

Learning Analytics Co-Design: Sandbox Program Request for Quote (RFQ)

Opportunity

eCampusOntario is seeking quotes from experts or teams of experts with experience designing learning analytics systems to lead the co-design of a blueprint for a learner facing learning analytics tool, which will serve as a springboard for our future developments in this space.

Background

In a shared educational technology survey organized at the end of 2018, learning analytics was identified as one of the top priorities by our member institutions; at the time of the survey only 21% of reporting institutions had deployed them. Following a review of the vendor landscape and subsequent literature, we recognize consent and privacy, as well as data contextualization and data literacy, as issues that are central to the implementation and use of learning analytics. Through our Educational Technologies Sandbox, we therefore aim to facilitate the co-design of a blueprint for a learning analytics tools that is learner facing, but still responds to the needs and contexts of instructors and administration at colleges and universities across Ontario.

To do so, we are seeking a learning analytics expert (or team of experts) who will work with eCampusOntario project members to plan the roadmap for the learning analytics project. The successful applicant(s) will then lead the co-design and creation of the blueprint in partnership with various stakeholders from our member institutions. By blueprint, we mean a detailed plan of action for the creation of a learning analytics tool, detailing what will be achieved and how it can be achieved.

Service Description

The successful applicant(s) will provide the following support and services:

- Work with eCampusOntario project members to draft a roadmap for the project, including rough timelines, key milestones, and any additional expertise needed.
- Participate in facilitation of meetings/interviews with experts and project members to identify key values and build consensus around the purpose, scope, and functionalities that are to be captured in the learning analytics blueprint.
- Build the blueprint for a learner facing learning analytics tool that captures defined goals and scope, as well as the technical strategy behind the tool.
- On-going consultations with key stakeholders or project members from member institutions to solicit feedback and modify blueprint accordingly.
- Create a plan for building and implementing the blueprinted learning analytics tool across Ontario colleges and universities.

Timeline

- **October 4, 2019:** Deadline for applications
- **Mid October 2019:** Evaluation of applications, selection of expert(s), and contract award
- **Late October 2019:** Kick-off meetings between expert(s) and eCampusOntario to establish project roadmap
- **Early November 2019:** Selection of institutional stakeholders to join project team
- **November 2019 - March 2020:** Lead co-design and creation of blueprint for learner facing learning analytics tool
- **March 2020:** Blueprint due to eCampusOntario

Applications

Applicants should submit a written response (fewer than 5 pages) to this request for quote. Applicant(s) should include their knowledge of learning analytics and previous experience building learning analytics tools, a high-level draft of the project plan outlining the anticipated structure or milestones for the project and any expertise or additional resources needed, and a complete and detailed quote (in \$CAD) for the estimated time and expertise that they are able to offer.

Applicants must clearly demonstrate the following:

- Proven knowledge of learning analytics
- Proven experience building learning analytics tools or platforms
- Demonstrated commitment to privacy, consent, and transparency in collection and analysis of student data
- Commitment to work collaboratively with eCampusOntario and project members from Ontario post-secondary institutions throughout the blueprint co-design process
- Agreement to openly license all resources developed

Evaluation Criteria

Quotes will be evaluated based on the following criteria:

- Demonstrated experience; proven knowledge of learning analytics and experience building learning analytics tools/platforms
- Proposed project plan for the blueprint co-design is feasible and appropriate given the objectives provided; project plan clearly accounts for a highly collaborative process with various stakeholders across Ontario
- Clear commitment to privacy, consent, and transparency in collection and analysis of student data
- Detailed analysis of proposal costs, including a breakdown of all support and services (in \$CAD)

Please note: All applicants must provide one point of contact for contract and payment.

Please submit applications to procurement@ecampusontario.ca by October 4, 2019.