



The Students Commission of Canada

The Centre of Excellence for Youth Engagement

Date: December 8, 2023

Background: The Students Commission of Canada (SCC) is an inter-generational national charitable organization that purposely works with others to ensure that young people's voices are heard and valued so that they can put their ideas for improving themselves, their peers and their communities into action. Our mission and activities align with Community Justice Initiatives' youth leadership development program for cultural minorities and its proposed Youth Summit. Our Four Pillars are: Respect, Listen, Understand and Communicate™, which are our core values and our foundational process. In 2000, the SCC established the Centre of Excellence for Youth Engagement, which networks academics, youth organizations and young people to improve youth programs and youth engagement in Canada. We are experts in youth engagement and youth leadership development, particularly for youth experiencing systemic inequities (Indigenous, Black, racialized, newcomer, 2SLGBTQI+, youth with disability, youth who live in rural/remote communities and youth who experience low socio-economic status). We have been designing and executing youth programs, motivational conferences, summits and events for ourselves, partners and clients for more than 30 years, and supporting youth aged 12-25 to design and deliver community action projects across the country.



We intentionally remain a small organization with the objective of influencing other organizations and adults who work with youth through consulting, collaborating on projects and events, incubating innovative projects, conducting research and providing consulting and capacity building services, with youth as core members of our team. 65% of our staff are youth. Samples of previous projects and events with a wide range of clients and partners are provided, with references.

Name: The Students Commission of Canada / La Commission des étudiants du Canada

Mailing address: 23 Isabella St., Toronto, ON M4Y 1M7 **Phone number:** 416 597 8297

Charitable registration number: 88633-3947-RR-0001

Point of contact: Sharif Mahdy, Chief Executive Officer

E-mail of designated point of contact: sharif@studentscommission.ca

Daily rate: \$750 HST exempt

Services proposed – Package A: Includes an update of content and update of platform.

Recognizing the evolving landscape of youth engagement in the post-pandemic era, Option 1, priced at \$19,860, proposes a meticulous revision of the existing youth engagement toolkit. This option prioritizes the preservation of the toolkit's core structure while infusing it with updated content that reflects the current challenges and opportunities faced by both adults and youths. By incorporating lessons learned from the pandemic, the revised toolkit will emphasize resilience and adaptability, aligning with the JCSH's commitment to providing leadership in coordinated policies and practices.

The revision will address emerging challenges and opportunities in youth engagement, supporting the optimal health, well-being, and learning of Canadian children and youth. While maintaining the integrity of the existing format, this option ensures that the content remains not only relevant but also sensitive to the intergenerational dynamics that have become essential in the wake of global challenges.

This streamlined approach is cost-effective, enabling valuable updates without compromising the proven effectiveness of the toolkit, thereby directly contributing to JCSH's mission and making it a cost-effective solution for immediate impact.



Content Review – The SCC will conduct a thorough review of the existing toolkit, both content and platform, to identify specific plan for the project, including: content updates and platform updates to ensure the longevity of the platform.

Level of effort:
equivalent of 3 days
@ \$750 = \$2250



Sourcing Updated Material – The SCC will review our existing, up-to-date research on youth engagement and identify the material to bolster the content.

Level of effort:
equivalent of 3 days
@ \$750 = \$2250



Writing – The SCC will write up the required content, matching tone of the original toolkit.

Level of effort:
equivalent of 4 days
@ \$750 = \$3000



Toolkit Update – Content will be updated in the aesthetic theme of the toolkit, including font, images, and styling. The toolkit will be updated as a whole, considering the additional content, meaning the lay-out and placement of images will be updated as well.

Level of effort:
equivalent of 8 days
@ \$750 = \$6000



Platform Adjustments - The SCC's tech team will create a plan based on the initial review to update the platform to ensure longevity and ease of upkeep. They will implement the plan

**Level of effort:
equivalent of 8 days
@ \$750 = \$6000**

Translation

**2000 words x
0.18/word = \$360**

Total Level of Effort:

\$19,860.00

Services proposed – Package B: Includes content update and redesign of platform.

In response to the changing dynamics and heightened importance of intergenerational collaboration post-pandemic, Option 2, with an investment of \$47,400, proposes an extensive revision of the youth engagement toolkit. Beyond content refinement, this option introduces a targeted audience consultation, placing a significant emphasis on an intergenerational lens. By actively involving both adults and youths in the review process, the consultation seeks to understand their perspectives, preferences, and challenges in the current context, which directly supports the Consortium's commitment to enhancing capacity through knowledge development and exchange.

This option recognizes the importance of collaboration and innovation by not only revising content but also engaging the intended audience in the process, which could also be translated into the healthy school strategy. This aligns with the Consortium's strategic direction of promoting innovation and recognizing the interconnectedness of generations. Furthermore, the proposed consultation will explore alternative formats, leveraging insights gained during the pandemic on remote collaboration and digital engagement. The outcome of this option aims to deliver a toolkit that not only adapts to the post-pandemic reality but also fosters stronger connections between generations, emphasizing the importance of relationships and peer-to-peer influence in the evolving landscape of youth engagement.

This investment goes beyond immediate needs, positioning the Consortium at the forefront of innovation and ensuring the toolkit's long-term relevance and effectiveness.



Content Review – The SCC will conduct a thorough review of the content of the toolkit to identify areas for update.

Level of effort:
equivalent of 2 days
@ \$750 = \$1500



Sourcing Updated Material – The SCC will review our existing, up-to-date research on youth engagement and identify the material to bolster the content.

Level of effort:
equivalent of 2 days
@ \$750 = \$1500



Writing – The SCC will re-write the existing content and write the new content to fit the newly designed platform.

Level of effort:
equivalent of 8 days
@ \$750 = \$6000



Platform Redesign - The SCC will conduct 2-3 focus groups with a total of 20 adult allies representing current users of the toolkit on the JCSH website, including educators, administrators, and practitioners to identify the types of tools and platforms that will be relevant and accessible for their purposes. The SCC will use its Knowledge in Action Cycle to guide this process. We will analyze the focus groups and explore the available products to identify the optimal platform and tools.

Level of effort:
equivalent of 15 days
@ \$750 = \$11,250



Content Layout - Content will be redesigned to fit the layout of the selected platform. Branding, images, font etc... will be updated as required for the new platform.

Level of effort:
equivalent of 15 days
@ \$750 = \$11,250



Platform Re-Design - The SCC's tech team will create a plan based on the initial review to update the platform to ensure longevity and ease of upkeep. They will implement the plan, building the new platform and integrating the new content as determined in the layout phase.

Level of effort:
equivalent of 20 days
@ \$750 = \$15,000

Translation

5000 words x
0.18/word = \$900

Total Level of Effort:

\$47,400

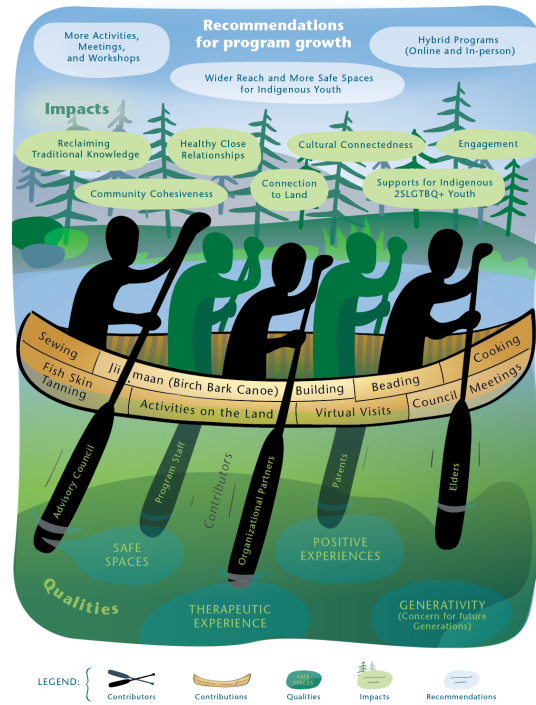
Our Approach

Our approach always begins with understanding the needs, goals and objectives of the clients in the context of their particular event and how it fits into their medium and longer-term objectives.

We are dedicated to intergenerational partnerships, and to bringing diverse stakeholders together for the benefit of current generations of youth and the generations that they will bring into the world.

The Students Commission of Canada has a long history working in partnership with Indigenous, racialized and newcomer children, youth and communities. We have been proud of the relationships we have developed over time and have walked alongside our partners in many ways, figuratively and literally. The Students Commission has been invited to participate in cultural activities and staff have been invited to participate in traditional naming ceremonies, healing ceremonies and other activities that demonstrate the reconciliation that can occur between communities.

Georgian Bay Anishnabek – Our Impact



Organizational background

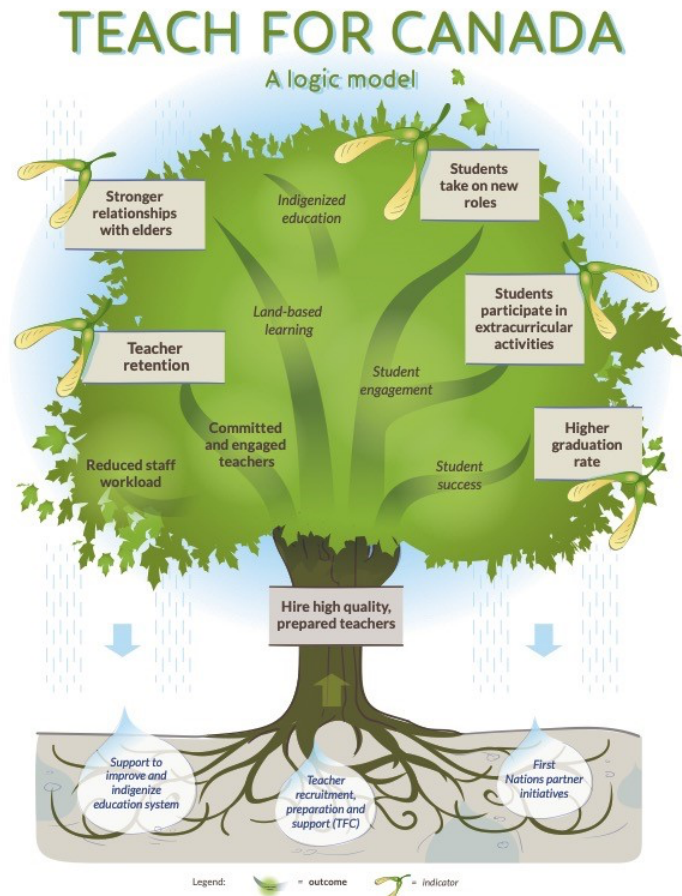
Our Vision: A world where all young people transition positively into a successful adulthood.

Our Purpose: We are a national charitable organization, established in 1991, that purposely works with others to help create a world where all young people's voices are heard and valued so that they can put their ideas for improving themselves, their peers, and their communities into action.

Our Four Pillars — Respect, Listen, Understand and Communicate™ — shape our core values and our foundational processes. In 2000, SCC established The Centre of Excellence for Youth Engagement, a network of academics, youth organizations and young people

The Students Commission was born at a national youth conference in 1991, which brought together young people from every province and territory to develop recommendations to share with the Prime Minister of Canada. The final recommendation of the inaugural conference was to 'commission' an organization for students, that would work to implement the recommendations and present them to the Prime Minister. And so...The Students Commission of Canada was born!

Our Youth/Adult Partnership Network is made up of 25+ organizations with whom we have partnership agreements to co-develop and co-execute programs year-round and to host an annual national youth conference. We serve an additional 300+ organizations annually through research, evaluation and consultation services that provides research, evaluation and training to improve youth programs and youth engagement. We conduct ongoing research and evaluation on youth programs, execute literature reviews for multiple clients, and provide strategic and practical advice, training and capacity building. Our work involves partnership with many of the country's leading national and grassroots community agencies. We plan and execute more than on-line and in-person 200 events per year.



Some References

Pytor Hodgson: CEO Three Things Consulting

Email: pytor@3things.ca

Phone: 613-484-5721

Context: long-time Indigenous organizational partner, co-planning and implementing events, programs

Moffat Makuto, Executive Director, RMYC, Multicultural Youth Centre, Thunder Bay, ON

Email: manwoyc@tbaytel.net

Phone: 807 622 4666

Context: long-time partner, sending Indigenous and non-Indigenous youth, attending and sending youth workers to SCC designed and implemented i events

Ashleigh Egerton, Manager, Children and Youth at Risk Branch, Ministry of Children, Community and Social Services (Ontario)

Email: Ashleigh.Egerton@ontario.ca

Phone: 416 327 0115

Context: Consultation events and advisories with youth at risk for the Ministry

Lacey Allain , GenXX, Summerside PEI

Phone: (902) 436 7699

Email: [<lacey.genxx@gmail.com>](mailto:lacey.genxx@gmail.com)

Context: ongoing participation in SCC designed events for youth and events for adults working with youth,

Darlene Lanceley , STC Pathways to Education Director

Phone: (306) 659-2547

Email: [<dlanceley@sktc.sk.ca>](mailto:dlanceley@sktc.sk.ca)

Context: SCC consultation for events, programming, evaluation

Margot Macmillan, Indigenous Education Coordinator- Lady Grey Elementary School

Email: margot.mcmullan@sd6.bc.ca

Context: long-time partnership and experience with SCC event

Heidi Carl , Director of Operations - BGC Saskatoon (formerly Boys and Girls Clubs)

Phone: 306-244-7820

Email: heidi@bgcsaskatoon.com

Jackie Eaton, Community Action Program for Children (CAPC) Training & Education Coordinator
Saskatchewan Prevention Institute. Saskatoon, SK S7N 2Z1

Phone: 306-651-4320

Tanis Shanks, Manager, Prevention and Integrative Services, Whitecap Dakota First Nation
Health Centre. Whitecap, SK
(Office): 306-373-4600
(Email) : tshanks@whitecapdakota.com