

**Ontario Provincial Commission on Theological  
Education (OPCOTE)  
Request for Proposal  
No. 2016-01  
Digital Media for Promoting Theological Education in  
the Province of Ontario**

**June 25, 2016**

**Overview**

The Ontario Provincial Commission on Theological Education (OPCOTE), established in 1995 under an Act of the Ontario Provincial Synod and made permanent under a similar Act in 2000 operates under a mandate to monitor and promote theological education in the Ecclesiastical Province of Ontario.

Some of OPCOTE's principal duties include the following:

- To seek out opportunities to recognise theological education and the role of theological institutions;
- To encourage the identification and sharing of resources in the theological institutions and the dioceses to meet specific and on-going needs for theological education; and
- To identify and coordinate research resources, available through the theological institutions and dioceses, required to investigate and address issues of common concern.

For some years OPCOTE promoted a Theological Education Sunday across the Province to bring the overall needs of theological education to the attention of parishes. This was subsequently changed in 1996 to a Theological Education Month in response to comments from several parishes that had difficulty observing the designated dates. In concert with these events, a newsletter was also produced annually and the different Colleges took turns in preparing the newsletter. Because of difficulties in adequately managing the process, neither these events nor the production of the annual newsletter has taken place in recent years. Furthermore, there is a general understanding that with the growing use of social media as a communications tool, this approach may no longer be adequate.

As a first step, OPCOTE prepared a five (5) minute video, with accompanying User Guide, entitled: *Ask Bigger Questions*, for distribution and use throughout the Ecclesiastical Province via social media and in Synods, dioceses, schools and appropriate venues. Its objective is to stimulate discussion and whet the appetite of Christians to engage in theological education to strengthen their Christian life and acquire knowledge and skills for ministry as lay people, deacons, or priests.

In continuation of this process, OPCOTE proposes to engage the professional services of a qualified consultant or consortium to prepare a series of up to four (4) additional videos with accompanying User Guides as a resource for equipping lay and ordained (diaconal and

priestly) ministries and encouraging Christians to engage in questions and equip themselves for lay and ordained ministries of general theological interest.

The proposed videos and User Guides will assist OPCOTE and Provincial Synod to meet its mandate of promoting theological education in the Ecclesiastical Province of Ontario and, at the same time, provide a useful resource that has wide application in all the dioceses.

### **Scope of Assignment**

For the purpose of this proposal, the following Anglican and Lutheran schools will be represented, namely:

- Anglican Studies Program/Études Anglicanes, Université Saint-Paul University, Ottawa; Canterbury College, University of Windsor;
- Faculty of Divinity, Trinity College, University of Toronto;
- Faculty of Theology, Huron University College, London;
- Mahmow Kiskinuhmahsohtaw, Diocese of Moosonee, Cochrane;
- Renison Institute of Ministry, Renison University College, Waterloo;
- School of Theology, Thorneloe University, Sudbury;
- Waterloo Lutheran Seminary, Waterloo; and
- Wycliffe College, Toronto.

The successful Applicant will be expected to engage each of these institutions<sup>1</sup> to determine and interview suitable candidates as well as collaborate with institutional support staff using on-site video recording facilities for preparing the proposed videos.

Topics for inclusion in videos would be designed to inform viewers of opportunities at the theological institutions focussing on those who are in the early stages of their discernment, those already pursuing postulancy in diaconal and priestly ministries, those preparing for specialized lay ministries and those who wish to pursue theological studies for general interest.

The videos could include specialty areas offered by some institutions. Examples might include:

- The Wellness Project that is centred at Wycliffe College;
- The Pastoral Theology program offered by St. Paul University;
- The Aboriginal program also offered by Wycliffe College; and
- The New Testament studies and on-site practicum in the Holy Land offered by Trinity College.

Other areas for consideration might also include programs on Clinical Psychotherapy for chaplaincy applicants in health care as well as the military.

Determination of the level of detail required for the video content will be part of the initial phase. In that regard, consultations with OPCOTE institutional members will assist in defining and identifying resources for project implementation. This will help to ensure that all institutional stakeholders are fully engaged in this work.

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<sup>1</sup> A list of contacts at each institution will be available at project initiation.

It is expected that the video recording, editing and final production will follow a systematic and collaborative approach to ensure a high quality, professional product, with full *buy-in* from the nine (9) institutions/programmes and stakeholders from all dioceses in the Province that have an interest in the proposed project (collectively referred to as ‘interested parties’).

The next phase of this work will be the preparation of a User Guide for each video. This work will also include consultations with the OPCOTE Working Group and OPCOTE institutional members to ensure the correct *messaging*. This phase will also include the development of a marketing strategy for the dissemination of these videos to the dioceses in the Ecclesiastical Province.

The marketing strategy should include:

- A survey of dioceses and institutions as to the best means of marketing and distribution of the videos and User Guides;
- Identification of websites both for archival purposes and also for routine accessibility;
- Best approaches for making the videos and guides accessible to potential users.

### **OPCOTE Consultation and Institutional Participation**

OPCOTE is committed to consultation involving two-way communication with the interested parties that have an interest in the proposed project. One purpose of consultation is to raise awareness and understanding about the proposed project and to receive comments for consideration in order to make better, more informed decisions about the proposed project. The successful proponent will assist OPCOTE in ensuring that interested parties are provided with opportunities to participate in the implementation of the proposed project.

The successful proponent will be expected to provide their own video recording equipment and editing facilities, although it is anticipated that support in terms of video recording facilities and human resources will be provided by some of the institutions. Notwithstanding, the final edit and compilation of the videos will be the responsibility of the proponent as well as the preparation of the User Guides and the marketing strategy for dissemination of these videos to the dioceses. Although not mandatory, the proponent will be requested to ensure, wherever possible, that the videos are in compliance with Accessibility for Ontarians with Disabilities Act, 2005 standards.

The successful proponent will work closely with OPCOTE’s Working Group on this project and develop, coordinate and participate in an overall consultation process. OPCOTE anticipates this process will include presentations, electronic mail correspondence, questionnaires, information panels and other methods to provide information and facilitate the receipt of comments about the proposed project.

### **Reporting**

The successful proponent will provide up to four (4) preliminary videos and associated User Guides as well as a marketing plan for dissemination of these videos to all the dioceses in the Ecclesiastical Province.

Following due consideration of all comments received by OPCOTE and institutional representatives, the successful proponent will produce the final videos and User Guides and

initiate elements of the marketing plan for dissemination of the videos and User Guides to the dioceses.

### **Budget**

An upper limit of \$21,000, which includes HST, has been allocated for completion of all the tasks and the deliverables for this project.

### **Information Session for Proponents**

To further describe the assignment, an information session is planned to be held at a suitable location in Toronto at the date and time indicated in the Schedule. The presentation may be followed by a brief review of the preliminary video, *Ask Bigger Questions*, and associated User Guide that are intended to serve as an introduction for this work.

### **Consultant Qualifications**

To carry out the work described above, OPCOTE believes that the successful consultant needs to have the following knowledge, skills and experience:

- A foundation in theological education;
- Familiarity with one or more of the eight (8) theological institutions in the Province;
- Proven expertise in video recording, dubbing and editing;
- Experience and expertise in collaborative planning and meaningful engagement with stakeholders;
- A good understanding of marketing approaches using social media; and
- Adequate equipment and resources to complete the assignment within the anticipated timeline.

### **Schedule**

OPCOTE expects that the proposed project would be conducted and completed over the course of 15 months.

Please note the following key dates:

Release of Request for Proposal 2016-06-25

Information session 2016-07-12

Submission of Proposals - Closing Date 2016-09-07

Selection of Successful Proponent 2016-11-15

### **Submission Requirements**

Proposals are required to address the following selection criteria:

- 1) Statement of qualifications for the principal proponent and any supporting members;
- 2) Details of direct experience with video recording for institutions and/or related professional services as well as social media marketing. Minimum of 2 client references, noting a senior contact person and telephone number; and
- 3) Professional credentials, capabilities, other relevant experience and billing rates.
- 4) Proposed approach outlining process, schedule and resources;
- 5) Description of the proposed consultative program including timelines;
- 6) Identification of deliverables, including the type of recommendations to be provided.

- 7) Identification of anticipated OPCOTE responsibilities including turnaround times for review of deliverables to achieve the proposed timelines;
- 8) A firm quotation to complete the project and a proposed milestone payment schedule;
- 9) A formal proposal, clearly marked “RFP No. 2016-01 Digital Media for promoting Theological Education” is required to be submitted no later than September 07, 2016, at 3:00 p.m. (the “Closing Date and Time”).

The proposal is to be submitted in a digital format (Either a CD, DVD or a USB Key). The proponent’s name must be noted, together with the RFP number.

Proposals are to be submitted to:  
The Rev'd Canon R. Terry DeForest  
Vision Advocate and Director of Human Resources  
Anglican Diocese of Niagara  
Cathedral Place, 252 James Street North  
Hamilton, ON L8R 2L3  
(905) 527-1316 ext. 340  
[terry.deforest@niagaraanglican.ca](mailto:terry.deforest@niagaraanglican.ca)

It is the proponent’s sole responsibility to ensure that its proposal is received before the Closing Date and Time.

#### **Evaluation Methodology**

Proposals will be assessed and graded by an Evaluation Team which will include representatives from the OPCOTE Working Group. A recommendation will be made from the Evaluation Team to OPCOTE for approval and for final submission to Provincial Council for a final decision.

Selection criteria for the consultant will focus on experience and resource capabilities, specific to digital media production and marketing for institutions.

Consideration will also be given to the proponent’s resources and capabilities to undertake the assignment and value for money.

#### **Clarification or Inquires**

All requests for clarification concerning this Request for Proposal should be made by email to the attention of The Rev'd Canon R. Terry DeForest, Convenor OPCOTE Working Group, [terry.deforest@niagaraanglican.ca](mailto:terry.deforest@niagaraanglican.ca)

No contact is permitted with any OPCOTE member, except the contact person identified above.

#### **Additional Terms and Conditions**

- OPCOTE and/or Provincial Council may amend the requirements and specifications set out in this Request for Proposal at its discretion.
- OPCOTE and/or Provincial Council may cancel or withdraw this Request for Proposal at its discretion. OPCOTE is not bound to accept the lowest or any offer for these services and may reject any or all proposals. OPCOTE reserves the right not to award a contract to

the highest evaluated proposal or to any proposal. This Request for Proposal is not an irrevocable offer to purchase goods or services.

- OPCOTE will not be liable for any costs of preparation or presentation of proposals, including any presentations that are requested.
- Proposals submitted shall be final and may not be altered by subsequent offerings, discussions, or commitments unless the proponent is requested to do so by OPCOTE.
- OPCOTE will require the selected consultant to provide services to be free of any conflict of interest and will expect the consultant to advise OPCOTE of any actual or potential conflicts of interest.
- OPCOTE and Provincial Council shall be the sole owner of all materials, namely, the videos and User Guides and other information produced in this project. The successful proponent warrants that OPCOTE and Provincial Council shall have free and clear title to all materials produced and delivered to OPCOTE.