



# Civic Advocacy for Democratic Resilience in Egypt Program CADRE / Egypt

## Online Resources Plan

### 1. Introduction

The aim of this online resource plan (ORP) is to detail how CADRE will build on the legacy of the MSI-implemented Egypt Civil Society Support (ECSS) project. It will detail the steps for transferring the information from: 1) the ECSS e-learning portal that contains free, instructor-moderated courses on organizational development; and 2) the online resource library, ECSS Maktabat, which provides a wide variety of free, downloadable Arabic-language resources and serves as an information exchange center dedicated to strengthening CSOs and CSO networks. The following document will detail the steps that will be taken to transfer the information developed by MSI into new domains, the creation of new emails and social media pages, and the management of all of the new sites. All new sites and changes to any prior sites will be reviewed by [USAID before they are published online](#).

While Counterpart International is responsible for registering the new domain names, this component of the CADRE project is implemented by Counterpart International<sup>®</sup> implementing partner Management Systems International (MSI). For this reason, MSI will be responsible for the transfer of wireframes and the management of information from previous domains to newly created domains for the CADRE program.

### 2. Maktabat

The resource library created by MSI, Egypt Civil Society Support (ECSS) Library [Maktabat](#), is tailored towards the needs of civil society organizations in Egypt. ECSS works to strengthen the organizational and management capacity of Egyptian CSOs by providing them with training, on-site technical assistance, and other support to enhance their ability to provide needed services and activities to their communities. The resources that are made available include training materials, manuals, user guides, and presentations related to organizational development topics.

In keeping with the integrity of the ECSS Maktabat website, Counterpart International is currently looking to transfer the wireframes from these sites onto a different domain that is not affiliated with the previous MSI project. Counterpart will identify a domain name that is not specific to the CADRE project or to Counterpart, thereby allowing the sites to be launched prior to receiving registration from the Ministry of Foreign Affairs. For a 3-6 month period, a message will be displayed on the old MSI specific domain, informing users that the information has now been transferred to a different site and will redirect them through links to this new domain site. This will allow the project to ensure a smooth transition of users from the old domain to the new one, while minimizing the project's visibility during the pre-registration period.

With the transfer of the wireframes, changes will be made to the information that is available on the website. All reference to MSI and ECSS will be removed from the messaging; this includes changing the "About" section of the website, the ECSS specific email link, reference to ECSS specific social media, and any other messaging that may later be identified. While Counterpart International is in the pre-registration phase, there will also be no mention of the CADRE project, Counterpart International, or Egypt in any section of the website. Instead, the website will use language that identifies with the MENA region at large, and then will narrow the scope to Egypt post-registration.

Also, as per the Branding and Marking requirements in the cooperative agreement, all USAID branding will be removed from the website.

### **3. E-learning Portal**

The Egypt Civil Society Support e-learning ([ECSSSEL](#)) portal is developed with the needs of individuals as the main emphasis. ECSSSEL offers innovative courses and resources to promote the professional development of individuals and, more broadly, to build the institutional capacity of Egyptian CSOs. Courses offered on the site include: financial management; monitoring and evaluation; external relations; and strategic management.

Much like the Maktabat site, the CADRE project will transfer these wireframes into a new domain that is not affiliated to the previous MSI project. The domain name again will be relatively generic, thereby allowing the site to be live and operational during the pre-registration period. During the transfer of these wireframes, all mention of MSI and the previous ECSSSEL project will be removed. Similarly, a message will be displayed on the old MSI specific domain that explains the transfer of the materials onto a new domain with links redirecting users to the new domain. This will again increase the probability of CADRE retaining previous users from the MSI project and continuing providing and building upon the capacity building tools that they previously had access to.

In addition to removing all reference to MSI and ECSSSEL in the transfer of the wireframes, the sites will not make any reference to Counterpart International or the CADRE program during the pre-registration period. Rather, the website will use language that addresses the wider MENA CSO demographic and then will focus in on the Egyptian context post-registration. This will permit CADRE to maintain previous users who accessed the site

regularly, while avoiding any potential negative repercussions from the lack of registration in the interim.

Finally, as per the Branding and Marking requirements in the cooperative agreement, all USAID branding will be removed from the website.

### **The current status of the e-learning portal and course materials:**

#### **Registration**

The e-learning portal ([www.ecssel.org](http://www.ecssel.org)) does not allow new users to register and have access to the training materials, only previous trainees that had previous accounts have access.

#### **Technical Courses**

The current available courses in the portal are all automated; that means that all the sessions are recorded and the training materials and resources (presentations, books, exercise sheets, etc.) are attached and can be viewed or downloaded by the trainer. Also, assignments, quizzes, and exams are all still available and can be done automatically online without the need of an instructor, as it is reviewed by the system .

#### **Portal Language:**

The portal language is in English, but the courses and the materials are in Arabic.

#### **Introduction to E-Learning Course**

The introduction to E-learning Course that shows the students how to deal with the portal was only offered as a static text without any interactive images or animations, which could be improved to make it more user-friendly and engaging for students.

#### **Definitions:**

**Static Course:** this term describes any non-automated course that has a fixed or defined start date and end date, and which doesn't utilize modern learning materials but relies on traditional fixed teaching tools (i.e. books, sheets, papers).

**Dynamic Course:** this term describes any course that follows open or rolling enrollment dates and depends on virtual classrooms utilizing interactive materials and communication between trainers and students.

**Interactive Course:** this term typically describes any material of an educational nature delivered in a format which allows the user to directly impact the materials' content, pace, and outcome. An example of such material would be a computer-based presentation that has different media types (text, images, videos, sound, and sound clips) and requires a user to select the correct answer to a given question before proceeding to the next topic.

CADRE is proposing to update the e-learning portal as follows:

- 1) Make plans to expand the marketing (post CPI registration) of the e-learning to include interested individuals and CSOs (not necessarily ECSS partners) in addition to CADRE future CSSCs and local CSOs partners.
  - 2) Make the e-learning portal preface bilingual while keeping Arabic as the default language.
  - 3) Convert the "Introduction to E-Learning" course into an automated, interactive course with snapshots of computer screens and interactive animations instead of text only.
  - 4) Design additional courses in topics related to CADRE activities, such as Governance and Gender. In order to increase interaction between the instructors and the course participants, these additional training courses will be designed as interactive courses.
4. Email Account

Under the MSI ECSS project, an email account that related to the domain name was created ([info@ecssel.org](mailto:info@ecssel.org)). In keeping with this logic, the CADRE project intends to do the same upon finalizing the domain names for both the Maktabat and the e-learning sites. The email will be powered by gmail, as this will provide the greatest amount of storage space at a reasonable cost to the project.

## **5. Facebook and Social Media Platforms**

To increase the visibility of the Maktabat and e-learning websites, upon registration the program will develop a Facebook page and other social media profiles as it finds appropriate. These platforms will serve to increase the visibility of the two platforms, while providing a space for users to interact and share information.

Currently, MSI has a Facebook page titled [Egypt Civil Society Support Program](#) that serves as a space to direct people to the services that are provided on both of their sites.

We propose to update the current Facebook and other social media platforms as follow:

1. Insert a written notification on the front page of each ECSS online platform informing users and visitors that the ECSS project is now closed.
2. As the ECSS online platforms are transferred to the new domain name, each online platform will insert an additional message that will re-direct current users and new visitors to the new domain name where the former ECSS materials will be maintained.
3. Allow only the Group Administrator to review and add posts to the online platforms on behalf of the group, as well as remove any posts that are deemed offensive.
4. When CPI becomes officially registered a new Facebook group will be created for CADRE and current ECSS Facebook group members will be notified and invited to join it.