

Consultancy opportunity**BRITISH COUNCIL KAZAKHSTAN ONLINE COMPETITION FOR PRODUCTION OF BEST ENGLISH VIDEO LESSONS**

Location: Remote
Apply by: 22 July 2020
Start date: 03 August 2020
End date: 30 September 2020

The British Council in Kazakhstan is pleased to invite tenders for consultancy services for supporting the delivery of an online competition "Best English Video Lesson."

The online competition aims to enable English language teachers to create the high-quality ten-minute English video lessons for primary and secondary school students linked to various British Council online resources and mapped to the school curriculum for all grades.

An experienced and creative UK expert is required to train teachers in how to produce high-quality video lessons to assure quality of production (picture/sound/background/format/equipment/software, etc.) and quality of content (language, presentation, scenario, style, etc.)

Background

In March 2020, the Covid-19 pandemic forced schools in Kazakhstan to close, with learning switching online rapidly. The Ministry of Education and Science (MoES) switched to remote teaching delivered through national broadcasting companies and online providers and recorded 3,360 video lessons for students studying in 1-11 grades on two TV channels. Since the first video lessons were recorded rapidly, the Minister Askhat Aimagambetov, has urged providers to strengthen the quality of next video lessons for schoolchildren and add multimedia resources: <https://bilimdinews.kz/?p=100733>

In order to support the MoES initiative and teachers involved in the English for Success project in Mangystau, the British Council Kazakhstan produced 6 pilot English video lessons for students. . Each video covers one topic that they teach at school and is linked to British Council websites. Video tutorials demonstrate an activity and contain explanation for students of how to complete tasks. These were uploaded to YouTube for trialing by teachers.

Building upon the initial success of this pilot initiative, the British Council Kazakhstan is launching a project titled "Best English Video Lesson". This will take the form on an online competition for teachers to create the best English video lessons linking to British Council online resources, based on the same approach to supporting teachers and students in the next school year.

Project description

The online competition will be held for English teachers of primary and secondary schools of Kazakhstan with specific focus on Mangystau and Atyrau regions. Ten finalists with best video entries in three geographic categories will be identified:

- Category 1: Atyrau region



- Category 2: Mangystau region
- Category 3: all other regions of Kazakhstan.

These 30 finalists will participate in an online training programme delivered by the selected UK consultant to help them improve their video lessons. After completing the training, finalists will record new videos on themes that will be assigned by the project team, using the same format and criteria developed by the consultant.

The three best videos in each category will be determined by a panel of judges made of representatives of the British Council, Ministry of Education and Science/local Departments of Education and Tengizchevroil company. As a result, participants will produce 30 high-quality videos which will be distributed among teachers in Kazakhstan and provided to the Ministry of Education and Science for use in their online teaching platforms.

Aims

The teachers' online competition aims:

1. To create a series of 30 short video lessons linked to various British Council online resources and mapped to the school curriculum for all grades.
2. To support teachers in remote teaching by developing their teaching, digital, and presentation skills.

Stages

The competition will run through the following stages:

1. Call for participation
2. Training for all participants
3. Recording of video lessons by teachers
4. Selection of 30 finalists in 3 categories
5. Training for finalists
6. Recording of 30 standardised video lessons
7. Selection of winners

Call for Participation

The British Council will announce the Call for Participation in the project among English teachers of primary and secondary schools of Kazakhstan. All applied teachers will participate in the webinar.

Webinar

The project envisages training for English teachers in a webinar to demonstrate how to create a high-quality video lesson of English. The consultant will conduct an informational webinar for the teachers on production of professional videos and create requirements (with support from the project team) so that all videos have a common style and format. Webinars will be recorded for use and future reference by any teacher.

Recording of video lessons by teachers

All participants will have a chance to apply the knowledge and skills they gained from the training to the creation of their own video lessons. They will choose a vocabulary or grammar topic from the school curriculum and find the relevant activity from one of the British Council's websites:

- LearnEnglish Kids: <http://learnenglishkids.britishcouncil.org/en/>



- LearnEnglish Teens: <http://learnenglishteens.britishcouncil.org/>
- LearnEnglish: <http://learnenglish.britishcouncil.org/en/>

The teachers will record their 10-15 min video lessons of the selected activity and tasks according to the requirements provided by the consultant and send the links to their videos.

Selection of finalists

The panel of judges comprised of the project team will select 30 finalists with the best videos who will be invited to training for finalists.

Training for finalists

30 finalists - English teachers will participate in the second training, where the Consultant will focus more on individual and practical work with the finalists and provide specific advice on how to improve their videos. The Consultant will train the teachers in production of professional videos and create requirements (with support from the project team) so that all videos have the same quality, style and format. Webinars will be recorded for use and future reference by any teacher.

Recording of video lessons by 30 finalists

Finalists will record their second videos on a topic, given by the project team. They will be assigned 30 different vocabulary or grammar topics from the school curriculum and find the relevant activity from one of the British Council's websites:

- LearnEnglish Kids: <http://learnenglishkids.britishcouncil.org/en/>
- LearnEnglish Teens: <http://learnenglishteens.britishcouncil.org/>
- LearnEnglish: <http://learnenglish.britishcouncil.org/en/>

The teachers will record their 10-15 min video lessons of the selected activity and tasks according to the requirements provided by the Consultant and send the links to their videos.

Selection of best video lessons

The panel of judges comprised of the representatives of the Ministry of Education and Science and key educational authorities will select the winners of the best videos who will be awarded memorable prizes, which they can use in remote teaching.

Project duration

The project will run from August to September 2020.

Outcomes and sustainability

By the end of the competition:

1. The bank of 100 video lessons will have been created to support teachers in remote teaching or to be used as a supplementary material to their main textbook or for self-study by students.
2. 30 high-quality video lessons will be distributed among teachers in Kazakhstan and provided to the Ministry of Education and Science.



3. The teachers will have acquired skills and may wish to work collaboratively in producing new videos.
4. At least 100 teachers will have participated in the competition and developed their digital and presentation skills.
5. The competition will have been promoted on social media channels to relevant audiences across Kazakhstan.

Deliverables

The British Council requires an experienced and creative UK consultant to conduct two online training sessions for a selected group of teachers from all over Kazakhstan and to assist teachers in preparing high-quality video lessons.

The consultant is required to:

- Design a training programme and conduct a webinar or series of webinars for teachers (about 100 participants) on how to create a good video lesson focusing on content and production:
 - How to choose a topic / type of activity (purpose, students' needs, relevance to the school curriculum, etc.)
 - How to choose the format and structure (planning the content, place and time, writing a script or scenario that will allow to prepare some keynotes to be used during recording)
 - How to choose a language level and pace
 - How to present a topic/activity/tasks (style, manner, etc.)
 - How to choose the right hardware and software, etc.
 - Any other related topics
- Develop requirements and tips for teachers that they can use as a guide while recording video lessons to assure quality of production and quality of content based on the above
- Develop selection criteria for the project team so that they can select the authors of the best videos
- Design and deliver a training programme for 30 finalists on how to improve the quality of video lessons with a focus on practical work (lessons learnt from the first video recording, British Council standards in the field of video production, formatting, branding, etc.)
- Conduct individual sessions with 30 finalists, divided into subgroups of 5-6 teachers to review quality of production and quality of content
- Write a brief report with observations, feedback and recommendations for a similar project in the future

Qualifications and experience required

Please submit your CV demonstrating the following skills and experience:

- TESOL as a minimum qualification
- digital and presentation skills
- a minimum of 5 years of experience in primary/secondary/higher English education
- experience in conducting webinars for ELT education sectors
- relevant experience in educational video production, evaluation of teaching programmes / video lessons
- good analytical and report writing skills
- good communication and interpersonal skills



How to apply

Interested applicants should submit an up-to-date CV together with an outline of how their skills and experience fit the requirements of the consultancy, marked "Online competition", to **Ardak Bekturova**, English Project Manager, British Council Kazakhstan: ardak.bekturova@kz.britishcouncil.org by **23.59 London time on 22 July 2020**.

Submissions should contain:

- ✓ A full CV in English highlighting your experience relevant to this work and including the names of two referees
- ✓ Your plan for the delivery of this work, including an indicative timetable ending no later than 31st September 2020.
- ✓ Details of the cost of services (expressed as a consultancy fee per day, and stating clearly whether this is inclusive or exclusive of VAT; the estimation of time with costs per day and quantity of days required to carry out the consultancy work)
- ✓

Marking

Submissions will be awarded marks against three categories:

- a) consultant or company track record and expertise in this area [40%]
- b) submission quality and innovation [40%]
- c) price [20%]

All submissions will be acknowledged, and the successful applicant will be notified by 30 July 2020.

Q&A

Please note that we plan to hold an online Teams meeting on 16th July at 10:00 UK time open to all those interested in submitting a proposal, to answer questions on these terms of reference. Please let ardak.bekturova@kz.britishcouncil.org know if you would like to attend this meeting, so she can send you an invitation.

Tax

Under the terms of bilateral treaties between the UK and Kazakhstan to avoid double taxation, the consultant will be required to provide the British Council with an apostilled UK tax residency certificate. The British Council will pay the consultant 100% of the fees agreed and the consultant will pay UK tax on the income.

If the consultant does not provide the British Council with an apostilled UK residency certificate, the British Council will be obliged to deduct 20% withholding tax from the agreed amount.

