

Science of Teaching

Scope of Work: Science of Teaching Website Redesign

Background

Improving foundational literacy and numeracy (FLN) is essential for low- and middle-income countries to provide basic education of adequate quality for their citizenry. Learning outcomes are presently so low in primary education that business as usual investments will not be sufficient to ensure needed gains in achievement. The World Bank, DFID, and UNICEF are among the donors developing new initiatives to respond to this learning crisis. Low- and middle-income countries in sub-Saharan Africa and South Asia are at the forefront of this learning crisis, and the World Bank's Learning Poverty Accelerator countries are particularly in need. Education officers and counterpart education policymakers developing, implementing, and managing programs focused on FLN must have vastly improved technical understanding of how to design and manage these interventions. Governments and their funding partners have recently increased their investments in improving FLN, with many pilot interventions as well as several large-scale initiatives. Of paramount concern is how to help decision-makers allocate the resources being funneled into such initiatives into evidence-based approaches.

RTI International is currently implementing the Bill and Melinda Gates Foundation-funded grant—Science of Teaching (SoT)—to improve both knowledge of best FLN practices at-scale and **access** to this knowledge. Under this grant, RTI and its partners have developed a suite of public goods—how-to guides, literature reviews, webinars, etc—on current knowledge and best practice for improving FLN at-scale. RTI is also working with its partners on several research activities to address current gaps in evidence in an effort to strengthen the sector's knowledge. However, ensuring access to this work is key to ensuring the FLN sector has this information at their fingertips to improve education policymaking and implementation.

Scope of Work

RTI is soliciting web-design expertise to create a website for the Science of Teaching grant to increase the accessibility of these knowledge products and raise awareness of them within the sector. Therefore, the future website should:

1. build a brand for SoT that inspires confidence in the quality and level of rigor of these knowledge products throughout the sector.
2. It is inclusive and highlights the collaboration of donors and implementers that have participated in the creation of these products (see the scrolling marquee on the [current website](#) that highlights our partners)
3. Maintains sophisticated functionality—the scope of SoT is always growing. The website will need to be adaptable as new products are created and as our client increases their demand. Currently, the main request from our client regarding functionality is that it has a chat forum where site visitors can post links, share info, ask questions to experts, etc. This is a must.
4. Is user-friendly/easy navigate and well organized. SoT has a variety of topical areas it covers along with a variety of mediums it uses to convey information. While the website should be sophisticated, it should also be easy for any user to visit the site and quickly find the information they are looking for.

5. Provides analytics. RTI must be able to track the number of site visits, number of downloads of its knowledge products, etc.

We currently have a website that the client is not happy with due to limited capabilities and overall look and feel. We are looking to either develop the current website further or create an entirely new website with the below capabilities. The design team will work on the Science of Teaching website to create an overall sleek look and feel, user friendly navigation and a chat forum capability to encourage dialogue across each topic area.

Specific tasks for design company

The selected vendor will build a website for the Science of Teaching team that has the following capabilities, features and design:

1. Capabilities:

- a. The website must have a forum where visitors may pose and respond to questions, share links, upload videos/other content, etc.
- b. RTI must be able to moderate this
- c. Method for contacting SoT for TA support

2. Look and Feel:

- a. The website should build brand that a) creates confidence in SoT and b) draws users to the site
- b. Consistent font style and size
- c. Overall pristine, professional and sleek look
- d. Photos of children learning in classrooms
- e. Examples of what we like
 - i. [FLN Hub](#)
 - ii. [SoT old website](#) (client likes sleekness and organization of it)

3. Website should be organized as follows:

- a. Home Page
 - i. "Science of Teaching: Improving foundational literacy and numeracy" as top header
 - ii. "Early primary education is when a strong foundation is laid for future learning" as sub header
 - iii. "About" section with general overview of Science of Teaching
 - iv. Advisory committee logos
 - v. "Latest" section with articles, recent events, etc.
 - vi. "Commentary from Researchers" section with links to articles from researchers
 - vii. "Contact Us" function to send messages directly to Science of Teaching team
 - viii. Overview of Topic areas (See FLN Hub's topic areas):
 1. Structured Pedagogy program design, implementation, and recommendation for scale-up
 2. Language of Instruction issues
 3. Assessment-Informed Instruction
 4. Remediation strategies and approaches

5. Numeracy program design and implementation
 6. Pre-service teacher training for foundational literacy and numeracy programs
- b. Topic Area (and within each topic area there are mediums for conveying content)
 - i. Assessment-Informed Instruction,
 - ii. Language of Instruction,
 - iii. Mathematics Program Design,
 - iv. Pre-Service and Recruitment,
 - v. Structured Pedagogy Series
 - c. Each topic area should have the following sub-topics or mediums for conveying content
 - i. Descriptive “About” section at top of each topic area page
 - ii. Note about the guide authors
 - iii. Access the guide here! --> provides link to guide
 - iv. Webinars
 - v. Commentary/blogs
 - vi. Related research
 - vii. Forum for Q&A and further knowledge sharing
- 4. Update website periodically through August 2023:**
- i. Upload webinar videos to website following events
 - ii. Update resources as they become available
 - iii. Add articles to website as they are published
 - iv. Continued support and additions to website