E-Learning Platform Request for Proposals (RFP)

Statement of Purpose
The Toronto Symphony Orchestra (TSO) seeks a supplier to develop and build an e-learning platform as part of Canada Mosaic.

Background
Founded in 1922, the Toronto Symphony Orchestra is one of Canada’s most important cultural institutions, recognized internationally. Music Director Peter Oundjian leads the TSO with a commitment to innovative programming and audience development through a broad range of performances that showcase the exceptional talents of the Orchestra along with a roster of distinguished guest artists and conductors. The TSO also serves the larger community with TSOUNDCHECK, the original under-35 ticket program; the Toronto Symphony Youth Orchestra; and music-education programs that reach tens of thousands of students each year.

On March 14, the Honourable Mélanie Joly, Minister of Canadian Heritage, announced TSO as a pan-Canadian signature project for Canada’s 150th Anniversary of Confederation in 2017. Minister Joly announced funding of up to $7.5 million for the TSO.

Canada Mosaic is TSO’s national celebration of Canada's diverse musical landscape. The year of special programming ranges from indigenous to indie, classical to cutting-edge, and innovative collaborations from coast to coast. In addition to live performances, the project also includes recording performances and developing an e-learning platform for students.

Scope
The TSO is looking for a Courseware Production supplier (Vendor) that will assist TSO to create a platform that will provide music appreciation content to every K-12 student and their teachers in Ontario.

An example performance is found here: https://youtu.be/C3nxOF8wnMk

Deliverables
1. Technical and creative consultation and implementation
2. Develop curriculum-based online content in collaboration with the TSO
3. Create an interactive learning experience that simulates a multi-camera toggle based on archived performance audio and/or videos that are stored on TSO.CA*.
4. Since multiple concerts will be developed as part of this RFP, a landing page is required to be designed and developed that will contain a list of concerts and each concert link will navigate to that concert’s learning content with applicable video, instrument details, resources, etc.
5. Ensure developed content can be integrated into TSO.CA website and that all content is accessible without an associated id/pwd

*Vendors responding to this RFP will be using audio and/or video developed from the supplier that successfully responds to this separate RFP: https://www.tso.ca/sites/default/files/rfp-canadamosaicrecordinganddissemination.pdf. TSO will be responsible for editing and trimming third-party vendor audio/video files. All videos and audios will be stored on TSO.CA.
Tentative Schedules

Video and Audio Recording and Dissemination
July 11, 2016: TSO/Vendor Agreement(s) signed
July 12, 2016 Technical consultation period begins
Sept. 12, 2016: Technical implementation begins
Sept. 21, 2016: First test recording
Oct. 13, 2016: First livestream test
Nov. 22, 2016: Final test recording
Jan. 21-Dec. 2017: Canada Mosaic programming TBA

Schedule for e-Learning Development
July 11, 2016: TSO/Vendor Agreement(s) signed
July 18, 2016: Technical consultation period begins
July 20, 2016: Technical implementation begins
Jan. 21-Dec. 2017: Canada Mosaic programming TBA

Payment
Payment will be made in quarterly installments during the project.

Vendor Submissions
Vendor Submissions must include:
1.1 Acknowledgement of the Terms and Conditions in Schedule A
1.2 a project plan (assuming the Tentative Schedules as listed above)
1.3 variable pricing schedule based on a) creating the initial e-learning platform with one concert performance and then b) pricing schedule to develop and deploy 40, 50 and 60 more concert recordings,
1.4 up to 3 examples of relevant experience (including screen shots or urls to publicly accessible websites) that demonstrate confidence that deliverables listed in the project plan can be met within the tentative timeline listed below. For each example provided, please include name and email and/or phone contact information for client references that TSO can speak to directly if required during evaluation process.
1.5 detailed list of skills that TSO staff would need to have to edit the e-learning content after it has been deployed to TSO.CA. Include description and costs of available Vendor training, if applicable.
1.6 costs to provide on-demand e-learning content support, if applicable
1.7 capabilities of Vendor to provide site in a) Canadian English and b) French Canadian. In the variable pricing schedule, identify any additional costs that may apply to develop and/or support the site in both languages.
1.8 standard Vendor Courseware Production agreement template(s), if applicable.

All questions about this RFP must be sent by email to mmorreale@TSO.CA by June 21, 2016 at 4pm ET. The TSO welcomes questions in both English and French.
All final submissions must be sent in PDF format by email with subject line TSO E-Learning Platform Request for Proposals to mmorreale@TSO.CA by June 28, 2016 at 4:00pm ET. The TSO welcomes submissions in both English and French.

Contacts
Adrian Fung
Vice-President, Innovation
afung@tso.ca
T. 416.593.7769 X 217

Michael Morreale, Manager, Digital Content
mmorreale@tso.ca
T. 416.593.7769 X 562
Schedule A – Terms and Conditions of Submitting a Response to this RFP

By responding to this RFP, the Vendor agrees to the following Terms and Conditions:

This RFP is a work for hire. All Intellectual Property (IP) resulting from this proposed engagement (including the RFP response) is owned by TSO unless otherwise negotiated.

This RFP response is being completed with the understanding that TSO will review the RFP response based on the content provided and may require the vendor to present their RFP response remotely or in person. Meetings with TSO will be scheduled between 9am-5pm ET Monday to Friday unless otherwise negotiated.

If execution of this approach requires resources that reside or work outside of Canada, TSO must be notified as part of the project plan provided by the Vendor. TSO is situated in Toronto, Ontario, Canada. TSO will not pay expenses related to travel visas for Vendor project participants.

There are no guarantees that the Vendor will be successful with this RFP. TSO reserves the right to extend the RFP to other vendors before/during/after this RFP period. TSO will not reimburse the Vendor for costs incurred in the preparation of this RFP.

TSO may request additional references from Vendor.

CVs of Vendor are not required at time of RFP submission, but may be required during RFP review process.

TSO will not reimburse expenses related to the purchase or lease of Vendor tools used in the development of the solution within Vendor’s own facilities.

Vendor and Vendor staff have a reliable Internet Service Provider and infrastructure to conduct remote meetings.

All prices must be quoted in $CAN exclusive of all taxes.

Any resulting agreement will be governed by an agreement between the successful Vendor and TSO consistent with TSO’s standard terms and conditions.