



Request for Proposals Canadian School Boards Association

Issue date: February 23, 2023

Closing date and time: 4:00 pm EST March 8, 2023

info@cdnsba.org

www.csba.ca

The Canadian School Boards Association (CSBA) is a professional association representing members from provincial school boards associations serving close to four million elementary and secondary school students across Canada. The CSBA advocates educational success for each and every student and promotes the value of locally elected school boards.

The Canadian School Boards Association is seeking proposals from qualified service providers for the planning and arrangements for the annual **CSBA Advocacy Week** in Ottawa, Ontario, tentatively set for October 2 - 5, 2023.

The attached Request For Proposals (RFP) outlines the parameters of the work and services we are seeking. Additional information can also be obtained by contacting the Executive Director of the CSBA at info@cdnsba.org at any time through the process.

Please note that the Canadian School Boards Association maintains the right to choose the service provider of their liking, if any, without explanation. The CSBA also retains the right to cancel this RFP process at any time.

All submissions must be delivered to the CSBA as per the instructions by no later than 4:00pm EST March 8, 2023. Submissions received after the closing date/time will not be considered.

Thank you,
Mike Roberts

Interim Executive Director



**Request for Proposals (RFP)
Advocacy Event Planning and Facilitation
for the
Canadian School Boards Association (CSBA)**

Issue date: February 23, 2023

Closing date and time: 4:00 pm EST March 8, 2023

To: executivedirector@csnsba.org

For information, please contact Mike Roberts - CSBA Interim Executive Director

Phone: (604)754-5222

info@cdnsba.org

www.csba.ca

The Canadian School Boards Association (CSBA) is seeking contracted support for the development and facilitated delivery of a national advocacy event based in Ottawa during early October 2023. General parameters include:

- The work will begin immediately and continue until the event has taken place and an evaluation report has been submitted to the CSBA.
- The successful contractor will ideally have experience in working with governing boards, with advocacy at the federal government level, and the demonstrated ability to plan and facilitate face-to-face advocacy events involving senior elected officials.
- The successful contractor will have an understanding of the role and value of school boards and the shared jurisdictions of governing school boards and specific federal ministries.
- The target date for the event or series of events is October 2-5, 2023.
- Timing for the events will take into consideration House and Senate sittings as well as the availability of specific MPs and Senators.

Background:

- The CSBA represents provincial school board associations and is the national voice for school trustees throughout Canada.
- Advocacy at the federal level is one of the strategic priorities of the CSBA.
- The mandates of numerous federal ministries overlap with the jurisdiction of governing school boards, including Indigenous Services, Health, Public Safety, Crown-Indigenous Relations and Northern Affairs, Youth, Democratic Institutions, Official Languages, Telecommunications, and Canadian Heritage.
- The key focus areas of our federal level advocacy include:
 - Fair Dealing and copyright legislation
 - National food programs for children and youth
 - Youth mental health programs and services
 - Internet connectivity in remote and rural communities
 - Teacher recruitment and immigration especially for French as a Second Language
 - Minority language rights and supports
 - Truth and Reconciliation as well as Indigenous services
- CSBA has identified specific strategic issues / priorities on which to focus our 2023 advocacy efforts including this event.
- Successful face-to-face events were held in May 2019 and 2022, with virtual events in 2020 and 2021 (due to Covid). 2023 will be face-to-face.

The Opportunity:

- The Contractor(s) will report to the CSBA Executive Director and provide support to the CSBA Executive Committee and our Board of Directors.
- The work will involve planning and delivery of all details related to the event(s):
 1. Identification of a detailed work plan, including targeted contacts and detailed planning of in-person meetings and related communications, taking onto consideration the targeted topics provided by CSBA.
 2. Development of issue and event briefing materials for the members of the CSBA Board of Directors.
 3. Development of 'asks' and messaging for the Advocacy Event meetings.
 4. Coaching and strategic advice for the Board of Directors.
 5. Post-mortem overview report and follow-up thank you letters.

Proposals:

- Your written proposal must include the following components:
 - An overview of your advocacy experience and expertise.
 - Brief bio(s) of the contractor(s).
 - Summary of services available.
 - Sample Plan/Proposal.
 - Overview of your recommended approach for the advocacy event.
 - Compensation expectations, including expenses.

Deadline:

- Expressions of interest / proposals must be e-mailed to executivedirector@cdnsba.org by no later than 4:00pm EST on Thursday March 8, 2023.

Reference Materials

- A confidential sample of the 2022 advocacy event schedule will be provided to interested contractors upon request.
- Although illustrative of what took place in 2022, the sample is not meant to define parameters or the focus for the 2023 event.