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## Request for Proposal – Cook Apprentice Training Program Structure and Delivery Model Review

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Date: August 8 2007

Offered by: Jeff Fielding, Director Industry Training, go2.



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## I. PURPOSE

This document is intended to outline the parameters of a project to review and revise the BC Cook Apprenticeship Training Program's delivery model and structure. It has been developed to communicate go2's expectations and requirements, facilitate project planning, and serve as the basis for the development of project / funding proposals by interested proponents.

## II. INTRODUCTION AND BACKGROUND

### *About go2*

go2 is an independent, non-profit industry association with a mission to assist BC's tourism operators to attract, recruit, and retain employees to support industry growth. go2 provides information and resources to employers on a wide range of recruitment, retention, management, and training issues. Long-term strategic initiatives include compensation and other HR related research, a campaign to improve the public perception of working in tourism, career awareness activities, foreign worker issues, and ensuring training and educational programs are congruent with industry's priorities.

### *Industry Training for Tourism*

In late 2006, go2 was sanctioned by the Industry Training Authority (ITA) to take on a new industry training mandate for the tourism industry in British Columbia.

The mandate of this new division of go2 will be to provide an effective industry-driven training function by defining training needs, setting industry training and occupational standards, measuring industry training results, and directly interfacing with public, private and K-12 training providers. Currently 3 designated trades fall under the jurisdiction of go2's industry training division: Cook, Baker and Meatcutter.

Even though overall apprentice enrollment in this trade is growing, completion rates (i.e. the number of apprentices that acquire provincial and inter-provincial designations) are decreasing. Anecdotally, many industry members identify aspects of the training program's structure and delivery model that create barriers for both apprentices and employers.

## III. PROJECT DELIVERABLES

The Vendor is required to deliver two electronic copies (CD's) and two hard copies (except where otherwise noted) of acceptably written and formatted document detailing the following. Refer to section III above – General Project Terms and Requirements for additional information:

- a. A documented review of the Cook Program standards indicating the degree to which they are current, whether additional work is required to bring them up to standard, and if so, an outline of the required work.
- b. Documented recommendations, accompanied by research and analysis, outlining industry-endorsed changes to the Cook Apprentice Training Program structure and

delivery model. These recommendations must consider elements described in sections III.3 and III.4 above, in addition to other elements raised by industry stakeholders in the course of the project.

- c. A plan and strategy for implementing the proposed changes.
- d. Documented recommendations for future work currently out of scope, but raised over the course of the project.

## IV. PROJECT TERMS OF REFERENCE

1. **Project Management** - To set strategic direction, go2's Director of Industry Training works with a standing sub-committee of go2's board. Individual task groups comprised of industry experts are assembled to address specific projects. In the case of this project, a Cook Task Group representing industry subject matter experts with representation from education and labour will be assembled. The project manager will work closely with this project task group.
2. **Cook Program Standards** – In 2005 the Provincial Cook Apprentice Training Program standards were updated and brought into alignment with the current NOA. These standards must be reviewed for currency and sufficiency. Where insufficiencies are deemed to exist, recommendations for updates are to be made in the final report for future consideration. This step will assess the following components:
  - a. Provincial Program Outline;
  - b. Table of Specifications;
  - c. Exam items;
  - d. Tools and Equipment list;
  - e. Instructor Qualifications;
  - f. Achievement criteria for all competencies, identified in measurable units of quality, quantity and/or time;
3. **Program Structure and Delivery Model Review / Development** - The project is established to provide recommendations to go2 respecting the following key directions:
  - a. **Overall Program Structure** – The fundamental design assumptions underpinning the Cook Apprenticeship training program (i.e. 3 levels culminating in one inter-provincial credential) are to be questioned and assessed for validity against industry requirements. Working from a completely fresh perspective, industry requirements are to be mapped and the program structure and design is to be modified (or re-created as necessary) to meet the contemporary requirements of industry.
  - b. **Overall Program Delivery Model** – Aside from the principle of work-based learning, all aspects of the current delivery model should be questioned and assessed for validity against industry requirements. The end result needs to be a delivery model that *facilitates* instead of impeding, participation in apprenticeship training on the part of apprentices and employers.

4. **Considerations** – The following structure and program design features are to be considered in the process of this project for their relevance to industry needs and the degree to which they support apprentices and sponsors throughout the apprenticeship process to successful achievement of credentialed designation.
  - a. **Progressive Credentialing** – Industry HAS indicated a desire to explore the benefits and drawbacks of progressive credentialing within this occupation and this concept should be reviewed with industry.
  - b. **B.C. Certificate of Qualification** – Aside from possibilities associated with 3a, and if there is clear industry support, a recommendation endorsing the creation of a provincial certificate of qualification that effectively exceeds existing Red Seal standards (e.g. “Level 4”) should be put forward. This would in turn offer BC the opportunity to differentiate itself among peers as well as offering candidates the chance challenge higher levels of credentialing than the current national standard.
  - c. **Cook Foundation Training** – The Cook Foundation program is intended to prepare individuals for direct entry into the workforce and/or entry into a formal industry training program leading to a provincial / inter-provincial qualification. The program model also utilizes a significant portion of the financial resources allocated by ITA to the public system to support training for the Cook trade. As an integral component of the overall cook program structure and delivery model, the effectiveness of the cook foundation training program must be assessed in terms of cost effectiveness and the degree to which it contributes to the achievement of the goals of increasing cook apprentices and increasing completion rates.
  - d. **ACE-IT** – ACE-IT Programming provides secondary schools with financial support to deliver Level 1 apprentice technical training to high school student in collaboration with post-secondary providers. The program also provides support for placement of program graduates in relevant employment-based training opportunities. This project must assess the fit between ACE-IT programming and the broader Cook Apprenticeship scheme and make industry-backed recommendations around changes or improvements to the program.
5. **Implementation** – The project will develop an overall plan for implementing the proposed changes to the program’s structure and delivery model. The plan will detail tasks, actions, responsibilities, timelines and estimated resource requirements.

## V. PROPOSAL REQUIREMENTS

In your proposal, please include the following:

1. **Scope and proposed approach**
  - Include your understanding of the project and proposed approach.
2. **Deliverables**

- Include your understanding of the final deliverables as well as interim deliverables go2 can expect (i.e. scope of work and schedule/timeframes in accordance with the project timeline shown below).

### 3. Detailed and itemized pricing

- Included estimated pricing for project including hourly rates as appropriate.

### 4. References

- Three (3) current references, including company name, contact name, title, address, telephone number, and client relationship synopsis. Ideally these references would be for similar types of projects.

### 5. Company Background

- Please include company background, including size, lines of business, capacity
- Bio(s) of people who will work on the project.

## VI. SELECTION CRITERIA

All proposals will be evaluated under the following criteria:

1. Proponent’s overall technical capabilities based upon demonstrated experience, past performance, reliability and project team qualifications. (30%)
2. Project methodology (30%)
3. Proponent’s costs, including labour, travel, expenses and materials (20%)
4. Client references for project of a similar nature (10%)
5. Proposal preparation, thoroughness and responsiveness to the requirements of the RFP. (10%)

## VII. CONTACT INFORMATION

Any questions concerning this request for proposal should be directed to:

Name: Jeff Fielding, Director of Industry Training, go2  
 Phone: 604-633-9787 ext. 235  
 Email: jfielding@go2hr.ca

## VIII. PROPOSAL PROCESS AND PROJECT TIMELINE

Proposals received	August 30 2007 5pm
Contact selected contractor	September 14 2007
Conduct first meeting with working task group	Before Oct 5 2007
Submit final report of recommendations to go2.	February 22 2007
Project review	March 2008

Proposals must be submitted by email to jfielding@go2hr.ca no later than 5:00pm on August 30 2007

