

JOINT INFORMATION SYSTEMS COMMITTEE

INVITATION TO TENDER

Sharing eLearning Content – a synthesis of existing information

Summary

1. The Joint Information Systems Committee (JISC) wishes to commission an individual or team to review and synthesise the work of various specified projects and programmes engaged in the development, use and sharing of elearning content. We are commissioning this study in order to support JISC in planning future funding calls and to further the dissemination of programme outcomes.
2. The proposed study will be focused on deliverables and reports from a variety of projects and programmes, including the JISC Jorum, the Digital Libraries in the Classroom Programme, the Distributed eLearning Programme, the FAIR Programme, the Digital Repositories Programme, eLearning Transformational Projects (funded by the Scottish Funding Council) and the Exchange for Learning (X4L) staff development resources.
3. The main deliverable of this study will be a short report (circa 30-35pp max), synthesising findings from the programmes listed above under categories including 'organisational', 'cultural' 'legal', 'pedagogic' and 'technical', drawing overall conclusions and making recommendations as appropriate.
4. It is estimated that this study will require between 30 and 40 days work, during the period May to September 2007. Funding up to a maximum of £30,000 is available for this study (including all expenses such as VAT and travel and subsistence). However, JISC would wish to see tenders costed easily within this total with funding requested being fully commensurate with the effort proposed. Tenders should be submitted no later than 1300 hrs on 16 April 2007.

Background

5. JISC has invested in a number of development programmes and projects concerned with sharing e-learning content. Such content includes learning objects, learning designs, simple slides or images, assessment items, course notes, and students' material – these include but are not limited to:
 - Digital assets - normally a single file (eg. an image, video or audio clip), sometimes called a 'raw media asset';
 - Information objects - a structured aggregation of digital assets, designed purely to present information;
 - Learning objects - an aggregation of one or more digital assets which represents an educationally meaningful stand alone unit;
 - Learning activities - tasks involving interactions with information to attain a specific learning outcome;
 - Learning design - structured sequences of information and activities to promote learning.

(adapted from Littlejohn, Falconer, and McGill, "*Characterising effective eLearning resources*" Computers & Education, in press)

6. The JISC projects and programmes working in this area include the Jorum, X4L, Digital Libraries in the Classroom, the Digital Repositories Programme, and some of the Distributed eLearning Programme. There are also a number of projects currently funded by the Scottish Funding Council which are also concerned with sharing e-learning content. To inform future strategy, there is now a need for a concise summary of the main findings from this range of development work.

Study Aims and Objectives

7. The aim of the study is to summarise the findings from those projects defined as in scope below, with respect to the following types of issue that are relevant to the development, use and sharing of e-learning content:

- a) Organisational, including staff development and training, the evolution of institutional and other policies, and organisational practice such as the use of multi-disciplinary teaching teams, institutional and other repositories, and the role of the learning technologist.
- b) Cultural, including academic culture and practice within and between disciplines, student culture and practice, the cultures of support services, and those of particular sectors and sub-sectors such as further education colleges, 'old' universities, 'new' universities, 'research-led' universities
- c) Legal, including both actual and perceived concerns relating to intellectual property rights, licensing, practices and policies related to attribution, and the management of legal risk within institutions
- d) Pedagogic, including instructional approaches used, and the ways in which the development, use and sharing of e-learning content fits with these, or does not.
- e) Technical, including metadata and interoperability, any move toward more service-oriented approaches, embedding systems within the institutional and inter-institutional contexts.

8. The objectives of the study are to:

- Identify, in partnership with the JISC, the key reports and other outputs from the in-scope projects
- Identify the main relevant findings documented by those reports
- Summarise these findings under the headings of 'organisational', 'cultural', 'legal', 'pedagogic' and 'technical' issues, recognising that there may be overlaps and dependencies between these areas.
- Provide a short, justified assessment of where the key challenges are, especially where issues are complex and cross-cutting.

Terms of reference

9. The following projects (at least) are in scope:

- (DLiC) - DIDET, The Spoken Word, DART, Dialogue Plus (http://www.jisc.ac.uk/whatwedo/programmes/programme_dlitc.aspx)
- (FAIR) - PORTAL, Fair Enough (http://www.jisc.ac.uk/whatwedo/programmes/programme_fair.aspx)
- (DeL) - HE Academy/Cultural issues projects, Regional Distributed eLearning Baseline Study, Personal Learning Portal Pilot, Rehash, L2O, G4L, EERN, ELISA, WM-Share (http://www.jisc.ac.uk/whatwedo/programmes/programme_edistributed.aspx) (DRP) - ASK, CD-LOR, Rights and Rewards, RepoMMan, UK-CDR, SPIRE, Trust DR, PerX (http://www.jisc.ac.uk/whatwedo/programmes/programme_digital_repositories.aspx)
- SFC eLearning transformational projects (BlendEd, CELLS, ECTP...) (http://www.jisc.ac.uk/whatwedo/programmes/elearning_sfc.aspx)
- Jorum (http://www.jisc.ac.uk/whatwedo/services/services_jorum.aspx)

10. In addition, the study is expected to draw from the X4L Staff Development Resources, which synthesised findings from the X4L programme. (http://www.jisc.ac.uk/whatwedo/programmes/programme_x4l.aspx)

11. Other projects and studies may be in scope, and this will be discussed and included by agreement with the contractor at the start of the study.

Deliverables

12. The main deliverable from this study will be a short report (30-35pp max), identifying the reports from which findings were used, and a synthesis of those findings under the headings provided above. The deliverable will conclude with a short, justified assessment of where the key challenges in sharing e-learning content are, especially where issues are complex and cross-cutting. However, it may be felt that the findings and conclusions may be best expressed in another format, and we are happy to hear alternate suggestions from respondents to this tender.

13. This piece of work should be delivered to the JISC Executive by **17 September 2007**.

Funding

14. Funding up to a maximum of £30,000 is available for this study (including all expenses such as VAT and travel and subsistence). However, JISC would wish to see tenders costed easily within this total with funding requested being fully commensurate with the effort proposed. Bidders are strongly encouraged to ensure that their proposal allocates sufficient time and therefore budget to meet the objectives and provide the required deliverables.
15. Bidders who are eligible to apply full economic costs (fEC) to their proposals are permitted to do so, but JISC's total contribution to the study will not exceed £30,000.

Timescale

16. The timescale for the study is as follows:

- Bids should be submitted by 13:00 hrs on **16 April 2007**.
- If necessary, the panel may need to interview shortlisted candidates. If this is the case, interviews will be held on **4 May 2007**. Bidders will be invited for interview on or before 30 April 2007.
- It is expected that bidders will be notified of the outcome of the evaluation process in the week beginning **7 May 2007**.
- The contractor will be expected to commence work on **14 May 2007** and to meet with JISC programme managers and to have agreed the project plan by 23 May 2007.
- Please refer to paragraphs 12-13 for deliverables and deadlines.

Proposals

17. Proposals should demonstrate the following:

- a) Knowledge and understanding of current e-learning initiatives and practice in both further and higher education sectors, with particular reference to the work of JISC.
- b) Knowledge and understanding of the higher and further education sectors in the UK, including work in the area of student support and widening participation.
- c) Experience in undertaking similar types of work.
- d) Methodology to be adopted.
- e) A work plan with milestones and deliverables, including estimates of the number of days' work each aspect of the work is likely to require.
- f) A description of the intended deliverable.
- g) Details of personnel to work on the study, including CVs (CVs should be included in an appendix and are not counted within the six page maximum bid length).
- h) Overall budget and detailed breakdown of main areas of work, including the relevant daily rates/pro-rata salary against each member of the team to work on the study.
- i) Letters of support from an authorised senior manager at each institution/organisation named in the bid (the support letters do not count towards the 6 page limit).

Evaluation Criteria

18. An evaluation panel will be established to oversee the marking process. Tenders will be evaluated on the basis of the following criteria:
 - a) Compliance with and understanding of the requirements (35%). This includes:
 - i) the extent to which the proposal demonstrates an understanding of the objectives of the study (paragraphs 7-8) and complies with the deliverables, timetable and other expectations (paragraphs 12-14)
 - ii) the extent to which it demonstrates the knowledge and understanding required under paragraph 17 below.
 - b) Quality of work plan and suitability of methodology in meeting the requirements (30%).
 - c) Relevance of previous experience of the tendering organisation(s) and of the particular consultants and/or researchers to the study (20%)
 - d) Analysis and management of risks to successful completion of the study (5%)
 - e) Value for money (10%).

Management of the Study

19. The contract will be overseen by Neil Jacobs and David Kernohan, Programme Managers, JISC Executive. The contractor will report to the Executive at regular intervals as agreed at the time of commissioning.

Terms and Conditions of Grant

20. Contractors will be expected to follow the normal JISC project management guidelines (http://www.jisc.ac.uk/fundingopportunities/proj_manguide.aspx), adherence to good project management practices, regular reporting and participation in meetings as appropriate. JISC's Terms and Conditions of Grant (http://www.jisc.ac.uk/fundingopportunities/bidguide/proj_tocgrants.aspx) must be adhered to by all projects. Bidders are advised to read these carefully prior to submitting a proposal.
21. A general guide to bidding for JISC funds can be found at <http://www.jisc.ac.uk/fundingopportunities/bidguide.aspx>.

Intellectual Property

22. Any information gathered during the course of the study and not already in the public domain is deemed to be the property of HEFCE on behalf of JISC. The information provided in the report, and the rights to all other output, shall become HEFCE property.

Submission of Proposals

23. Proposals of no more than six single sided A4 sheets, typeset in Arial or a similar font at 10 point size, should be submitted as a single sided unbound hard copy. An electronic copy, in Word or Rich Text Format, should also be submitted by email as one file or a zipped folder. **The deadline for submissions is 1300 hrs on 16 April 2007. Both hard and electronic copies MUST arrive by the deadline.**
24. Proposals MUST also include the completed cover sheet at Appendix A to this Invitation To Tender, in addition to the six page maximum bid. CVs may be attached as appendices to the 6 page limit but should be no longer than 2 sides of A4 each. If the bid exceeds the page limit guidance evaluators will be advised to disregard information provided beyond the indicated page limit.
25. Faxed or late proposals WILL NOT BE ACCEPTED. Bidders are advised **NOT to rely on first class post** for next day delivery of the hard copy.
26. Each bid must be accompanied by letters of support from an authorised senior manager at each institution/organisation named in a bid. The support letters do not count towards the 6 page limit.
27. Both email and hard copy of the proposals, including appendices, should be sent to:

Georgia Slade, JISC Executive, Northavon House, Coldharbour Lane, Bristol, BS16 1QD,
email: g.slade@jisc.ac.uk

28. The JISC reserves the right not to award a contract through this Invitation To Tender.

Enquiries

29. Any enquiries regarding this Invitation To Tender should be addressed to David Kernohan, JISC Programme Manager at the JISC central Bristol Office (tel: 07917 599 296; email: d.kernohan@jisc.ac.uk) or Neil Jacobs, JISC Programme manager at the JISC central Bristol Office (tel: 0117 33 10772; email: n.jacobs@jisc.ac.uk).

Appendix A

Cover sheet for proposals

JISC Invitation to Tender:

(NB: All sections must be completed) Sharing eLearning Content – a synthesis of existing information

Name of lead institution/organisation
List consultants/partners (if applicable)
Full contact details for primary contact Name: Position: Email: Address: Tel: Fax:
Length of Study:
Project Start and End Dates:
Total Funding Requested from JISC:
Outline proposal description