

TO 39: ICT4E Quarterly Report FY 2013, Q3

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: April 1, 2013 – June 30, 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) planning for the 2013 mEducation Alliance International Symposium, (4) strengthening the Alliance's guiding structure through supporting the Executive Committee (EC), (5) targeted private sector outreach for the Private Sector Consultative Committee (PSCC) and Commit Fair, and (6) 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 Q3 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).
A rough draft of the landscape review was submitted near the end of Q2. JBS reviewed this draft and provided additional feedback to the consultant, along with examples of new projects that should be included in the project scan, as well as content areas that needed further in-depth research and analysis. JBS made extensive markings to the Appendix noting changes and edits which need to be made to that document as well.

JBS and USAID discussed options to complete the Landscape Review, and determined that upon receipt of the Consultant's latest draft, the Consultant's contract would be considered complete. It was further determined that a new consultant would be brought on to conduct additional research and analysis for in-depth case studies to round-out the Landscape Review.

B. Knowledge Exchange

Attend Events/PR

- JBS updated mEducation Alliance materials to be shared and distributed at the Reading and Literacy Summit Roundtable event, which was held on May 2nd at the Lions Club International headquarters in IL, and participated in several meetings related to the planning of this event.

Website Management and Content Development

- JBS continued to support and manage the website and its content. JBS created Alliance nodes for new Steering Committee (SC) members (OAS and IAmLearn), and added information regarding Seminar Series events, partner and member events,

recent publications, community discussions and announcements, and mLearning projects to the website. In addition, JBS moderated and edited content submitted by SC and mEducation Alliance community members, 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 and Alliance as a whole, JBS continued to follow the schedule/ sign-up sheet for Steering Committee organizations that volunteered to contribute a feature article for the month of their choice (tied to their Seminar Series- see below). New feature articles were submitted by OAS (on the topic of OERs) and IAMLearn (on the topic of evaluation). JBS continued to follow up with other organization to maximize opportunities for content creation and help diversify content on the website.
- JBS reached out to the SmartWoman Project to invite them to write an article about the project's recent work in Indonesia, Nigeria, Kenya, Mexico and Colombia. The article was featured on the website in May.
- JBS reached out to Ed-Tech India to invite them to write an article on a new mLearning report from India on education technology interventions in affordable private schools in India, which was featured on the site in June.
- A number of projects, including SIL Language-Related Resources for Mobile Learning, BBC Janala, Ustad Mobile, and SSCE2Careers, were added to the website's project database. JBS continues to reach out to other projects (including those that responded to the 2013 Symposium Call for Proposals – see below) 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

- 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 selected month. This document was posted as a Google doc.
- On May 22nd, OAS hosted a webinar on OERs, which was attended virtually by 64 viewers. JBS worked with OAS to plan and develop their feature article and seminar, and also provided feedback to OAS on the Seminar Series 5-Minute Digest.
- IAMLearn, which was originally scheduled to host a Seminar Series in April, rescheduled the event for June 19th. JBS posted IAMLearn's thought piece on the

website as a feature article to generate interest for the event, worked with IAMLearn to create an event invitation, sent it out to the mEducation listserv, tracked and replied to RSVPs, and hosted the webinar using JBS' Webex account (after discovering that IAMLearn was going to use a Webex account that was limited to only 25 participants). IAMLearn never called in for the webinar on June 19th due to technical issues on their end, and agreed to reschedule the seminar in June. The Seminar Series event was eventually held on July 9th and was virtually attended by about 25 people. JBS again worked with IAMLearn to put together and distribute a revised invitation, organized and facilitated the online event, 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.

Symposium

- JBS continued the process of planning the 3rd annual mEducation Alliance International Symposium, which was initiated in Q2. This year's Symposium will be in a new action-oriented Commit Fair format. JBS has been working with USAID to solidify how the Commit Fair will be structured and how the event can be carried out given the very limited budget.
 - OAS offered to host the Symposium and to cover the cost of space and AV as an in-kind sponsor donation. OAS reserved meeting rooms for October 3-4 so that the Symposium could take place just before the Qualcomm Ed Tech event in Chicago so that overseas participants would be able to attend both events in one trip. JBS developed a draft Call for Proposals (CFP) and project proposal template, both of which, after USAID approval, were sent to SC members for feedback and approval. All SC members approved the use of their logos, with the exception of the Inter-American Development Bank, which replied that it would like to participate in the SC in a limited capacity and that it did not want its logo used on the CFP.
 - After much discussion between USAID and OAS, it was determined that the Symposium dates should be moved to October 15-16 to make use of OAS' historic venue. JBS followed up with each SC organization to get approvals for this date change, as well as the modified the CFP and the modified dates of proposal submissions. The revised documents were approved by the SC, and the new CFP was distributed widely through listservs, the website, Twitter, and SC organization networks.
 - JBS put together a detailed budget for Symposium costs, as well as a chart comparing estimated costs of this year's Symposium to prior symposia.
 - JBS put together a cost proposal for GIZ's sponsorship, per USAID's request.
 - JBS worked with private sector sponsors (Intel and OAS) to finalize the requirements for their sponsorship.
 - JBS researched outside possibilities for lunch in the area (there is no food allowed in the rooms at OAS on Day 2 of the Symposium).

Research Roundtables

USAID discussed the possibility of Research Roundtables being hosted by EDC, AIR, or MIT App Inventor; ultimately no roundtable was scheduled during Q3, due to scheduling and human resources concerns.

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:
 - The International Reading Association (IRA) hosted the second mReading WG meeting on May 30th. JBS worked with IRA to organize the event. JBS put together and distributed the invitation, tracked RSVPs, worked with IRA to put together the agenda, and developed the event summary, which was then posted to the website.
 - JBS added initial WG goals to the mReading community space on the mEducation Alliance website and solicited additional feedback on the community space from community members.

mYWD

- JBS also continued to support the mYWD WG. This included managing and supporting the development of a Landscape Review conducted by the MasterCard Consultant and providing support for WG meetings to help plan for sustainability of the WG.
 - On June 24th, EDC hosted a mYWD WG goals setting meeting, which was attended by 20 members of the WG. JBS helped plan the meeting, took notes and distributed a summary to meeting participants, assembled and distributed a survey for ranking priority WG goals to WG members.
 - JBS reviewed and sent the 2nd draft of the mYWD Landscape Review to MasterCard, which did not provide edits for this draft. The revised report was sent to an editor, and the final draft was sent to MasterCard for final review.

mEducation Alliance Steering/Executive Committee Meetings

- JBS continued efforts to strengthen the Steering Committee and promote buy-in and support from member organizations. JBS planned and coordinated two member meetings in Q3: one in April and one in June. 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.

- JBS continued efforts to strengthen the newly established Executive Committee (EC) and to engage its members in the operations of the Alliance. JBS organized and facilitated an EC meeting on June 13th that focused primarily on the format and dates of the 2013 Symposium. JBS took meeting notes and distributed a meeting summary to EC members.
- Following SC approval of the Private Sector Consultative Committee (PSCC, formerly known as Private Sector Advisory Committee) document in Q2, JBS circulated the document, and information regarding the PSCC, to selected private sector organizations. JBS has been conducting private sector outreach and at the end of Q3 was awaiting applications from Orange, Intel, and Nokia.

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. At the end of Q3, JBS was in negotiations with a Strategic Planning Consultant regarding their potentially serving as a business consultant/strategist.

Partnership Building- Outreach

- JBS held several meetings with potential partners during Q3, including the Clinton Global Initiative and GPF, to discuss the Alliance and potential opportunities for future collaboration. JBS had also scheduled a meeting with the White House Office of Science and Technology Policy for the beginning of Q4. JBS continued outreach to organizations from the GSMA Mobile World Congress, including Qualcomm, Nokia, and Ericsson, regarding the Alliance, opportunities for collaboration, and interest in joining the PSCC.
- **Education Grand Challenge / All Children Reading (ACR-GC)**
There was no activity related to the Education Grand Challenge/All Children Reading during Q3 that required JBS assistance.

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, coordinate, and host the 2013 mEducation Alliance International Symposium (c) review applications for and confirm the first members of the PSCC, (d) manage the development of the mReading and mYWD Landscape Reviews and WGs, (e) support and develop the SC, EC, and PSCC, and (g) continue 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 Q3	Cumulative
A. Analytical Research	\$7,419.30	\$53,838.44
B. Knowledge Exchange	\$28,879.81	\$80,482.65
C. E-Forums, Workshops, and Conferences	\$28,510.68	\$482,648.10
D. Support for Improved Analysis of ICT4E Global Activities	\$0	\$7,322.71
E. (1) Mobiles for Education for Development Alliance	\$44,718.64	\$499,220.24
(2) Education Grand Challenge / All Children Reading (ACR)	\$52.63	\$159,929.31
Total	\$109,581.06	\$1,283,441.45