

TO 39: ICT4E Quarterly Report FY 2013, Q2

GLOBAL EVALUATION & MONITORING II GEM II BPA Number EDH-E-39-08-00003-00

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GEM II, Task Order 39 Quarterly Report
ICT4E
FY 2013, Quarterly Report: January 1, 2013 – March 29, 2013

The present Task Order was signed in the third quarter of FY2011, on June 22, 2011. The activities outlined in this Quarterly Report focused largely on: (1) continuing to expand the mEducation Alliance's reach through new member/partner outreach, (2) supporting the Alliance's two main working groups: Mobiles for Reading (mReading) and Mobiles for Youth Workforce Development (mYWD), (3) preparing and disseminating promotional and presentation materials at two partner events: UNESCO's Mobile Learning Week (MLW) and GSMA's Mobile World Congress (MWC), (4) strengthening the Alliance's guiding committee structure through supporting the Executive Committee (EC) and establishing a new Private Sector Advisory Committee (PSAC), and (5) continuing to provide ongoing support and coordination for the day to day running of the mEducation Alliance Secretariat. The ICT4E contract modification was received February 12, 2013 which reflected realigned project deliverables and budget. This report outlines Q2 project activities in each of the following categories as outlined in the contract modification:

A. Analytical Research

- Initiated in Q1, JBS worked with the consultant for the comprehensive Landscape Review of Mobiles for Reading (mReading). JBS provided the consultant a significant amount of resources (existing projects, literature, reports/evaluations, case studies, etc.) compiled by JBS, in addition to a number of contacts and referrals for persons and/or organizations with whom to speak. A kick off meeting was held with JBS and USAID to revisit timelines and focus of the project. Given the very tight timeline, JBS was in touch with the consultant for the Landscape Review regularly to check in on progress and try to ensure they were proceeding along the right path to ensure meeting of deadlines. Due to illness, the consultant was delayed in providing the first deliverables.

JBS provided feedback on the initial outline and requested detailed revisions, including providing a detailed project template form to be added for the Appendix of the review, requesting a revised outline with page numbers and more detail to illustrate the weight the consultant would place on various sections, and asking for a discussion of literacy vs. reading given the USAID education strategy language. Additional deliverables in this quarter included: a PowerPoint presentation to be used at UNESCO's Mobile Learning Week in late February and the first draft of the report. JBS also worked with the consultant for the Landscape Review to guide the development of the PPT to ensure it was a useful tool. A rough draft of the Landscape Review was submitted near the end of Q2. JBS and USAID met with the consultant in Paris to further discuss revisions to the outline, the direction of the report, and USAID requested an additional table for a cover note- specifically a table highlighted early grade reading interventions by category. The consultant for the Landscape Review also submitted an initial draft of the projects surveyed for the

report. JBS conducted additional analytical research to show that there were many more projects that should be included in project scan. JBS provided this additional feedback to the consultant along with examples of new projects.

B. Knowledge Exchange

Attend Events/PR

- JBS updated and created new mEducation Alliance materials to be presented and distributed at UNESCO's MLW and GSMA's MWC. JBS also created several presentations to be given during sessions at each of the events and used at the Walking Gallery at UNESCO's MLW. In an effort to maximize cost efficiency and reduce paper printing, JBS purchased 500 flash drives and preloaded 250¹ with the following mEducation Alliance materials for distribution at both events:
 - mEducation Alliance Brochures,
 - The 2012 mEducation Alliance Symposium Report,
 - The 2012 mEducation Alliance Symposium Program,
 - 5 minute briefers of Seminar Series events (4 different seminar series),
 - An mYWD Working Group (WG) one-pager,
 - mYWD Learning Series One Product
 - mYWD Learning Series Summary

Sign-up sheets for the mEducation Alliance email mailing list, QR codes linking to event community pages with these resources, and mEducation Twitter feeds were also on display. JBS created website pages prior to the event to allow easy access and dissemination of the aforementioned materials.

- JBS staff attended UNESCO's Mobile Learning Week in Paris, France from February 18-22, 2013, and presented in the *Mobiles for Literacy* breakout session on Monday, Feb 18th and presented in the Walking Gallery on Monday and Tuesday throughout the day. JBS staff participated in the Senior Policy Maker's Forum on Wednesday, Feb 20th and met with interested public and private sector organizations to discuss potential partnership opportunities, and staff promoted the Alliance's participation at the event through Twitter and event and community announcements on the mEducation Alliance website.
- JBS staff attended GSMA's Mobile World Congress in Barcelona, Spain from February 25-28, 2013 during which time staff (a) attended and participated in sessions, (b) distributed informational materials about the Alliance and its goals, (c) networked with interested public and private sector organizations to discuss potential partnership opportunities, and (d) presented on two panels: *mLearning: Moving Beyond CSR: How Operators Can Drive Revenue and Social Impact through Value Added Services* panel on February 27th, and the second panel [*The Power and Potential of mLearning*](#), broadcast on Mobile Live TV on February 28th.
- JBS continued work with GSMA and Alcatel-Lucent on the development of a PSA video on mLearning, providing guidance on selecting footage for the video and connecting GSMA and Alcatel-Lucent with others who might have appropriate video content to contribute. JBS incorporated part of the mLearning video footage in a

¹ The remaining 250 flash drives were saved to be used at future events and/or Symposia.

presentation given at MLW, as well as featured footage of USAID's Administrator in a feature article on the mEducation Alliance website.

Website Management and Development

- JBS continued to support and manage the website and its content. JBS created content for feature articles, Alliance nodes for new Steering Committee (SC) members, Seminar Series and Research Roundtable events, partner and member events, recent publications, community discussions and announcements, and mLearning projects. In addition, JBS moderated and edited content submitted by SC and mEducation Alliance community members, and managed website quality control and identified any issues which required additional support from the website IT support team. Twitter was also utilized to further disseminate new content and monitor SC and mEducation Alliance members' activities to develop the Alliance's presence within the social media sphere and mLearning field.

Solicit External Website Content

- To help facilitate greater engagement with the website, JBS developed a schedule and sign-up sheet for Steering Committee organizations to volunteer to be in charge of contributing a feature article for the month of their choice (tied to their seminar series- see below). JBS continued to follow up with each Steering Committee organization to maximize opportunities for content creation and help diversify content on the website.
- JBS reached out to the SMILE project to invite them to blog about their project's recent work in Thailand. They wrote three blogs on the website about their work in Thai schools.
- JBS continues to reach out to other projects to invite them to submit their projects to the projects database on the website, submit resources, and encourage further use of the website to increase user base.

C. E-Forums, Workshops, and Conferences

Seminar Series

- On March 19th, JBS held the mEducation Seminar Series, "Partnering with the Private Sector: Perspectives from Orange." This seminar was held both in person (at the Ronald Reagan Building) and virtually. JBS organized and facilitated the event with presenters from Orange Labs, and completed follow-up activities including updating the mEducation Alliance subscriber list and producing an event summary to be included on the website and distributed at future events.
- To extend the Seminar Series under a limited budget and encourage greater SC member ownership and buy-in, JBS proposed that each SC organization be responsible for preparing one feature article and organizing and hosting one seminar series event one month per year. JBS created a schedule and sign-up sheet for SC members to select their month and topic thereby securing commitments for nearly every month until the end of the contract. JBS also developed and disseminated a guide to SC members detailing how to manage seminar series events

and the expectations for before, during and after their month. This document was posted as a Google doc.

Symposia

- JBS produced the finalized version of the 2012 mEducation Alliance International Symposium Summary Report. JBS staff worked with a team of editors and graphics designers to edit and complete the final report. The Symposium Summary Report was added to the mEducation Alliance website and included links to session summaries. JBS also distributed the report at UNESCO's MLW and GSMA's MWC through flash drives and QR codes linked to the mEducation Alliance website Symposium Report page. In addition, JBS publicized the release of the report through the Orange Seminar Series invitation and messages sent over Twitter.
- 2012 Symposium bills and financials were settled and paid to the hotel, travel agents, and other vendors.
- At the request of the COR, JBS initiated the process of organizing the 3rd annual mEducation Alliance International Symposium. Following a number of discussions with USAID, various stakeholders and the SC, it was decided that the event would adopt a new format similar to that of the Clinton Global Initiative's (CGI's) Commit Fair. JBS held a series of discussions, both in person and via conference calls, with representatives from CGI to develop the concept and explore ways in which it could be adapted for the next Symposium. JBS discussed the concept with SC members and created a concept document to be circulated within their members' organizations and generate interest and financial support for the event. In addition, JBS sent out more than 20 RFPs to possible venues to determine availability for the dates selected by USAID, September 10-11th, to accommodate the anticipated 150 participants.

Research Roundtables

- At the request of the COR, JBS considered and explored opportunities for Research Roundtables with several Alliance member organizations including AIR, EDC, MIT, University of Pennsylvania, and Lion's Club International (LCI). However, JBS reminded USAID that there is only one research roundtable remaining in the contract, and this only allows for funding of partial costs as these events are designed to be co-funded with partners. JBS advised USAID that financial resources and staff availability would not permit facilitating all of these events.
- JBS helped facilitate discussions between LCI and USAID to help in the planning of an upcoming LCI event in Illinois. LCI offered to host a half-day joint mEducation Alliance Research Roundtable on reading for learners with disabilities on May 2nd in IL. JBS provided support to USAID in recommending participants for this meeting and working within sensitivities around the half day event.

D. Support for Improved Analysis of ICT4E Global Activities

- No requests received under this activity.

E. Mobiles for Education Alliance and ACR-GC Secretariat

mEducation Alliance

mReading Working Group

- JBS continued to provide support to develop the mReading WG. Activities included:
 - Co-hosting the mReading WG Kick-Off Meeting on February 12th at EDC. JBS worked with USAID and EDC to develop the agenda, developed and dissemination invitations, tracked RSVPs, managed publicity of event on website and Twitter, co-facilitated the event and goal setting activity, and worked with EDC to develop the product following the event. EDC sent JBS all of the one-pagers they had compiled, JBS went through them to ensure they were appropriate for posting on the website, wrote an introduction for the Compendium, and submitted to USAID for approval before posting to the website.
 - JBS has been working with IRA to facilitate their hosting the next mReading WG meeting.

mYWD

- JBS also continued to develop and support the mYWD WG. This included managing and supporting the development of a Landscape Review conducted by the mYWD Consultant.
 - Early Landscape Review findings were discussed at GSMA's MWC in February
 - The third mYWD Learning Series (co-hosted with Tech Salon) in NYC at the Clinton Global Initiative took place March 15th on the topic of gender. JBS participated in the NYC Learning Series event (travel costs funded by The MasterCard grant), and as with other Learning Series, content from this discussion will feed into the ongoing Landscape Review.
 - JBS reviewed the outline for the Landscape Review and provided initial feedback along with USAID and The MasterCard Foundation.

mEducation Alliance Member Meetings

- JBS continued efforts to strengthen the Steering Committee and promote buy-in and support from member organizations. JBS planned and coordinated three member meetings in Q2: two in February, one of which was held at UNESCO's MLW and included private sector representatives, and one in March. Each meeting required considerable planning and coordination to prepare engaging agendas which included central discussion topics on the development of the Alliance and its activities. Following each SC meeting, JBS prepared and disseminated detailed summaries of the meetings, highlighting action items to ensure further participation from SC members. JBS also followed up with individual members as needed to ensure continued participation in Alliance activities and contribution to the goals and needs of the Alliance where applicable. In addition, JBS vetted, recruited, and sought SC approval for new members including Organizations of the Americas (OAS) and International Association for Mobile Learning (IAmLearn).
- Following the nomination process of Steering Committee members for the newly-established Executive Committee (EC), JBS continued efforts to develop this committee and engage its members. JBS organized and facilitated the first EC

meeting in early January. Throughout Q1, JBS continued to seek input for documents and decisions that required expedited approval.

- After initial draft of roles and responsibilities of the PSAC and circulating among EC members at the end of Q1, JBS disseminated the draft to SC members for feedback and approval. JBS collected member feedback and circulated a revised version, as well as a document aggregating all SC questions and comments and Secretariat responses. Responding to SC requests, JBS held a SC meeting to discuss the PSAC document and answer remaining SC questions and concerns. The SC approved the PSAC document in Q2.

Sustainability Development

- Initiated during Q1, JBS conducted a comprehensive search to recruit a business consultant with expertise in the area of Alliance-building, long-term financial structuring and strategic planning to help develop a business plan and long-term planning for the Alliance in an effort to ensure sustainability. JBS identified a number of candidates for USAID's review who, in the team's estimation, had the appropriate qualifications, but none of the candidates were approved by the COR. JBS met with the Tide's Foundation which provides financial planning and consulting services similar to business consultants to explore alternative solutions and identify additional potential business consultant candidates.

Partnership Building- Outreach

- JBS held several meetings with potential partners at UNESCO's MLW to discuss the Alliance and potential collaboration with new organizations. Meetings took place with the following organizations at their headquarters in Paris: AFD (French Development Agency), Alcatel-Lucent, and Orange. In addition, meetings with Microsoft, British Council, and another implementation team in Orange also took place during MLW at UNESCO.
- While at GSMA's MWC, JBS met with several key organizations/individuals interested in the Alliance, some of which included: Qualcomm, Nokia Life, CIDE/Proinvest, Silatech, Rockefeller Foundation, Mobilink, and Etilsalat. JBS continued to develop these relationships and explore partnership opportunities including but not limited to members interested in the Alliance's newly-formed PSAC.
- JBS and USAID met with UNESCO prior to MWL to discuss coordinating efforts in the area of Crisis and Conflict/Post-Crisis/Conflict. It was agreed that USAID and UNESCO would share background documents, UNESCO would share a concept note they had developed, and ideas for collaboration would be further developed, perhaps including a joint landscape review.
- JBS held a meeting at the beginning of Q2 with the Global Partnerships Forum (GPF) to discuss possible engagement with his organization and recommendations for next steps. GPF invited USAID and JBS to NYC to meet in person and offered to set up a number of meetings with potential investors in the Alliance. JBS encouraged the COR to schedule an in-person meeting with GPF in New York to explore and develop this collaboration further.

- JBS discussed opportunities to partner with OAS, including membership on the SC and EC. JBS also collaborated with OAS to generate ideas to help direct SC members to visit and fully utilize the website and increase the attendance rate of country representatives at future Symposia.
- While in NYC for the mYWD Learning Series, JBS held an in-person meeting with CGI representatives at their headquarters. Topics discussed included potential areas of collaboration, CGI's lessons learned from their own Commit Fair-style events, their members' interests, and next steps. Following the meeting, JBS coordinated additional phone calls with CGI and GPE to discuss collaboration around the Commit Fair and Commit Project. JBS also conducted analysis of CGI's membership to identify overlap with Alliance members.
- After receiving an invitation from Change Corp to speak at a co-facilitated event with the UN, JBS liaised with Change Corp and MasterCard Foundation to identify a presenter to represent the Alliance and an opportunity to present mYWD Landscape Review findings. JBS also recommended to USAID this would be a good opportunity for USAID to further engage with potential PSAC members. JBS continued to correspond with Change Corp to ensure the Alliance's participation at the event.
- JBS held initial talks with Comic Relief, a charity organization in the UK, to learn about their interest in education and potential partnership opportunities.
- JBS and USAID met with MIT App Inventor/Center for Mobile Learning.

Education Grand Challenge / All Children Reading (ACR-GC)

- This quarter, JBS provided technical support for ACR-GC on several fronts:
 - Tracking and resolving ticketing, billing, and reimbursement requests and issues related to supported participants from the ACR-GC 'DevelopmentXChange' event on Sept. 7
 - Resolving billing issues with HAC Insurance
 - Helping update/correct information in TraiNet with USAID
 - Working to resolve travel expense issues with USAID involving complications during trip
 - Taking minutes for various meetings related to ACR-GC partners and meetings, and
 - Reporting on billing and expenses from ACR-GC 'DevelopmentXChange'
 - Compiling a spreadsheet of ACR finalists that scored above 70 points but were not winners to share with AFD and other donors who may be interested in funding them.

Anticipated Activities for Coming Quarter

In the coming quarter, JBS will continue to: (a) coordinate efforts to plan and facilitate Seminar Series events with SC members (b) plan and prepare for the 2013 mEducation Alliance International Symposium (c) manage and develop the mEducation Alliance website, (d) coordinate with partner organizations(s) to host the next Research Roundtable, (e) manage the development of the mReading and mYWD Landscape Reviews and WGs, (f) support and develop the SC, EC, and PSAC, and (g) partnership building.

Budget Overview

The following table displays the expenses allocated for each sub-activity of this Task Order this quarter (FY2013 Q2) and cumulative spending totals for each sub-activity.

Task Order Activity	FY2013 Q2	Cumulative
A. Analytical Research	\$20,267.64	\$46,419.14
B. Knowledge Exchange	\$24,392.06	\$51,602.84
C. E-Forums, Workshops, and Conferences	\$8,277.37	\$454,137.42
D. Support for Improved Analysis of ICT4E Global Activities	\$0	\$7,322.71
E. (1) Mobiles for Education for Development Alliance	\$45,936.95	\$454,501.60
(2) Education Grand Challenge / All Children Reading (ACR)	\$3,784.44	\$159,876.68
Total	\$102,658.5	\$1,173,860.39