



Expression of Interest: Digital Designer

EQUIPPING ORGANIZATIONS FOR EQUITY COMMITMENT

December 4, 2023

CLOSING DATE: Friday, December 15 2023 at 11:59PM AST

IONS is excited to be collaborating on a transformative digital project aimed at fostering equity between organizations and communities. Our initiative requires developing a microsite and digital navigation tool directing users to a toolkit for organizations to actively practice and embody equity work.

We are seeking an experienced web consultant who can design and build the digital survey tool and microsite, as described below. If you have experience in user or instructional design and web development, then fill out the form below to express your interest in this contract. The ideal candidate would have experience in both user design and building online platforms, however we would consider two separate consultants for each phase of this work.

Fill out the [Expression of Interest form here](#), after reading the full details in this brief.

Project Overview

Purpose

The primary goal of this initiative is to equip impact organizations with tailored resources and tools to deepen their commitment to equity and foster meaningful behavior change both individually and collectively.

Deliverables

- Survey Pathway Digital Tool: An interactive navigation tool enabling organizations to self-reflect on behaviors related to equity.
- Persona Report: A simplified summary outlining individual and organizational behaviors derived from the survey pathway results.
- Microsite with curated resources: a website built that can be linked from the IONS website. This will host around 70-100 resources that will be themed across a framework of Head (learning), Heart (Behaviour change) and Hands (action oriented). The resources must also be themed across the four organizational personas in response to the survey tool.

Scope of Work

Survey Pathway Tool:

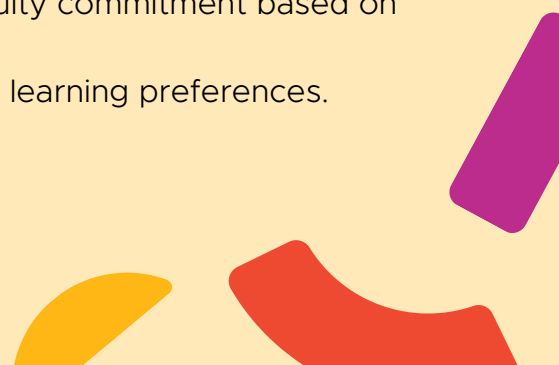
- Design Concept: A concise set of statements (5-7) with multiple-choice responses to prompt reflection on equity-related behaviors. Example reflecting our inspiration: [click here](#) and view “Innoweave Self-Assessment tool”.
- Outcome: see ‘persona report’ section.

Persona Report:

- Objective: Generalized reports (4-5 types) based on survey responses, aiding in identifying organizational priorities for change. Provide actionable insights based on individual and collective behaviors.
- Validation: Create rigorous usability testing to ensure clarity and usefulness.

Curated Resources:

- Categorization: Each persona report will lead the user to curated resources aligned with the learning, behavior change, and actionable domains of equity commitment based on their assessed level of readiness.
- Accessibility: Create diverse digital formats to cater to varied learning preferences.



Timeline and Budget

This work has been well underway in 2023, with our funding partners and with input from community conversations. The resources have been curated and themed, and the next stage is design and build. The budget for design is \$12,000 incl HST. The budget for platform development is \$8,000 incl HST.

Expression of Interest process opens	Dec 4 – Dec 15, 2023
Candidate shortlisting begins	Dec 18, 2023
Candidate interviews We may begin to interview based on initial applications. If a suitable applicant has not been chosen, then the process will stay open in January 2024.	Dec 18-20, 2023 with possibility of Jan 3-5, 2024
Web Design and Build This will include two feedback sessions with community organizations to ensure feasibility and accessibility of the concepts.	January – March 31, 2023
Feedback and Iterations This will include formal feedback of the end product, with potential iterations.	April – May 2023

Next Steps

- Complete this [Expression of Interest survey](#) so IONS can learn more about you and your experiences, knowledge, skills, and values.
- If you are interested in only one element of this work (web design or platform development) please indicate for which part you'd like to be considered.
- Preferred candidates will be invited to virtual interview the week of December 18, 2023.
- Submissions to the Expression of Interest may be considered beyond this time until the right candidate has been selected.

Conclusion

We are enthusiastic about the potential impact of this work and looking to collaborate with passionate advocates for equity and adult learning. Questions about this process and work can be directed to Kristen Faulkner, Director of Sector Transformation, at kristen@ions.ca