CALL FOR INTEREST – E-Learning Course Building and Uploading Specialist

Provision of E-Learning Course Building and Uploading Services for the Canadian Association of Midwives (CAM)/ Association canadienne des sages-femmes (ACSF)

The Canadian Association of Midwives (CAM) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM no later than January 24th, 2025.

Questions related to the RFP can be submitted via email to Faduma Gure, CAM Learns Team Lead & Content Developer at fgure@canadianmidwives.org

Background / Overview of CAM Learns

Scope of Work

The Canadian Association of Midwives is looking for an e-learning course builder and uploading specialist to optimize user experience for learning content for midwives and other health care providers. The learning content will be hosted on our platform, CAM Learns (Absorb LMS), in the form of short-form (15 minutes) and long-form (hours may vary but possibly between 1-5 hours) courses and will be in both French and English. Each online course will contain content on a variety of relevant clinical and non-clinical topics. Course materials are not online and will need to be uploaded to our CAM Learns platform using our existing style and instructional design guidance and coupled with engaging multimedia (in the form of videos, photos and infographics) to ensure an enjoyable user experience.

CAM invites proposals from qualified candidates who will be expected to complete the following tasks:
-   Migrate existing content (from PowerPoint slides, storyboarding templates, word or PDF documents, etc.) to our CAM Learns platform (Absorb) via our Create tool, ensuring proper formatting and compliance with brand guidelines, and alignment with existing style and instructional design guidance.
-   Use basic coding and formatting techniques to optimize content functionality within the Absorb LMS to meet learners' needs (including knowledge of accessibility features).
-   Create templates and interactive components, including evaluation components such as short answers, quizzes, matching exercises, etc.
-   Produce engaging and visually compelling course materials (including the integration of video and other multimedia, voiceovers, subtitles and captions, and other accessibility features) that align with CAM's mission, using CAM's templates, instructional design guidelines, and guidance from CAM's instructional design consultants.
-   Duplicate course materials to ensure availability in both official languages, French and English
-   Support the preparation of course materials for quality assurance/testing, and support with future course revision processes.

Course building and uploading services are required frequently on an ongoing basis. CAM is looking to appoint or reappoint a consultant (individual or team) who are able to respond during peak periods and are available to start immediately.

Methodology and Approach to Assignment

Please submit an expression of interest including 2-3 examples of previous online learning content work, a cost proposal, and consider the below requirements and qualifications.

Bidders should elaborate on their core services, previous experience, company structure (if applicable), hours of service, and the size of project they are capable of taking on.

Requirements & Qualifications

- Extensive experience in creating and curating e-learning content, demonstrating proficiency in designing and uploading high-quality multimedia materials (with a preference for experience with the Absorb LMS).
- Proficiency in managing and updating course files, ensuring course materials, dates, and information remain current for future use and meet CAM's needs.
- Strong technical skills with authoring tools and Learning Management Systems, as well as experience working with multimedia elements like video, audio, and interactive content (experience with Absorb LMS and its course authoring tool Create is an asset)
- Instructional design and graphic design skills.
- Cultural awareness and sensitivity, essential for developing content that respects and effectively represents diverse communities and contexts.
- Flexibility and adaptability to work effectively with varying project requirements and timelines.
- Strong communication skills for collaborating with instructional designers, the CAM Learns team, CAM staff and subject matter experts to ensure course content accurately reflects the organization's mission and values.
- Demonstrated project management skills, with a focus on timely delivery of content and a strong attention to detail in the quality and accuracy of online courses.
- Experience working with clients in the healthcare or non-profit sectors, or a demonstrated understanding of the unique requirements and sensitivities of such organizations is an asset.
- Bilingual proficiency, if relevant to the diverse locations and communities served by the Canadian Association of Midwives, is an asset.

Proposal Submission

Submit your application to fgure@canadianmidwives.org in writing via email by January 24, 2025 with the subject '**E-Learning Course Building and Uploading Specialist**' with the following information:

1. Submit your expression of interest detailing your company profile and how you provide the above-mentioned qualifications and services.

2. Submit relevant examples of your work *(not applicable if you have previously held an agreement with CAM and submitted work)*.

3. Submit a cost proposal with a breakdown of rates (hourly, page, deliverable etc.), for the development/upload of both short form (15 minutes) and long-form (up to 4-5 hours) online courses. If your company has a pricing chart, please attach it. Please specify if any discounts or non-profit pricing are being offered.

4. Willingness to transfer ownership of all final materials to the Canadian Association of Midwives.

5. Please provide a minimum of two (2) client references from the past two years for activities like the current call of interest's Scope of Work *(not applicable if you have previously held an agreement with CAM and submitted work).*

Working with CAM

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our work is focused on ensuring more equitable access to high quality sexual, reproductive, and newborn midwifery services in Canada and globally. To achieve this, we work in partnership with the National Council of Indigenous Midwives (NCIM), midwifery associations, midwives, and relevant stakeholders. Our national and global programming is funded primarily through Global Affairs Canada, UNFPA, Health Canada, the Public Health Agency of Canada, other federal departments, private donors, and operational funding.

NCIM's mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. Both CAM and NCIM are governed autonomously but share infrastructure and human resources. Both organizations are staffed by a passionate team of individuals dedicated to providing support for midwives and Indigenous midwives and the profession of midwifery across Canada and globally.

The Canadian Association of Midwives is issuing a Request for Proposals (RFP) for an E-Learning Content Specialist. CAM is developing a series of online learning courses for midwives in Canada. The goal is to support the professional development of midwives in accessible, engaging formats through our new online learning platform.