



Call for Expressions of Interest for Research Study:

BC Transfer Guide External Review

Background

BCCAT is committed to ensuring that any possible barriers to successful articulation and credit transfer are identified, and regularly conducts research on various policies, procedures and practices within the BC Transfer System (BCTS) that might affect the efficiency of these processes. One topic identified by BCCAT as an area of interest is a review of the BC Transfer Guide website in terms of general usability and access to transfer information. The BC Transfer Guide website was re-designed several years ago and has not undertaken a comprehensive review in several years. An environmental scan of the BC Transfer Guide, other transfer resources, and feedback gathered from stakeholders could help identify challenges and opportunities that can be addressed by BCCAT to improve the overall user experience with the BC Transfer Guide website.

Purpose/Goal

To conduct a review of the BC Transfer Guide website with the goal of providing recommendations on improving upon the overall user experience.

Scope

Users of the BC Transfer Guide are the primary focus of this research. This includes public users, institutional stakeholders such as transfer credit personnel and advisors, articulation committees, and individuals who support students in planning their transfer pathways. BCCAT personnel and technology supports may also be consulted for feedback on the BC Transfer Guide website.

Objectives/deliverables

1. An environmental scan of existing transfer resources that highlights features that may be worth consideration for development by BCCAT.
2. Stakeholder consultation and feedback on the efficacy of the BC Transfer Guide website.
3. Identification of any barriers/issues that may prevent users from either obtaining the information they are seeking, or using the BC Transfer Guide in its intended way.
4. Identification of opportunities that may improve upon the overall user of the site.
5. Recommendations for BCCAT to consider for IT development to improve upon the overall site experience.

Proposed Methodology

1. Conduct an environmental scan and review of existing transfer resources both nationally and abroad. Areas for consideration include a review of content, ease of access to transfer information, and general web usability guidelines.
2. Gather feedback from stakeholders. Data gathering methods might include surveys, focus groups, or interviews with key stakeholders. Key stakeholder groups to be consulted may

include transfer students, transfer credit personnel, articulation committee members, BCCAT staff, or other related stakeholder groups.

3. Produce a draft report for review by BCCAT staff.
4. Finalize the report by responding as necessary to feedback from BCCAT.

Qualifications

The successful proponent should possess, at a minimum, the following:

1. Extensive experience in a post-secondary setting, preferably within BC and at a BC Transfer System member institution.
2. A strong understanding of technological web usability standards, with proven experience in usability design.
3. Demonstrated capacity to conduct research.
4. Demonstrated excellent ability and clarity in written communication.

Timelines and Process

- Expressions of Interest in conducting this research will be accepted until **4 pm, August 2, 2018**.
- Selected applicants will be invited to submit a more formal proposal, including the draft project plan, methodology, timeline and budget, by **August 17, 2018**, with a decision date for awarding the project of **August 31, 2018**.
- A contract will be finalized and in place in **September 2018**, with completion date falling within the 2018 – 2019 academic year (specific date to be determined through the planning process).

Funding

The maximum funding for this project is \$25,000, inclusive of all hourly charges, travel and associated costs, any supplies and GST.

Queries and Expressions of Interest should be directed to Mike Winseman, Director, Information Technology: **e:** info@bccat.ca | **p:** 604 412 7700.