Request for Clarifications & Answers

Digital Learning Content Development for IESC's USAID-Funded YouLead Program

Issue Date:	**December 2, 2020**
Closing Date For Proposals:	**January 5, 2021**
Closing Time:	**5:00 pm Indian Standard Time**
(IST)	
Project Title:	**Digital Learning Content Development for IESC's USAID-Funded YouLead Program**
Bid Reference Number:	**RFP-DIG-SRI171-DEC2020**

Question #1: Where will all this content be hosted? Is there a ready Learning Management System installed?

Answer: YouLead.lk has its own learning management system and hosting space. The learning management system is developed based on Moodle with a few customizations. It is compatible with SCORM/TinCan (xAPI) in terms of authoring software. If needed, we can provide a demo login.

However, please note that the contents are planned to be used as an offline solution in remote learning centers. Therefore, we prefer generic and standalone types of content with flexibility to use in both LMS and offline systems. We request that content and assessments are kept separate and that an assessment is not included as part of the content when using content authoring tools.

Question #2: How will the delivery take place?

Answer: We have identified multiple modes. The first and priority mode is purely online. However, due to connectivity limitations and heaviness of the contents, we are planning to keep them locally installed and offline in learning hubs identified by different stakeholders. Please note that the content developed should not be system dependent. In the second phase of this initiative, we may develop a mobile app.

Question #3: In our understanding, the scope has 3 main components: a) Identifying and designing the learning content (learning journeys); b) Creative production of the said content; and c) The distribution channel (LMS / web platform).

These 3 areas are distinct yet equally important domain areas. Hence, we would wish to submit our proposal as a Joint Venture (JV) among 3 entities which

specializes in each subject domain. Please note that we are not looking at subcontracting but joining hands as equally responsible partners. Is this allowed?

Answer: Yes, it is allowable to award a contract to a Joint Venture under the following circumstances:
1. There must be a legal Joint Venture (JV) Agreement between two or more parties to the Joint Venture; the JV will be required to submit this legal documentation with its proposal.
2. The JV must establish a bank account in the name of the JV. The account must require signatures of all parties to the JV or designees for withdrawal purposes. All contract payments will be made to this bank account (only).
3. The proposal must specify the responsibilities of the parties with regard to negotiation of the contract, contract management and administration and contract performance. The JV must submit a certification that the parties will perform in accordance with the JV agreement.
4. For evaluation of past performance, IESC will first consider the past performance of the JV. If it is a newly formed JV, IESC may consider the past performance of the individual parties to the JV.
5. If there is no formal, legal JV, the only allowable arrangement per the U.S. Government regulations is a prime contractor/subcontractor relationship between parties.

The distribution channel (www.youlead.lk) and LMS (www.youlead.lk/portal) are already in place.

Question #4: What is the reason to develop content / Why is new content is needed? While going through some materials on YouLead website, we realized that some of the content has been recently uploaded (correct me if we are wrong).

Answer: Reason – To create digital learning courses where youth can access and develop their skills. These are not available in significant amounts for technical education, work-readiness, and entrepreneurship—and very few are available in Sinhala or Tamil.

Why new contents – There are few digitally developed contents readily available.

Currently, YouLead website materials are not learning contents. Those are for information and awareness. We are mainly looking at digital learning contents that can directly result in improved competencies and learning outcomes.

Question #5: Are you looking for a fully-fledged Learning platform (LMS)? Please detail the expectation.

Answer: We are not procuring a platform through this RFP. We are only procuring digital content.

Question #6: Does the platform need to have the option of adding content on your own at any stage?

Answer: Please see response to #5.

Question #7: What other local languages are you referring to? (except English, Tamil and Sinhala)

Answer: There is a priority on making learning content available in Sinhala and Tamil.

Question #8: Whether the subject matter is provided by the content requirement identification committee or whether the offeror should develop the course material based on a basic outline (as per the institution requirements).

Answer: The YouLead program technical advisory team will provide the following ahead of content development: (i) Course name, (ii) Course syllabus, (iii) Learning outcomes and competency development, and (iv) Contact of a subject delivering lecturer from a respective institute for subject matter expertise (if requested by the contractor).

Question #9: What sort of activities does it mean where the term 'group based digital activities' is concerned?

Answer: 'Group based digital activities' refers to digital content that enable multiple users to interact with a single content such as in a gamified environment.

Example 1: A gamified course with multiple people attempting the same question bank. Based on the speed, some may answer more questions and stand a chance to win.

Example 2: A learning module that requires students to work together to solve a problem (NB: teamwork, communications skills, problem solving, and entrepreneurial approach are all work readiness/soft skills). These kinds of approaches can increase technical learning outcomes *and* better prepare youth for workplace success at the same time.

Question #10: Could you please confirm the name of the LMS on which these modules will be hosted?

Answer: Modules will be hosted on servers provided by the YouLead program.

Question #11: Please confirm if the ask is to develop the 200 hours of instructor led trainings into 20-30 digital modules (as mentioned in the "Scope Statement" section) or if both are separate.

Answer: Yes, the intent is to break down learning content into manageable pieces that will sustain student engagement, allow periodic progress assessment, improve learning, and encourage higher completion rates. This may vary by type of content, target audience, etc. It is up to the contractor to propose how best to break up the training to achieve the learning outcomes.

Question #12: Also there is a point about 100+ hours of student work. Could you please confirm if these needs to be integrated in the form of scenario based activities, assessments or any other form?

Answer: Some types of courses require additional student work to meet a specific standard (such as the National Vocational Qualification levels 1-7). When working on these types of content, it may be required to build in student work/project work that is completed outside of the standard learning environment.

Question #13: Activity II asks for a digital suite for selected video cases. Could you please confirm if the case studies, assessments are needed for all videos or specific videos from your YouTube channel?

Answer: Only for specific videos. Please find a link to an example entitled 'Ella Good Neighbors' here. IESC is seeking to have digital case studies and other digital content that can support the entrepreneurship training.

Question #14: Activity IV asks for localization. Is it needed for conversion of existing courses only or on the ones too intended from this RFP? Also do we get the source in English and do we need to develop the base modules in English before localization is done?

Answer: The priority objective is to have the most useful content available in Tamil and Sinhala. If there are good examples of content available in other languages that can be successfully converted to local languages, the idea is to utilize those rather than re-invent the wheel. Localization typically includes more than just language. Examples, images, and cultural themes are often required to be adjusted as well to ensure understanding and engagement. Contractors must ensure that they have all required permissions to use, adapt, and post the localized content on an open-source platform.

Question #15: I want to clarify this again. When YouLead project ask us to digitalize one training module the below is the process as I understood;

    a. Provide the existing course materials
    b. We study it and if need further adopt it (technical subject experts provide by the project). Will it happen timely and can you assure it?
    c. Then we digitalize the content with all required video, case study and gamification etc. digital documents with vector etc. yes, video, audio and case studies etc also yes OK. But it is really not possible to give the total flavor of the virtual training with the hard copy version.

But YouLead requested the primary deliverable is softcopy. Technically this is really confusing. As per the virtual training technology this is not the best scope. In this case what we have to provide is still the interim version of existing trainings. It will not be the exact virtual training module with advance applications including gamifications.

d. My suggestion is yes we can give the soft copy version for digital training with video, case study etc. And then we will develop the virtual course also in Moodle and send the link with the exact functionality. Look and the feel of digital version and the virtual training are two stages.

e. Virtual training also 100% self-learned, instructor-led sessions etc. there are many possibilities.

f. Therefore without this clarify when we provide the proposal it really not allow us to propose the best innovative and results assured way since we have to think on the budget and the given framework. Though you expect innovations the expected framework is putting a barrier for such true innovations.

g. Even a case study is a old thing. As an example we have innovated a new term even for virtual courses as "Case Tonic"

h. Please try to little bit clarify this by providing us a flow of job with some aspects or using any process diagram. If this can be simplified further then we will be able to bring more innovations and of course more realistic budget.

Answer: We ask offerors to provide the most effective process for digitizing training modules based on the needs outlined in the RFP. Contractors are encouraged to propose the best and most innovative approaches. If a particular RFP requirement limits that ability, the contractor is requested to specifically explain why and demonstrate how an alternative approach will result in better outcomes for trainees and the client (IESC). We are less concerned with terminology than genuine learning and engagement. We are seeking proposals that can demonstrate effective approaches and convincingly show how this will lead to better learning outcomes.

In regard to point "c" above, "soft copy," for the purposes of this RFP is defined as a version of the training in a digital medium that YouLead team members and advisors can view and assess for its likely impacts of learning and engagement.

Question #16: Is it possible for us to get one international consultant who can work remotely and provide the service?

Answer: Offerors may propose an approach that may include consultants and/or service providers. Using this potential approach, offerors should propose consultants and/or service providers that will best fulfill the technical needs of their

proposed approach and will achieve the best results. All costs for consultants and/or service providers must be included and detailed in the proposed budget.

Question #17: Do you select one service provider or do you select team of service providers?

Answer: IESC intends to award multiple contracts to do this work.

Question #18: Can we have some understanding on original training source providers and those courses? This is to get a good understanding

Answer: Training source providers include the YouLead program, vocational institutes, etc. Links to sample curricula and course content are available [here](#) (can be found under "Entrepreneurship Curricula" tab).

Wholly original content for the work readiness skills (priority is financial and digital literacy), language training, short courses in tourism, business case studies, etc. is welcome. Contractors may also source material from around the world and localize it to Sri Lanka. Priorities for the short courses in tourism include sustainable tourism, community-based tourism, food safety, digital marketing, but other proposals are welcome.

Question #19: What are the exact subject/knowledge areas?

Answer: Links to sample curricula and course content are available [here](#) (can be found under "Entrepreneurship Curricula" tab).

Question #20: Are resource person provided or should we source them?

Answer: The YouLead program may provide access to subject matter experts upon request. All other resource persons are the responsibility of the contractor.

Question #21: What is the main language?

Answer: The priority is for content in Sinhala and Tamil.

Question #22: Do we have to use our LMS then provide our deliverables to YouLead?

Answer: Please see responses to questions #5 and #10.

Question #23: What do you mean by "traditional courses"?

Answer: Courses currently taught exclusively, or almost exclusively in a classroom environment, most often resulting in a formal assessment and certificate—e.g. an NVQ 4 vocational course.

Question #24: Expect delivery time?

Answer: This will depend on the length and complexity of the content. We expect offerors to provide their own anticipated timeline and relevant assumptions for delivery for all proposed activities. Given the urgency to respond to changes wrought by the COVID-19 pandemic, the emphasis is on shorter delivery times. If an offeror is bidding for more than one type of work, the ability to work on multiple assignments in parallel is preferable. Offerors, and subsequent contractors, who demonstrate timely delivery of good quality work will be eligible for additional assignments.

Question #25: Should we provide content or we need only digitizing provided content?

Answer: Offerors, and subsequent contractors, should provide additional content as and when needed to deliver the best possible outcomes.

Question #26: Do you have preferred tool for SCROM development 2D/3D animations?

Answer: We can't promote any product or service. Any proprietary or open source tool that can generate open source SCORM compatible contents are welcome. You must provide the software, tools, and plugins used for such development in your technical documentation.

Question #27: In terms of usability and design, be it mobile app, website or LMS, what is target market and demographics and which target audience are you hoping to reach with this?

Answer: The target market are Tamil and Sinhala speakers aged 16-35 nationwide.

Question #28: Please clear what we have to develop those for Moodle LMS or do we have the opportunity to use another LMS?

Answer: The content must be developed in SCORM compatible way where it can be used in any LMS that YouLead intends to use in future.

Please also see responses to questions #5 and #10.

Question #29: Just to clarify, the modules development will be done in English (as the base language), followed by Sinhala & Tamil. Please correct me if I am wrong.

Answer: Please see answer to question #21.

Question #30: In the prime contract sub contractor submission, the prime contract will front end and submit the bid. In this engagement should a legal document be submitted for this as well?

Answer: For prime offerors including subcontractors in their proposal, the subcontractors should be legal, corporate entities fully independent of the prime offeror/contractor. No legal documentation is required for proposed subcontractors.

Question #31: When we proposal gamification and interaction apps we need to pay even at the designing stage. I think we can mention those in the budget. Those should add in the main budget or as option cost?

Answer: Offerors may propose an approach that may include design-related costs as mentioned. Using this potential approach, offerors should propose applicable and relevant costs that will best fulfill the technical needs of their proposed approach and will achieve the best results. All costs for applicable and relevant costs must be included and detailed in the proposed budget. Examples of potential applicable and relevant costs may include software, licensing fee and development margin.

Question #32: For those contents will you be providing voice artists with subject matter expertise?

Answer: No voice artists will be provided.

Question #33: Really appreciate if we can see at least one such sample course. Then only we can have a good understanding and provide both the best technical and financial proposal. Is it possible?

Answer: The purpose of these contents are to be used on digital media, ILT (Instructor Lead Training) and as standalone learning nuggets for typical Sri Lankan youth, who may need learning in an edutainment form. Further, the examples may

vary from course to industry.

Overall, we expect a benchmark of LinkedIn learning quality materials / learning nuggets and interactive scenarios such as Elucidat Gamification / gamified content in a level similar to eidesign.

Question #34: Also who would be responsible for providing consent to the development aspects of these courses from IESC/Respective teaching experts team? Development teams will need to rely on these individuals/teams the confirmations on the storyboarding, development methodologies, activity inclusions and so on. This coordination will help us in meeting the asked timelines.

Answer: The YouLead program technical advisory team will evaluate the proposals against courses/NVQ qualifications and approve the development. The advisory team comprises with Digital Content Specialist, YouLead team members, independent educators, member of TVEC, etc.

Question #35: If we start to digitize in Sinhala. Then adopt to Tamil. Finally do we need to provide it in English also?

Answer: Please see answer to question #21.

Question #36: Who holds the final copyright for the created content?

Answer: Generally, works created directly by the United States Government (USG) are not copyrightable; however, works created for the USG under a contract or agreement by another may be copyrighted. If works created under a contract or agreement are copyrighted, the USG regulations hold that the Federal Government has the right to 1) obtain, reproduce, publish, or otherwise use data produced under the award; and 2) authorize others to receive, reproduce, publish, or otherwise use such data for Federal purposes.

USG works may also receive copyright protection in other countries depending on local rules and law. The USG may hold a copyright license and can receive and hold copyrights transferred to it (e.g., through assignment or bequest) per federal law. As with all other forms of intellectual property rights, non-US legal considerations may require further evaluation by the USAID Agreement Officer in consultation with the Office of the General Counsel or the cognizant Regional Legal Advisor. For example, the standard USAID clauses and provisions may warrant modification if a cooperating country's regulation of copyrighted material impacts a contract or grant

awardee's ability to sufficiently meet its IPR obligations as contained in the prime USAID contract or grant agreement or any lower-tier contracts awarded under it.

In addition to USG rights to copyrighted works, IESC includes its standard intellectual property clause in all contracts awarded under USG awards found here:

> Contractor acknowledges that any work conceived, designed or produced in the course of performing the Contract or providing the Services (including, without limitation, services, deliverables, copyrightable works, technical or other data, and tangible or intangible property of any kind) ("Work Product"), constitutes work made for hire, and is the sole and exclusive property of IESC. Contractor waives any rights, including intellectual property rights, in all Work Product, and will not distribute or make any other use of Work Product without IESC's express written authorization. Contractor hereby assigns to IESC all right, title and interest in any Work Product, and agrees to execute and deliver to IESC any additional documents that may be necessary to effectuate such assignment.

Changes to this clause are on a case by case basis as reviewed and approved by IESC's Senior Director for Compliance and Regulatory Affairs; but in no case is IESC authorized to change rights granted to the USG per federal law.