

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. 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 benefit from taking the

proposed micro-credentials.

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/marketing 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, but this doesn't replace the requirement of an industry partner.

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. 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 and 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.

The above Q&A was last updated before the close of Round One - 14 September 2023

QUESTION

Will there be any recognition to applicants for their contributions?

ANSWER

Yes, the course page and associated content would include the name and branding of the contributing institution.

QUESTION

If we offer the content in partnership with OVIN/OCI, can we then share content that with other delivery channels?

ANSWER

It is unlikely, since we would be looking for the IP ownership to live with us. You can advertise the content, but it would need to loop back to the upskilling platform ([OVIN Learn](#)).

QUESTION

Can you clarify what content would support new learners?

ANSWER

We want this platform to be accessible without assuming a user's understanding of how to engage with online learning. This could include project management with Excel or other applications. We are in a post-COVID online learning space, but many people have been in their careers for a long time so we would like to supplement their transition to online learning. It is flexible with what we're looking for within stream three.

QUESTION

Is the final deliverable a fully functioning course in your LMS? And are these courses to be designed to be fully asynchronous including assessments?

ANSWER

Yes. We are looking for short, digestible content that is asynchronous, virtual/hybrid.

QUESTION

Can you confirm that there's no cost for people to take the courses through your platform? So, we are to not include a tuition fee in the budget?

ANSWER

The content will be free to use for members of the automotive and mobility sector, however, access to the courses will require registration for the platform itself.

QUESTION

Does the content provider need to be responsible for facilitating the course (e.g. grading, mentorship of trainees) and long-term maintenance / updates of the content?

ANSWER

In terms of updates, we're looking for this in the sustainability piece of the application. We've left this open to the applicant – whether this content must be maintained or updated yearly or every two years, etc. Within the application you can detail this. But the content is expected to be virtual and asynchronous.

QUESTION

Would OVIN be issuing the badging related to micro-credentialing?

ANSWER

We are not looking for the content partners to provide the certification from their institution, it will be a co-branded certificate from the OVIN Upskilling Platform ([OVIN Learn](#)).

QUESTION

When you say asynchronous and virtual, can virtual include live office hours or anything live?

ANSWER

You can detail this in your application, but we are looking for asynchronous format where users are self-directed. If it is feasible, we would consider it. But we are trying to make this as easily accessible as possible.

Last updated [16 January 2024]

QUESTION

Will there be a second round?

ANSWER

There might be a second round of applications. Most likely in the new year, 2026

QUESTION

Will one partner be selected?

ANSWER

There will most likely be multiple depending on the reviewer's assessment.

QUESTION

Could you expand on the flow of funds?

ANSWER

- OVIN only reimburses eligible expenses. Please refer to the Eligible Expenses Guidelines for details.
- Funding starts once the agreement is signed by all parties.
- An advance payment of up to 75% may be released at OVIN's discretion once the project begins.
- Applicants must give a progress presentation halfway through the program. During this progress presentation, applicants will be asked to present on program progress including any successes, challenges, and a budget update to see if any alterations are needed. The budget update will need to include total expenditures of OCI project funding and total industry in-kind contributions.
- The final 25% is paid after OVIN approves the final report, which must include financials, receipts, proof of payment, and confirmation of how funds were used. It will be on a refund base.

QUESTION

Will courses offered on OVIN Learn will be prevented from uploading on other platforms Leanne

ANSWER

Regarding Intellectual Property (IP), OCI prefers ownership of all content developed. However, it is open to alternatives such as a perpetual license from applicants. Applicants must also allow OCI to use their institution's branding to co-brand the content and issue certificates.

QUESTION

Are courses charged on OVIN Learn?

ANSWER

All courses are free of charge on OVIN Learn

QUESTION

Could you talk about matching contributions?

ANSWER

- OVIN requires applicants to develop a dedicated industry advisory committee (or engage an existing industry advisory committee) or conduct focus groups with industry stakeholders in order to work collaboratively with industry partners in Ontario, ensuring the input from industry is present throughout the development of the micro-credentials.
- The monetary value of this matching contribution will be determined by the number of hours that the members of the industry advisory committee spend and the cost of their time.
- Applicants are also asked to gather letters of support from their industry partner(s) outlining that the content addresses a current skills gap in the sector and the projected number of users who will register for the course on OVIN Learn.

QUESTION

Could you talk rough number / metric that will be measured?

ANSWER

It depends on the course—there's no specific number required. We also request a letter of support from industry partners outlining the need for the course and providing an estimate of the expected number of registrants.

QUESTION

Does the advisory committee go through a process?

ANSWER

The applicant will be responsible for managing the advisory committee, including organizing monthly, bi-weekly, or other meetings as needed to support course co-development

QUESTION

Should there be an existing partnership with the industry partners?

ANSWER

Yes, a letter of support and active involvement in the co-development of courses are required from industry partners. This can be through an existing partnership, or a new collaboration established specifically for this project."

QUESTION

Can we pay graduate students during the development of the course on OVIN Learn?

ANSWER

Salaries are an eligible expense, so if it makes sense to the project, this could be an option.

QUESTION

How does partner reimbursement work?

ANSWER

Funding flows only to the applicant. Partners must be reimbursed by the applicant if applicable.

QUESTION

Can private corporations apply if they are not an education corporation?

ANSWER

- Eligible Applicants for the OVIN Content Partnerships Program include:
- Accredited Ontario-based post-secondary institutions
- Other accredited institutions creating micro-credentials or courses
- Ontario-based non-profits with an Ontario bank account and educational programs for the automotive and mobility workforce

QUESTION

Will the slides be shared?

ANSWER

Recording and Q and A will be added to the CPP webpage.

QUESTION

Does OCI help with finding an industry partner?

ANSWER

If you already have existing partners, that's great. If not, we'd be happy to connect applicants with our Business Development team to explore potential partnership opportunities.

QUESTION

Do you have documentation on guidelines and how to apply through the form?

ANSWER

All necessary information could be found on our webpage: <https://www.ovinhub.ca/programs/content-partnerships-program/>

Last updated [24 July 2025]

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