

PHE Journal RFP

This Request for Proposals (RFP) is being issued to identify an individual or agency (hereinafter referenced as agency) to support Physical and Health Education Canada (PHE Canada) in the planning, development, and implementation of the online PHE Journal redesign.

Background

Established in 1933, PHE Canada is a national charitable association and Canada's recognized leader in physical and health education. Physical and Health Education Canada (PHE Canada) empowers the PHE Community (teachers, administrators, students, academics, and other healthy school champions) with quality programs, professional development services, and community activations to ensure equitable access to the benefits of quality physical and health education and healthy learning environments. By promoting and advancing quality physical and health education and healthy learning environments, PHE Canada helps ensure each and every child and youth in Canada has the knowledge, skills, and attitudes to lead resilient, active, and healthy lives. Our strong brand and reputation stems from our history and continued and unrelenting commitment to developing and delivering leading edge, quality programs and services that support the PHE Community and the healthy development of all children and youth across the country. Our programs and services are being used by thousands of educators across the country and impacting the lives of millions of children and youth.

Started in 1952, the PHE Journal was a print publication featuring and sharing practical and peer-reviewed articles dealing with school physical education, active living, fitness, health education, intramurals, teacher education, assessment, and lesson plans. Issues were distributed to hundreds individual and institutional subscribers across Canada and the abroad. In 2014, the PHE Journal converted to a digital format (journal.phecanada.ca), offering both individual and institutional subscriptions, and maintaining its commitment to providing the PHE Community with quality content to inform programming and practice of PHE Community members everywhere.

Building on this history, PHE Canada is looking to develop the next evolution of the PHE Journal in order to better respond to the needs and expectations of today's PHE Canada members, delivery mechanisms, content consumption habits, and available technologies.

PHE Journal

The goal/vision of the PHE Journal is to provide teachers (in-service and pre-service), academics, administrators, students, and other healthy school champions with a robust platform through which they can find, consume, and share particular content, including but not limited to PHE articles, blogs, research papers, teacher/community spotlights/success stories, podcasts, webinars, videos, and other media. The vision and goal of the PHE Journal is to provide the following:

- A dynamic, well-organized, and user-friendly interface to display different types of content.
- Allow users to quickly and easily sort through and find content through keyword search or filter system based established tagging system, such as content type, subject, date published, edition, author, etc.
- Assemble/group content to represent particular editions/issues of the PHE Journal – composition of each edition (e.g. type of media) will differ from edition to edition.
- System will be open access, but users with a PHE Canada account will be to like, share, comment on, and save articles if they have an account.

- While it is preferred that the PHE Journal be built within the PHE Canada website, it can be built on an external system as long as there is seamless integration with the PHE Canada website (currently operating on Drupal 9) and customer management system to facilitate user flow and experience.
- Operate in both English and French, with seamless toggle capabilities.
- User-friendly administrative system, enabling admin users to pull reports and system analytics (users, downloads, traffic), update content, and make minor system changes as necessary.
- Year end summary of most accessed content.

PHE Canada is looking to partner with an agency to support the planning, development, and implementation of the PHE Activity Centre.

Work & Expectations

As described above, PHE Canada is looking to partner with an agency that demonstrates an understanding of the PHE Journal and its objectives, provides a creative and engaging project plan, and has the resources and expertise to fulfill the proposed services.

In supporting the development, launch, and maintenance of the PHE Journal, the selected agency will be expected to:

- 1) Develop a project plan and timeline/critical path for the development.
- 2) Identify new services and/or technologies to support the project, project plan, and/or project sustainability.
- 3) Build and support the launch of the PHE Journal.
- 4) Remain on time and on budget.
- 5) Support ongoing maintenance of the program.
- 6) Meet with PHE Canada staff regularly.

PHE Canada will look to work closely with the selected agency in leveraging its expertise and skill set, with PHE Canada supporting in the provision of content and educational guidance (what teachers want and the functionality that will best support them). Both PHE Canada and the agency will identify staff leads that will act as the primary contacts for the project, and through which reasonable response times and regular updates will be provided.

RFP Submission

The RFP submission should include:

- **An overview of the agency** - including a brief description of history, values, staffing, approach to projects, and other details you may feel relevant in showcasing *what makes you different/better than other agencies*.
- **Proposed project plan**
 - Brief overview of projected build – design (in line with PHE Canada branding), softwares/platforms, integrations, functionality (user and admin), etc.
 - Brief overview of description, expectations, and rationale for proposed project plan.
 - Outline responsibilities/role required of agency and PHE Canada staff to support the proposed plan.

- Timeline/Critical Path
- Other details you may feel relevant.

- **Budget**
 - What is the total project costs for the proposed plan?
 - More detailed budget outlining costs for specific components and/or budget lines within the project.
 - Proposed payment schedule.
 - Are there activities within the proposed plan that are not covered by your proposed budget and would be an additional cost to PHE Canada? If so, please outline those activities and the associated costs?

- **Demonstration of qualifications, expertise, and capacity:**
 - Showcase work of similar projects.
 - Staff complement – design, technology, etc. Please indicate if you use subcontractors and what services you use subcontractors for.
 - Two (2) relevant references – preferably with organizations similar to PHE Canada.

Deadline

The application deadline for this RFP is 4:00pm EST January 18, 2023. Submissions can be emailed to info@phecanada.ca. PHE Canada may follow up with agencies should it have any questions, but expects to have a decision in place by January 30, 2023 and will notify all applicants once a decision has been made. Please do not contact PHE Canada inquiring as to the status of the decision process or comparison of submissions.

PHE Canada appreciates your interest in supporting this project and the health and well-being of children and youth across Canada. Should you have any questions, please contact us at 613-523-1348 or via email info@phecanada.ca.