

## **REQUEST FOR SERVICE No 2021/05/05**

### **Annex 1 - Approximate description of the platform structure**

#### **Preliminary technical requirements to the website:**

- video placement, including a possibility to hold webinars on the platform;
- placement of materials for download by users and the ability to view web pages (brochures, etc.);
- placement of infographics, pictures;
- built-in contact collection form;
- placement of FAQ with deployment of answers;
- adaptation for mobile devices;
- authentication by users;
- ability to search on website;
- ability for the Solidarity Fund team to access the admin panel for changes to the website after the project is completed

**Technical realisation** - CMS WordPress, Google Analytics

**Website language** - only Ukrainian

#### **Browsers**

Latest versions:

Opera

Google Chrome

Mozilla Firefox

Safari

#### **Design and UX**

NUS identity

Colors in the style of NUS / MES or the EU4Skills project

#### **Hosting and domain name**

Included in the cost of the project - purchase for three years with the possibility of extension.

#### **Content (site content and content transfer)**

Part of the content is provided by the customer at the design stage. The names of the sections to be agreed. Each section will be given a brief description or table of contents (if there is no table of contents, a short description of what will be there in the future).

## Tentative website structure

Already have account? Register /Log in

Button: Join the innovative experiment "Professional orientation in NUS"

### 1. Above on the page – main info menu

1.1. About project	1.2. Why is professional orientation important?	1.3. Interesting resources	1.4. Innovative experiment "Professional orientation in NUS"	1.5. Community (schools & Co that are involved in disseminating career guidance ideas)	1.6. Partners
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### 2. Below main info menu – attracting attention:

Videos / photos about professional orientation / GIFs/ or product teasers. As here <https://citizen.in.ua/> - on the main page there is a slide show from various products or messages.

### 3. In the middle – chapters for various audiences:

<b>3.1. For school teachers</b> Training materials and videos	<b>3.2. For parents</b> tips & recommendations	<b>3.3. For school children</b> How to make an educational and professional choice?
<b>3.4. For VET students and teachers</b> Materials on entrepreneurship		<b>3.5. For hromadas (school founders)</b> How to create a career guidance ecosystem?

### 4. Below – links to our key textbooks for different levels of the school:

4.1. Textbook on professional orientation 1-4 grades	4.2. Textbook on professional orientation 5-6 grades	4.3. Textbook on professional orientation 7-9 grades	4.4. professional orientation for upper secondary school
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## 5. Footnote:

5.1.Our contacts	5.1. About	5.1.MoES	5.1.IMZO	5.1.UIED	5.1.EU4Skills	5.1.Solidarity Fund
Confidentiality policies				All rights reserved		

## More about these blocks/chapters:

### 1. Main information

#### 1.1. About the project

- project purpose, goals and objectives
- who will be interested in the project
- which products will be developed
- briefly about the experiment
- briefly about the connection with the NUS reform
- about EU4Skills, Solidarity Fund

#### 1.2. Why professional orientation is important?

- What is professional orientation?
- Why is it important?
- How can you make it cross-cutting, interesting and practical?
- Why professional orientation should be an integral part of education
- Links to various supporting sources - publications, articles, etc.

### **1.3. Interesting resources**

- links to various related projects, materials
- YouTube videos lectures (type TEDx)
- Use tag cloud to search

### **1.4. Innovative experiment "professional orientation in NUS**

- briefly about professional orientation in NUS
- about the experiment - how it will unfold; purpose, task stages
- list of participating schools
- materials, best practices of participating schools
- placement of materials (including videos, links to webinars) for teachers of the experiment - access to them through authorization

### **1.5. Community**

- Info about the network of other educational institutions (schools, vocational schools, free educational institutions) that develop professional orientation and how
- Info about employers, companies that are involved in the dissemination of professional orientation

### **1.6. Partners**

- info about official partners - MES, IMZO, UIRO, EUDel
- info about other partners

**2. In this part will be placed in large size, to attract attention, videos and other materials of the project**

### 3. Sections for different audiences

#### 3.1. For school teachers

This section will be divided into the following sections:

<b>3.1.1. Educational materials</b>	Materials on P.O. for 1-4 grades Materials on P.O. for 5-9 grades Course on P.O. for 9th grade Materials on P.O. for 10-11()12 grades Course on P.O. for 10th grade
<b>3.1.2. Educational opportunities for teachers</b> (trainings, online courses) - "heavy" materials will be posted here; the site needs to provide the ability to post them	For primary school teachers For basic school teachers For upper sec. school teachers

#### 3.2. For parents

This section will be divided into the following sections:

<b>3.2.1. Materials for working with children at home</b> - short manuals	Placing just text pages, or video pages
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with exercises for career guidance, professions	
<b>3.2.2. Recommendations for choosing an educational and professional trajectory</b> - how to choose an educational institution? how to navigate the labor market?	Placing just text pages, or video pages
<b>3.2.3. Useful resources</b>	Link to 1.3. Interesting resources

### 3.3. For school children

This section will be divided into the following sections:

<b>3.3.1. My prof. interests</b>	Materials and tools for determining interests, preferences, assessment of one's own skills to determine a possible career path 3-5 short videos
<b>3.3.2. On professions</b>	Info about industries and professions - how to navigate the world of professions? 3-5 short videos
<b>3.3.3. How to choose education after school? Lifehacks of choice</b>	Tips; Links to the lists of schools 3-5 short videos
<b>3.3.4. How to upgrade your skills?</b>	Info about opportunities for professional growth - through the development of their own skills and more 3-5 short videos

### 3.4. For VET schools students & teachers

This section will be divided into the following sections:

<b>3.4.1. How to successfully use your professional skills in the labor market?</b>	Materials for students; links to videos; success stories
<b>3.4.2. Planning own enterprise</b>	Recommendations for students on how to start their own business with a vocational education

<b>3.4.3. Materials on entrepreneurship for teaching in VET schools</b>	Curriculum for economic courses; methodological materials
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### 3.5. For hromadas (founders of schools)

This section will be divided into the following sections:

<b>3.5.1. Why should communities develop systematic career guidance in their region?</b>	Texts
<b>3.5.2. How can communities become drivers of career guidance?</b>	Texts; videos
<b>3.5.3. Establishing a connection with the labor market</b>	Texts

### 4. Below will be separate banners-links to our manuals for different levels of the school

<b>4.1.</b> Textbook on professional orientation 1-4 grades	<b>4.2.</b> Textbook on professional orientation 5-6 grades	<b>4.3.</b> Textbook on professional orientation 7-9 grades	<b>4.4.</b> professional orientation for upper secondary school
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The list of sections of each manual (table of contents) can be displayed in the following way (for example, 13 topics of the career guidance manual for grades 1-4):

<https://citizen.in.ua/chapter-osobistist-ta-ii-identichnist-ua>

But each section must be displayed in full + be able to download in PDF. And not just download in PDF as here <https://citizen.in.ua/topic-YAk-zaxishhati-vlasni-interesi-Advokaciya-Lobizm-ua>