

# **Request for Proposals**

Canadian Education and Research Institute for Counselling

## **Insight into Canadian Post-Secondary Career Service Models**

**April 2016**

## **Deadlines**

Request for Proposals released: April 4, 2016

Intent to Submit: April 30, 2016

*(submit name and contact info to riz@ceric.ca)*

Proposal Deadline: May 15, 2016

Award of Contract: June 30, 2016

Project Initiation: August 2, 2016

## **1. Introduction**

In recent years, an increasing amount of attention has been placed in the media around the school to work transition journey of post-secondary students, youth unemployment and under-employment, skills disconnects and mismatches, and the career prospects of graduating students. This attention rarely examines the role of the institutional eco-system or its career service provisions in relation to job or career outcomes.

CERIC is issuing this Request for Proposal (RFP). The purpose of this national initiative is to establish the importance publicly funded universities and colleges place on the provision of career development services to their students and to highlight particularly impressive models of career service provision across the country. This project will be of particular interest to career services leadership and colleagues aspiring to leadership positions, as well as appropriate university and college senior administrators who wish to ensure high quality and relevant career services. Data is expected to be collected from both Anglophone and Francophone universities and colleges.

## 2. Background

CERIC, Canadian Education and Research Institute for Counselling is a national charitable organization that advances education and research in career counselling and career development. CERIC works with a multi-sectoral group of career development communities including post-secondary career service providers.

CERIC's interest in this project is two-fold:

- To understand the landscape of career service models across Canada
  - Develop an inventory of career service models
  - Query the leadership across the country to determine up-coming changes
  - Examine the awareness of and use of the Career Centre Evaluation: A Practitioner Guide <http://ceric.ca/project/career-centre-evaluation-a-practitioner-guide/> - a partnership project between CERIC and the University Career Centre Metrics Working Group.
  - Highlight impressive models across the country and the criteria used to evaluate
- To examine the level of institutional commitment to the provision of career services to its students
  - Explore the institutional investment in career development and changes over time, including funding, sustainability and location on campus.
  - Determine what outcome measures, if any, institutions are using. Are post- graduation employment status statistics captured?
  - Evaluate which institutions, if any, are calculating the economic value of career development and impact.
  - Review the earlier Kalbfleisch/Burwell research <http://ceric.ca/wp-content/uploads/2014/07/article5.pdf> by examining changes in roles/functions, respective educational backgrounds and the definition of these roles and functions in career services and/or other areas of post-secondary institutions, including employment services.

### 3. Purpose/Intent

The purpose of this RFP is to invite interested researchers to submit a detailed proposal that will enable CERIC to select the research/consultant team that it determines is best suited to complete the project according to the enclosed criteria.

### 4. Scope of Work

Each proposal will include details of the methodology to be used:

- Methodology for developing an inventory of career service models will be clearly stated.
- Methodology for determining impressive models of career services in post-secondary institutions will be outlined, including college's or university's advocacy of support for career services and how the institution is perceived by the stakeholders within the post-secondary ecosystem.
- Techniques to be used to determine leadership changes in post-secondary career services across the country.
- Survey techniques for exploring institutional investment in career development and changes over time, as well as what outcome measures are used. Include information on post-graduation employment status statistics, as well as career services' budgets and FTEs.
- Approach to be used to determine what career/employment services are offered and which are accessed by students – top ten.
- Specify techniques to be used to determine awareness of, use of, and impact of *Career Centre Evaluation: A Practitioner Guide* <http://ceric.ca/project/career-centre-evaluation-a-practitioner-guide/>.
- Clearly outline the approach to determining which, if any college or university is calculating the economic value of career services to their institution and the potential impact.
- Specify approach to review of Kalbfleisch/Burwell research <http://ceric.ca/project/a-model-for-the-education-and-training-of-career-practitioners-in-canada/> – include whether the five core functions: career advising, career educating, career counselling, career coaching and career consulting still exist within career services and/or in other areas of post-secondary institutions. Include employment titles and functions.

## **5. Target Audience**

The primary audience for this research are career services leaders and colleagues aspiring to leadership positions, as well as appropriate university and college senior administrators.

## **6. Deliverables**

There are three main deliverables for the project:

- A Research Report completed by December 2016
- 45 - 60 minute presentation at Cannexus17 (in Ottawa, January 23 – 25, 2017)
- English manuscript in MS Word demonstrating insights into Canadian Post-Secondary Career Service Models as outlined in the RFP submitted by May, 2017 (100-120 pages)

CERIC will own all copyrights to the deliverables.

CERIC will create a set of guides (in English and French) based on the manuscript and make these available as ePDFs.

## **7. Budget and Duration**

The range of funding available to conduct the research and provide the three deliverables above is \$40,000 - \$60,000.

### ***Travel***

Travel and registration costs to attend and present at Cannexus 2017 are to be included in the financial proposal.

### ***Duration***

Timelines will be negotiated with the successful applicant. Ideally, the research, report, presentation of findings and an English language, copy-edited manuscript can be completed in 9 – 10 months.

## 8. Eligibility Requirements

This RFP is open to all researchers, consultants or contractors residing in Canada. The successful candidate will have strong academic research credentials and preferably previous exposure and understanding of post-secondary career services.

Applicants are requested to submit an electronic copy (in Microsoft Word or PDF format) of their proposal which is no longer than 30 pages by the deadline above.

Your proposal should convey the following:

- Your understanding of the scope of work;
- The proposed approach including methodology;
- How you will treat any ethical issues which might arise from this project;
- A work plan and timelines, identifying the level of effort required in relation to milestone/target dates;
- A detailed budget;
- If you are submitting on behalf of a team of researchers, the capacity of the team, which outlines the experience as well as delineates the roles and responsibilities of the team members; and,
- Possible challenges and opportunities envisaged in undertaking this work.

In addition to the 30 pages, the following elements are mandatory:

- An overview of your relevant academic and work experience;
- Your current curriculum vitae/resume, including relevant publications; and,
- A list of 3 references that can be contacted to discuss your relevant experience.

## **9. Inquiries**

All inquiries, proposal submissions and other communications are to be directed to:

Riz Ibrahim, Executive Director

CERIC

Foundation House

2 St Clair Avenue East, Suite 300, Toronto, Ontario, M4T 2T5

CERIC reserves the right not to move forward with this project.