REQUEST FOR PROPOSALS

Website Developer

Updates for Two Affiliated Websites

Physiotherapy Education Accreditation Canada

and

Occupational Therapist Assistant and Physiotherapy Assistant Education Accreditation Program

Issue Date: October 9, 2020
Response Deadline: October 28, 2020 at 3:00 pm EDT

OVERVIEW

Physiotherapy Education Accreditation Canada (*PEAC*) conducts accreditation reviews of Canada's fifteen physiotherapy education programs. PEAC also administers the Occupational Therapist Assistant and Physiotherapist Assistant Education Accreditation Program (*OTA & PTA EAP*), in collaboration with the Canadian Association of Occupational Therapists (*CAOT*). There are currently 29 affiliated education programs with the OTA & PTA EAP. PEAC is a founding member of the Association of Accrediting Agencies of Canada (*AAAC*) and both accrediting agencies are committed to following AAAC's *Guidelines for Good Practice* in the accreditation of professional programs.

PEAC is seeking individuals or firms to re-develop the following websites:

PEAC
OTA & PTA EAP

Neither website has been significantly revised since 2012. As such, they are not mobile responsive and do not meet industry standards for accessibility. The designs fall short in appealing to their various audiences and portraying the organizations as reputable leaders in the accreditation of education programs.

Both PEAC and the OTA & PTA EAP have recently updated or are in the process of updating their committee structures, accreditation standards and accrediting processes. Both programs require compelling websites that reflect these exciting advances and our trusted accreditation processes, and that provide easy access to useful information exchange by all stakeholders and the public.

DELIVERABLES

It is anticipated that both websites will have similar wireframes as both accrediting agencies follow similar operations. However, the visual design (look and feel) should be distinct. The OTA & PTA EAP's website must reflect that it is governed by both PEAC and CAOT so the colour palette will need to complement both organizations. Neither PEAC nor the OTA & PTA EAP has a current graphic designer so creating an appealing visual design is expected. Using a WordPress template and plug-ins is preferred. No e-commerce functions are needed.

Specifications for each website:

1. Adheres to the *Web Content Accessibility Guidelines (WCAG) 2.1*
2. Includes website analytics
3. Separates English and French sections
4. Includes search feature
5. Allows space for the addition of social media links (but not used at this time)
6. Provides intuitive content manager/editor, preferably using WordPress
7. Provides a forms function (e.g., complete this form if you are interested in X)
8. Acts as a portal with restricted access to:

a. learning modules housed either within our domain or an external learning management system; and

b. a dashboard where learners may track their progress in completing learning modules.

9. Allows for the migration of pre-existing learning modules which would require a password for registered users' access.

10. Appeals to audiences that include but are not limited to:

   a. Education programs – those currently accredited or affiliated and those considering accreditation:

      i. Senior leadership responsible for approving participation in the accreditation process.
      ii. Program coordinators, faculty and administrative staff responsible for ensuring their program meets the initial and ongoing requirements of accreditation.
      iii. Current students.

   b. Peer reviewers and committee members requiring access to training modules and other static resources.

   c. Students applying to education programs (or their parents) who wish to understand the various levels of accreditation and their impact on job prospects post-graduation.

   d. Potential volunteers:

      i. Physiotherapists, occupational therapists, occupational therapist assistants (OTAs) and physiotherapist assistants (PTAs), educators, and others interested in becoming peer reviewers.
      ii. Physiotherapists, occupational therapists, OTAs and PTAs, educators, and others interested in volunteering on committees or as Board members.

   e. Employers of physiotherapists, occupational therapists, OTAs and PTAs.

   f. Governing bodies (PEAC and CAOT) and their respective boards and staff.

   g. Other affiliated professional organizations (e.g., national and international associations representing the professions, educators, regulators).

   h. Governmental ministries or departments responsible for the oversight of post-secondary education.

   i. Other accrediting agencies (e.g., members of AAAC).

Most content for the websites would differ and be developed by PEAC and OTA & PTA EAP staff. While graduating from an accredited physiotherapy education programs is required as a step toward licensure to practice as a physiotherapist, OTAs and PTAs do not require licensure to practice, although graduating from an accredited education program is required by some employers. This leads to the conclusion by some senior

decision makers that accreditation of OTA & PTA education programs is voluntary, and the cost benefits are scrutinized more carefully. Our accreditation programs depend on accreditation fees (paid annually by affiliated education program) to operate. Therefore, retention of those accredited or affiliated education programs is essential and increasing the number of education programs is desirable. The content related to communicating the benefits of accreditation to the various audiences will be enhanced. Much of the current content is available only as downloadable PDFs. This content will be deconstructed, updated, and converted to various topics and cluster pages with appropriate calls to actions included. Except for training modules, all content will be open to all visitors.

HOSTING

Currently the websites are hosted by *GreenGeeks* Web Hosting and the preference is to continue with this company.

ROLES AND RESPONSIBILITIES

Both PEAC and OTA & PTA EAP are conducting web audits to help inform improvements to the websites' navigation, content, usability, and appeal. The results of these audits will be shared with the successful bidder.

The contracted web developer/designer will work with staff to finalize the wireframes, and to ensure a common look and feel that is consistent with each organization's brand. They will also provide training for a small number of program staff (3) on how to update the website and analyze website traffic data. Program staff will populate the newly designed websites.

Images would be sourced from royalty free sources with appropriate acknowledgements or licensed according to distributor fees.

The contractor will report directly to PEAC staff with regular written updates provided to the Board of Directors of PEAC as needed.

TIMELINES

The contract will begin on November 8, 2020 and is expected to take approximately 6 months to complete. A proposed schedule is provided below.

Timing	Activity
October 9, 2020	RFP Issued
October 28, 2020	Proposals due
November 5, 2020	Vendor selected
November 9, 2020	Contract signed
November, 2020	Initial meeting with staff to review websites' audit results
December 2020/January 2021	Finalize wireframes and review with staff
January 2021	Interim written report
March 2021	Site development and uploading of content
April 2020	Testing and revision
June 2021	Training and orientation
June 2021	Site launched
June 2021	Final written report

ASSUMPTIONS

- PEAC reserves the right to refuse all bids received.
- The contractor will provide written status reports to PEAC staff as required.
- Bids are not to exceed $20,000 (exclusive of applicable taxes – i.e. GST/HST).
- Although not included in this contract, contractors must be available for ongoing support/trouble shooting, and future enhancements or customization.
- All documents produced in this project will become the exclusive property of PEAC.
- No part of this project is to be subcontracted without prior permission of PEAC.

PROPOSAL FORMAT

Please include the following:

1. An introductory section that describes the intended methodology and shows that the bidder clearly understands the scope and intent of the project and how to approach this type of work.
2. A work plan detailing timelines, key activities, deliverables, communications, personnel and associated costs.
3. A brief account of projects the bidder has completed in the past with specific attention to those dealing with the development of sites for similar clients (links to these sites should be provided).
4. A brief curriculum vitae/bio of all the personnel involved.
5. Two or three references of clients from similar projects PEAC may contact at its discretion.

PREPARATION OF PROPOSALS

- Proposals are to be sent to the Executive Director Kathy Davidson *by email at: kathy.davidson@peac-aepc.ca*

Proposals are to be received no later than October 28, 2020 at 3:00 p.m. EDT.

- Questions regarding the RFP are to be sent to the OTA & PTA Program Manager Mary Clark by *email to: mary.clark@otapta.ca*

CRITERIA FOR REVIEW OF PROPOSALS

The following criteria will be considered when reviewing proposals:

- Understanding of requirements – the proposal demonstrates that the respondent has a clear understanding of the scope and nature of the work required.
- Suitability of the proposed methods/approach.
- Plan meets the stated objectives within the $20,000 limit.
- Appropriateness of the timeline for completion.
- Qualifications and related experience – of both the organization (if applicable) and the individual(s) assigned to the project.
- References from clients for whom the organization/individual has completed similar projects.