



## **Request for Proposal**

### **Curriculum Writer: Learning Modules on Education Research for Journalists**

The Education Writers Association is seeking an expert consultant, firm, or team to develop the syllabus and curriculum materials for 5 to 7 online learning modules that help education journalists understand the expansive landscape of education research, and better incorporate research findings into their reporting.

#### **Background**

Most journalists who cover schools and universities, whether nationally or in local communities, lack expertise in education research. They may only reference or write about a new study on rare occasions. But a basic understanding of where to find reliable research, and how to effectively use that to inform their reporting on myriad issues in education, makes for better journalism. It also makes for a better informed public (as well as policymakers, educators, and others).

EWA is eager to find new ways to advance the knowledge of working journalists about the diverse and diffuse field of education research — and how to better use research when covering the news.

#### **Project Goals, Scope of Services, and Deliverables**

EWA seeks proposals to develop the curriculum for a series of online learning modules aimed at increasing journalists' familiarity with the landscape of education research so they can better locate, understand, and incorporate research on education into their news coverage.

The target audience for these courses is journalists who cover issues in P-16 education. The training modules would help reporters build their knowledge of different types of education research, and in doing so, educate reporters on best practices for locating reliable research across publication outlets, including scholarly peer-reviewed journals, research centers, think tanks, and government data clearinghouses. Completion of these courses should enhance the ability of journalists to use research evidence to inform their coverage of consequential issues in education.

The selected consultant/firm will be responsible for the creation of a syllabus and engaging curriculum materials that can be translated into an online learning environment consisting of 5 to 7 learning modules, with each module being approximately 15 minutes. Curriculum materials may include, but are not limited to, lecture slides, video interviews, interactive activities, quizzes, screen shares, and assignments. Each learning module must include scripted narration.

Specific learning objectives that should be embedded into the curriculum content include:

- 1) a systematic synthesis or overview of the field of education research, including major disciplines and strands of topical study;
- 2) a systematic overview of peer-reviewed academic education research journals;



- 3) an overview of major and lesser-known educational research institutions, think tanks, government research centers, and data repositories;
- 4) an overview of key paradigms and methods used in education research, and examples/exemplars that illustrate these paradigms and methods; and,
- 5) discussions and/or activities that address practical application for education journalists, including interpreting, evaluating, and incorporating research into reporting.

Given that most journalists are not academics, a key priority is a demonstrated ability to deliver a curriculum in plain and clear language, avoiding jargon whenever possible (and when scholarly terminology is used, providing a clear and easy to understand definition of those terms).

### **Timeline**

Deadline for Bidders to Submit Questions: November 13, 2020

Deadline for Proposals: November 20, 2020

Notification of Selection: November 30, 2020

Target Start and End Dates: November 30, 2020 to February 19, 2021

Feedback and revisions: February 19, 2021 to February 28, 2021

Target for project completion: March 1, 2021

### **Evaluation Criteria**

The award will be made to a responsive and responsible bidder with a strong academic background in education research, and an understanding of instructional design and e-learning. The successful respondent will have:

- Strong understanding of the field of education research, including differences in key paradigms, methodologies, theoretical approaches, and subject areas.
- Demonstrated experience creating high-quality curriculum; experience creating online courses preferred.
- Demonstrated ability to deliver a curriculum in plain and clear language, avoiding jargon whenever possible.
- Background in or passion for K-12 and higher education issues or journalism a plus.
- Effective verbal and written communications skills.
- Past experience working with journalists to help them understand/interpret research a plus.
- Strong project management skills, ability to meet deadlines, and attention to detail.

### **Proposal Instructions**

The proposal should be sent to [ewa-rfp@ewa.org](mailto:ewa-rfp@ewa.org) in a word doc. The proposal should include:

- A short introduction to you/your team including a brief background of your qualifications;
- Work samples (e.g., syllabi; course assignments)
- Topline overview of how you would approach addressing the needs outlined in this RFP, including a rough outline of a proposed syllabus;
- Proposed budget and estimated timeline.

**Budget Range**

The budget range for this request for proposal is \$5,000-\$7,000.

**Equal Opportunity**

The Education Writers Association is an equal opportunity employer committed to a diverse work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.