

## **Background: The Management and Leadership Academy**

The BroadReach Institute for Training and Education (BRITE) is a non-profit organization whose mission is to empower healthcare workers to manage and lead healthcare transformation.

The Zambia Management & Leadership Academy (ZMLA), implemented by BRITE, is an intensive and comprehensive training program designed to equip healthcare workers with knowledge, management and leadership skills for improved healthcare. The ZMLA was developed in partnership with the Zambian Ministry of Health (MoH) and is accredited by Zambia's National Institute of Public Administration (NIPA). In total, over 800 public health workers have successfully completed this management and leadership training.

BRITE applies a three prong approach to training: didactic workshops, case study development and mentorship. Participants are supported throughout the training and case study by seasoned mentors. The training takes six months to complete.

BRITE and the ZMLA have been generously funded by USAID and by the Merck Foundation. In 2016 and 2017, BRITE will train an additional 250 government health workers in ZMLA under USAID Systems for Better Health (SBH).

In line with the MoH strategy, the ZMLA training program needs to be sustainable, high quality and scalable for wider public health worker training under SBH and beyond. BRITE in collaboration with the MoH therefore seeks a provider to adapt the existing ZMLA into an online platform and certificate program.

## **Statement of Work**

BRITE in partnership with MoH is seeking a provider to lead the design, development, and delivery of an online program that is cost effective and supports scalable management and leadership training for professional health workers. BRITE has the following aspirations for the online program:

- *Content:* Course material for the curriculum will be provided by a core team of experts currently involved in the delivery of the ZMLA. Subject Matter Experts (SMEs) will be responsible for reviewing the framework, instructional design and content. The majority of the content for conversion currently exists but needs to be augmented by trainer/mentor dialogue, case study and scenario examples, elements for interactive activities, and formative assessments.
- *Additional OER Content:* The curriculum will be enhanced by incorporating use of existing open educational resources (OER), and other course materials that can be shared under an open license to facilitate to introduce globally accepted management

and leadership concepts that enhance the relevance, portability, and professional applicability of the program.

- *Context and Applicability:* Training content should be created to accommodate diverse learners from developing countries. The majority of training content currently in print form will be converted to interactive media using story-based or scenario-based approaches with video, audio and graphics to give context to the information being delivered. Other content includes trainer lead dialogue, interactive activities, reflection exercises, and formative and summative assessments.
- *Mentorship, Training and Case Study Support.* The platform needs to support the ability of mentors to provide online mentorship and support throughout the course and implementation of the practicum.
- *Timeline.* The curriculum needs to be developed and piloted within 12 months of project grant award.

#### *Other Services*

- BRITE will be responsible for participant registration, mentorship, tutoring and support for the course and case studies during the pilot.

#### **Project Deliverables**

- A learning platform that supports video, audio, multi-media and text based content that supports low bandwidth and mobile delivery; which can be easily edited and maintained for long term sustainability and cost effectiveness;
- The platform needs to be support active and engaged social learning with ability for embedded course discussion, user generated content, social ratings, rankings, and feedback as well as options for gamification and other incentives for social learning;
- The platforms needs to provide rich data and analytics on learner progress, completion of course assignments, projects, and assessments, and activity in the mentoring system;
- A system for offering, reviewing, and tracking course projects and assignments;
- An online mentoring platform that supports course facilitators and participants to engage in an ongoing online mentoring relationship both during and after completion of the program;

- Instructional design for all the modules of the thirty-hour curriculum;
- Design, development, production and testing of the video, audio, visual and other course assets as indicated by the instructional design;
- An online portal for students that aggregates all the course elements;
- The online provision of a final certificate;
- A student gateway through the MoH website.

## **Qualifications**

The provider must possess the following capabilities and expertise to successfully deliver this project:

- Significant experience with designing online curricula:
  - in a high-stakes, professional or management development context that leads to a professional or academic qualification;
  - that is grounded in the principles of the social construction of knowledge and practical application of learning;
  - that supports delivery on mobile devices and low bandwidth environments.
- Significant experience working with public health and/or international development professionals in a developing world context;

BRITE and the BRITE Board of Directors will evaluate proposals qualitatively. We will review the proposal and related materials and evaluate according to the below criteria.

- Proven ability to deliver, distribute, and manage professional certification programs to thousands of learners with the majority residing in the Global South;
- Access to a library of high quality, commercial or OER content in the areas of leadership and management that can be integrated into the curriculum;
- Experience in training and mentoring of subject matter experts in both the creation of content for the online environment as well as the facilitation and delivery of socially-rich online courses.

In responding to this request, please also include the following information:

- A summary profile of your firm;

- Details of your firm's experience that best demonstrate your organization's qualifications and ability to deliver the project, including resumes of the proposed project team and names and contact information for three references;
- A project implementation timeline;
- Provide a competitive fee quote and billing schedule.

## **Written Proposals**

Please submit your proposal electronically to Iris Mwanza (BRITE Executive Director) by close of business on September 30, 2016 to: [imwanza@briteinc.org](mailto:imwanza@briteinc.org)

Thank you for your interest in working with BRITE.