



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Request for Proposals:

**Development of visual identity and website for
TRIEC's Professional Immigrant Networks**



REQUEST FOR PROPOSAL

The Toronto Region Immigration Employment Council (TRIEC) is requesting Proposals from qualified Proponents for the provision of services as outlined in the Request.

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SECTION 1: GENERAL INFORMATION AND INSTRUCTIONS

1. Proposals must be received by 5 p.m. local time on **Friday, April 1, 2011** at:

Contact: Tulan Ma
IT Systems Analyst

Address: 901-170 Bloor Street West
Toronto, ON
M5S 1T9

Phone: 416-944-1946, x239
Email: tma@triec.ca

2. Proposals received after the time and date noted will be rejected and returned to the proponent unopened.
3. Four copies are to be submitted stating: Proponent's Name, Project Title and closing time and date on the outside of the envelope or package.
4. TRIEC will not be responsible for any proposal that:
 - does not indicate the Proponent's Name, Project Title and closing time and date;
 - is delivered to any address other than that provided above.
5. Proponents may not amend their proposal after the closing time and date, unless as a result of negotiations commenced by TRIEC, but may withdraw their proposal at any time.
6. Facsimile transmitted proposals will not be accepted.
7. Email transmitted proposals will not be accepted unless previous arrangements have been made and agreed by the contact above.
8. This is not a Request for Tender or otherwise an offer. TRIEC is not bound to accept the proposal that provides for the lowest cost or price to TRIEC nor any proposal of those submitted.
9. Notice in writing to a proponent and the subsequent execution of a written agreement shall constitute the making of a contract. No proponent shall acquire any legal or equitable rights or privileges whatever until the contract is signed.
10. TRIEC reserves the right to negotiate with the highest rated proponent or re-invite proposals from the highest rated proponents without going to a public proposal call.
11. If a contract is to be awarded as a result of this Request for Proposal, it shall be awarded to the proponent who is responsible and responsive and whose proposal provides the best potential value to TRIEC. Responsible means the capability in all respects to perform fully the contract requirements and the integrity and reliability to assure performance of the contract obligations.



The contract to be entered into with the successful proponent may include the whole or relevant portions of the Request for Proposal as well as such other terms as may mutually be agreed upon arising from any

12. In the event of any inconsistency or conflict between the provisions contained in this Request for Proposal, or the successful proposal and the contract to be entered into with the successful proponent, the provision of the contract shall govern.
13. TRIEC has the right to cancel this Request for Proposal at any time and to reissue it for any reason whatsoever without incurring any liability and no proponent will have any claim against TRIEC as a consequence.
14. Any amendments made by TRIEC to this Request for Proposal will be issued in writing and sent to all that have received the documents.
15. An evaluation committee will review each proposal. TRIEC reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.
16. Proposals may be short-listed. Proponents who are short-listed may be requested to make a formal presentation. Should this occur, marks for presentation will be allocated by a reassessment of the original scoring. Such presentations shall be made at the cost of the proponent.
17. The proposal and accompanying documentation submitted by the proponents will not be returned.
18. Each proponent is required to disclose any instances, which may cause a conflict of interest. If such disclosures are made, the proponent is required to indicate the manner in which they intend to address such conflicts. Where TRIEC is not satisfied with the manner in which the proponent intends to address such conflicts, TRIEC, in its sole discretion, may refuse to consider the proponent's proposal.
19. TRIEC also reserves the right to disqualify any proponent if any instances, disclosed from any other source, create a conflict of interest.
20. The submission of this Request for Proposal shall be structured as shown in Section III.
21. All questions or enquiries concerning this Request for Proposals should be submitted in writing electronically and be submitted no later than five (5) calendar days prior to the proposal deadline and should be directed to:

| | |
|-----------------|---|
| Contact: | Tulan Ma IT Systems Analyst |
| Address: | 901-170 Bloor Street West Toronto, ON M5S 1T9 |
| Phone: | 416-944-1946 x239 |
| Email: | tma@triec.ca |

Verbal responses to any enquiry cannot be relied upon and are not binding on either party.



SECTION 2: TERMS OF REFERENCE

1. Project Identification

Title: Development of brand identity and website for TRIEC's Professional Immigrants Networks

Location: 901-170 Bloor Street West, Toronto, ON, M5H 1T9

The Toronto Region Immigrant Employment Council ("TRIEC") is issuing this RFP in order to obtain proposals from Respondents for the design and development of a website for a new initiative called Professional Immigrant Networks (PINs). The PINs website will be online community for PINs and stakeholders to share news and resources and exchange information and learning. It will be a community where PINs leaders can connect with other leaders and stakeholders, access information about PINs in their sectors and exchange skills and resources. The website will profile PINs and their leaders, network events, successful practices, resources and how-to kits. It will also showcase the TRIEC's work with PINs in the areas of capacity building, leadership development and creating effective working relationships between the PINs and stakeholders. The website also needs to be interoperable with PINs and stakeholder websites to draw content from other each.

The purpose of this RFP is to obtain the services of a Contractor to:

1. Develop the functional specification and information architecture for the Professional Immigrant Networks (PINs) website
2. Develop the visual identity for the Professional Immigrant Networks
3. Develop the web site design and visual for the PINs website, and
4. Build the PINs website based on a user-friendly, cost-effective content management system

2. Background Information

Established in September 2003, TRIEC (www.triec.ca) is comprised of members representing various groups: employers, labour, occupational regulatory bodies, post-secondary institutions, assessment service providers, community organizations, and all three levels of government.

In June 2002, the Toronto City Summit - a conference of leaders representing the city's various sectors and communities - was held to assess the Toronto Region's strengths and challenges, and shape future directions to move the region forward. Following the Summit, the Toronto City Summit Alliance (TCSA) was formed to address the challenges the Summit identified as critical to a shared future.

The TCSA identified the inclusion of immigrants into the labour market as a key challenge facing the Toronto Region. Employment is a very significant part of settlement, and immigrants face many barriers to employment. To face this challenge Maytree, along with the TCSA, formed TRIEC.

TRIEC's primary mission is to create and champion solutions to better integrate skilled immigrants in the Greater Toronto Region labour market. To achieve this mission, the council focuses on three objectives:

1. To convene and collaborate with partners, creating opportunities for skilled immigrants to connect to the local labour market.



2. To work with key stakeholders, particularly employers, building their awareness and capacity to better integrate skilled immigrants into the workforce.
3. To work with all levels of government, enhancing coordination and effecting more responsive policy and programs for skilled immigrant employment.

The PINs initiative

<http://triec.ca/programs/ImmigrantNetworks>

In keeping with TRIEC's core mission to create solutions to better integrate skilled immigrants into the labour market, TRIEC launched the Professional Immigrant Networks (PINs) initiative in 2009. The goal is to work collaboratively with immigrant networks to increase their capacity, so they can achieve more success in connecting their skilled immigrant members to meaningful employment.

What is a Professional Immigrant Network (PIN)?

TRIEC defines professional immigrant networks as: organized, volunteer-run groups created by and for internationally-educated and experienced professionals who seek to:

- create a forum to contribute to and enrich their respective communities
- cultivate social capital
- find meaningful employment, primarily in their areas of professional practice
- sharpen their skills-set, and
- keep abreast with current trends and changes in their respective sectors

Background

As a pilot in 2007/08, TRIEC offered support to one professional immigrant network, the Communications, Advertising and Marketing Professionals (CAMP). As a result of this initial experience and subsequent conversations with other networks, it became evident to TRIEC that the most effective way to maximize the potential of these networks was to build and support a "network of networks." Through this network of networks, these organizations can increase their individual and collective capacity to assist their members in integrating quickly into the labour market in the right jobs.

Various stakeholders, such as employers, government, professional associations and service providers, expressed the need to develop ways to more systematically connect to professional immigrant networks to channel information, to recruit for employment and membership, to expand markets and to offer services and supports.

Program Objectives

The objectives of the program are:

Objective 1: Strengthen the individual and collective organizational capacity of the networks.

Proposed activities:

- Create learning exchange forums and tools to develop expertise in areas such as mentoring, funding and fundraising, leveraging the web, marketing and outreach, media skills
- Develop a robust online platform for the networks to:
 - Exchange and share information, tools, practices and skills among networks



- Flow information from government, employers, service providers, and regulators to the networks

Objective 2: Create effective working relationships between the networks and employers, professional associations, service providers, government, and other relevant stakeholders.

Proposed activities:

- Link employers to relevant networks to promote targeted recruitment initiatives
- Link service providers providing targeted bridging programs with networks in the sectors they are serving
- Identify partnerships opportunities between networks and other stakeholders

Objective 3: Create a network of professional immigrant network leaders and support their development as effective leaders.

Proposed activities:

- Build a leadership channel that can provide advice and direction on the development of the network of networks
- Refer network leaders to leadership development opportunities
- Inform network leaders of opportunities for participation in consultations on immigrant employment integration to strengthen the voice of immigrant professional leaders
- Encourage government and other stakeholders to draw on network leaders for input on policy and program development

3. Assumptions and Constraints

Constraints

- Data server must be physically located in Canada
- The application must have the capability to interface to other applications and facilitate information exchange using XML or standard CSV file formats
- Must use Internet Explorer 7 or higher
- Implementation must be completed by **September 1st, 2011**

4. Scope/Statement of Work

Phase I

- Project envisioning and planning
- Develop the functional specification and information architecture for the Professional Immigrant Networks(PINs)

Phase II

- Conduct visual identity consultation
- Develop a brand identity. Design elements include: logo, website design, identity / collateral standards,
- Website design and layout



Phase III

- Build/develop website
- User acceptance testing

Phase IV

- User training
 - System documentation (for system administrator)

4. Project Deliverables

The project team will work directly with TRIEC's IT systems analyst and also work closely with TRIEC's program development manager.

Deliverables will include:

- Project management
- General consulting to TRIEC about building an online community of PINs leaders and stakeholders
- Website design and visual for the PINs website
- The expression of PINs brand identity across collaterals; specific design elements include:
 - Logo
 - Website design
 - Identity / collateral standards
- System administrator training
- Project Management operations, milestones, etc. – according to PMBOK methodology
- Status reviews with TRIEC and its agent

5. Schedule

TRIEC anticipates the following timelines:

April-May 2011

Phase I

- Project envisioning and planning
- Develop the functional specification and information architecture for the Professional Immigrant Networks(PINs)

Phase II

- Conduct a branding exercise
- Develop a brand identity.
- Website design and layout

June-July 2010

Phase III

- Build/develop website
- User acceptance testing



August 2011

Phase IV

- User training
- System documentation (for system administrator)

September 2010

Launch website. Website must be completed no later than **September 1st, 2011**.

6. Brand identity

An PINs logo should bring should be consistent with TRIEC look and feel.

Approach

- Conduct visual identity consultation
- Present 2 – 3 distinct visual directions for brand mark
- Finalize identity
 - Design elements include: logo, website design, identity / collateral standards
- Handover design files to TRIEC for development of other materials

7. Website and CMS Components

Goals and Objectives

A main component in the development of a network of professional immigrant networks (PINs) is a website. This will serve as a virtual hub for PINs to share information, knowledge and skills and to interact with other PINs and stakeholders.

The website goals are listed below. They are ranked according to priority.

1. To serve as communication portal for TRIEC, PINs and stakeholders on the PINs initiatives
2. To serve as a central directory of PINs
3. To disseminate information about PINs
4. To provide resources and access to information to PINs and stakeholders
5. To increase interchange of skills and knowledge among PINs
6. To increase communication and information flow among PINs and between PINs other stakeholders
7. To create awareness of the PINs initiative

The objectives of the website are listed below. They are grouped by the three main user groups: PINs leaders, stakeholders and TRIEC.

PINs leaders

- To provide a forum for PINs leaders to connect and learn more about other PINs
- To provide PINs leaders with an easy and quick way to have discussions and share ideas and experiences with other PINs leaders
- To provide PINs leaders with a tool to share their network's news & updates, events and resources with other PINs



- To provide PINs leaders with a way to post available physical resources (meeting and event spaces)

Stakeholders

- To provide a forum for stakeholders to connect and learn more about PINs,
- To enable stakeholders to share information about their program and services to PINs
- To enable stakeholders (employers) to email job postings specific PINs
- To enable stakeholders to share news, updates and events
- To provide stakeholders with a way to post available physical resources (meeting and event spaces)

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- To enable TRIEC to manage and maintain a central directory of PINs
- Enable TRIEC to communicate to PINs and stakeholders the PINs project
- Enable TRIEC to share information and knowledge to PINs
- To update and inform PINs and stakeholders on the PINs initiatives
- Enable TRIEC to initiate and convene conversations among PINs and stakeholders

A. Website Components

1. The PINs directory and search

TRIEC has identified close to 50 new and established sector and ethno-specific professional groups run by and for skilled immigrants. The core content of the PINs website will be a directory of professional immigrant networks (PINs) organized by ethnicity, sector and profession and leaders. Each network will have a network profile page and a leader profile page.

The network profile page will contain the network's objective and mission, link to the network's website, contact information, activities, member demographics, membership fee and benefits, etc. The leader profile page will list the leader's professional background, areas of expertise, contact information, etc.

The network and leader profile pages will visually display in the format of a percentage bar the percentage of the profile information is completed.

2. The directory search and reporting

We will be able to:

- Search the directory by keywords and browse by sector/profession, ethnicity, leaders, and alphabetical
- Generate statistical reports such as
 - the number of networks in the directory
 - the number of networks in the directory in a specific sector, profession, ethnicity, or any data field in the network's profile

3. E-library

An easy-to-search e-library of related resources, tools and links. We will use tagging and thematic categorization to dynamically organize e-library content and provide links across related content areas.



4. Encouraging connection and learning exchange

The website will include a variety of social networking and communication tools to build an online community of PINs, encourage connection and conversations among PINs leaders and create awareness about the work being undertaken PINs and TRIEC. They include:

- **Discussion forum**
A forum for discussion, Q & A, information exchange and shared experiences that will be used by PINs leaders
- **Skills Exchange forum**
A forum for PINs leaders to post skills/expertise to shared or required
- **Event Calendar.**
Listings will include:
 - Face-to-face learning events and workshops:
 - Learning Exchange
 - Partnership Development
 - Leadership Development
 - PINs events:
 - PINs membership events
 - Networking events
 - Stakeholders events
 - Employers events
 - Program and services
- **Resource Board**
A resource board for PINs leaders to post available resources (meeting rooms, computer lab, etc)
- **E-newsletter** sharing news & updates, learning and upcoming events.
- **News and Updates Feeds**
News and updates posted by PINs leaders and stakeholders are fed directly to the website's News and Updates section

5. Contributing Content and Sharing Resources

We want to encourage PINs leaders and stakeholders to contribute content and share resource to the PINs website. We will use a user-friendly (for PINs leaders and stakeholders) and easy to manage way (for TRIEC admin) to collect, review and publish content and resources contributed by PINs leaders and stakeholders.

The Content Management System (CMS) will have the ability to capture the content in a structured format (e.g. via a form) which can be reviewed by the TRIEC administrator and posted to the website with minimal re-formatting.

The CMS will also have the ability to automatically display on the content the contributor of the content/resource. For example 'This link/article/resource was contributed by John Doe of Network X.

The type of content and resources include:

- **Submit an event**
An easy and user friendly way for PINs leaders and stakeholders to post their events to PINs calendar
- **Suggest a resource**
PINs leaders and stakeholders can easily suggest a resource by posting a useful link, uploading a resource document to the site's resources section
- **Submit a volunteer opportunity**
PINs leaders and stakeholders can post a volunteer opportunity (with contact details and position description) to the volunteer opportunity of the site



- **Email a job posting**
Employers can generate a sector specific email distribution list from the PINs directory and email a job posting to targeted PINs
- **Submit a success story**
PINs leaders can submit a success story about their members, partnership with other stakeholders to the site

B. CMS Component

1. Content Publishing Tools

An important source of information will be PINs and stakeholders' websites. There is a wealth of immigrant employment, integration and service information from employers and immigrant servicing organization which we would like to draw from. The PINs website must have the capacity to interoperate with other site. We want to be able to publish and pull targeted content to and from other websites. We are looking for suggestions on how we can accomplish this task. It can be via:

- A custom widget allowing PINs leaders to choose the content publish to their own website
- A custom widget which allow TRIEC to pull content from the network websites
- RSS feed

We also want to be able to:

- Publish content to directly to our PINs LinkedIn page
- Publish and share content to a variety of social networking sites via the **ShareThis toolbar**

2. Email

We would like to the CMS to have the following email function:

- The ability to generate an sector specific email distribution list from PINs directory
- The ability for TRIEC administration to send group emails to the different user groups
- The ability for Stakeholders to email job postings to selected PINs
- The ability for PINs leaders and stakeholder to direct message each via the website

3. User management and tracking

There are three main user groups for the website: PINs leaders, stakeholders, TRIEC administrator. Each user groups will have multiple user roles outlined in the table below.

| User groups | Roles | | | | | | |
|------------------------------|------------------|---------------------|----------------|-------------------|------------------|-----------------|-------------------------------|
| | Content consumer | Content contributor | Content editor | Forum participant | Content approver | Content creator | Site Administrator /Moderator |
| PINS leaders | X | X | X | X | | | |
| Stakeholders | | | | | | | |
| – Employers | X | X | | X | | | |
| – Immigrant serving agencies | X | X | | X | | | |
| – Regulators | X | X | | X | | | |
| – Government | X | X | | X | | | |
| – Professional Associations | X | X | | X | | | |
| TRIEC administrator | | | X | X | X | X | X |



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Content consumer: PINs leaders, stakeholders and immigrants/PINs members

Content contributor: Content contributors are PINs leaders and stakeholders

Content editor: PINs leaders can edit and update their own network and leader's profile

Forum participant: PINs leaders, stakeholders and TRIEC

Content creator: TRIEC staff

Content approver: TRIEC staff

Site administrator/moderator: TRIEC staff

User management

- The ability to create and manage user groups,
- Automatic password retrieval

User tracking

- The ability to track user participation in forum (who was speaking with whom)
- The ability to generate and export user lists with data field columns



SECTION 3: INFORMATION REQUESTED

The following information should be provided in each proposal. As this information will be utilized in evaluating each responsive proposal submitted, Proponents are encouraged to use the *same* headings to present their proposal.

General Information

Proponent

Proponents are requested to provide information about their company as listed below:

- Full Legal Name
- Business Address
- Postal Address
- Contact Person
- Contact Phone Number
- Contact fax Number
- Contact e-mail Address
- Year Founded
- Primary Business
- Head Office Locations
- Office Location nearest to 170 Bloor Street west, Toronto, ON, M5S 1T9

Company Overview

Proponents should:

- Provide a brief history of their company and the location of corporate headquarters and offices
- Describe what differentiates their organization from their competitors
- List any awards or industry recognition the company has received

Proponent's Past Relevant Experience

The experience of the responding organization should include:

- Experience building online communities
- Web development for organizations having 20+ employees
- Brand identity and website design experience
- Number of years the proponent has been in business

The experience of the team proposed should include:

- 5 years web development, design and implementation for organizations having 20+ employees
- 5 years brand identity and website design for organizations having 20+ employees
- Experience with similar project – i.e. building online communities
- Project management skills utilizing PMBOK methodology



Team

Describe the team in terms of responsibilities, decision-making and the role each member of the team will play. In particular:

- Who will have the overall responsibility for managing the project team? What experience does this person have managing a team on similar projects? In particular, describe the manager's experience on at least two similar projects.
- What experiences do other key members of the team bring to the project? Identify any similar projects they may have worked on.

References

Include 3 references, stating for each:

- The contact person, title, organization, address, telephone number and email
- The industry of the organization
- The assignment(s) carried out, duration, results and benefits

Project Schedule

Include a workplan for the project, indicating tasks, their duration, individual (s) carrying out the task, and phasing. A breakdown of costs by phase will be valuable.

Fees and Expenses/Disbursements

The proposal must propose a fee, plus estimates for expenses/disbursements.

Other requirements could include:

- Total cost of the project including the role for each team member, daily/hourly rate for each team member and estimated total number of days/hours for each member, a cost breakdown by resource will be valuable
- A cost breakdown post-implementation costs (hosting and support and maintenance)
- Provide a statement of charges for any additional charges to be incurred
- Bid Prices must be stated in actual dollars and cents expressed in Canadian funds
- Prices should be broken out to include costs and applicable taxes

Format of Submission

Respondents are requested to submit responses in the format shown below. Failure to follow this format may result in disqualification.

Bidders must prepare proposals in the following manner:

1. General information

- Name of contact person, title, address, telephone number, e-mail address of contact
- Clearly indicate the Request for Proposal reference and description on which you are bidding



2. Brief narrative about the history and experience of the firm
 - Date of Inception
 - Key Stakeholders
 - Types of Assignment
 - Key verticals
 - Typical Approach
 - Resources of the Firm
 - Relevant Experience with similar projects
3. Your understanding of requirements and the services to be performed
 - Your understanding of services to be performed
 - Proponents should:
 - Demonstrate their understanding of the work involved.
 - Explain the approach to meeting the overall scope and objectives.
 - Explain the approach to meeting the specific objectives, including key risks
 - Identify significant factors, risks, site trips, meeting, budget, client reporting and other significant events or activities.
 - Provide a schedule showing when the planning, execution and reporting phase of the project will begin and end.
4. List benchmark timelines for overall project management.
 - What services you will provide
 - Inclusions (indicate any services or functions that you consider as 'Optional')
 - Exclusions
 - When you can start the project
5. Approach, methodology and project plan
 - Approach
 - Methodology
 - Project Plan for Implementation
 - Tasks
 - Task Duration
 - Person (title) assigned to each task
 - Any phasing
 - Overall duration
6. Composition of team
 - Indicate each team member and his/her experience in similar projects
 - Indicate the extent of required assistance by TRIEC (and its agent) staff and indicate the nature of such assistance.
7. Fees and budget
 - Provide a stipulated sum for the proposal using the 'Pricing Summary' table below.



- Please indicate how the fees are calculated i.e. indicate number of days and the ‘per diem’ rate for each resource.
- Describe basic services to be included and list services for which additional fees will be charged as well as the method of calculating these charges.
- Include a breakdown of any licensing, maintenance or other ongoing costs related to the use of the system.
- Please note that all quoted prices must be in Canadian currency, and all applicable duties and taxes are to be indicated separately.

| Pricing Summary | | |
|---|--------------------|-------------|
| Item | Description | Cost |
| Set-up & Implementation | | |
| A. Brand Identity | | |
| B. Website development | | |
| C. Project management | | |
| D. Training | | |
| E. Item X | | |
| Sub-total | | |
| Ongoing (post implementation, ongoing cost) | | |
| A. Web service hosting | | |
| B. Technical support and maintenance | | |
| C. Item X | | |
| Sub-total | | |
| Total | | |
| Professional service (the ‘per diem’ rate for each resource) | | |
| A. Resource X | | |
| B. Resource Y | | |

8. Other Information
Provide other information that may support the proposal including any value-added services.



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SECTION 5: PROPOSAL EVALUATION CRITERIA

The evaluation and assessment of Proposals will be based on the following factors including, but not necessarily limited to:

1. Understanding of project
2. Workplan and timeline
3. Demonstrated past experience
4. Proposed budget
5. References

The above evaluation criteria have been provided as examples only of the types of criteria that may be used in evaluating Proposals. The above list is not in any order of priority and TRIEC reserves the right to apply weighting factors to any or all of the evaluation criteria.