



Request for Proposals

Instructional Design Services for techNL

Date of Issue: August 28, 2025
Submissions Deadline: September 11, 2025



About techNL

techNL is a not-for-profit membership association that accelerates the growth of the tech sector in Newfoundland and Labrador. In collaboration with its network of members and partners, techNL provides business growth services, visibility, and a collective voice to tech and tech-enabled companies in Newfoundland and Labrador with a vision to make Newfoundland and Labrador the most sought-after Canadian tech ecosystem, globally recognized for its collaborative community, diversity, and quality of life.

A key focus on business growth includes programming and services to support talent pipeline expansion, member connections, digital transformation and ecosystem development in Newfoundland and Labrador. More information can be found at technl.ca.

techNL is inviting proposals to support our association's upcoming project to develop and deliver best in-class AI training to current and aspiring workers within the NL tech ecosystem. The instructional designers will be responsible for bringing their domain knowledge to work with subject matter experts to create employer informed training for each of the following four topic areas:

- AI for Data Science and Analytics (up to 24 hours of online synchronous content).
- AI for Data Engineering (up to 24 hours of online synchronous content).
- Cybersecurity with AI Applications (up to 24 hours of online synchronous content).
- SaaS Sales in the Age of AI (up to 24 hours of online synchronous content).

The content, resources, activities and assessments created will empower learners to achieve one or more of the following:

1. Job title changes via promotions or change in employment.
2. Job scope changes (with or without a salary increase).
3. Enter the pure tech, advanced manufacturing or clean tech sectors as new hires.

Project Overview

Background

techNL is seeking experienced Instructional Design contractor(s) to lead the development of four AI-related professional development workshops targeted at upskilling two groups of learners. Those who are:

1. Currently employed in pure tech, cleantech and advanced manufacturing, and
2. Mid-career, non-tech workers, aspiring to be employed in the pure tech, clean tech, and advanced manufacturing sectors.

To create the most effective learning experience, both groups of learners will be enrolled into the same cohorts.



The training that is developed and delivered will be characterized by six core components:

- 1) Demand-driven program development,
- 2) Rapid delivery (12 weeks),
- 3) Employer-led design,
- 4) Experiential and industry-integrated learning,
- 5) Potential-focused recruitment, and
- 6) Strong job outcomes.

Subject Matter Experts and Program Advisory Committees (PAC)

All content that is developed for the four workshops will be informed by experts from the NL tech sector whose companies employ and/or need to hire workers with skills in the four topic areas. To create high-quality, employer-informed training content for online synchronous delivery, the successful Instructional Designer will closely collaborate with techNL member companies, subject matter experts in AI, and Program Advisory Committees (PACs). There will be four program advisory committees (one for each workshop), as well as additional Subject Matter Experts in each area. These committees will be comprised of local pure tech, clean tech and advanced manufacturing employer representatives who understand the training and development needs of their current and future workforce. The workshops that are developed and delivered will support local tech ecosystem employees and future workers by developing skills in the following areas:

- AI for Data Science and Analytics.
- AI for Data Engineering.
- Cybersecurity with AI Applications.
- SaaS Sales in the Age of AI.

The Instructional Designer(s) will lead communications with the four Program Advisory Committees as all four courses are being developed between September 15, 2025, and December 21, 2025.

Scope of Work

The Instructional Designer(s) will be responsible for:

Designing four (4) distinct AI-focused workshops, each consisting of up to 24 hours of instructional contact time delivered across a 12-week period. The four workshops will be:

- AI for Data Science and Analytics
- AI for Data Engineering
- SaaS Tech Sales in the Age of AI
- Cybersecurity with AI Applications

Each workshop must support online synchronous delivery with compatibility for asynchronous delivery via an LMS. Content should be SCORM- or API-compliant where feasible.

The Instructional Designer will:



- Collaborate with Subject Matter Experts (SMEs) and Program Advisory Committees (PACs).
- Identify learning objectives and key competencies.
- Co-develop case studies and workplace-based assignments.
- Select and sequence content and instructional methods.
- Integrate equity-informed design principles to support diverse learner needs.
- Design with consideration for two target learner personas: 1) mid-career individuals seeking employment and 2) currently employed learners preparing for promotions or expanded responsibilities.

In addition to technical skills, workshops must incorporate essential professional skills such as communication, collaboration, adaptability, and problem-solving, with all assessments and activities grounded in real-world application.

Key Components of Instructional Design of these workshops includes:

- Curriculum map aligning learning outcomes, content, instructional activities, and assessments
- Development of learner-facing content including slide decks, readings, multimedia, and activity guides.
- Development of instructor-facing resources including lesson plans, facilitator notes, and train-the-trainer materials.
- Integration of competency-based assessments and capstone project requirements.
- Recommendation of an LMS-compatible platform to support asynchronous delivery.
- Coordination of content review and revision cycles with PACs and SMEs (minimum of two rounds of feedback per workshop).
- Copyright compliance, including sourcing and licensing of third-party materials.
- Development of materials that can be easily updated as AI job roles evolve.

Deliverables

- Instructional design framework and curriculum map for each workshop.
- Comprehensive lesson plans and facilitator guides.
- Complete sets of learner-facing content (slides, readings, tools).
- Assignments, capstone project design, and evaluation rubrics.
- Recommendations for asynchronous delivery platform and LMS compatibility.
- Finalized content packages incorporating PAC and subject matter expert feedback.
- Copyright compliance documentation.

The Instructional Designer will also co-develop pre- and post-training evaluation tools, including surveys and performance-based assessments. The design must include key indicators (e.g., skill confidence, assignment quality, learner satisfaction) and reflect job placement, promotability and job targets (75–90%).



Post Delivery Outcome Support

The Instructional Designer will provide summary feedback on curriculum performance, learner engagement, and assessment results. This should include recommendations for content updates and learner support improvements based on initial cohort outcomes.

Timeline

- Contract award: September 15, 2025.
- Kickoff and planning with techNL: September 15, 2025.
- Curriculum development period: September 15 to December 21, 2025.
- Refinement of content based on pilot deliveries: January 5 to February 28, 2026.

Collaboration and Oversight

The Instructional Designer's work will be supported by the Project Manager at techNL, with regular input from the PAC.

- Weekly check-ins and milestone reviews will be held.
- PAC and SME engagement is required throughout development.
- The Instructional Designer will present at select PAC sessions and incorporate committee feedback into revisions.

Qualifications

- Proven experience in instructional design for professional or adult learning.
- Experience with hybrid, and synchronous delivery models.
- Familiarity or an ability to become familiar with AI, data, cybersecurity, and sales enablement.
- Strong background in inclusive and equity-based learning design.
- Ability to manage multiple stakeholder feedback cycles.

Evaluation

Submission Requirements

All proposals must include a clear, well-rationalized description of proposed costs along with an explanation of the value delivered. Proponents should keep in mind the strategic goals of this training initiative, which include employer-relevance, learner engagement, and lasting instructional quality. We encourage subject matter experts to balance professional compensation with the importance of demonstrating good value to the program and its funders. The following information must be submitted to be evaluated.



1 - Expertise

Instructional Designers must demonstrate deep knowledge of adult learning principles, instructional methods, and inclusive design practices. While technical subject matter expertise will be provided by SMEs, the designer's role is to ensure that content is delivered in a pedagogically sound, learner-centered format that aligns with project objectives and employer needs.

2 - Workplan and Timeline

Instructional Designers are expected to propose a realistic, structured, and collaborative workplan that aligns with the established development and delivery schedule. Proposals should clearly demonstrate the ability to meet deadlines, manage multiple inputs, and ensure content quality throughout all stages of curriculum development.

3 - Cost and Value

Proponents must provide a detailed cost proposal that reflects the scope and complexity of the instructional design work. While techNL recognizes the importance of fair professional compensation, we also require clear justification of value relative to project requirements, timelines, and deliverables.

4 - Past Performance

Proponents must demonstrate their qualifications through relevant experience in instructional design, particularly in designing and supporting training for adult learners in applied or workplace settings. This section allows you to present evidence of your effectiveness and reliability in similar contexts.

Evaluation Criteria

Expertise	Demonstrate expertise in instructional design, equity informed and inclusive design, alignment with industry needs, and assessment and engagement.	25%
Workplan & Timeline	Describe the structured development phases, timeline coordination, availability and capacity, and your collaboration approach.	25%
Cost and Value	Total Cost; Cost breakdown by activity or milestone, value demonstration, and cost efficiency and sustainability.	25%
Past Performance	Demonstrated relevant previous project experience; training and curriculum design, learner and client impact, and example of samples.	25%

Consideration will also be given to the degree of local activity of a submission (e.g. owned and operated in Newfoundland and Labrador; in-province proponent presence, such as project team members identified and/or partners identified).

Schedule

- RFP Issue Date: August 28, 2025.



- RFP Closing Date: September 11, 2025, at 4:00pm NST.
- Deadline for questions: September 4, 2025.

Proposal Submission

The contracting organization for this RFP is techNL. A single electronic document per section is sufficient. The proposal(s) should be no longer than five (5) pages and be concisely worded with clearly described methods and options. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

The proposal can feature appendices, including (1) a brief description of the respondent's company and its relevant experience with similar projects, and (2) a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format, and sent to the attention of Mike Mason, via email at mike@technl.ca no later than **September 11, 2025, at 4:00 p.m.** NST. Questions from interested applicants can be directed to the same address.

Terms and Conditions

- Standard contract terms of techNL are provided in Appendix A;
- All proposals received will be considered strictly confidential;
- The lowest cost proposal, or any proposal provided, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- techNL reserves the right to use **alternate or multiple** service providers;
- techNL will own all Intellectual Property produced from this work.
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible; and
- techNL reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.



Appendix A

INDEPENDENT CONTRACTOR AGREEMENT SAMPLE

THIS AGREEMENT (the “**Agreement**”) is made as of {Contract Start Date}.

BETWEEN:

{CORPORATION NAME}, a body corporate, incorporated and operating under the laws of the Province of Newfoundland and Labrador, Canada (the “**Corporation**”)

- and -

{CONTRACTOR NAME} (the “**Contractor**”)

(each, a “**Party**” and, together, the “**Parties**”)

RECITALS:

- A. The Corporation wishes to engage the Contractor for the purpose of providing the services described in the attached Schedule “A” and such other services that may be reasonably incidental to them or to which the Parties may agree from time to time (collectively, the “**Services**”).
- B. The Contractor has agreed to provide the Services to the Corporation in accordance with, and subject to, the terms of this Agreement.

THE PARTIES AGREE AS FOLLOWS:

ENGAGEMENT

1.1 Engagement. The Corporation engages the Contractor to provide the Services, and the Contractor agrees to provide the Services on the terms and conditions of this Agreement. The Contractor agrees to complete the Services within the Term.

1.2 Performance of Duties. The Contractor agrees to provide the Services for and on behalf of the Corporation. The Contractor represents and warrants to the Corporation that the Contractor has the required skills, abilities, qualifications and experience to perform the Services. In performing the Services, the Contractor will:

- (a) act honestly, diligently, in good faith and in the Corporation’s best interests;
- (b) exercise the care, diligence and skill of a reasonably prudent person performing similar services in comparable circumstances;
- (c) act in accordance with sound industry standards and practices;
- (d) act in accordance with all applicable laws, regulations and standards;
- (e) devote sufficient time and attention to the Corporation’s business and affairs to perform the Services effectively and to the best of his or her ability; and
- (f) comply with the Corporation’s policies and procedures in effect from time to time.



1.3 Personal Nature. The Contractor's obligations and rights are based on the provision of the Services by the Contractor and his or her singular skills and qualifications. The Contractor will not subcontract any portion of the Services without the Corporation's prior written consent.

1.4 Other Engagements. The Corporation acknowledges and agrees that the Contractor may undertake work for other businesses provided that such work does not hinder the proper, timely and efficient performance of the Services or otherwise breach the terms and conditions of this Agreement.

1.5 Reporting. Upon the Corporation's request, the Contractor will provide reports regarding the Contractor's progress and performance of the Services.

1.6 Independent Contractor. In performing the Services under this Agreement, the Contractor will at all times be an independent contractor of the Corporation and not an employee. Nothing in this Agreement will be construed as, or have the effect of constituting, any other relationship between the Parties, including one of agency, partnership or joint venture, or of creating any employer and employee relationship.

1.7 Risk and Insurance. The Contractor will provide the Services under his or her own supervision and risk. The Contractor will provide all workspace, equipment, and materials to complete the Services. The Contractor will have the sole responsibility to obtain suitable insurance coverage for the Contractor while performing the Services.

REMUNERATION

1.8 Compensation. The Corporation will pay the Contractor the gross amounts of compensation set out in the attached Schedule "A", plus applicable taxes (the "**Contractor Fees**"). To the extent that the Corporation is required by any applicable law or order to withhold any sum from a payment, the Corporation will be entitled to do so.

1.9 Taxes and Remittances.

- (a) The Corporation shall not, unless duly advised by its legal advisors, withhold any amounts for income taxes or make any deductions in respect of Canada Pension Plan, Employment Insurance, workers' compensation, health care, professional dues or levies, or other expenses whatsoever from the Contractor Fees payable to the Contractor.
- (b) The Contractor will be responsible for remitting all applicable taxes, payments, deductions, remittances, and levies to government authorities and/or regulatory bodies for which the Contractor may be liable at law in respect of any payments to it from the Corporation, including income taxation and social welfare deductions.

1.10 Expenses. Subject to the pre-approval of the Corporation, the Corporation will reimburse the Contractor for all reasonable expenses the Contractor incurs in the course of performing his or her duties and responsibilities under this Agreement that are consistent with the Corporation's policies in effect from time to time with respect to travel, entertainment and other business expenses. Reimbursement of expenses are subject to the Corporation's requirements with respect to reporting and documentation of such expenses.



1.11 Indemnity. The Contractor agrees to indemnify and hold harmless the Corporation and its directors, officers, and employees, from and against any liabilities, damages, fines, interest, penalties, claims, surcharges, or other costs on account of the Contractor's failure to make any payments, withholdings, deductions or remittances as may be required by law to be made by Contractor, including in respect of any amounts paid to the Contractor under this Agreement.

TERM & TERMINATION

1.12 Term. This Agreement will be in effect for a fixed term of **X months** commencing on **DATE** and terminating on **DATE** (the "Term") unless otherwise terminated in accordance with the terms of this Agreement.

1.13 Early Termination. Either Party may terminate this Agreement at any time by giving at least **XX days'** advance notice to the non-terminating Party. In the event the Corporation terminates this Agreement pursuant to this section, the Corporation shall only be responsible to pay the Contractor for Services rendered up to the date of termination. The Corporation shall not be responsible for any additional payments contemplated for the remainder of the Term.

1.14 Breach of Terms by the Contractor. The Corporation may immediately terminate this Agreement upon giving written notice to the Contractor if the Contractor is in breach of any of the terms or conditions of this Contract without the express written consent of the Corporation or if the Contractor has failed to meet the Contractor's professional obligations.

1.15 Breach of Terms by the Corporation. The Contractor may immediately terminate this Agreement upon giving written notice to the Company if the Company is in breach of any of the terms or conditions of this Contract without the express consent of the Contractor.

1.16 Winding-up, Bankruptcy, or Insolvency of a Party. This Agreement may be immediately terminated by either Party upon written notice in the event of the winding-up, bankruptcy, or insolvency of a Party.

1.17 Effect of Termination. In the event that this Agreement is terminated for any reason, the Contractor shall be entitled to any portion of the Contractor Fees earned but not paid and, subject to Section 1.10, any expenses incurred by the Contractor but not reimbursed, in each case up to and including the date of termination.

NOTICES

1.18 Delivery of Notice. Any notice relating to, or required or permitted to be given in accordance with, this Agreement will be in writing and will be personally delivered, couriered, emailed or mailed as follows: (a) if to the Corporation, at its head office addressed to the President's attention; and (b) if to the Contractor, at the address set out on the signature page of this Agreement.

1.19 Time of Delivery. Any notice will be deemed to have been received: (a) if delivered, couriered, or emailed, on the next business day following when it is delivered; and (b) if mailed, on the fifth (5th) day (excluding Saturdays, Sundays and holidays) after it is mailed.



1.20 Change of Address. Each Party may change its address for the purpose of this 0 by delivering written notice of such change as set out in Section 1.18.

GENERAL

1.21 Representation. The Contractor represents and warrants to the Corporation that the Contractor's execution and delivery of, and performance of the obligations under, this Agreement does not and will not conflict with, breach, violate or cause a default under any contract, agreement, instrument, order, judgment or decree to which the Contractor is a party or by which the Contractor is bound.

1.22 Equipment. The Contractor agrees that all items the Corporation furnishes or provides to the Contractor and all of the Corporation's material and equipment used by the Contractor while engaged under this Agreement (collectively, the "**Corporation Property**") belong exclusively to the Corporation. The Contractor agrees to turn over to the Corporation all Corporation Property in his or her possession or under his or her control immediately at the Corporation's request or, in the absence of a request, upon the termination of this Agreement.

1.23 Use of Equipment. The Contractor shall not use any Corporation Property to access or store illegal material of any kind, including but not limited to material that might be considered pornographic or offensive to others working for the Corporation. All information stored on the Corporation Property is subject to review by any individual the Board designates and, except where such information is unrelated to the Corporation's business, is the Corporation's property. The Corporation is not responsible for the control of any personal information the Contractor places on the Corporation Property.

1.24 Email. If the Corporation provides the Contractor with an internet email address, then the Contractor expressly acknowledges that such email address is not a personal or confidential address. None of the Contractor's email is confidential to him or her and the Corporation's management or any person the Board designates may review it at any time.

1.25 Severability. Each provision of this Agreement shall be legal, valid and enforceable to the fullest extent permitted by law. If a court of competent jurisdiction finds any provision of this Agreement or portion thereof to be void, invalid, illegal or unenforceable, the remainder of this Agreement or the application of such provision or portion thereof shall not be affected thereby.

1.26 Amendments and Waiver. This Agreement or any provisions may only be amended with both Parties' written consent. Any waiver must be in writing, and any waiver of breach is not a waiver of any subsequent breach.

1.27 Entire Agreement. This Agreement supersedes all prior agreements, negotiations and discussions, whether oral, written or otherwise, between the Parties with respect to its subject-matter. This Agreement contains the final and entire understanding and agreement between the Parties with respect to its subject-matter. The Parties will not be bound by any terms, conditions, statements, covenants, representations, or warranties, whether oral, written or otherwise, not contained in this Agreement with respect to its subject-matter.



1.28 Governing Law. This Agreement is governed and construed by the laws of the Province of Newfoundland and Labrador and the applicable federal laws of Canada, and the Parties will submit to the jurisdiction of the courts of the Province of Newfoundland and Labrador.

1.29 Assignment. The Contractor may only assign this Agreement with the Corporation's express prior written consent. The Corporation may assign to another person or entity any of its rights under this Agreement, including, without limitation, any successor in interest to the Corporation or its business operations.

1.30 Independent Legal Advice. The Contractor acknowledges that the Contractor has obtained competent independent legal advice prior to executing this Agreement or does not wish to seek or obtain such advice. The Contractor further agrees that the terms of this Agreement are reasonable and that the Contractor is signing this Agreement freely, voluntarily and without duress.

1.31 Counterparts and Electronic Execution. The Parties may execute this Agreement in counterparts and may execute and deliver this Agreement in electronic form that can create a printed copy. When signed, each counterpart will be deemed an original and together will constitute the same agreement.

1.32 Protection of Intellectual Property. The Corporation shall be the sole owner of all documents, reports, materials and other products and proceeds of the Services, in any material form or support whatsoever, including, but not limited to, all materials, ideas, concepts, formats, suggestions, developments, software, computer programs and other computer software (including, without limitation, all source and object codes, algorithms, architectures, structures, display screens, lay-out and development tools), database, design, plans, drawings, writings, brochures, website content, sales and advertising literature and other marketing materials, copyrightable material and other intellectual property and any improvements thereon or derivative works or applications thereof and know-how related thereto (collectively, the "Intellectual Property") that the Contractor may acquire, obtain, develop or create in connection with the services rendered in the performance of the Services, free and clear of any claims by the Contractor (or anyone claiming under or on his behalf) of any kind or character whatsoever. The Contractor agrees to disclose immediately to the Corporation or any person designated for such purpose the acquisition, development or creation of any Intellectual Property. The Contractor hereby assigns and agrees to assign in the future to the Corporation any and all rights, titles and interests in and to any Intellectual Property and all intellectual and industrial rights related thereto. The Contractor hereby irrevocably waives any and all moral rights in and to the Intellectual Property that he may have in each jurisdiction throughout the world.

The Contractor shall, at the request of the Corporation, execute such applications, assignments, certificates or other instruments as the Corporation may, from time to time, deem necessary or desirable to evidence, establish, maintain, perfect, protect, enforce or defend its right or title and interest in or to any Intellectual Property including, without limitation, as may be deemed necessary by the Corporation to apply for and obtain copyrights patents and/or other intellectual property rights in the name of the Corporation. The Contractor agrees to disclose immediately to the Corporation or any person designated for such purpose the acquisition, development or creation of any Intellectual Property.

[SIGNING PAGE FOLLOWS]



SIGNED as of the day and year first above written.

{CORPORATION NAME},

Per: _____

Name:

Title:

{CONTRACTOR NAME}

CONTRACTOR ADDRESS FOR NOTICES:

{contractor address}

E-mail: **{contractor email}**

SCHEDULE "A"

Description of Services and Compensation

Description of Services:

The Services consist of:

{description of services}

Compensation:

The Corporation shall pay the Contractor a total gross sum of \$XXXX for the Services. This sum shall be paid in weekly installments of \$XXX per week. The first weekly installment shall be paid on DATE and every [X]day thereafter.