Attachment C

Statement of Work – Technical Meeting Manager

Implementing the Science of Teaching Webinar Series

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, FCDO, USAID, GPE 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 to improve knowledge of best FLN practices at-scale and access to this body of research. The Science of Teaching grant is focused on the following activities:
1. Synthesize existing research on FLN at-scale by developing user-friendly materials on several topics (including structured pedagogy, language of instruction, assessment and mathematics)
2. Generate new research to expand the evidence-base of FLN.
3. Disseminate research and synthesis documents through a variety of mediums.

Introduction

RTI International will be hosting and conducting a series of virtual webinars to disseminate guides around various aspects of Foundational Literacy and Numeracy that have been developed under the Science of Teaching grant. We anticipate hosting a **minimum of two** approximately 1.5 to 2-hour webinars, with multiple presentations by speakers selected by RTI International. Anticipated topics include:

1. Assessment-Informed Instruction in the Classroom and Assessment-Informed-Instruction in the System
2. Multiple topics: Mathematics, Pre-service Teacher Education, and Language of Instruction

The offeror will support coordination of webinar series dates and times among key stakeholders and presenters. The offeror will provide administrative and organizational support including but not limited to webinar set-up and day-of management, webinar participant registration and management, virtual event agenda and timing preparation, and coordination among presenters to ensure a successful, interactive webinar event. The offeror can also suggest innovative or interactive methods of to facilitate a highly interactive virtual webinar.

The offeror will propose technical learning solutions to maximize the impact of the events, including the agenda, speaker list, and engagement techniques. The offeror will respond to RTI's comments on initial learning designs for each event and implement the program as agreed upon.

RTI can provide the Zoom webinar platform, however other webinar platforms could be acceptable.

Scope of Work

The chosen planner will provide RTI with administrative and organizational conference support upon placement of a contract through to the completion of the event. RTI staff will provide consultation and assistance as needed, but the offeror should be prepared to lead the coordination of these webinars. All work products will be reviewed by the Science of Teaching Project Manager before being deemed final. The planner will provide regular email updates on his/her tasks and progress. RTI will liaise with the offeror to select the specific presenters for each webinar and provide appropriate communication channels. The offeror will be responsible for coordinating regular reminders, preparatory meetings.

Place of Performance

The planner will perform the work remotely, no travel is anticipated.

Work Requirements

The offeror will be responsible for performing tasks throughout the weeks leading up to and on the days of the event. The following is a list of these tasks:

Pre-conference (between 8 – 4 weeks prior to event):

- Determine overall event goals
- Decide on a date (or multiple dates that could work depending on presenter availability) and time of day that will be ideal for your audience
- Determine content: Topic, Presenters (One speaker? Multiple speakers?) and Platform (most likely Zoom for an RTI virtual event, but verify it will meet this event's needs)
- Finalize date/time based on speaker/presenter replies
- Submit the plans pre-conference to RTI for review
- Revise the plans after RTI's review
- Schedule a kickoff meeting
- Determine if the event will be done entirely live or if we will pre-record any presentations and then do a live Q&A to help with any bandwidth issues.
- Determine a date for a dry run with all speakers/presenters
- Determine dates for any content meetings with speakers/presenters
- Determine the technical parameters of your webinar (Registration parameters, Q&A parameters, video on/off, automated emails, any additional registration page branding, etc.)
- Define a Marketing/Comms strategy (when will reminders go out?, post on RTI website?, social promotions?)
- Send placeholder calendar invitations to speakers/presenters and planning team for both the actual webinar and the dry run, instructing everyone to use their unique login info to access both 4 weeks prior
- Fill in and finalize agenda (Presentation content does not have to be fully fleshed out by presenters yet, but topic, timeline and general run of show need to be determined so we know what exactly we're inviting people to attend)
- Meet with presenters to set expectations and discuss/develop speakers' content.
  - Also communicate:
    - Overall objectives of the event
    - Expectations of presenter responsibilities and time (They will work with the planning team to develop a PPT [if applicable], pre-record their presentation 1-2 weeks prior [if applicable], do a Zoom tech rehearsal 1-7 days prior, and join the Zoom virtual event at least 30 min ahead of time on the day of the event and stay until the end.)

- PPT presentation deadlines (Ideally, 10 days prior for drafts and 3 days prior for finalized versions)
- Determine if presenters' PPT slides will be added to a master slide deck and advanced by one person or if individual presenters will share their screens and advance their own slides
- Request Bios and Headshots from Moderator and Presenters and make edits to speaker bios as needed

Pre-conference (2 – 4 weeks prior)

- Set up Zoom webinar instance with settings and obtain registration link for distribution
- Draft event language
- Finalize and send out a 'You're Invited' email to target audience (if applicable)
- Get drafts of all presenter PPTs and circulate for feedback
- Distribute invitation via additional listservs
- Create a post-event evaluation (generic or tailored to this specific event)
- Compile and send PPT feedback to presenters. Ensure presenters are aware of finalized presentation deadline when you send them the feedback.
- Develop any opening, closing, Q&A and/or transition slides that will be needed. Ensure they fit within RTI's branding guidelines.
- Distribute Zoom panelist login info to all presenters & planning team members with their unique webinar login info. Remind them to join the webinar early for necessary sound and video checks.

Pre-conference (1 week - 1 day prior)

- Promote event on social media (possibly on multiple dates). Coordinate with RTI's social media team as appropriate.
- [if applicable] Pre-record presentations. This will mean that any presentation deadlines will have to be moved up for anything that's being pre-recorded.
- Hold a Zoom rehearsal/dry run with all presenters and planning team. Go through the rehearsal checklist.
  - [if applicable] Attach the post-event evaluation link to the Zoom meeting so it pops up automatically when the meeting ends
- Finalize the script/agenda for the webinar
- [If applicable] Determine the playback set up for any pre-recorded presentations. They can either be opened ahead of time on the meeting host's computer so they are ready to go, or you can create a video playlist so they can be played back to back.
- Collect all final PPTs from presenters
- Circulate the final script and PPT slide deck to all presenters, planning team and designated MCS tech expert for this webinar
- [if applicable] Send day before 'Reminder' email to targeted audience
- Send list and/or number of registrants to the presenters so they can have an idea of who will be attending

Day of Webinar

- Double check that hosting and co-hosting computers' will not have distractions/pop-up notifications from skype, email, or other during the event.
- On presenting computer: Open videos (and any post-video slides, if applicable) to be played.
- Share the presenting computer's screen, but DO NOT start the broadcast yet
- Get all panelists/facilitators on before the audience is scheduled to join. Do final sound checks, make sure everyone understands transitions, see if anyone has final questions.
- When the actual webinar time arrives, THEN start the broadcast
  - Click Record (unless recording has already been set up to begin automatically)
- If requested by RTI, chair and manage the sessions

Post Webinar (1 – 5 days after)

- Share event recording with any necessary edits with RTI. Recordings will be uploaded to RTI's YouTube channel.
- Provide reports on final Registration report, Attendee report, Q&A report and Polling report (as applicable)
- Prepare a post-event email to send attendees. As applicable, be sure to include info about:
    - Link to the recording
    - PDFs of any slides
    - Evaluation link
- Send follow up email to targeted audience
- Pull attendee evaluation responses and comments
- Provide a quick summary for our internal planning team and presenters on evaluation responses and comments and overall attendance
- Debrief with RTI project team

Schedule/Milestones

The list below consists of tentative milestones identified for the *Science of Teaching* webinars:

Milestone	Estimated Timeline
Period of performance begins	Upon placement of contract
Webinar dates proposed and accepted by RTI	June 2021
Proposed webinar agendas accepted by RTI	June 2021
Pre-conference tasks completed and accepted by RTI	June-July 2021
Webinar #1 hosted and completed	July 2021
Post webinar #1 reporting and debrief concluded and accepted by RTI	July 2021
Webinar #2 hosted and completed	August 2021
Post webinar #2 reporting and debrief concluded and accepted by RTI	August 2021

Minimum Qualifications

Education and Experience

- Experience in managing large events and communications activities on behalf of a trade association, think tank, PR agency, corporate communications office, or nonprofit organization preferred.

Knowledge, Skills, and Abilities

- Extremely strong organizational and prioritization skill with strong ability to adaptively manage to objectives, resolve issues and escalate as necessary.
- Strategic thinker with proven ability to link event objectives to specific prioritized workplan
- Exceptional interpersonal skills, including the ability to work collaboratively and establish strong working relationships with key colleagues
- Self-starter, able to think creatively and work independently;
- Ability to thrive in a fast-paced work environment and carry out multiple activities and projects with competing deadlines;
- Excellent oral and written English language communication skills;

Acceptance Criteria/Reporting/Invoicing

The acceptance of all deliverables will reside with Science of Teaching Project Manager, Julianne Norman. The planner will be promptly responsive to questions via email and will be available for periodic conference calls.

Estimated Costs

The estimated cost for this work is:

- **Please provide an estimated budget, including labor costs as applicable.**

If the planner anticipates needing additional time to complete these tasks, she is to notify the Project Manager by email as soon as possible. Total work cannot exceed the estimates above; any increase in hours and costs will require a modification of this agreement before work can proceed.