

Request for Proposal
Communications Program Review
& Development

Issued: December 2, 2024

Deadline for Submission: February 3, 2025

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1. Project Summary and Background

1.1 Project Summary

The College of Dental Technologists of Alberta (the College) is currently accepting proposals for a *Communication Program Review & Development*. This project will include a comprehensive review, assessment and analysis of the existing communications. It will also include research on communication in regulatory organizations, trends in communication, and the development of a comprehensive plan to improve College communications.

The purpose of the Request for Proposal is to invite proposals from various candidate organizations and select a suitable candidate to meet the College's requirements for this project based on the criteria included in this RFP.

1.2 Background

1.2.1 College Authority

The College of Dental Technologists of Alberta is a regulatory college established under the Health Professions Act (HPA) and is responsible for regulating the profession of dental technology in the public interest. Under the HPA, we are responsible for regulating Dental Technologists (RDTs) and Dental Technicians (DTs).

The College exists to serve and protect the public interest by overseeing and directing the practice of RDTs and DTs to ensure Albertans receive safe, competent, and ethical oral health care.

The Alberta Government and the Health Professions Act (HPA) give us the authority and mandate to act as the regulator for the profession of dental technology. Specifically, the CDTA is responsible for:

- Approving dental technology education programs
- Setting entry-to-practice requirements
- Issuing annual permits to enable RDTs and DTs to practice
- Establishing and enforcing a mandatory continuing competence program for RDTs and DTs
- Developing and enforcing standards of behaviour and conduct we expect from RDTs and DTs
- Acting on complaints about the conduct of RDTs and DTs and holding registrants accountable for their conduct

Effective communications are integral to an applicant's or registrant's ability to obtain and maintain a practice permit, which gives dental technologists and dental technicians authority to practice in the profession of Dental Technology in Alberta. Communications are also integral to our registrant's ability to understand and meet the College's expectations.

1.2.2 College Mission and Values

Mission

The College of Dental Technologists of Alberta is responsible for the protection of the public and will provide leadership and guidance to its members.

Values

Accountability – the CDTA values individual and organizational accountability by accepting responsibility for our decisions and actions.

Collaboration – the CDTA engages meaningfully, respectfully, and proactively with the public, regulated members, government, volunteers, and all stakeholders.

Equity – the CDTA recognizes the importance of diversity in backgrounds, experiences, voices, and perspectives. It actively champions equity and inclusion through its policies, practices, and requirements.

Fairness – the CDTA is committed to ensuring procedural fairness in its policies, processes, and practices.

Transparency – the CDTA works to ensure that processes, decisions, and requirements are easily understandable, clear, and accessible to affected parties and to all stakeholders.

1.2.3 Current Communications Program

The College is a small organization, funded primarily through registrant fees, with a limited budget and constrained financial and human resources. The College does not have dedicated communications staff, rather, communications responsibilities are managed by the Registrar & Executive Director.

The College's current communication tools are primarily digital, with minimal printed materials and the use of mail. They include:

- College Website
- Registrant Portal
- Public Registry
- Mass emails including:
 - Quarterly newsletter
 - Updates
 - Notices for annual renewal and competence audit
 - Consultations and outcome updates
 - Educational student welcome and pre-registration presentations

2. Project Purpose and Description

2.1 Project Purpose

The College currently has limited data to evaluate the effectiveness of our communications program across various stakeholder groups. We seek to establish baseline metrics and implement ongoing measurement tools to better understand and improve engagement, with a primary focus on registrants including applicants, the public, and other internal and external stakeholders. Additionally, we require an assessment of our existing tools, along with a comprehensive plan for enhancements or more effective alternatives, while considering our budgetary and resource constraints.

Review Purpose

The project outcomes should include a thorough evaluation of the College's current communications strategy, including its style, practices, and tools. This review should:

- Identify and address any gaps in communications and enhance engagement with College registrants.
- Evaluate how well our communications practices align with our foundational documents and other College resources.
- Highlight the strengths of existing communication tools and practices.
- Analyze communication strategies used by similar health profession regulatory bodies.
- Compile insights from registrants and stakeholders through focus groups, interviews, and surveys conducted during the review.
- Provide recommendations for improving the College's communications strategy, style, tools, and resources to meet the desired outcomes of the project.

- Offer specific and detailed guidance on incorporating new and emerging tools that could support these objectives.
- Ensure that all recommendations are supported by thorough research and validation.

Desired Outcomes

To establish a robust baseline and enhance our communications program to achieve the following goals:

- Develop a communications strategy that is both measurable and manageable within the scope of the College's resources.
- Ensure effective regulatory oversight and safeguard public interests.
- Ensure alignment with our Mission and Values.
- Clearly identify our target audiences and outline tailored approaches for engaging each group, including appropriate language, messaging, methods, and timing.
- Make certain that all communications are accessible and inclusive to all stakeholders.

3. Project Scope

The selected bidder will be responsible for overseeing the entire Communications Program Review & Development process, from planning through to the creation and implementation of an updated communications program. To ensure project success, the following criteria must be fulfilled:

- Deliver a clear written report that reviews all objectives of the Communications Review and aligns with our Mission and Values.
- Assess the current communications style, strategies, and tools, providing actionable recommendations for improvements.

- Provide a thorough analysis identifying gaps in the current communications strategies and offer detailed recommendations for addressing these gaps.
- Identify potential challenges that could impact the achievement of the project's objectives.
- Conduct a comprehensive research summary that:
 - Investigates any shifts in the perception of regulatory communication.
 - Includes a plan for reviewing existing College communications data.
 - Validates all proposed recommendations and enhancements.
- Recommend evaluation tools that the College can use to measure and monitor communications effectiveness.
- Offer detailed recommendations for enhancing the communications program.
- Develop a clear roadmap outlining sequential steps to implement all recommendations.
- Collaborate closely with the College team responsible for overseeing the Communications Program Review.
- Provide clarification on any aspects of the report as needed.
- Be available to present a summary of the report, either online or in person.

4. Proposal Guidelines

Proposals will be accepted until **11:59 pm on February 3, 2025**. Any proposals received after that time will not be accepted or considered. All proposals must be signed by the official agent or representative of the organization submitting the proposal.

If the organization submitting a proposal outsources or contracts any work to meet the requirements of the RFP, they must clearly state this in the proposal, including the name and description of the organization being contracted.

All costs must be itemized to include an explanation of all fees and costs, including associated outsourced or contract work.

Terms and conditions of an engagement contract will be negotiated upon selection of a winning bidder for this RFP, chosen by the College in its sole discretion.

The College reserves the right to choose any or no proposal. This decision is in the College's sole discretion.

Proposals must be submitted electronically via email to tara@cdta.ca. Hard copies will not be considered.

5. Request for Proposal and Project Timelines

5.1 Request for Proposal Timeline

All proposals in response to this RFP are due no later than **11:59 pm, February 5, 2025**.

Any questions about this RFP must be sent writing to the College via email at tara@cdta.ca, **before January 27, 2025**.

Evaluation of the proposals will be conducted between **February 10 – 14, 2025**. If additional information is required from any bidder during this time, the bidder(s) will be contacted directly.

Selection decisions will be made in the College's sole discretion by **February 14, 2025**. Notification of the bidders who were **not** selected will be completed by **February 21, 2025**.

Upon notification, the contract negotiation with the winning bidder will begin immediately and must be completed before any project work begins. The College in its sole discretion retains the right not to sign any contract without any recourse to the winning bidder.

Proposal Timeline				
Proposals DUE	Question Period	Evaluation by the College	Select Bidder	Notify Unselected Bidders
February 5, 2024	Before January 27, 2025	February 10 – 14, 2025	Before February 14, 2025	Before February 21, 2025

5.2 Project Timeline

Project Initiation Phase:

After the contract has been agreed to and signed by the parties, a **virtual** meeting will be held with the Registrar & Executive Director, the selected bidder and may include the Executive Committee of the Council. This meeting must be completed no later than 15 business days after the contract is signed.

Project Planning Phase:

After a contract has been signed by the parties, the winning bidder will meet virtually with the Registrar & Executive Director and the Executive Committee to begin the project planning phase. This meeting must be completed no later than 30 business days after the contract is signed.

This session will provide additional guidance and support from the College team to clarify project parameters, supply necessary data, and establish communication checkpoints.

The outcomes of the project planning phase will include a detailed timeline and schedule for the remaining phases of the project, which must be finalized by **April 30, 2025**.

Project Initiation Meeting with the College	Research and Development	Deadline for Submission of Completed Communications Review
No later than 15 business days after the contract is signed.	February 14, 2025 – November 1, 2025	November 15, 2025

6. Budget

All proposals must include proposed costs to complete the tasks described in the project scope.

All associated travel expenses (including hotel costs, mileage, and meals) for Focus Groups located more than 75 km from the bidder’s location will be managed separately from the budget submitted by the bidder.

The overall budget the College has available for the Communication Program Review and Development is \$40,000.00 inclusive of GST and must include all aspects of this project.

7. Bidder Qualifications

Bidders are requested to submit the following information as part of their proposal:

To be considered for this Request for Proposal (RFP), all submissions must be complete, limited to a maximum of 15 pages, and may include additional information as appendices.

The College in its sole discretion will evaluate all proposals based on the following criteria, which must be addressed in your submission:

- **Suitability of Proposal (20% Total):**

The proposed solutions should align with the scope and requirements outlined in this RFP, and be presented in a clear, structured format.

- **Conflict of Interest Disclosure: PASS/FAIL**

Include a statement regarding any potential or perceived conflicts of interest.

- **Company Information: PASS/FAIL**

- Evidence of liability insurance coverage of at least \$2,000,000
- Your business and GST numbers
- Complete contact information

- **Organizational Experience (55% Total):**

Evaluation will focus on the bidder's relevant experience in relation to the project's scope.

- **Communications Experience**

Provide an overview of your background in communications within regulated professions. Proposals will be reviewed based on examples of prior work related to communications within regulatory settings, communication accessibility, research, and client testimonials or references. Include instances of comparable projects that you or your organization have successfully completed.

- **Understanding of Regulations**
Illustrate your knowledge of Alberta’s Personal Information Protection Act (PIPA), Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA), and Canadian Anti-Spam Legislation (CASL).
 - **Technical Expertise**
The technical skills and experience of the proposed staff will be evaluated against the project’s needs.
 - **Staff Composition**
Detail the number of personnel involved, including full-time, part-time, and contractors.
 - **Project Management Approach**
Describe the project management methodology you intend to utilize.
 - **Client Feedback**
Provide testimonials or references from previous clients that highlight your past work.
- **Value and Cost (25% Total):**
The budget outlined in the proposal and the proposed scope of work will be assessed for cost-effectiveness and value.
 - **Project Budget**
All proposals must include proposed costs to complete the tasks described in the project scope.¹
 - **Resource Allocation**
Outline the resources you plan to dedicate to this project, specifying roles, titles, and relevant experience.
 - **Timeline for Deliverables**
Present a schedule for key project components and the overall timeline for completion.

¹ All associated travel expenses (including hotel costs, mileage, and meals) located more than 75 km from the bidder’s location will be managed separately from the budget submitted by the bidder.

Please ensure that your submission is comprehensive to facilitate an effective evaluation process.

8. Proposal Evaluation Criteria

Proposals must be submitted electronically by email to tara@cdta.ca by **11:59 PM on February 3, 2025**.

9. Principle Point of Contact

Tara Tremblay

Registrar & Executive Director

College of Dental Technologists of Alberta

tara@cdta.ca

780.469.0615

www.cdta.ca

10. Reference Material

Health Professions Act. (2001). <https://www.qp.alberta.ca/documents/Acts/H07.pdf>.

Dental Technologists Profession Regulation (2023) https://kings-printer.alberta.ca/570.cfm?frm_isbn=9780779841080&search_by=link

Health Professions Restricted Activity Regulation (2023) https://kings-printer.alberta.ca/1266.cfm?page=2023_022.cfm&leg_type=Regs&isbncln=9780779840748

College of Dental Technologists of Alberta (2024) Bylaws
<https://cdta.ca/sites/default/files/CDTA%20Bylaws%20March%2011%2C%202024.pdf>

College of Dental Technologists of Alberta (2023) Standards of Practice: General
<https://cdta.ca/sites/default/files/CDTA%20Standards%20of%20Practice%20May%2031%2C%202023.pdf>

College of Dental Technologists of Alberta (2023) Standards of Practice: Supervision of Restricted Activities
<https://cdta.ca/sites/default/files/SUPERVISIONOFRESTRICTEDACTIVITIESMARCH31%2C2023.pdf>

College of Dental Technologists of Alberta (2023) Standards of Practice: Restricted Activities
<https://cdta.ca/sites/default/files/RESTRICTED%20ACTIVITIES%20MARCH%2031%2C%202023..pdf>

College of Dental Technologists of Alberta (2023) Standards of Practice: Continuing Competence
<https://cdta.ca/sites/default/files/ContinuingCompetenceMarch31%2C2023.pdf>

College of Dental Technologists of Alberta (2015) Code of Ethics
<https://cdta.ca/sites/default/files/October%2025%5eJ%202015%20Code.pdf>

College of Dental Technologists of Alberta (2023) Continuing Competence Program <https://cdta.ca/member-area/continuing-competence-program>

College of Dental Technologists of Alberta (2023) IPC Guidelines
https://cdta.ca/sites/default/files/IPC_resource_v3.pdf

College of Dental Technologists of Alberta (2023) Advice to the Profession <https://cdta.ca/member-area/advice-profession>

College of Dental Technologists of Alberta (2023) About the College <https://cdta.ca/about-cdta>

College of Dental Technologist of Alberta (2024) Strategic Plan <https://cdta.ca/about-cdta/strategic-plan>

National Essential Competencies for Dental Technology Practice in Canada (2019)
https://cdta.ca/sites/default/files/national_essential_competencies_for_dental_technology_practice_in_canada_-_final.pdf