Short-term consultancy for Learning Management System review

October 2022

The Cherie Blair Foundation for Women works with women entrepreneurs in low and middle income countries. We work together to enable women entrepreneurs to reach their potential. We are committed to eliminating the global gender gap in entrepreneurship and creating a future where women entrepreneurs thrive.

Since our inception in 2008, we have supported more than 200,000 women to start and grow successful micro, small and medium-sized businesses in over 100 countries.

Training, mentoring, networking, and collaboration are at the heart of our work, deploying technology innovatively to reach and connect with more women worldwide. Our approach opens doors for women entrepreneurs to networks, finance, new markets, investments, and opportunities.

As a result, women create a future for themselves, their families, and their communities. In turn, they contribute to more robust economies, global gender equality and a thriving entrepreneurial sector.

www.cherieblairfoundation.org
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Background

Road to Growth (R2G) is one of the Cherie Blair Foundation for Women's (the Foundation) programmes, and has been designed to build the business knowledge, skills and confidence of women entrepreneurs who are ready to grow their business. Road to Growth currently runs on a custom-built Learning Management System (LMS) based on WordPress and LearnDash. The training is either delivered through a blended learning format (which combines both in-class and online training) or delivered fully online.

Since first developing R2G in 2015, the Foundation has delivered it to more than 3,000 women entrepreneurs and has run R2G in Nigeria, Mexico, Vietnam, Indonesia, Kenya and South Africa. As part of this roll out, R2G has also been translated into Spanish, Vietnamese and Bahasa Indonesia.

The Foundation has an ambition to scale the reach of R2G by expanding in existing countries but also bringing the training to other countries (English and Non-English speaking) with a clear value for money offer. To achieve this scale, the Foundation also plans to develop a suite of different delivery models. To achieve these ambitions, the Foundation has decided to transition Road to Growth to a more flexible, scalable and cost-effective LMS as the existing platform has some limitations, inefficiencies and is increasingly unreliable. Additionally, making adaptations to the current platform both in terms of content and language is costly and cumbersome. These factors hinder the Foundations ability to deliver on its strategic plans.

Purpose and scope of the consultancy

The purpose of this consultancy is to support the Foundation in identifying a replacement LMS platform that meets the Foundation's requirements, such as more agile and cost-effective translation, customisation, and centralised administration and maintenance. We also expect the LMS platform should be user friendly for Foundation staff, participants, and course facilitators.

Once the Foundation has agreed on the identification and selection of a suitable LMS platform, the consultant will support the Foundation in transitioning R2G to the new platform. This will include adaptation of the existing R2G course based on the new LMS platform capabilities; coordination of the activities required to update and simplify translation of media assets including video and downloadable; and coordination of translation of the course to demonstrate the effectiveness of translation capabilities of the platform.

This consultancy is part of a two phased project:

Phase 1 is the **exploration of LMS platforms** in the market and identification of a suitable LMS to meet the needs of the Foundation. (Note: The Foundation has already developed a platform specification requirement list and is currently doing consultants with key users of the platform to validate the requirement list.) The consultant is expected to become familiar with the R2G training and its key functions and with the

R2G requirements; to research the market to identify a broad range of LMS platforms, then to investigate and refine the list of LMS platforms identified, and ultimately proposing an alternative LMS and a project plan that delivers subsequent phases of the project.

Phase 2* is the **implementation of the LMS platform**, initially using the English language variant of the R2G programme. The consultant is expected to commission the selected LMS, and integrate the course content including videos, downloadable content, online quizzes etc. Technical support will be available for software implementation tasks, video content creation and branding and graphic design tasks.

Phase 2 delivers the R2G programme in English (and potentially one other language – to be confirmed). The consultant is expected to work with other providers (e.g. translation agency, graphic designer, video editor) to adapt the existing course material so that it is faster and more cost effective to deploy the R2G programme in additional languages. Having adapted the course material, the consultancy is expected to deliver the R2G platform on the new LMS in English and one other language (to be confirmed).

*Note: Phase 2 will be tendered separately after the completion of Phase 1, but the consultant selected for Phase 1 will be encouraged to apply for Phase 2. The full scope of work for Phase 2 will be developed at a later date.

Deliverables

As the project will be split into two phases (outlined below with associated deliverables) The consultant will initially be contracted only for Phase 1. However, there is potential to extend the project for Phase 2 should the consultant successfully deliver Phase 1.

Phase 1 – Exploration and assessment of alternatives

- Familiarise with project requirements and existing R2G platform.
- Review project planning phases with Senior Technical Advisor and Programme Manager and develop and agree detailed plans for project phases, to participate in other required planning and progress monitoring activities as agreed with Programme Manager.
- To develop a detailed methodology for the selection of the alternative LMS platform including an initial breadth-based analysis of market, selection criteria for each refinement stage, and ultimately the development of a small number of working prototypes to demonstrate the capabilities of the LMS against key requirements. As part of this, the consultant may develop a long list, and subsequently short list several LMS in consultation with the Foundation.
- To select and recommend a suitable alternative LMS based on the phase 1 analysis, to provide a detailed report of the capability of the LMS against the R2G platform requirements, to present proposed solution to the Senior Technical Advisor and Programme Manager and other senior Foundation staff.

- To provide a detailed plan for the productisation of the proposed solution, including the adaptation of existing course material in English and one other language.

Phase 2 – Productisation and course development

- Review project planning material with Senior Technical advisor and Programme Manager and develop and agree detailed plans for this project phase, to participate in other required planning and progress monitoring activities as agreed with Programme Manager.
- Review existing course material, agree content and structural changes to media (e.g. videos, downloadable content) to meet key requirements, to coordinate redesign of graphic content to modernise it and to meet key requirements, to select and commission video editor provider to redevelop video content, to manage delivery by provider including management of schedule, quality etc., and to implement changes to downloadable content so they are also able to meet key requirements.
- On the selected LMS platform, create and integrate English language course content including process flows, interactive quizzes, branding and styling, video content, downloadable content, course administration features, course sign-up up and account management features, as determined by the R2G requirements specification, with support from other staff members including video editor, graphic designer, technical consultant etc.
- To review the completed English language R2G platform in conjunction with other Foundation staff, to maintain a snagging list, to evaluate and prioritise issues in conjunction with the Programme Manager, and to address quality issues according to an agreed schedule. As part of this, we may decide to do a UX test with potential women entrepreneurs who would use the platform, but the scope of this will be refined at a later date.
- To commission a translation agency with agreement with the Programme Manager, to manage the timely translation of videos, downloadable content and all other course and account management content, to integrate the translated content into the LMS, to review the completed translated R2G platform in conjunction with other Foundation staff, and to snag and resolve similarly to English language variant.
- To provide documentation covering LMS application to additional languages, and user guides covering operation of the LMS for Foundation and partnership staff.

The due dates for all deliverables will be finalised in discussion with the consultant prior to contracting.

Experience required

The following experience is essential to be successful in this role:

- Experience of planning and managing project work, including coordinating and delivery of the work of oneself, and that of colleagues and external partners and organisations.
- Experience of development of project documentation including project plan, periodic project reports, milestone reports, presentation reports etc.
- A methodical and organised approach, able to understand complicated systems and processes, to be able to explain project issues clearly to colleagues and senior management.
- A high level of IT literacy with strong skills in the use of common office software packages including MS Word, Excel, and PowerPoint.
- Experience with the installation, configuration, customisation and development of working practices and processes using CRM systems, Learning Management Systems, databases, or other online business systems.

The following experience is desirable to be successful in this role:

- Experience with Adobe media creation software including Photoshop, Illustrator and After Effects.
- A working knowledge of one or more Learning Management System (LMS) platforms (e.g. Moodle, Google Classroom, Blackboard etc.).
- Experience building online learning programmes using a Learning Management System platform (LMS).
- Experience with managing the delivery of platform localisation of an online business system, including the coordination of translated assets using a third-party translation provider or agency, including use of a translation management system.

Timeframe

Phase 1 of this project is expected to commence in December 2022 and be part time (**maximum** 10 days a month) for a duration of 4 months. Phase 2 would begin following the completion of Phase 1 and be part time (**maximum** 10 days a month) for 9 months.

Budget

As Phase 1 and Phase 2 of this consultancy will be contracted separately, **the consultant is asked to only to submit a budget for Phase 1 in their proposal**.

The available day rate is £450-500 (incl. VAT) per day for a maximum of 10 days per month, depending on experience and will be paid on a monthly basis following the submission of monthly invoices.

If the consultant is able to deliver the consultancy with less than 10 days per month, this should be indicated in your budget. The proposals that offer the best value for money will be most competitive.

Note: The consultant is expected to provide their own office space and working equipment. As part of this, the consultant must ensure the safe and responsible

storage of any personal data collected and stored as part of this assignment. In addition, the consultant is expected to cover the cost of insurance, travel, communication and any expenses associated with the consultancy within the available budget.

Data Protection

As part of the successful delivery of this consultancy, the consultant must ensure that personal data that is collected as part of this assignment must be collected, used and stored fairly as well as stored securely. The consultant is responsible for this throughout the assignment, and in discussion with the Foundation, will agree how to maintain these standards throughout this project.

Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org **by 11:59 PM GMT on 13ᵗʰ November 2022.** Please use 'YOUR NAME_LMS Consultancy' as the subject title to your email application.

Interested applicants are expected to submit a short proposal (5 pages maximum) that details:

- Your relevant experience based on what is outlined in the 'Experience required' section above.
- Proposed approach for how you will deliver this project.
- Indicative workplan with key milestones for this project.
- Budget that details the number of days required for each of these key milestones (Note: Total budget should include VAT).

Appendices to the Expression of Interest must include:

- Your CV
- Your approach to ensuring personal data is collected, used and stored fairly and using secure means.
- Two references from similar work experience including email contacts and phone numbers

Proposals will be reviewed on a rolling basis. Questions and clarifications regarding the Terms of Reference should be sent to: ewells@cherieblairfoundation.org

Thank you in advance for your interest. We look forward to hearing from you!