

TOR for Consultancy to Develop Videos for Behavior Management Policy

Purpose of Assignment

Background:

In the past few years, new education initiatives have been introduced by the Ministry of Education to ensure that every child's unique needs are catered for within the system. Existing policies have been revised and new policies such as the school attendance policy, home visit procedures and child protection policy have been introduced with one guiding principle central to these policies; No Child is Left Behind.

While implementing the aforementioned policies and new programs such as Dhasvaaru and BTEC stream in schools, it was seen that there was a need to bring forth a guideline and overarching policy on behavior management for schools, which were based on good practices and kept the child's best interest at heart. The Behavior Management Policy (BMP) and its guideline were drafted in 2017, with the technical support of a consultant; both the policy and guideline are framed in terms which are strength based and preventative, rather than punitive. The BMP policy and guideline are currently in the endorsement stage; the next stage would be rolling out these documents to all schools in the Maldives and ensuring that all schools follow this.

As BMP calls for a transformation in school cultures and how we resolve behavioral issues presented by our students, it was noted that a resource kit would be useful, which consists of audio visual guides for the BMP and its guideline. Such a resource kit would make the ministry's message clearer and help guide schools in effectively implementing BMP.

Objective

The purpose of the consultancy is to develop an audiovisual guide which is in line with the Behavior Management Policy (BMP) and guideline of the Ministry; this guide will consist of tutorial videos that explain the rationale behind the new policy, and depict effective behavioral management strategies and procedures in the form of role-plays.

Major tasks to be accomplished:

1. Go through the BMP policy, guideline and restorative justice procedure
2. Carry out stakeholder meetings to gather information on achieving the goal of creating such a video
3. Prepare script and narration for overall project documentaries and videos
4. Work with identified team members of Ufaa Program Office, Ministry of Education, who will be used in the videos as actors in the role plays.
5. Produce videos including editing, voice over, script, writing, etc

6. Compose background music for the videos
7. Capture necessary video footage for the 3 videos
8. To narrate and edit raw video footage for producing final video

Deliverables:

1. Introductory video (5 minutes): This video would explain the philosophy and theories behind BMP, and give an overview of both the policy and guideline
2. Tutorial video #1 (1 hour): This video would give practical tips and demonstrations (i.e., role plays) on effective communication strategies and managing students’ behavior
3. Tutorial video #2 (1 hour): This video would give practical tips and demonstration on applying the restorative justice model in dealing with student’s behavioral problems.
4. All raw video/footage captured throughout video shooting(s)/B roll footage

Scope of Services

The following tasks will need to be undertaken by the consultant:

Activities
PHASE 1 (Desk review/Planning)
1. Meet with Ufaa team, to understand the scope of services and become oriented on the policy
2. Share concept developed, with Ufaa team, for all three videos: <ol style="list-style-type: none"> a. Introductory video b. First tutorial video c. Second tutorial video
3. Develop and share script for all three videos: <ol style="list-style-type: none"> a. Introductory video b. First tutorial video c. Second tutorial video
PHASE 2 (Video production of the introductory video)
1. Video shooting
2. Post production editing and compilation
3. Review meeting with Ufaa team to show compiled footage
4. Submit finalized video, with comments incorporated
PHASE 3 (Video production of first tutorial video on effective communication strategies)

1. Video shooting
2. Post production editing and compilation
3. Review meeting with Ufaa team to show compiled footage
4. Submit finalized video, with comments incorporated
PHASE 4 (Video production of second tutorial video on restorative justice procedure)
1. Video shooting
2. Post production editing and compilation
3. Review meeting with Ufaa team to show compiled footage
4. Submit finalized video, with comments incorporated

Required Qualifications and Experience

In order to successfully carry out the tasks listed above, consultant is required to have the following qualifications and experience:

- a) Proven 3-5 years of work experience in video production
- b) Proven ability to deliver high quality video products according to specified technical requirements and under tight schedules

Duration of services and terms of payment

The consultancy will be based in Male'. The payment of the consultancy would not be made as a lump sum figure or on a daily basis; it will be based on the deliverables. Accordingly, payments would be made upon completion of the outputs as stated below:

Output 1: Upon submission of fully produced introductory video clip of approximately 5 minutes length- 20% of the contract value

Output 2: Upon submission of fully produced tutorial video clip on effective communication strategies of approximately 1 hour length - 40% of the contract value

Output 3: Upon submission of fully produced tutorial video clip on restorative justice procedure of approximately 1 hour length - 40% of the contract value

All the documents produced under this consultancy would be endorsed by Ministry of Education.

Interested candidates should submit the following:

- a) An updated CV
- b) Portfolio, showcasing previous work (minimum of 2-3 videos)
- c) Proof of ability to undertake this consultancy, in the form of reference letters (of relevant work)
- d) A proposal on how the applicant will undertake this consultancy, with methodology and timeline provided
- e) Proposed fee (in MVR, inclusive of GST)

Evaluation Criteria

- Proposed fee – 30 points
- Experience – 50 points
 - Applicants who do not meet the required qualifications and experience outlined will be rejected
 - Applicants with portfolios showcasing high quality videography skills will be ranked higher
 - Applicants must submit both CV and proof of work for points to be given under experience
 - Referrals given might be contacted for further information about applicant's quality of work in this area
- Proposal- 20 points
 - Points will be given based on methodology and timeline proposed