAL

Data collection and
impact reporting project

September 2023

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About Canada Learning Code

Canada Learning Code (CLC) is Canada's leading national charity championing computer science education. Canada Learning Code is proud to work from coast-to-coast-to-coast to ensure everyone in Canada has access to the knowledge they need to prosper in our digital world. Originally founded in 2011, today, Canada Learning Code operates in over 250 communities around the country, driving impact through program design and delivery, strategic partnerships, research and advocacy.

Objective/Overview

Canada Learning Code is seeking to engage a collaborative and strategic data collection solutions partner to help us strengthen our data collection practices and provide us with more visibility into how and when our resources are being used to teach, to support engagement and impact reporting.

Canada Learning Code would like to explore solutions to develop and implement data collection practices that go beyond using surveys sent to our target audiences and to set up our organization to collect data to be able to report impact without putting the responsibility on the communities we serve.

Scope of Work

The purpose of this Request for Proposal (RFP) is to engage a qualified vendor to undertake a comprehensive assessment and provide a detailed scope of work for a data collection and impact reporting project.

The scope of work should include a comprehensive analysis of the current data collection strategy and data collection methods, exploration of potential solutions, and recommendations for solution and implementation. The vendor must demonstrate expertise in conducting feasibility studies, requirements gathering, and proposing innovative and cost-effective solutions tailored to the project's specific needs. The scope of work provided by the vendor should outline a clear

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methodology, timeline, budget and any necessary resources required to complete the assessment phase successfully. The final deliverable will be a comprehensive report outlining the scope, objectives, requirements, and a detailed plan for its successful execution.

Project Goals

This includes:

- identification of data collection methods to meet our needs by audience
- identification and defining needs, requirements, and final product specifications

Timing

Note that timing is of the essence as we have an opportunity to secure/utilize funding for work to be undertaken this quarter (Q3 2023). Key dates identified below.

Key Dates

RFP Issued	Sep 28, 2023
Confirm participation	Oct 5, 2023
Quotes/information packages received by	Oct 12, 2023
Virtual Vendor Pitch Meetings	October 18 - 20, 2023
Confirmation of selected vendor	Oct 25, 2023
Contract start date	Oct 30, 2023

Background

Impact reporting is essential to our existence and it's required for us to be able to assess success, pitfalls and opportunities while also being used for reporting to funders and partners who support our work (and ultimately, are invested in our

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impact). We measure our impact in terms of Meaningful Learning Experiences (MLEs) and our [Theory of Change outcomes](). We collect data around MLEs, by calculating # of individuals by # of outcomes (per lesson plan, workshop or experience). We collect data on increase in confidence, pursuing further computer science education as well as demographic data.

Currently, Canada Learning Code leverages surveys as the only data collection method to validate our impact. Our current data collection method places a burden on our audience(s) and puts the onus of reporting on them.

We leverage the following four surveys for data collection:

Collection Method	Description
The CLC Events Survey	This survey is a gated engagement experience that is unlocked by our teachers and/or partners through completion of the form.
The Quarterly Survey	This survey goes to our large affiliate mailing list after each quarter ends with questions around whether they have taught a Canada Learning Code lesson to their students/community members within the past three months, along with additional questions around what that content is, and how many others they've taught. The following audiences are included in the deployment of the survey: 1. LMS - all LMS contacts, including those who do not subscribe to mailing list, 2. Eventbrite: everyone who took TLC experience with us in the past 2 years + previous quarter of current FY. 3. Anyone who enrolled in CLC Week of previous two years 4. TeacherCon participants 5. General mailing list (Segment: TLC) 6. Leads from gated "Download How-To Guide" 7. K-12 Educators & Community Organizations with whom our internal Code Squad has either communicated with or

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	delivered a workshop to in 2020 CY-2021 and and/or delivered a workshop to since Code Mobile inception (2016-2020) 8. Anyone on the Educator eNewsletter mailing list
The Always On Educator Survey	This survey is always open and is filled out by organizations we may partner with who teach our content, as well as those learners who use our Learning Management System (LMS). They report to us about their teaching and their students.
The Always On Facilitator Survey	This survey is always open and is filled out by volunteer facilitators (those without formal teacher training), this quarter, Teen. They reported to us about their Coding Clubs and their students.

These surveys are typically around 2-5 minutes in length and affiliates are provided with an incentive (typically a gift card) to report-back. The email lists vary from approximately 29,000 (quarterly survey) email addresses to 75,000 (annual survey) and is made up of individuals who are highly engaged, moderately engaged and not engaged at all. The most recent report-back rates for the quarterly survey range from 4.11% to 6.10% over the past year (and additional data for previous years and other surveys can be provided once the work has been awarded).

The only deviation from this average report-back % is seen across our always-on survey which has a response-rate of 90% attributed to the survey being a component of program completion. Here's a sample of our Q2 2023 quarterly affiliate survey.

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Submission Criteria

Vendors are required to submit an information package with:

- **background on the vendor**
- **case studies of relevant experience;**
- **approach to client services;**
- **fee structure**
- **and 2-3 client references.**

Vendors are asked to submit a breakdown for **each** phase of the overall project, so we can understand the costs associated with each piece/phase of work. We recommend also including any other recommendations for additional support and service based on your experience that will help to optimize results.

We are seeking competitive pricing that does not compromise on quality while also taking into account that we are a charitable organization.

Selection Criteria

The assessment of proposals and selection of vendors will be based on factors established by Canada Learning Code including, but not limited to:

- **Budget/Cost Effectiveness:** Fee structure for the projects outlined in this document, including any in-kind contribution to the project or other opportunities to augment or offset the budget (/35)

- **Proven Track Record:** Credentials, experience and stability of organization and proposed team, including experience with clients of similar scope and with similar requirements (/15)

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- **Strategic Thinking/Planning Approach:** Overall approach and strategy described/outlined in the proposal and firm capacity to perform the engagement within the specified timeframe (/30)

- **Alignment/fit with Canada Learning Code:** Understanding of Canada Learning Code's needs; perceived strength of proposed methodology and deliverables (/20)

Contact details

Please contact Pati Pazos, Director, Marketing and Communications at pati.pazos@canadalearningcode.ca to confirm your participation and submit your quotes and information packages in accordance with the key dates identified above.

In the subject line of any emails pertaining to this RFP process, please type:
Organization Name | Data Collection RFP | <insert topic you're addressing>
(i.e. Confirming participation, Submission of proposal, etc.)