



The National Adult Literacy Agency is seeking expressions of interest to create a series of 12 short (1-2 minute) videos for its online learning website, www.learnwithnala.ie.

Closing date: Friday 15 October, 2021

Return to: gharris@nala.ie

Background information

The National Adult Literacy Agency (NALA) invites expressions of interest from experienced and suitably qualified individuals / companies to create a series of short videos for its online learning platform, [Learn with NALA](#).

About NALA

NALA's vision is an Ireland where adult literacy is a human right, where everyone has the right and opportunity to develop their literacy, numeracy, and digital skills, and where individuals can take part fully in society.

NALA is the only organisation in Ireland that is solely dedicated to improving adult literacy, numeracy and digital skills. We are a membership organisation and a publicly funded registered charity. NALA is an advocate for, and a provider of, adult literacy, numeracy and digital skills supports. Our advocacy role includes working to advance policy through engagement with government departments and relevant organisations.

Learn with NALA

NALA is Ireland's biggest provider of learning opportunities to adults between level 1 and 4 on the [National Framework of Qualifications](#). Programmes for learners are aligned with and accredited by [Quality and Qualifications Ireland](#). Since 2008, NALA has supported over 10,000 adults in Ireland in developing their literacy, numeracy and digital literacy skills online. Over [40,000 QQI awards](#) have been achieved by learners through NALA in that time.

NALA's vision for its online learning offering, [Learn with NALA](#), is to deliver online and blended learning opportunities to;

1. adults with unmet literacy, numeracy and digital literacy needs;
2. practitioners in adult education as part of their professional development;
3. further education centres across Ireland to use in a blended learning context to support adults with unmet literacy, numeracy and digital literacy needs; and

4. organisations to support training needs in the areas such as literacy awareness, plain English and health literacy.

Learn with NALA currently offers thirty nine standalone online learning courses for adults with unmet literacy, numeracy and digital literacy needs as well as three standalone and one blended learning programme for practitioners. Each programme involves a mix of media assets including video and images as well as interactive content.

Specification

The successful candidate / company will be required to create 12 web-enabled videos (estimated 1-2 minutes each) for Learn with NALA by 17 December 2021. These videos will be used for course instruction and support.

It is essential that the videos incorporate design elements such as Universal Design for Learning (UDL) and NALA's Guideline for Good Adult Literacy Work that increase accessibility to NALA's target audiences: adult literacy practitioners and adult learners with unmet literacy, numeracy and digital literacy. See here for samples of NALA's existing video content.

- What to consider when preparing learning materials:
<https://youtu.be/kYLJDsXqjuk>
- Expert insight – Guidelines for good adult literacy work:
<https://youtu.be/oX9j9fqTI3U>

The successful candidate / company will

- have access to current NALA video material and photographic assets
- be expected to collaborate with and agree with NALA the content, design, filming and editing of the videos, including new and existing video content and animated explainers.

Budget

The total value of the contract is €10,000 (inclusive of VAT and any created assets, photography, stock images, copyright and other considerations)

Submission Requirements

Interested parties should submit the following to Gillian Harris at gharris@nala.ie by Friday 15 October at 5pm:

- a proposal for the work
- list of personnel / qualifications assigned to the project
- link to previous relevant work
- proposed production schedule
- breakdown of costs including daily rate for additional work / days if required
- names and contact details of two relevant references

Selection Criteria / Process

Expressions of interest will be evaluated against the following criteria

| Criteria | Marks |
|--|-------|
| Proposal and understanding of the brief | 20 |
| Profiles / qualifications of production team | 20 |
| Relevant work samples / portfolio | 20 |
| Proposed production schedule | 20 |
| Proposed costs | 20 |

The successful organisation / candidate will be issued with a contract of service outlining the agreed scope of work, fee, production and invoicing schedule.

For further information please contact:

Gillian Harris, eLearning Development Coordinator, email: gharris@nala.ie