TERMS OF REFERENCE

Terms of Reference – Development of an eLearning Platform

1. BACKGROUND INFORMATION

1.1. Beneficiary countries

CARIFORUM Region: Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago.

1.2. Contracting Authority

Caribbean Export Development Agency (Caribbean Export)

1.3. Relevant background

The inability of many Caribbean exporters to respond to demand in potential target markets has its origins in a variety of factors: weak managerial capacities, lack of market intelligence, limited access to appropriate financing, weak productive capacities, weak product innovation (linked to intellectual property rights), inability to fulfil quality standards, regulatory barriers to market entry, lack of viable business contacts and many more. Export-oriented SMEs are particularly affected by these and other obstacles to their export competitiveness. In order to help export-oriented SMEs overcome these obstacles, Caribbean Export has developed and introduced a phased approach combining diagnostics with capacity building and a wide variety of concepts and tools. A main component of this approach is the **Professional Network (ProNET)** modular training programme.

ProNET, focusing on the manufacturing sector, offers a series of nine business modules covering business strategy, quality management, production management, resource management, product development, information management, human resources management, cost and financial management and export management. Plans are already underway to add two more modules on Renewable Energy & eCommerce. Developed and administered in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), ProNET uses an experiential learning methodology and are implemented by certified trainers from across the region.

Already a pool of 27 certified ProNET trainers has been established, based in the majority of the CARIFORUM States, have trained over 2000 firms and 30 BSOs to date.

With its large pool of certified trainers, the ProNET training programme has achieved a critical mass with regards to its capacity to provide valuable business and export management training to a large number of beneficiaries throughout the Caribbean region.

With funding provided by the EU under the 11th European Development Fund (EDF) Regional Private Sector Development (RPSDP) programme, Caribbean Export has identified the development of an eLearning platform as one of the firm-level capacity-building initiatives to be pursued.

Recognizing the growing global trend in the use of that learning management systems to reach greater and more diverse audiences, Caribbean Export has taken the decision to develop an eLearning platform that will, in the first phase, be used to increase the reach of its ProNET training program. The Agency believes that an eLearning platform can leverage the knowledge of a few key individuals and distribute it to a wider audience in a cost effective and sustainable manner.

Overtime it is expected that more of the Agency's training programs will eventually be placed on this platform in a phased approach. Thereby increasing online access by firms to the Agency's suit of learning programs. To this end, Caribbean Export has identified some immediate areas a learning management system will address:

a. It will provide an eLearning platform for all online course development work.
b. It will help the Agency track who has been given what training and when it was given. This is also critical for managing key performance indicators.
c. It will automatically test persons that receive Agency training to see if knowledge transfer is really occurring.
d. It will protect private training resources, such as procedure and policy manuals and other sensitive files.
e. It will retain records and monitors learners' progress, allowing the Agency to measure whether the training investment is worth it.
f. It will support interactivity and multimedia, making learning more effective and interesting.
g. It will save the Agency money when compared to the increased travel required for classroom type training.
h. An eLearning platform will provide measurable results, where classroom type training might not.

1.4 Related programmes and other donor activities:

None

2. OBJECTIVE, ACTIVITIES & EXPECTED RESULTS

2.1 Overall objective

To develop a learning management system using an open source eLearning platform to house the Agency's ProNet Training program, in the first phase. It is expected that this platform will eventually house all Caribbean Export's training programs.

2.2. Activities

2.2.1 Review and present open source learning management system (LMS)

Review and present Caribbean Export with an open source LMS that will provide an eLearning platform for all online course development work. While Moodle is the preferred option as it is the most popular open source LMS option available today, other viable systems should be researched.

2.2.2 Implement the selected open source learning management system (LMS)

The system should be implemented in the cloud with a fully managed site that can accommodate up to 500 users, unlimited courses, scalable storage, and unmetered bandwidth. The following specifications should be included:

- The eLearning platform should be branded using Agency approved logos and colors.
- The platform must facilitate forums, quizzes, glossaries, resources (all type of medias including videos), surveys, assignments, chats, and workshops.
- Ability to accommodate 50-100 concurrent users.
- Daily back-up to separate physical device to allow restoration of previous day's site configuration.
- Unique URL or sub-domain configuration to access the eLearning site.
- FTP and cPanel access must be available.
- Automatic installation of software patches to address any security-related concerns.
- Ability to upgrade to a larger hosting account as the need arise.
- 99.9% up-time with 24/7 server monitoring

2.2.3 Digitize and structure all course content approved by the Agency

Develop and prepare all approved course content for delivery using the eLearning platform. Some courses will be self-taught while others will be moderated by Instructors approved by Agency.

A total of 9 ProNet modules will be designed and integrated into the eLearning platform. The ProNet modules are as follows: Business Strategy, Quality Management, Production Management, Resources Management, Product Development, Information and Knowledge Management, HR Management, Cost and Financial Management, and Export Marketing.

The following activities are anticipated for designing the ProNet modules online:

- Develop Course Mapping - Access and review the most current course competencies.
- Module Mapping (Key Concepts, Activities, Resources, Vocabulary, and Assessment) - Access and review the most current course outline.
- Draft course-level learning outcome for modules:
  - Creating Learning Objectives - It is essential to build measurable and clear objectives that outline what is expected of the learner. These objectives will make it easy to align the rest of the course and will serve to communicate learning expectations to learners.
- Align module (activities, assignments, materials/technology and assessments) to the objectives.
- Assessment for Learning:
  - Summative and Formative - Assessments should be done in two varieties, summative and formative. Summative Assessment evaluates the participant's learning, skill and academic achievement at the end of a defined instructional period. Formative Assessments monitor the participant's learning through formal and informal processes to gather evidence to improve learning.
  - C.A.T.s (Classroom Assessment Techniques) - C.A.T.s serve to regularly check that learners are participating and comprehending the content before they get to a Summative Assessment.

2.2.4 Train staff for backend administration of the eLearning platform

Execute usability and administrative type training for approved staff. This should involve real-time online training for participants, which should be customizable to suit the Agency specific needs, so that the eLearning site and/or course(s) can be up and running in the minimum amount of time.

2.3 Results to be achieved by the Consultant

a. Present a viable open source LMS that will provide an eLearning platform for all online course development work.
b. Implement the selected open source LMS.
c. Digitize and structure all course content approved by the Agency for the ProNET training program.
d. Train staff for backend administration of the eLearning platform.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project intervention

A key assumption is that there is an increasing demand for training programs being offer by Caribbean Export and that this demand can be satisfied using an online LMS.

3.2. Risks

The risk is that the above-mentioned assumptions are not realized and as a consequence the anticipated results and objectives of the project are not achieved.

4.1. General

Caribbean Export is seeking the professional services of a consultant whose primary goal will be to develop a learning management system using an eLearning open-source platform for all online course development.

4.1.2. Geographical area to be covered by the Consultant

CARIFORM

4.3 Project management

4.3.1. Responsible body

The Caribbean Export Development Agency will be responsible for the management and coordination of this project.

4.3.2. Management structure

The Manager, Competitiveness and Export Promotion will retain overall responsibility for the project and will report the performance of the project to the Executive Director. Day-to-day supervision of the activities of the project is the responsibility of the Manager, Competitiveness & Export Promotion.

4.3.3. Facilities to be provided by the Contracting Authority and/or other parties

Not applicable.

4.3.4. Budget

The total budget for this activity is €90,000.00

5. LOGISTICS AND TIMING

5.1. Location

The CARIFORUM region

5.2. Commencement Date and Period of implementation of tasks

The commencement date is July 9th, ending December 10th, 2018.

6.1. Personnel

6.1.1. Key expert

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the experts for this contract are as follows:

Qualifications, Skills and General Professional Experience

a. At least a Masters degree in information systems management or Computer Science from a recognized tertiary institution or equivalent qualification.
b. At least ten (10) years post-qualification experience.
c. Demonstrated experience in ICT planning, computer systems analysis and, design.
d. Proven experience in working in a participatory and consultative environment.
e. Analytical skills, particularly the ability to conduct research and prepare appropriate findings and conclusions.
f. Demonstrable skills in the design, development and digitizing of course content for online consumption.

g. Experience in curriculum design and course development would be an asset.

6.2. Office accommodation

No office accommodation at the Caribbean Export Development Agency is required for the key expert.

6.3. Facilities to be provided by the Consultant

The Consultant shall ensure that additional experts, if required, are adequately supported and equipped. In particular, the Consultant shall ensure that there is sufficient administrative, secretarial and general support for each additional expert to enable the Consultant to concentrate on his/her primary responsibilities. The Consultant must also transfer funds as necessary to support the activities under the contract and to ensure that all employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the Contracting Authority/beneficiary countries as part of this service contract or transferred to the Contracting Authority/ beneficiary countries at the end of this contract. Any equipment related to this contract, which is to be acquired by the Contracting Authority/beneficiary countries must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The consultant will submit the following deliverables:

- Inception Report - The consultant will be required to attend an inception meeting where project timelines, project approach, and key deliverables will be discussed. It is expected that an inception report will be presented no later than three working days after this meeting.
- Research, and present in a report, a viable open source LMS that will provide an eLearning platform for all online course development work.
- Progress Report on the implementation of the selected open source LMS as well as the digitization and structuring of all ProNET course content approved by the Agency.
- Provide an end of assignment report along with appropriate user manual for the platform.

7.2. Submission & approval of deliverables

The deliverables referred to above must be submitted to the Manager, Competitiveness & Export Promotion. All reports must be submitted in English. The Manager, Competitiveness & Export Promotion is responsible for approving all deliverables.

8. Special requirements

None