Ontario Centre of Innovation – OVIN Skills, Talent & Workforce Development
Content Partnerships Program – Applicant Questions

QUESTION

1. Would a non-college Training Delivery Agent (TDA) would be eligible to apply for the Content Partnerships Program as a primary applicant?

ANSWER

2. Yes, eligible applicants are listed below:
   a. Accredited Ontario-based post-secondary education institutions
   b. Other accredited institutions creating micro-credentials or other courses
   c. Ontario based Non-Profit Organizations that:
      i. Have an Ontario-based bank account and
      ii. Run education programs for members of the automotive and mobility workforce in Ontario

QUESTION

1. Is the content online only?
2. Will Federal organizations be considered as partners?

ANSWER

1. Yes, the content for this round of the Content Partnerships Program will be online only.
2. Yes, we will consider these partnerships if they have both provincial and federal presence.

QUESTION

1. Will the platform be free to use?
2. Will there be relevant branding for the institution/organization?
3. Will the platform allow for authentic assessment, meaning an individual to go in and evaluate the assessment criteria?
4. Would the funding be able to include the cost of someone going in to do the evaluating?
5. Can you outline if there is a level of flexibility with regards to the IP considerations?

ANSWER

1. Yes, the Upskilling Platform will be free to use.
2. OCI intends that the Courses provided by each applicant will include the trademarks, logos and branding of the specific institution who has developed the micro-credential(s), under a prescribed format.
3. Applicants should detail what the assessment process looks like within their own institution.

4. Applicants should include the budgetary considerations for what their assessment needs would be for their submission.
5. The preference is that all Courses and materials related thereto, including IP therein developed under the program will be owned by the Ontario Centre of Innovation (OCI). OCI will discuss alternative approaches with respect to IP ownership proposed by applicants, such as an irrevocable and perpetual license granted to OCI by the applicant for the Courses and materials, where ownership of IP by OCI is not feasible. Applicants should detail what their proposed scenario would look like within their institution.

QUESTION

1. Once we provide the content, is it open to everybody? Who can access the content?

ANSWER

1. It would be open content on the Upskilling Platform. Content is available beyond a registration wall for those who have self-identified as an employee of **Ontario's** automotive and mobility sector.

QUESTION

1. In terms of recognition of completion, would the users be receiving a credential from the specific institution or is it an OVIN credential endorsed by the institution?
2. Are there specifications in the guidelines surrounding the LMS and the process for putting content up onto the platform (ex: files formats, budgetary considerations, etc.)?

ANSWER

1. Users will receive their certificate from the platform that is branded/endorsed by the institution who developed the content.
2. The Key Components document outlines the high-level information about the LMS being developed. Successful applicants will receive a comprehensive document with the steps needed to successfully develop content that is compatible with the Upskilling Platform. If having a dedicated member of the team is preferred, applicants should detail the budgetary considerations for including this in their proposal.

QUESTION

1. Can you elaborate on what is the involvement with the industry partners and what you are expecting?
2. Are you looking for employment metrics in the application?

ANSWER

1. Industry partnerships could be with OEMs, Tier 1 suppliers, local economic development offices to ensure that the voices of industry are represented.
2. The Content Partnerships Program is targeting those who are currently employed in the sector; therefore, applicants should outline the number of employees who will benefits from taking the

proposed micro-credentials.

QUESTION

1. Are we also targeting future employees (ex: those who will be graduating from post-secondary programs) or newcomers, etc.?

ANSWER

1. For this iteration of the Content Partnerships Program, we are focusing on those currently employed in the sector.

QUESTION
1. Industry partner involvement – please confirm the following:
    a. The scope of this partnership is that it's expected for post-secondary institutions to work with 2-3 industry partners who can actively be involved in the course designing process.
    b. The proposed micro-credentials course should be targeted to employees currently working for those industry partners; therefore, we should state in the application how many people could potentially benefit from the micro-credentials.
    c. Can you kindly clarify if part of the objectives is that industry partners' representatives should act also as subject matter experts and should provide validation/marking at the end of the course?
2. Intellectual property – please kindly clarify: Can the IP's rights be shared in full or partially with the post-secondary institution to offer it to other potential clients?
3. Marking: Since this course will be hosted through asynchronous delivery, would it be possible the assessment can be automatically graded?

ANSWER
1. (a) Working with an industry partner is required under the Content Partnerships Program to ensure that there is effective validation from industry throughout the development of micro-credential(s). Therefore, at a minimum, we do require partnering with at least **one** industry partner.
    (b) Yes, that is the expectation.
    (c) OVIN requires applicants to develop a dedicated industry advisory committee (or engage an existing industry advisory committee) to work collaboratively with industry partners in the region, ensuring the input from industry is present throughout the development of the micro-credential(s). Industry partners are **not** expected to mark the final assessment of the micro-credentials.
2. The preference is that all Courses and materials related thereto, including IP therein developed under the program will be owned by the Ontario Centre of Innovation (OCI). OCI will discuss alternative approaches with respect to IP ownership proposed by applicants, such as an irrevocable and perpetual license granted to OCI by the applicant for the Courses and materials, where ownership of IP by OCI is not feasible.
3. It is possible. Applicants should detail what the assessment process looks like within their own institution. Applicants should include the budgetary considerations for what their assessment needs would be for their submission.

QUESTION

1. What if we don't already have a Business Development Commercialization Manager?

ANSWER

1. Please fill out the [Program Enquiry Form](#) to get assigned to a BDCM.

QUESTION

1. Will courses developed in D2L's Brightspace be exported to the LMS? Does the micro-credential have to be in a certain type of format?

ANSWER

1. The Key Components document outlines the high-level information about the LMS being developed. Successful applicants will receive a comprehensive document with the steps needed to successfully develop content that is compatible with the Upskilling Platform. While Sharable Content Object Reference Model (SCORM) files are supported, it is recommended for the best experience, to build the course in the easy-to-use course builder on LearnDash. This platform supports SCORM 2004 4th edition (most recent version) and H5P files.

QUESTION

1. Is working with an Economic Development Centre as a partner being considered?

ANSWER

1. Yes.

QUESTION

1. If the expected delivery of the MC program is April – what is the turnaround time after the submission deadline?
2. How many projects are you seeking to fund this round?

ANSWER

1. Decision notifications are typically provided within 6-8 weeks of receipt of a complete application submission. All approved projects are expected to begin in November 2023.
2. We are hoping to fund as many projects as possible within the budgeted funding amount.

QUESTION

1. Is there a ratio for the in-kind contributions?

ANSWER

1. Not prescribing a specific ratio, we want to see that there will be in-kind contributions that is significantly reflective of the funding amount. Increased in-kind contributions will reflect leverage and support for the overall project.

QUESTION

1. Once we develop the material, whose material is it?

ANSWER

1. The preference is that all Courses and materials related thereto, including IP therein developed under the program will be owned by the Ontario Centre of Innovation (OCI). OCI will discuss alternative approaches with respect to IP ownership proposed by applicants, such as an irrevocable and perpetual license granted to OCI by the applicant for the Courses and materials, where ownership of IP by OCI is not feasible. OCI intends that the Courses provided by each applicant will include the trademarks, logos and branding of the specific institution who has developed the micro-credential(s), under a prescribed format.

QUESTION

1. Is this meant to be free training?

ANSWER

1. Courses will be free to use.

QUESTION

1. Can we create the content get the funding and then also market the content by the college?

ANSWER

1. Marketing is an eligible expense.
2. The scope is for the applicant is to create the micro-credential content and hand it over to OCI – all marketing thereafter will be handled by OCI.

QUESTION

1. Is the understanding that the college does not have to do any action after the content is delivered to OCI?

ANSWER

1. Content developers are responsible for Maintenance and Support: "Successful applicants will be required to perform regular maintenance and support assessments of course content to ensure there are no bugs or issues being experienced by users."

QUESTION

1. Clarification on the 50K and 100K for 2 courses as long as they are in English and French.

ANSWER

1. **OPTION 1**
Eligible applicants can apply for a maximum of $50,000 to develop and deploy educational and upskilling content for members of Ontario's automotive and mobility workforce for at least: • At least one micro-credential under stream one AND one or more under streams two or three • OR at least two micro-credentials under stream one.
OPTION 2
Applicants may apply for up to $100,000 only if they intend to develop at least four (4) inter-connected micro-credentials, in both English and French, that create one or more learning pathways for users, going over and above the expectations outlined in this document. The proposal should detail their proposed objectives accordingly within their development plan.

QUESTION

1. How many learners does the industry have to support at a minimum?

ANSWER

1. Applicants are asked to detail a competitive application that accurately reflects the needs of the sector.

QUESTION

1. We'd like to understand the geographical and demographical scope of the initiative (Ontario, types of learners...)
2. There are matters that would need to be sorted out regarding some of the legal, branding and credentialing aspects. Do these need to be determined at the time of the application, or can they be worked out after submission?
3. How is the final product defined and who determines if it is acceptable? With the staggered payment terms, we'd need to be clear on expectations regarding what is to be delivered and how to ensure that it is in an acceptable format.

ANSWER

1. Users of the platform will be members of Ontario's automotive and mobility sector. As the content on the platform is asynchronous and virtual, applicants must consider the diversity of members across the 13 segments of workforce (listed in the Program Guidelines document) to ensure that content on the Upskilling Platform addresses the unique needs of the sector.
2. We ask applicants to detail as much as they can in their application, however we understand that more granular discussions may be needed once content development begins.
3. Applications are assessed internally first to determine eligibility and then sent for external review to ensure a fair a transparent process for all applicants. The final product is defined in the guidelines below:
    a. Under the Content Partnerships Program, selected institutions will provide digestible, short-term micro-credentials (120 hours or less), directly related to upskilling experienced members of the automotive and mobility workforce, resulting in a digital badge, certificate, or other industry-recognized credential.
    b. Per the funding options, applicants can produce between 2 or 4+ micro-credentials

c. Working with an industry partner is required under the Content Partnerships Program to ensure that there is effective validation from industry throughout the development of micro-credential(s).

Successful applicants will develop micro-credentials that will live on the in-development Upskilling Platform. Content developers will work with OVIN's technical team that is developing the Upskilling Platform to ensure the applicant's content is compatible with the platform (ex: file formats, etc.)

QUESTION

1. Can you outline the value proposition for industry partners?
2. How involved should the industry partners be?

ANSWER

1. One of the priorities of the Content Partnerships Program is to ensure that the voice of industry is represented throughout. The intention is that industry will be part of the development process for the contribution of content being accessed by the province.
2. OVIN requires applicants to develop a dedicated industry advisory committee (or engage an existing industry advisory committee) to work collaboratively with industry partners in the region, ensuring the input from industry is present throughout the development of the micro-credential(s). Industry partners are expected to be involved throughout the development process.

QUESTION

1. Is the cost for licensing included in the funding amount?

ANSWER

1. Applicants should detail budgetary considerations for content licensing costs in their application.

Last updated **[14 September 2023]**

[PLEASE NOTE THAT THIS DOCUMENT WILL BE UPDATED ON A ROLLING BASIS AS QUESTIONS COME IN RELATED TO THIS PROGRAM.]