

Accelerating Higher Education Expansion and Development (AHEAD) Operation

Terms of Reference

Baseline Beneficiary Satisfaction Survey

PP. Reference No.: LK-MOHCA-85252-CS-CQS

Introduction

The development of the higher education sector is of central importance to enable Sri Lanka to drive economic growth and achieve social progress through knowledge-based industrial and service sector activity and on producing graduates of global quality. Recognizing this, the Government of Sri Lanka and the World Bank (WB) agreed to support the higher education sector through a Higher Education Operation, the Accelerating Higher Education Expansion and Development (AHEAD) Operation.

The AHEAD Operation

AHEAD will focus on expanding, diversifying, and developing the higher education sector in Sri Lanka via a Program-for-Results (PforR) financing instrument of which a distinctive feature is linking the disbursement of funds directly to the achievement of specific program results. The AHEAD program will have the following three results areas:

- Increase enrollment in priority disciplines for economic and social development
- Improve the quality of higher education
- Promote research and innovation

The implementing agency is the Ministry of City Planning, Water Supply and Higher Education (MCPWSHE). The Operations and Monitoring Support Team (OMST) coordinates all the project activities between the Ministry and the agencies supported by the Project, the UGC, Universities, Sri Lanka Institute for Advanced Technological Education (SLIATE)/ Advanced Technological Institutes (ATIs) and Non-state Higher Education Institutes (HEI). The OMST is responsible for supporting the implementation strategy of the Ministry.

A rigorous monitoring and evaluation procedure is being designed for AHEAD with the objectives of: (i) systematically documenting all project inputs, processes, outputs, outcomes and impacts; and (ii) linking project interventions with outcomes to measure the extent of progress and achievement of objectives. A comprehensive and integrated data monitoring system is being established for all AHEAD inputs, process, outputs and outcomes for monitoring from the inception of the project. The WB, MCPWSHE and the OMST would like to assess the baseline satisfaction levels of the key priority areas, prior to the interventions of the AHEAD Operation, from academic staff, administrators and students of the universities, non-state HEIs and SLIATE/ATIs.

A Consulting Firm with a track record of undertaking similar beneficiary satisfaction surveys needs to be hired to conduct the baseline **Beneficiary Satisfaction Survey (BSS)** targeting the key stakeholders (academic staff, administrators and students) in the universities, non-state HEIs and SLIATE/ATIs.

Objective of the assignment

The main objective of the consultancy services covered by this TOR is to measure the baseline situation prior to the interventions of the AHEAD Operation from the key stakeholders in different categories. The current satisfaction levels of the stakeholders will be measured. This baseline satisfaction levels will be used as a benchmark to measure future satisfaction levels of key stakeholders with project activities and eventually results. This will include surveys of samples of:

- a) Faculties and Departments which received support to expand enrollment in priority degree programs for economic development;
- b) Individuals who have received PhD/ Masters scholarships
- c) Faculties and Departments which have won Enriching Learning, Teaching, Assessment and English Language Skills Enhancement (ELTA-ELSE) Development Projects; and
- d) Research teams that have won Innovation Commercialization Enhancement (ICE) projects; Research and Innovation Commercialization (RIC) projects; and Development Oriented Research (DOR) projects

Scope of Services

The baseline BSS to be conducted to collect evidence of satisfaction levels of academics, administrators and students in the above-mentioned higher education institutions, in the areas of:

- Enrollment in priority disciplines for economic and social development - STEM expansion (MCPWSHE, UGC, VCs, Faculty Deans and Heads of Departments, DG and other officials /SLIATE)
- Human resources development – PhD and Masters (VCs/ Faculty Deans, DG and other officials /SLIATE and Academics who received scholarships)
- Learning, teaching, assessment processes, curricula, and English language skills at
- faculties and departments/units in universities – (university academics) Academic research, policy research, innovation and commercialization at universities and non-state HEIs (VCs, Faculty Deans, Heads of Department, academics engaged in research)

More specifically, the scope of services requested for in this TOR comprises the following main tasks/surveys:

Detailed Key tasks

- Task 1. STEM Expansion: There are about 30 STEM faculties in the 15 universities and SLIATE offers around 9 STEM courses. It is expected to conduct a survey among a sample of STEM faculties and SLIATE/ ATIs who benefitted to identify the satisfaction levels concerning a) the numbers enrolled in STEM disciplines and; b) the physical facilities and equipment available in STEM faculties prior to the receipt of the grants. Information should also be collected from relevant (i.e. who received support) Vice Chancellors, Deans and Heads of Departments of STEM Faculties and administrators (i.e. Registrars).
- Task 2. Human Resource Development: There are 242 academics who received PhD scholarships (universities), out of which about 80 are now pursuing PhD studies, and 19 academics who received Master's scholarships (SLIATE). Information should be collected from a sample of academics who received scholarships and are engaged in postgraduate studies at the time of the survey (via an online survey when overseas), on the satisfaction regarding: a) quality of the PhD and Master's programs in the universities where they have placements.
- Task 3. ELTA-ELSE: The focus is on faculties and departments of Arts, Humanities, Social Sciences, Commerce, Management and, Pure and Applied Sciences having internal students. There are 14 eligible universities. Information should be collected from a sample of ELTA-ELSE faculty and department winners on the satisfaction regarding: a) quality of teaching and learning and assessment in their faculties/departments prior to the receipt of the grant; (b) quality of English language skills of their faculty/department students prior to the receipt of the grant.
- Task 4. RIC & DOR: There are 15 eligible universities and 6 non-state HEIs. A sample of ICE, RIC, and DOR winners should be interviewed to collect information on the satisfaction of research activities or publication of research articles and protecting intellectual property of their inventions prior to the receipt of the grant.
- Task 5 UBL Cells: There are 15 eligible universities and 6 HEIs. Information should be collected from a sample of faculty Deans, Heads of departments and academics on the satisfaction regarding tech/knowledge transfer support received from the university/HEIs, prior to the establishment of the UBL and HEI-SL cells. Information should also be collected from a sample of UBL and HEI-SL cell staff on the support provided by the universities and HEIs during the establishment of UBL and HEI-SL cells.

Detailed key Activities

- Preparation of an inception report summarizing the survey plan and methodologies;
- Preparation of questionnaires and finalizing in consultation with designated officials at the OMST and with comments from the World Bank;
- Recruit and train enumerators, moderator/s and other supporting staff;
- Conduct the surveys and the interviews
- Ensure quality of the survey in line with the approved proposal
- Enter data and provide cleaned soft copy of dataset in EXCEL format at the end of the task to the OMST and the World Bank
- Submission of a draft report on the baseline BSS, including the description of the survey and interview procedure and sampling method, summary tables, data tables, findings of the survey, analysis, challenges experienced during survey implementation, lessons learned, observations and recommendations, and a validation session with stakeholders before issuing the final report
- Submission of the final report of the survey incorporating the relevant comments received on the draft report to the OMST and the World Bank

Survey Instrument

Specific questionnaires and interviews guidelines for each Task should be designed and used to collect above stated information from administrators, academics and students of universities, non-state HEIs and SLIATE/ATIs who are beneficiaries of AHEAD funded activities.

A schedule of needs should be prepared by the Consultant to start the survey activities in consultation with the designated official at the OMST who will coordinate with the relevant individuals, departments/faculties of relevant universities and institutes.

Expected Qualification of the Consultant

The Consultant as a firm should have minimum of 10 years' experience and a track record of conducting surveys in education/higher education, management and/or social sciences, and also a strong team to carry out the assignment. Prior experience in designing, developing and implementing beneficiary satisfaction surveys is also required. Experience of surveys and studies in World Bank funded projects or for the World Bank would be an added advantage.

The Consultant should be able to propose a team of professional researchers and provide proof of availability of key professionals (CVs with signature & date and their confirmation letter) and availability of resources (liquidity, hardware, software and logistics) for conducting such surveys.

The Consultant should be able to propose a team of field staff and have the ability to deploy them island-wide.

Composition of the Team and required minimum qualifications

The Consultant will be required to identify **KEY PERSONNEL** and provide sufficient qualified personnel to ensure achievement of all objectives of the assignment. It is expected that the following categories of key personnel will be required at minimum:

Team Leader – with a PhD in education, management/social sciences/humanities/economics from a UGC accepted university with at least 10 years of experience in research related to beneficiary satisfaction surveys. Experience in leading similar assignments would be an added advantage.

Report-writing Expert - with at least a Master's degree in humanities/management/social sciences from a UGC accepted university with at least 10 years of experience in research related to beneficiary satisfaction surveys and a having good English language writing skills.

Qualitative Research Survey Specialist - with at least a Master's degree in education/management/economics/ other social sciences from a UGC accepted university with at least 5 years of experience in qualitative research in any of the above fields and experience in similar assignments **Statistician and database manager** – at least a Master's degree in Statistics with a minimum of 5 years of relevant work experience

Survey manager - at least Bachelors' degree in the social sciences, sciences, management, or humanities, and a minimum of 15 years of relevant work experience
The Consultant can propose staffing configurations for enumerators and their numbers. to ensure achievement of the objectives.

Duration of the Assignment:

The BSS should be completed within 5 months. Two months for Field Survey, one month for Data Entry, cleaning, analysis, and two months for Report Writing and Finalization. The survey would expect to commence in January 2020.

Outputs and Deliverables

The assignment will be completed over five (5) calendar month period with deliverables submitted directly to the OMST as per the schedule of delivery shown below.

	Deliverables	Timeline
1	Inception Report including work plan, survey plan and methodologies	Within two weeks from the date of contract agreement
2	Draft Survey Questionnaires (in English), completion of sampling	Within three weeks from the date of contract agreement
3	Final Survey Questionnaires (in English, Sinhalese and Tamil)	Within four weeks from the date of contract agreement
4	Detailed Training Report on the training sessions conducted including name list of enumerators/moderators, other staff trained for the Survey etc.	Within seven weeks from the date of contract agreement
5	Draft baseline Beneficiary Satisfaction Survey Report including cleaned data set	Within four months from the date of contract agreement
6	Final baseline Beneficiary Satisfaction Survey Report including cleaned data set and comments of the Client and the World Bank.	Within five months from the date of contract agreement

Mode of Payment:

The payment will be made on five installments:

- 10% of the contract amount will be paid on acceptance of the Inception Report
- 20% of the contract amount will be paid on acceptance of final survey questionnaires
- 20% of the contract amount will be paid on completion of enumerator training and acceptance of training report
- 20% of the contract amount will be paid on acceptance of the draft report

30% of the contract amount will be paid on provision of cleaned data set and acceptance of the final report

Ownership of the assignment

This assignment is funded by the MCPWSHE via OMST and it therefore shall be the owner of the assignment and will reserve the Intellectual Property Rights for all deliverables of the assignment. The Consultant will have no right of claim to the assignment or its outputs once it is completed and no rights to use Data and Information gathered through the assignment for other purposes without written permission from the Director of the OMST. Any Reports/ Data/ Information produced as a part of this assignment shall be the property of the said Ministry.