

CALL FOR CONSULTANCY

Development of the Asia Pacific Mother Tongue-Based Multilingual Education Working Group website and membership portal

Terms of Reference

Type of Contract:	Contract for Individual Consultant
Duration:	1 May 2018 – 30 September 2018 (18 weeks)
Closing date:	20 April 2018

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1. Purpose:

The Asia-Pacific Mother Tongue-Based Multilingual Education Working Group (AP MTB MLE WG) is embarking on a redevelopment of their current website and membership portal under <http://www.asiapacificmle.net>. The aim is to create a leading knowledge and resource sharing platform for Mother Tongue-Based Multilingual Education (MTB MLE) and increase membership engagement and networking opportunities in the Asia-Pacific region.

2. Background:

Ethnolinguistic minorities, who do not speak dominant languages, face significant difficulties in accessing, completing and benefitting from outcomes of a quality basic education. An increasing number of research studies have recognized the importance of MTB MLE in promoting inclusive quality education. MTB MLE is also known to help learners learn faster and actively participate in classrooms and whether such an approach can help to reduce drop-out rates and increase academic achievements. Thus, UNESCO Bangkok, as a co-chair of the AP MTB MLE WG, has launched a number of initiatives to promote MTB MLE to tackle this issue.

In 2004, a group of organizations began meeting as the Bangkok Multilingual Education Working Group with the purpose of “identifying the major needs in nurturing a multilingual education movement throughout Southeast Asia and coordinating human and financial resources to help meet those needs.” The founding members included: UNESCO, UNICEF, SEAMEO, Save the Children, SIL International, Mahidol University, and CARE. Given the mandate of the group, it has formally established as “Asia Multilingual Education Working Group (MLE WG)” under the auspices of the Regional Thematic Working Group on Education for All (TWG-EFA) as a thematic sub-group in 2009. Under the MLE WG, the initial website (<http://www.asiapacificmle.net>) was created by UNESCO and SIL International to serve as a clearinghouse for information sharing regarding MTB MLE trends, methodologies, and mapping data throughout the region.

In response to the 2030 Agenda for Sustainable Development (SDG 4), the MLE WG evolved to be the AP MTB MLE WG aims to promote MTB MLE and remove language barriers to promote inclusive quality education learning outcomes for ethnolinguistic communities in the Asia-Pacific region. As one of the sub-groups of Thematic Working Group (TWG) on Education 2030+, the AP MTB MLE WG will

play a key role in promoting MTB MLE to achieve SDG 4 - “inclusive and equitable quality education and promote lifelong learning opportunities for all.” In view of this, UNESCO Bangkok office is engaging a consultant to redevelop the current website and membership portal to strengthen knowledge leadership and resource sharing platform for MTB MLE and increase membership engagement and networking opportunities in the Asia-Pacific region.

3. Work Assignment:

Under the overall authority of the Director of the UNESCO Asia and Pacific Regional Bureau for Education, Bangkok, and the direct supervision of the Chief of Section for Inclusive Quality Education (IQE) with technical inputs from the Asia Pacific Mother Tongue-Based Multilingual Education Working Group, the Consultant will:

- A. Design a new logo and a banner for the AP MTB MLE WG
- B. Create a new structure for the websites landing page (informational page) with the following main sections:
 1. HOME
 2. WHO WE ARE
 3. MTB MLE Country Profiles including MAPPING DATA PORTAL
 4. EVENTS
 5. RESOURCES
 6. LOG IN/REGISTER

The website should allow visitor interaction and can be accessed from desktop and mobile devices.

- Content uploading/moving content from following websites will be done by Consultant
- <http://www.asiapacificmle.net/>
 - <http://www.lc.mahidol.ac.th/mleconf/2016/background.htm>
 - <http://www.lc.mahidol.ac.th/mleconf2013/about.htm>
 - <http://www.seameo.org/LanguageMDGConference2010/index.html>
 - http://www.seameo.org/_ld2008/
 - <http://palaso.org/ldc/>
 - <http://www.unescobkk.org/education/multilingual-education/resources/mle-e-newsletter/>
 - <http://www.unescobkk.org/education/multilingual-education/mle-mapping-data/>
- C. Build a prototype and admin panel to confirm user interface, logic flow and design
 - D. Email subscription function shall allow the visitor to subscribe on the existing newsletter/ mailing lists under SYMPA and Getresponse. The administrator can categorize users as required and export the list of email to .csv or.xls file.
 - E. Build a fully functional website and admin panel for testing purposes

- F. Final website and admin panel is ready to use

The website must be HTML5 compliant and correctly displayed by web browsers such as Microsoft Internet Explorer version 9 or higher, Mozilla Firefox version 23 or higher and Google Chrome version 29 or higher. It is necessary to display on smartphone and tablet device (Mobile Responsive). The website must be optimized to support Web Accessibility level A according to WCAG 2.0 and must be optimized to be easily searched by users (SEO). The website must have share function for social media (FB, Twitter, Weibo, email).

4. Time Frame, Deliverables and Payment Schedule:

<i>Key Outputs</i>	<i>Deliverables</i>	<i>Timelines</i>	<i>Payment</i>
A. DESIGN STAGE: Landing page (informational page) designed with main sections as outlined above.	✓ First Draft of Mock-up design	1.5 weeks	-
B. DESIGN STAGE: Landing page (Informational Page) design feedback. User panel and admin panel designed with feedback and approval received with 5 rounds of revisions	✓ Final Draft of Mock-up design.	1.5 weeks	-
C. DESIGN STAGE: Prototype of landing page, user panel and admin panel developed with feedback and approval received	✓ Prototype delivered and signed off	3 weeks	30%
D. PRE USER-TESTING STAGE: User and admin testing	✓ Pre-development user testing	1.5 weeks	-
E. DEVELOPMENT STAGE: Functional development of different modules (such as resource library, MTB MLE mapping data/ Country profile map, content management module) reviewed and approval received	✓ FUNCTIONAL LANDING PAGE, admin can edit and manage content	6 weeks	-
F. DEVELOPMENT STAGE: User and admin panel developed and fully functional	✓ USER PANEL completed according to scoping ✓ Country profile map built with different level admin editing rights	3 weeks	50%

	<ul style="list-style-type: none"> ✓ Each country contains a page with desired information as outlines above ✓ A clearly structured landing page is created with lesser tabs and main sections as outlines within the prototype 		
G. POST USER-TESTING STAGE: User and admin testing	<ul style="list-style-type: none"> ✓ Post-development user testing for trouble shooting 	1.5 weeks	20%
FULLY FUNCTIONAL WEBSITE COMPLETED with final sign-off by UNESCO Bangkok		TOTAL 18 weeks	100%

5. Fee:

A lump sum consultancy fee of USD 10,000 will be provided to the consultant for the entire assignment. No additional expenses will be reimbursed. The lump sum consultancy fee will be paid in three instalments according to the following schedule:

- I. Upon submission to and approval by UNESCO Bangkok of the prototyped website (completed design mockup for design representation) submitted by 15 June 2018 - USD 3,000;
- II. Upon submission to and approval by UNESCO Bangkok of the fully functional website with all key features under stage D,E and F and progress report submitted by 31 August 2018 - USD 5,000.
- III. Upon submission to and approval by UNESCO Bangkok of the completed the improvement of website by 30 September 2018 - USD 2,000.

6. Conditions:

- The ownership of all developed source codes will belong to UNESCO Bangkok for future use.
- The Individual Specialist will guarantee his/her service for 180 days after the submission date to handle any errors and bugs which may occur following the production.

7. Contact person:

Kyungah Bang (Ms.)

Programme Officer

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