

Americas

Terms of reference

Document owner	Ralph Grayson
Document author	Ralph Grayson
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1. Request for Academic Consultant

We require an Academic Consultant to work alongside the Americas NWoT team **between April and approximately September 2022**. The consultant should be flexible enough to cater for potential need of adjustments to achieve the total deliverables as ahead of time as possible to deliver the support materials for the recordings.

The Academic Consultant's main task is to enrich the experience of the FLEs by accompanying each recording with a resource pack which should include background notes and links to further information about the subject of the recording. The pack should include 4-5 ready-to-use practical activities that teachers can use in class. This could also include downloadable branded student worksheets and separate accompanying notes, lesson plans or suggestions for teachers. We expect this pack to focus on materials for primary (CEFR levels A1-A2) and secondary (CEFR levels A2-B2) learners, depending on the specific recordings.

2. Background and context

The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.

We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised

qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.

The [Americas region](#) comprises British Council operations in Argentina, Brazil, Canada, Chile, Colombia, Mexico, Peru, the Caribbean, Uruguay, United States and Venezuela. In these countries, we offer a range of services and products for schools, universities, governments and businesses; we respond to the particular challenges and context facing much of the region by focusing on the following areas:

- supporting more equal access to quality education
- helping young people (aged 4-30) have the skills, resilience and networks to find pathways to better lives
- promoting social inclusion and wider participation by strengthening civil society throughout the Americas
- giving young people and organisations opportunities to develop an international outlook.

In these ways, the British Council builds links between UK people and institutions and those in the Americas, helping to create trust and lay foundations for prosperity and security in the region.

3. Purpose of project

English Connects is a major new programme connecting the UK with the next generation of people globally through English. In the Americas, this programme is called **New Ways of Teaching** (NWoT).

In February 2022, one of our main events was the [BBELT Online Conference](#). BBELT stands for the Best and Brightest of English Language Teaching. The event consisted of six [plenary sessions](#) and around 60 concurrent sessions over two days. There were also poster presentations, virtual rooms for social interaction, and an online exhibition. The event was attended by more than 1,400 teachers mainly from the Americas region, but several from other regions as well. All the plenary sessions and concurrent sessions were recorded.

The objective of the project is to repurpose the recordings from the February 2022 event to put together and deliver a consistent, practice based and accessible CPD programme that will run from April 2022 to January 2023.

General outcome

The NWoT online CPD programme seeks to achieve better English language teaching outcomes across the region by providing teachers with a high-quality professional-development offer based on the best and brightest of the British Council's expertise in ELT. This expertise is the product of a wealth of years of our organisation working with the UK ELT sector, as well as with ELT experts in the countries in which we operate.

4. Specific outputs

Through this online CPD programme, we expect to:

- Provide a professional development route with permanent, engaging, low-tech and practical content delivered digitally via platforms that facilitate accessibility.
- Contribute to strengthening education and student outcomes in the region and globally with high-quality CPD opportunities
- Engage with a greater group of teachers located in challenging low-connectivity geographies of the Americas and beyond to contribute to the British Council global community of teachers, the largest existing one.
- Showcase the best and brightest in English Language teaching, tapping on current and emerging approaches in the area of English Language education.

5. Supplier's activities and products to deliver

- Access the bank of recordings that have been selected , watch each one to an extent that allows the supplier to produce the materials required.
- Engage with the original speaker(s) of the recorded event where possible (British Council to facilitate contact). Manage communications with the speaker(s) to request practical classroom ideas to implement the principles and guidelines provided by the speaker in the recorded event. This will provide the basis for the resource bank to accompany each recording. Please note, we expect some speakers will readily supply these, whereas others will not be able to do so. This stage is more out of courtesy, to inform the speaker their recording is going to be live streamed and give them the opportunity to provide supporting materials for the classroom.
- Research on the [British Council TeachingEnglish website](#) to select relevant activities from the 'Teaching Resources' section (where they exist) that can be included as part of the resource bank for each recording.
- Manage, repurpose, redesign or design (from scratch) 4-5 activities and resources (handouts, lesson plans, guidelines) for each recording to put together the accompanying resource pack.
- Work alongside the suppliers (communications agency, designers) to bring the resource packs to an optimal state for publishing and to be used by our audiences. This also includes working with the British Council website / communications team to ensure the resources are uploaded and made available on the relevant (regional or country) website.
- We expect each resource pack to consist of:
 - o At least four practical activities aimed at primary learners (CEFR levels A1/A2) and secondary (CEFR levels A2/B1/B2). Practical activities will be properly designed for the audience and professionally produced. The activities should evidence the practical use of the guidelines and strategies delivered by the speaker in the recording.

- Accompanying notes, guidelines and/or lesson plans for teachers that enable teachers to use each of the four practical activities with ease and minimal preparation. However, this element of the pack should provide guidelines for teachers to make any adjustments they may need to do.
- Invoicing will be on a per-deliverable or per-pack basis. Therefore, payments will be made according to the number of packs delivered by the 20th day of each month or (preferably in advance).

6. Specific requirements

- Relevant English Language Teaching qualification(s)
- English level at CEFR C2
- Relevant experience (demonstrated through samples of previous work)
- Relevant editing and proof-reading training/experience
- Capacity to deliver according to timeline and volume of work required

7. Timeline and key milestones

Date	Activity
10 May 2022	<p>Deliver materials pack for the first regional livestream which is planned to take place on Thursday 26th May 2022 – Total packs: 1</p> <p>Deliver materials pack for the first set of country-based livestreams – Total packs: 2</p> <p>Total number of deliverables: 3</p>
10 June 2022	<p>Deliver materials for regional livestreams 2, 3 and 4 which should take place at the end of June and July and August. – Total packs: 3</p> <p>Deliver materials pack for the second set of country-based livestreams – Total packs: 2</p> <p>Total number of deliverables: 5</p>
11 July 2022	<p>Deliver materials for regional livestreams 5, 6 and 7 which should take place at the end of September, October and November – Total packs: 3</p> <p>Deliver materials pack for the third set of country-based livestreams – Total packs: 2</p> <p>Total number of deliverables: 5</p>
22 July 2022	<p>Deliver materials for regional livestream 8 which should take place at the end of January 2023 – Total packs: 1</p>

	<p>Deliver materials pack for the last set of country-based livestreams – Total packs: 2</p> <p>Compile all the packs in one single final publication with an introductory message. This final publication will be made available to participants in the BBELT Conference of BBELT 2023.</p> <p>Total number of deliverables: 4</p>
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8. Response required

Interested suppliers should submit a short work/technical **proposal** and expected professional **fees** on a per pack basis (all costs included). Costs may include any sub-contracting needs to support the work and help deliver packs according to the calendar.

The proposal should be accompanied with the suppliers **curriculum vitae** outlining how the supplier meets the specific requirements above with links to **sample material** previously delivered. Basic **contact details** (e-mail, phone, address) and British Council **vendor number** (if available) should also be included.

Please send your response as outlined above **by 20 April 2022** to

Ralph Grayson (ralph.grayson@britishcouncil.org)

9. Events Team

	Responsibilities
SRO and Regional Lead	Provides strategic steer and guidance for the full range of the NWoT programme. Has an oversight on all NWoT programme across the region. As regional lead, also supports high level stakeholder management.
Cultural Engagement Marketing Lead	Coordinates livestreaming scheduling and programming. Engages with regional English (EES) teams to gather information for country based livestreams. Works alongside the SRO, marketing/communications team members and external suppliers to manage all activities implied in the marketing of the events, the management of communications, the pre, during and post stages of each livestream.
BBELT Online Marketing and Communications Support	Manages the strategy and tactics behind the marketing of the online events (including visual identity, content calendars, social media, website design support, among others. Works alongside the Marketing and Communications teams in the region to ensure event have high quality visual identity and that key

	Responsibilities
	messages are engaging and attract relevant audiences to achieve optimal impact targets.

10. Reporting and communication

The supplier will mainly (but not exclusively) work with the events coordinator, the designer (separate supplier) and the marketing and communications team (both internal and external). Frequency of communication is key to ensure optimal workflow. The supplier is expected to attend at least one 30-minute touchpoint session every week (date and time tbc) to discuss progress, challenges or roadblocks and next steps. Materials that need to be accessed by other members in the governance team should be stored in the project's MS teams space and preferably edited directly from there. Communication will be both asynchronous (email or Teams chat), via Teams online calls and via WhatsApp groups.

Annex 1

Underpinning principles of the project

1. The New Ways of Teaching – BBELT series will target individual English teachers through scheduled monthly release of previously recorded CPD events. As well as livestreaming online through YouTube, we will take the recordings and split them into smaller pieces for low technology contexts. We have a number of countries and contexts in the Americas where teachers have low connectivity and limited access to Internet. These teachers mainly work with telephones, via phone applications (WhatsApp and Telegram) and platforms with little or no bandwidth.
2. The recordings will be divided into two groups:
 - a) Recordings that will be repurposed and made available for regional live streaming through the [British Council Americas You Tube channel](#). We expect to select 8 recordings for this group. These FLEs are expected to take place on Thursday afternoons (time tbc) on the last week of every month, beginning on 26th May 2022.
 - b) Recordings that will be repurposed and made available for country-focused live streaming through British Council country YouTube channels (e.g. [Mexico](#), [Brazil](#), [Peru](#), [Cuba](#), [Venezuela](#)). Participating countries of the Americas will select a total of 8 recordings that respond to their own teachers' needs.
3. The repurposing process includes:
 - a) Rebranding, subtitling in Spanish and Portuguese and (possibly) editing some of the recordings to make them facilitate access to specific countries with low-bandwidth contexts. This will be done by a design agency contracted by the British Council.
 - b) Enriching the experience of the FLEs by accompanying each recording with resource packs, background notes and links to further information about the subject of the recording. The pack facilitates ready-to-use practical activities that teachers can use in class (downloadable worksheets, accompanying notes, lesson plans and the alike) for students in primary (CEFR levels A1-A2) and secondary (CEFR levels A2-B2)
 - c) While the materials will be used throughout 2022, we expect to have all the recordings and resource packs in advanced in the first two quarters of the 2022-23 FY (from April to September 2022). That way, our programme can be properly scheduled, communicated, and delivered both to teachers in the Americas and to countries for their specific purposes.
 - d) The actual streaming will be managed externally by a production partner that will be in charge of the pre, during and post-delivery stages of each event.
 - Pre: Engagement strategy; promotion in British Council newsletters social media and other channels; setting up and scheduling streaming.
 - During: Delivering and managing streaming, supporting the live event through chat, and capturing event data.
 - Post: After-event communications (to promote recordings to those who missed the livestream) and certification of attendance.