

Project: “Promotion and scaling up of models for inclusion of minorities and other vulnerable groups in the Western Balkans”

22 July 2021

## Terms of Reference

### Instructional Design Consultant

for development of 1 e-learning courses on Minority Commissioner social approach

NALAS is seeking an **Instructional Design Consultant** (IDC), a consultancy company for development of Instructional Design of a Storyboard for ONE e-learning course intended for local government administration on Minority Commissioner approach for social services delivery that will contribute towards improved services as well as fostering evidence-based policy and decision making on local level.

The e-learning course will be developed within the NALAS e-Academy in the frame of the NALAS project “Promotion and scaling up of models for inclusion of minorities and other vulnerable groups in the Western Balkans”, supported by GIZ. It contributes to the implementation of the project ‘Social Rights for Vulnerable Groups II (SoRi II)’ implemented by GIZ, commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ). Specifically, the project is focused on scaling-up of successful approaches for social inclusion (Social Dialogue Forum and Minority Commissioner) for strengthening capacities and enhancing planning and decision-making processes at local level.

The project addresses the lack of institutional capacities, expertise and experience of local governments and other relevant stakeholders to ensure the social, economic and cultural human rights of their citizens, particularly of vulnerable groups, in five target economies of the Western Balkans - Serbia, Bosnia and Herzegovina, N Macedonia, Kosovo<sup>1\*</sup> and Albania. It will institutionalise some project’s interventions within existing structures of NALAS (via its Knowledge System and e-Academy) and LGAs (via their thematic committees and training centres) and will systematically work with municipalities to confirm their commitment to address the economic, social and cultural human rights of the vulnerable groups via appropriate institutional and budget resources.

The project works with the local governments, members of NALAS – Associations of Local Governments and other relevant stakeholders.

Within the project activities, a complete set of documents (curricula, detailed training plans, handouts and presentations) necessary for delivery of interactive face to face trainings related to Social Dialogue Forum (SDF) and Minority Commissioner (MC social approaches have been developed).

### Scope of the assignment

NALAS is seeking a competent IDC who will prepare instructional design elements for organizing the learning process of the e-learning course related to ONE social approach.

More specifically, the IDC shall:

- **Review the content** developed by the Subject Matter Experts (SME). Also, the IDC shall review the proposed learning objectives, to translate the overall training goal into more specific e-learning course objectives and thus develop learning activities and provide the basis for evaluation tests.

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<sup>1</sup> \*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

- **Define the Courses' Sequences** which will result in course structure (course plan with modules, sessions and lessons) where each element corresponds to a specific learning objective and contributes to the achievement of the overall course's goal.
- **Select the instructional techniques** which is appropriate to present the respective learning content and to ensure the interaction with users (e.g. storytelling, scenario-based approach, etc.); The IDC should define the extent of the content and create the courses' structure in which all the content is divided into 4 modules, with relevant and specific learning objectives for each module.
- **Create an interactive courses' content.** Instructional techniques should be used creatively to develop an engaging and motivating learning experience. Under the guidelines and instructions of the IDC, the e-learning materials and activities will be developed as a joint effort of the IDC and the respective SMEs (authors of the training content for the respective social approach).

The IDC should consider the best format or method to present the content in each module and for every activity to ensure the maximum rate of engagement, this can be done using some of the following:

- Various exercises (by utilizing e-tools) which engage the participant and reinforce the learning
- Practical assignments that the participant must complete during the course
- Post-assessments

**Create a Storyboard** for the MC e-learning course that specify which elements will appear on each screen of the e-lesson. The storyboard needs to be created with PowerPoint in the format provided within the template.

The SMEs will review the storyboard to verify that the IDC has correctly interpreted the content. The storyboard of the MC e-learning course should follow the same design and if possible, the same e-tools.

The set of materials for the MC social approach such as training curricula, detailed training design, handouts, presentations, and good practices will be made available.

- Organize and **deliver an orientation online meeting** with the MC SMEs for the presentation of the methodological approach in the development of the Storyboard and their role in development of the e-learning courses.
- **Provide continuous assistance to the SMEs** in the adaptation of the existing materials to the e-learning environment. The IDC shall provide SMEs with the course outline/plan and sequences (developed based on the detailed training design) in order to be informed about the topics to cover and the approach to be taken in illustrating those topics (e.g., the level of detail, the language to use, the preference for illustrating concepts through examples etc.). SMEs will use these instructions to then adapt the already developed content. The final shape (format and content) of the e-tools will be the responsibility of the IDC as a result of joint effort with the SME.
- **Provide an overall evaluation strategy** and the methods for assessing learners' progress. The IDC shall assure that the content and knowledge assessment tests and exercises match the lessons' objectives at every step in the workflow process.
- **Provide technical assistance and support to the IT company** in courseware development, installation and testing of the MC e-learning course – testing the learning materials, links and its functionality in the Moodle Learning platform.

### Features of the MC e-learning course

The MC e-learning course to be developed under this assignment shall have the following features:

- The course will be composed of 4 modules and the respective number of learning sessions and tools. A single e-lesson should not take more than 30 minutes of learning time.
- Course duration: 4 weeks in total, one week of learning space per module
- The course will be delivered by using the facilitated approach, the participants learning process will be facilitated by SME (not self-paced)
- The course should ensure blended learning opportunities – at least one online exchange event of the facilitator with the attendees
- The course will be developed and delivered in English
- The course and its e-tools will be aligned to the NALAS e-Academy platform (Moodle platform)
- Target Audience: municipal administration
- The course should include different instructional methods, such as:
  - Expositive Methods – Presentations, Case studies, Worked examples, Demonstrations, etc.
  - Application Methods - Demonstrations-practice methods, Jobs aids, Case-based exercises, Role plays, Simulations and serious games, Guided research, Project work etc.
  - Collaborative Methods - Online guided discussion (web seminars, on-line meetings), Collaborative work, Peer tutoring, Forums, etc.

Different formats for delivery of the methods should be defined by using proper types of media and communication tools.

A range of organizational requirements and constraints, (such as the available time and budget) will be considered in the process of decision-making about the final choice of the delivery formats.

The course should also include good practices of the MC social approach that have been already developed within the project activities. There should be a logical and smooth transition from one learning segment to another within the social approach topic.

The course should also direct learners to the links for additional reading and external resources (e.g., websites, embedded PDF documents, videos).

- The MC e-learning course needs to provide tools for evaluation of the learners' progress as a basis for certification of successful completion of the respective course, issued by NALAS.

### Assignment tasks, deliverables and timeframe

	<b>Assignment tasks of the IDC and related deliverables</b>	<b>Expert days</b>	<b>Timeframe</b>
1.	Review the content developed by the Subject Matter Experts <i>Deliverable: the IDC is acquainted with content of the ONE face to face training on the MC social approach</i>	1	6 – 10 August 2020
2.	Define the Courses' Sequences and Select the instructional techniques <i>Deliverable: Sequences for ONE MC e-learning course developed and proper techniques selected</i>	1	10 - 16 August 2021
3.	Create a Storyboard for MC course <i>Deliverable: Storyboard for ONE MC e-learning courses created in Power Point format (format provided by NALAS)</i>	2	10 - 16 August 2021

4.	Provide overall evaluation strategy and the methods for assessing learners' progress	1	10 - 16 August 2021
	<i>Deliverable: Overall evaluation strategy and methods for assessing learners' progress provided for MC e-learning course</i>		
5.	Organize and deliver an orientation online meeting with SME team	1	Until 16 August 2021
	<i>Deliverable: SMEs acquainted with the methodology for development of the e-learning course and their role</i>		
6.	Provide continuous assistance to the SMEs in the adaptation of the existing materials to the e-learning environment	1	16 – 20 August 2021
	<i>Deliverable: expert support provided to SME in adaptation of the existing materials to the e-learning environment</i>		
7.	Develop e-learning tools (presentations, videos, quizzes, etc.) in close cooperation with the SMEs	1	10 – 20 August 2021
	<i>Deliverable: Proper e-learning tools developed for MC course</i>		
8.	Provide technical assistance and support to the IT company	1	Sept. – 31 Oct. 2021
	<i>Deliverable: Continuous technical assistance and support to the IT company in the development and alignment of the MC e-learning course at Moodle is provided</i>		
<b>Total Expert days</b>		<b>09</b>	

The total number of expert days that shall be necessary to complete the assignment of this ToR is **09**. The IDC will work with the Subject Matter Experts, NALAS and team of GIZ Thematic Leads to understand the developed content and to instructionally design the content into a storyboard to meet the agreed learning objectives. The IDC shall exchange the assignment's progress with the NALAS and GIZ project staff, through regular communication via e-mail and meeting at online platforms (zoom, skype, MS Teams, etc.).

#### **Duration for the Instructional Design Consultancy**

Actual working duration: from 06 August to 15 November 2021.

#### **Required Skills and Experience**

The Instructional Design Consultant shall provide sound evidence for:

- **at least 5 years** of experience in the area of ICT use in education, e-Learning, Blended Learning, Student support/ facilitation in blended learning environments;
- development of **at least 10 e-learning courses**, preferably related to the topics of local government competencies;
- **at least 5 years of experience** in development and delivery of capacity development measures (trainings, workshops, online trainings, webinars etc.) in the local governments of the Western Balkans (WB) economies; Excellent knowledge and understanding of professional development specifics, adult-learning and the use of e-learning tools demonstrated by previous assignments;
- hands-on skills in the design and adaptation of Web applications together with a team of IT experts/companies;
- **experience in working with at least 3 of the Local Government Associations from the WB**, preferably within the capacity development area;
- **At least 5 years hands on experience** on the educational use of web-based applications;
- Proven experience in monitoring and evaluate the IT deliverables for e-learning courses;

- Previous successful experience in development assistance or related work with international organizations, at least three projects in the economies of the WB;
- Proficiency in English;
- Excellent Interpersonal skills and communication skills Experience.

### **Ownership**

All materials, documents and information prepared, developed or adjusted by the IDC and used for the purposes of realisation of the assignment under this ToR, remain the property of NALAS. The IDC agrees that no part of the materials, documents and information may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, for any other purposes and objectives than those related to this ToR, without the prior permission of NALAS.

### **Application Procedure**

Interested candidates are asked to send:

1. **Company Portfolio**,
2. **Cover Letter** that responds to all requirements of the section “Required Skills and Experience” of this ToR.  
Please provide **concise description**, one paragraph for each of the bullet points from the section “Experience” that correspond to Company’s Portfolio.
3. **Financial Offer** shall specify gross amount per expert-day in EUR, as well as the total amount expressed in EUR.

The selection of the Consultant will be made in accordance with the quality-cost based selection method (70 % technical component and 30% price component)

The Company Portfolio, Cover Letter and Financial Offer shall be sent **in separate pdf files** to [info@nalas.eu](mailto:info@nalas.eu) with subject line of e-mail message as follows: **IDC – NALAS + Company’s name**

Emails without a proper subject line may not be taken into consideration.

The **deadline for application is August 04, 2021 at 16:30h (CET)**.