

**THE UNIVERSITY OF THE WEST INDIES DIGITAL TRANSFORMATION
PROJECT
TERMS OF REFERENCE**

CONSULTANCY FOR THE DELIVERY OF TRAINING IN GOOGLE ANALYTICS

BACKGROUND

The University of the West Indies (UWI) has requested assistance from the Caribbean Development Bank (CDB) in financing the One UWI Digital Transformation programme. Through the Digital Transformation programme, the UWI will implement a shared services operating environment which will enhance student experience. The programme will allow the UWI to provide consistent and reliable services to all stakeholders and will achieve greater operational efficiencies and economies of scale. This digitally-transformed environment will contribute significantly to The UWI achieving its strategic goals as outlined in the 'Triple A' Strategic Plan 2022-2027.

The consultancy is for the delivery of training in the area of website analytics using the Google Analytics Platform for the Cross Campus Web and Marketing Team.

OBJECTIVES OF THE TRAINING

The objective of the training is to upgrade the skillset of the members of the Cross-Campus Web and Marketing Team in areas of website analytics. This training will assist the members of the web team to make informed decisions based on interpretation of the Google Analytics data which each team has been recording over the past few years. The ability to accurately interpret user generated website analytics will play a critical role in refining the online presence of The UWI and sustain competitive advantage in the learning space.

The training will consist of the following components:

- Introduction to Google Analytics covering cookies, channels, tracking, conversions & measurements.
- Introduction to Google Tag Manager
- Designing Google Campaigns
- Overview of Google Data Studio – Building & Scheduling Reports

SCOPE OF SERVICES

The scope will include training for members of the Cross-Campus Web Team in a hybrid mode, incorporating both theoretical and practical sessions. It is desirable to train all the members of the Team in the areas outlined in the Objectives section.

As part of the fulfilment of these Components, the Consultant(s) shall deliver the following services, based on a schedule to be established:

- a. Conduct a Google Analytics Audit for the UWI.
- b. Prepare and facilitate lessons on topics identified or as recommended.
- c. Submit training programme.
- d. Provide access to online library of supporting materials to participants.
- e. Provide real-time experimental learning workshops.
- f. Conduct an evaluation of the training.
- g. Provide reports on students' performance and progress.
- h. Report any problems, incidents and concerns relating to the programme.
- i. Perform other related work as required

QUALIFICATION AND EXPERIENCE

The selected Consultant(s) must have a proven track record of delivering this training and experience working with diverse groups and stakeholders with the following minimum qualifications:

- Industry-recognized certification in the respective area of training.
- Minimum of five years in the respective area of Google Analytics.
- Minimum of five years in a teaching/learning environment.
- Strong spoken and written communication skills and fluency in the English language.

DURATION

Each Component will be delivered over a maximum (4) day period, with a suggested sixteen (16) contact hours for participants.

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