



Call for expression of interests

Title: Developing content for a series of learning videos on the topic „Management in Adult Learning and Education“

Countries: Worldwide

Timeframe: July – September 2024

Introduction

DVV International is the Institute for International Cooperation of the Deutscher Volkshochschul-Verband e.V. (DVV), the German Adult Education Association. DVV represents the interests of the approximately 900 adult education centres (Volkshochschulen) and their state associations, the largest further education providers in Germany. As the leading professional organisation in the field of adult education (AE) and development cooperation, DVV International has committed itself to supporting lifelong learning for more than 50 years. DVV International provides worldwide support for the establishment and development of sustainable structures for Youth and Adult Education.

The Continental Exchange project¹ started in 2022 covering six countries in Europe: Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Republic of Moldova, and Ukraine. Its main objective is to improve policy frameworks for Adult Learning and Education (ALE) and to strengthen ALE-Centres' contribution to the implementation of Sustainable Development Goals based on best national and regional practices, experience and good international expertise.

Background information

The capacity building needs assessment of ALE-Centres in four partner countries of the project for the adapted implementation of the Curriculum for Managers of Institutions of Adult Learning and Education² (Curriculum managerALE) was organised in 2023 as part of the Continental Exchange project. Managers from 12 Centres in Armenia, Georgia, Moldova, and Ukraine expressed their learning needs in managing and developing their educational institutions. In response to the identified needs, a regional training based on Curriculum managerALE was held in October 2023 with selected topics from modules 2 and 3 of the programme.

Following the partial adaptation of Curriculum managerALE, the project aims to support capacity building of ALE-Centres' managers and their employees (including newcomers) from the six

¹ For more information on the project, please visit <https://www.dvv-international.org.ua/regional-projects/regional-project-europe>

² Source: https://www.dvv-international.de/fileadmin/files/Inhalte_Bilder_und_Dokumente/Microsite_ALE_Toolbox/Curriculum_managerALE/Curriculum_ManagerALE-EN.pdf

countries of the project region with a series of learning videos and podcasts based on the Curriculum managerALE topics identified by DVV International.

Objective

The objective of this assignment is to develop the content for 8 learning video episodes on the topic of the management of ALE-Centres. The topics and number of episodes allocated to each topic are indicated in the deliverables section below.

Tasks, Procedure and Deliverables

Interested experts can select one, several or all topics outlined below and suggest development or compilation of the content, which will be later covered by the learning videos. The final product must include texts, presentations, illustrations/graphics, suggested literature and other media for further self-directed learning, relevant links, document templates and a full bibliography of sources used. The suggested content should be designed according to the duration of the videos, which is indicated below.

On the current stage expression of interests from potential experts is expected. Based on the expressed interests DVV International will select an expert/team of experts and conclude an assignment with the aim to elaborate the content based on which on the later stage the learning videos will be produced.

The assignment is foreseen to be completed within the period between **1 July and 15 September 2024**.

Topics

1. *Basic knowledge of lifelong learning and adult education* (for covering of this topic a maximum of **3 learning video episodes**, with an overall duration of 45 minutes is foreseen).

- Historic development of ALE
- Benefits of Lifelong Learning for the community, government, economy, civic engagement and health
- ALE and LLL Concepts:
 - Formal, non-formal, informal learning
 - Theories of learning
 - Principles of ALE
 - Areas of ALE (literacy and basic skills; continuing education and vocational skills; liberal, popular and community education and citizenship)

2. *Strategic planning* (for covering of this topic a maximum of **1 learning video episodes**, with an overall duration of 15 minutes is foreseen).

- General knowledge – vision, objectives, goals and their correlation to short and long-term planning and adaptation.
- Providing practical tools and instruction for a self-guided training.

3. *Networking, Cooperation and Fundraising* (for covering of this topic a maximum of **1 learning video episodes**, with an overall duration of 15 minutes is foreseen).

- Networking to promote cooperation and share resources: What is cooperation and networking. Principles of effective networking and partnership mapping. How does networking promote cooperation for desired results? Networking between ALE-Centres and other stakeholders and education providers (universities, technical vocational centres, formal schools, ministries, etc.). Cooperation with the civil society, local authorities, and businesses.
- Raising funds for the operation of ALE-Centres: What is funding? What is fundraising? Types of funding sources (local municipality, public funds, private sector, participants fees, national and international donor organisations and individuals). Ethical perspective of fundraising.
- Providing practical tools on e.g. partnership mapping and instruction for a self-guided training.

4. *Financial management* (for covering of this topic a maximum of **2 learning video episodes**, with an overall duration of 30 minutes is foreseen). Understanding of finance basics: basic finance terms, principles and three main financial reports (balance sheet, income statement, cash flow statements)

- Understanding concept and methods of budgeting: creating annual budgets; budget types; forms and procedures; methods of budget control; orientation on sustainability, brake-even point, inventory, various methods of calculating training and maintenance costs.

5. *Adult Education Centres (Volkshochschulen, VHS) in Germany* (for covering of this topic a maximum of **1 learning video episodes**, with an overall duration of 15 minutes is foreseen).

- The network of Adult Education Centres (Volkshochschulen, VHS) in Germany: VHS network as a largest, further education provider. Organisational forms, financing of VHS, typical sectors of educational work, target groups, etc.

Application documents:

Interested experts/team of experts are requested to express their interest by sending following documents in a PDF-format electronically until 23 June 2024 (closing of the working day):

1. CV(s) of person(s) to be involved;
2. Technical proposal covering the following aspects:
 - Description of the understanding of the task and indication of topics of expertise from the list above.
 - An outline of suggested content related to the topics above with short justification;
 - A short description of the methodology of how the expert/team of experts plans to proceed to create materials or produce a compilation.
3. Possible examples of similar tasks implemented and products created or any other materials that prove the proficiency of the expert in the field of selected topic(s);
4. Financial proposal with indication of suggested number of working days per topic and day rate.

Evaluation criteria

The proposals will be assessed according to the following criteria:

1. **Qualifications of the expert(s) (counts one third)**, based on the assessment of requirements under the points 1 and 3 above.
2. **Technical proposal (counts one third)**, based on the assessment of requirements under the point 2.
3. **Financial proposal (counts one third)**, based on the assessment of requirements under the point 4.

Deadline for submission is 23 June 2024.

Should you have questions concerning this Call, please send your questions to the 3 persons mentioned as contact persons below. The latest date for submitting questions is 10 June 2024.

Contact persons:

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