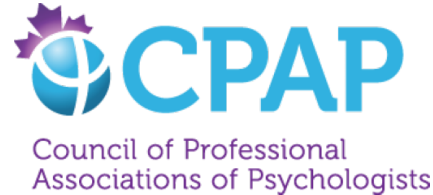




CANADIAN
PSYCHOLOGICAL
ASSOCIATION
SOCIÉTÉ
CANADIENNE
DE PSYCHOLOGIE



REQUEST FOR PROPOSAL

Canadian Psychology Leadership Academy: Feasibility Study

Canadian Psychological Association (CPA) and Council of Professional Associations of Psychologists (CPAP)

This Request for Proposal (RFP) invites submissions from qualified individuals or firms (i.e., the “consultants” below) for the purpose of developing and conducting a feasibility study re: the need for a Leadership Academy in Psychology in Canada for the Canadian Psychological Association (CPA) and the Council of Professional Associations of Psychologists (CPAP).

Who is the Canadian Psychological Association?

The CPA is the national professional association of psychology researchers, educators, practitioners, and students numbering over 7,000. It is a voluntary, individual member-based, national professional association whose principal activities include: an annual national convention, publication of three peer-reviewed journals, accreditation of professional training, support for the science, practice, and education of psychology in Canada, and mobilizing psychological knowledge and expertise to inform policy, legislation, regulation, and programming that meet the needs of the Canadian public.

The CPA envisions a society that values and applies psychological science for the benefit of persons, communities, organizations, and peoples. It aims to serve the public and the CPA’s membership by advancing psychological science, practice, and education through research, advocacy, and collaboration.

The CPA is guided by both a [Strategic Plan \(2025-2030\)](#) and [Operating and Guiding Principles](#).

Who is the Council of Professional Associations of Psychologists?

CPAP is proudly composed of 13 national, provincial, and territorial psychology associations.

CPAP promotes collaboration and resource sharing to support and further the advocacy efforts of member associations through a national alliance.

It envisions a united and empowered community of psychological associations that leads with integrity, collaborates strategically, manages shared risks effectively, and leverages collective resources to advance psychological advocacy and excellence across Canada.

Psychology and Leadership

Psychology, defined as the study of how people think, feel and behave, includes researchers, educators and practitioners with broad and diverse areas of knowledge and speciality.

The CPA and CPAP are committed to fostering leadership and advocacy competencies within the field of psychology across Canada to enhance the professional capacity of psychology graduate students and psychologists, equipping them with the necessary leadership skills to advance the profession, advocate

for effective policy, and provide robust representation at national, provincial, and territorial levels. It proposes to do this through the establishment of a Canadian Psychology Leadership Academy. Goals of the academy would include, but are not limited to:

- Cultivating strong leadership competencies
- Empowering effective advocacy
- Facilitating skill building
- Providing mentorship and networking opportunities

RFP DELIVERABLES:

The significant deliverables of the work include:

1. Conducting a needs assessment with key stakeholders, including CPA and CPAP members, provincial/territorial associations, and other relevant entities, to determine need for and interest in the national psychology leadership training across different psychology sectors.
2. Preliminary report mid-stream of the needs assessment for initial review by the CPA and CPAP.
3. Compilation of the final needs assessment findings into a formal report for review and approval by the CPA and CPAP.
4. Conducting a thorough environmental scan of existing leadership programs, across North America and professions, that may be appropriate for modification for psychology and/or provide insights or partnerships into the development of a psychology-specific leadership academy.
 - a. Consideration for evaluation of already existing programs in this area to identify what has worked well and what has not.
5. Produce a leadership program design proposal.
 - a. Including outcome evaluation measures that could assist throughout implementation.
6. Completing and submitting a market analysis for the financial viability of the planned program to determine long-term feasibility. The market analysis will include recommendations for budgets for the first few years of the academy including sources of income and potential costs.

QUALIFICATIONS

Whether an individual or a team, the successful consultants will have extensive expertise and experience in developing and delivering training for professionals. Preference will be given to those individuals and teams who have a demonstrated combination of professional experience in needs assessments, environmental scans, and leadership design.

The author(s) will work closely with the CPA's leadership in identifying the scope of the work and key milestones.

BUDGET

Applicants should submit a detailed budget that includes the allocation of funds across the different deliverables described in this request.

PROPOSAL REQUIREMENTS AND BIDDING PROCESS

Potential consultants are asked to submit a maximum 10-page proposal (double spaced) providing information on the following:

1. Proposed work plan and approach including an outline of timelines and associated milestones.
2. Team members (including appended CVs).
3. Information about the organization through which the prospective consultant(s) would work (if applicable).
4. A brief description of relevant experience, research or reports specific to the content area in this proposal.
5. Number of professional days and all fees including professional and out-of-pocket expenses.
6. Project budget, invoicing and payment schedule, including daily rates of all participants.
7. Identification of any other work activities that may be relevant to this review but are not included in the scope of your work, and how you propose to address these gaps.
8. A statement indicating that, if future or follow up work were authorized, it would be at the same rates.

The CPA and CPAP reserve the right not to accept the lowest or any bid proposal submitted through this process.

There will be no payments made to the consultants for the preparation and submission of proposals in response to this request. Any costs the consultant may incur related to discussion of the submission, which may or may not lead to the execution of an agreement, shall be the consultant's sole responsibility.

Inquiries related to this RFP should be directed to Dr. Lisa Votta-Bleeker as below. Note that inquiries should be made by email and any information or clarification given in response to an inquiry will be shared with all candidates.

The proposal will be assessed in the following four areas (with their importance for the decision indicated in parentheses):

1. knowledge and expertise (30%)
2. professional experience (25%)
3. quality and relevance of the proposed plan (25%)
4. budget and pricing (20%)

Note that the successful contractor may not use any of the information produced by this report for any other purpose unless written permission is given beforehand by the CPA/CPAP.

There will be no payments made to the consultants for the preparation and submission of proposals in response to this request. Any costs the consultants may incur related to discussion of the submission, which may or may not lead to the execution of an agreement, shall be the consultants' sole responsibility.

RFP SUBMISSION

As noted, the proposal must outline a work plan, all costs and deliverables to complete the project as described in the preceding section and should not exceed 10 pages in length, double-spaced.

Proposals can be submitted by surface or electronic mail, as per below:

Surface mail: Attention: Dr. Lisa Votta-Bleeker
Chief Executive Officer
Canadian Psychological Association
1101 Prince of Wales, Suite 230
Ottawa, ON K2C 3W7

Via email: executiveoffice@cpa.ca with subject line – Response to RFP: Leadership Academy
Feasibility Study

Please direct any inquiries via email only to:

Dr. Lisa Votta-Bleeker
Chief Executive Officer
Canadian Psychological Association
Executiveoffice@cpa.ca

Deadline for receipt of completed RFPs: May 11, 2026