

## TERMS OF REFERENCE FOR THE UPDATE OF THE IT CAREER WEBSITE

NATIONAL ASSOCIATION OF PRIVATE ICT COMPANIES - ATIC

PERIOD REQUIRED: 3 MONTH

### BACKGROUND:

Although the ICT sector in Moldova is in continuous growth, one of the major impediments for the sector to get to its full potential is the lack of qualified professionals. As the workforce development is a long term process, it is important to promote IT career among the young generation as a very attractive option, but also to provide the future and actual ICT professionals with useful and relevant information regarding the capacity building, self improvement and networking opportunities.

In 2007, USAID Competitiveness Enhancement and Enterprise Development Project has created a website [career.ict.md](http://career.ict.md) with information about the benefits of pursuing a career in ICT, as well as the information where to go to obtain a career in ICT. Since the website has been developed in 2007, the design, administration and information needs to be upgraded.

The IT career website represents an important tool of communication and will allow to increase the public awareness regarding the topic and to effectively communicate the benefits of embracing an ICT career in Moldova.

The update of the vocational institutions information is supported by the project "Advancing quality in ICT vocational education in Moldova", implemented by the Educational Centre PRO DIDACTICA in partnership with National Association of Private ICT Companies (ATIC). The overall objective of the project is to contribute to the harmonization of ICT education in Moldova with labor market demands. The project purpose is to support the qualitative improvement of content and process of ICT professional education in 5 institutions (colleges and vocational schools), thus fostering the improvement of quality of knowledge and practical skills of the young ICT specialists.

### OBJECTIVES:

The of the IT career website are:

- Provide access to knowledge, insights and opportunities in the field of the ICT Career
- Guide the high school graduates into the career opportunities provided by the ICT sector
- Provide the future ICT graduates with relevant information regarding the extracurricular education opportunities, internships, networking and capacity building events
- Provide the ICT professionals with relevant information on certification, event opportunities
- Create a communication and interaction platform between the ICT companies (employers) and young people considering a career in the field of ICT
- Raise awareness about the attractiveness of the career in ICT and encouragement of the young graduates to choose the studies at a VET or Higher Education Institution.

### TARGET:

The goal and objectives of the [career.ict.md](http://career.ict.md) website depend on several target audiences:

- High schools graduates
- ICT students
- ICT professionals

## **FUNCTIONALITIES AND SPECIFICATIONS OF WEBSITE:**

### **FRONTEND**

1. Clean and intuitive design
2. Information about the ICT path (formal and extracurricular education: universities, colleges, IT courses), information about the Certifications in different area, Lifelong learning Centers, internships, graduation projects
3. Access to upcoming events information and possibility to post events news (information must be placed both in a calendar type and a list type)
4. Possibility to create students basic profiles – a possibility to get in touch with the futures employers
5. Contact form for each student
6. Possibility to create company profiles – in order to inform the young people on the employment opportunities
7. Repository documents: PDF, DOC formats

### **BACKEND**

1. Preferable CMS – DRUPAL, Joomla or WordPress (other suggestions are welcome however they will be examined more rigorously)
2. Possibility to extract DATABASE OF STUDENTS PROFILES in CSV or other formats
3. RSS – FEEDBURNER
5. Newsletter - FEEDBURNER EMAIL SUBSCRIPTION
6. Google analytics – SEPARATE GOOGLE PROFILE
7. ADMINISTRATION GUIDE (HARDCOPY AND ELECTRONIC)

### **SPECIFIC TASKS:**

The website

1. Will promote the ICT career
2. Will represent a platform of communication/ interaction/ information between the ICT industry and the education sector
3. Will contain a database of the ICT students profiles
4. Will permit the placement of information in text/graphic form
5. All materials should be classified under specific topics and be searchable online
6. administrator's guide for the web-site maintenance should be created and delivered in written and electronic form;
7. Administration features should include the tool for web-site access statistics information;
8. All design items should smoothly run on most popular OS platforms/monitor resolutions/
9. Usability: The site should be user-friendly, with the interface and navigation simple and reliable and the website and its content quick to access
10. Appearance: The graphics and text should be consistent throughout the website. The styles used should be professional, appealing and relevant, in order to encourage stakeholders and others to access and use the site. The site should have pictures, different size and colour fonts that are applicable to the various pages and consistent with the style of the overall site.

11. Visibility and Accessibility: The site should have high visibility and be easy to find via all major search engines

12. Positive user experience: The purpose of the website and its target audience should be taken into account when elaborating the design of the website.

Deliverables:

The following outputs are expected to happen:

1. Designed concept of the IT Career website

a) Adopted model of design

The web site must be designed to be dynamic and interactive

b) Adopted model of the concept of the website:

The website will include as following:

Front page:

- Logo of ATIC+ name of the Association
- News
- Calendar
- Events
- Menu Bar 1 (as mentioned below) or a proposed graphic representation
- Space for partner logos with the link to their pages (TBD)
- Home/ Contact/ Site-map information

The following particular fields are proposed to be part of the site content:

| <b>Item</b>       | <b>Fields</b>  | <b>Subfields</b>   | <b>Format</b>             |
|-------------------|--|--|---------------------------|
| <b>Menu Bar 1</b> | <b>About</b><br><i>General information about the the IT career</i>   | <b>Why choose a Career in IT</b><br><i>(description of the IT career opportunities and advantages)</i>                                   | Text Information          |
|                   | <b>Career Path</b><br><i>General information about the curricular and non curricular education in the field of ICT</i> | <b>Universities / Colleges/ Professional Schools</b><br>➤ Specialties<br>✓ Duration of studies<br>✓ Developed skills<br>✓ Activity areas | Text + Potential graphics |
|                   |  | <b>IT courses</b><br>✓ Provider of the course<br>✓ Content<br>✓ Duration<br>✓ Developed skills<br>✓ Benefits                             | Text +potential graphics  |
|                   |  | <b>Certifications</b><br>✓ Provider of the certification<br>(contacts/references)<br>✓ Certification conditions                          | Text +potential graphics  |
|                   |  | <b>Long Life learning Centers</b>  | Text +potential graphics  |

|  |  |  |
|--|--|--|
| <p><b>IT Events</b><br/> <i>Information about IT related activities and events + possibility to register (and to pay the participation fee)</i></p>  | <p><b>Announcements IT Events</b></p> <ul style="list-style-type: none"> <li>✓ About</li> <li>✓ Terms and Conditions</li> <li>✓ Developed skills / acquired knowledge</li> <li>✓ Registration procedure</li> </ul> | <p>Event format (date, time, graphics +text)</p>   |
| <p><b>Internships &amp; Graduation Projects</b><br/> <i>Information about the available internships opportunities within the ICT companies + possibility to submit CV</i><br/> <i>Information about the graduation projects' topics presented to the by the ICT Companies for the ICT Students</i></p> | <ul style="list-style-type: none"> <li>✓ Announcements/internships opportunities</li> <li>✓ Submit CV</li> </ul>   | <p>Format to be decided together with designers</p>  |
|  | <p><b>Graduation projects</b></p> <ul style="list-style-type: none"> <li>✓ About</li> <li>✓ Conditions of application</li> <li>✓ Apply for a project</li> </ul>  |  |
| <p><b>Students</b> (This field should not be open )</p>  | <ul style="list-style-type: none"> <li>✓ Name</li> <li>✓ Surname</li> <li>✓ Projects worked</li> <li>✓ Qualifications</li> </ul>   | <p>The students can review, edit and upgrade their profiles. The companies can have access to the information of the students only upon the permission of the students (a special check box)</p> |
| <p><b>Potential employers</b><br/> <i>Short description of the companies activating in the field of IT</i></p>   | <p><b>Short company profile</b></p> <ul style="list-style-type: none"> <li>✓ Logo</li> <li>✓ Company name</li> <li>✓ Short description</li> <li>✓ Internships</li> <li>✓ Submit CV</li> </ul>                      | <p>List of catalog format ( main areas to be decided together with designers)</p>  |
| <p><b>News &amp; Calendar</b></p>  |  |  |
| <p><b>Contact</b></p>  | <p>Contact of the Association</p>  |  |

2. Preparation of the information to be adjusted to the website format

- The information has to be prepared in the required format, easily to upload and adapt the information, with the possibility to create new tabs and spaces, or be able to redesign it.
- Collect the primary information to be uploaded.

- Fill in the desired rubrics with information according to the requirements.

### 3. Integrated SEO

Site pages should clearly generate static addresses (URL) and search engines to users. (To analyze possibility of micro data concept implementation, that will enable better indexing of data for entities standard).

It should be possible to edit META tags through the Administration Panel. META tags will be general to whole site and to each page separately. Sitemap XML creation and registration on search engines. Site styles should be stored in a separate file.

On the website page – the information will be stored in the Unicod (UTF-8)format, this thing will allow the storage in database of information in any language version. The content of web-page and also management facilities will be realized in romanian, english and russian languages using characters of Latin, Chirilic și Romanian diacritics (ș, ț, ă, î, â)

#### 1.1. Story Map

Below is presented Story Map of the IT Career website

| Notations Cards |                           |
|-----------------|---------------------------|
| Activity        | Key activities of persons |
| History         | Users activity history    |
| <b>Persons</b>  |                           |
| AP              | (Administrator of Portal) |
| A               | (Company)                 |
| P               | (Pupil)                   |
| S               | (Student)                 |
| P <sup>2</sup>  | (IT Professional)         |

|   |   |                       |   |                               |
|---|---|-----------------------|---|-------------------------------|
| Work with information on the website                            |   |                       |   |                               |
| Add information (AP)  | View information (AP, C, P, S, P <sup>2</sup> ) | Edit information (AP) | Delete information (AP)                       |                               |
| Work with news  |   |                       |   |                               |
| News creation (AP)  | View news (AP, (AP, C, P, S, P <sup>2</sup> )   | Edit news (AP)        | Delete news (AP)                              |                               |
| Work with events  |   |                       |   |                               |
| Event creation (AP)   | View event (AP, C, P, S, P <sup>2</sup> )       | Edit event (AP)       | Register at the event (P, S, P <sup>2</sup> ) | Delete event (AP)             |
| Work with announcement on internships & Graduation projects     |   |                       |   |                               |
| Internships and graduation projects announcements creation (AP) | View (AP, C, P, S, P <sup>2</sup> )             | Edit (AP)             | Submit CV (S)                                 | Delete announcement (AP)      |
| Student Profile management                                      |   |                       |   |                               |
| Student Profile completion (S)                                  | Profile confirmation (AP)                       | Edit Profile (S)      | Delete Profile (AP, S)                        | Login to view Profile (AP, C) |
| Create company profile  |   |                       |   |                               |
| Company profile creation (AP)                                   | View profile (AP, C, P, S, P <sup>2</sup> )     | Edit profile (AP)     | Submit CV (S, P <sup>2</sup> )                | Delete company profile (AP)   |
| Seeking students  |   |                       |   |                               |
| Introduction of request and filter installation                 | View search results (A, AP)                     |                       |   |                               |

(C, AP)

Feedback

Completing feedback form (C, P, S, P<sup>2</sup>)

Form Completing and sending (C, P, S, P<sup>2</sup>)

Reading of e-mail messages (AP)

## 1.2. Student Profile

| Field                             | Content Required | Display Disp. req. | Mandatory field |
|-----------------------------------|------------------|--------------------|-----------------|
| <b>Name</b>                       | text             | +                  | yes             |
| <b>Surname</b>                    | text             | +                  | yes             |
| <b>Institution</b>                | text             | +                  | yes             |
| <b>Specialty</b>                  | text             | +                  | yes             |
| <b>Annual average grade</b>       | date             | +                  | yes             |
| <b>Extracurricular activities</b> | text             | +                  | yes             |
| <b>E-mail</b>                     | e-mail address   | +                  | yes             |
| <b>LinkedIn Profile</b>           | text             | +                  | no              |

### Proposals

#### Contacts and Procedures

Interested Vendors are requested to express interest in responding to this proposal as soon as possible to the contracting contact below, by confirming via electronic mail that they have received the ToR documents and that they intend to submit a proposal by the deadline specified below. The electronic mail should state the name of the Prime Contractor and provide contact details for any future correspondence in relation to this ToR. Please note that this correspondence will not be used as part of the evaluation process.

Organizers contracting contact:

Ms Ana Chirita

Executive Director

Moldovan Association of private ICT companies (ATIC)

28, Maria Cibotari, of 1B, Chisinau MD 2012, Republic of Moldova

Phone/Fax: +373 22 887000,

E-mail: [office@ict.md](mailto:office@ict.md)

Website: [www.atic.md](http://www.atic.md)

#### Vendor Information to be included in the proposal

All interested vendors must include in their proposals:

Corporate overview – legal name, year of creation, number of employees, other information they might find relevant

Services – description of all services and products supplied.

Markets served – description of geographic/industry markets served.

Partners – list of current event-related suppliers and partners.

Customer & Activity References – a list of other similar events served.

**Submission procedures**

An electronic copy of the Proposal document in English, clearly marked Name/Surname/IT CAREER WEBSITE, should be sent by electronic mail not later than May 24, 2013 to the contact noted above.

Proposals submitted by any other method and/or in any other way or beyond the specified deadline will be rejected. In addition, if the envelope or parcel is not sealed and marked as indicated, Organizers cannot assume any responsibility for the Proposal's misplacement or unauthorized opening.