



# Online Learning

## Call Guidance

### Introduction

The Data Lab is one of eight Innovation Centres in Scotland, focused on generating significant economic, scientific and social value from data science. To achieve The Data Lab's vision to showcase Scotland as an international leader in Data Science, we are looking to fund the development of online courses which contribute to the requirement for more flexible high-quality data science training and education. These may take the form of MOOCs or closed application online courses.

### 1. What will we fund?

For an Online Learning / MOOC course to be eligible for The Data Lab funding it must meet the following **selection criteria**:

#### A. Scottish University

The course must be led by or the collaboration should include a Scottish University.

#### B. Impact for Scotland

The project must have the potential to contribute to a **positive social / economic impact** in Scotland. We envisage two specific ways that this could be achieved through Online Learning / MOOCs:

- (1) The course should aim to attract more people to work, study or establish companies in the field of data science in Scotland.
- (2) The course should aim to provide data science training to update the skills of those already employed or seeking employment in Scotland.

#### C. Online Learning

The course must be delivered fully online. This means there should be no mandatory in-person requirement for the learner. You can select one of the three course types:

1. **MOOC (Massive Open Online Courses)** – Typically delivered for free using a pre-existing [popular MOOC platform](#)
2. **Online Training** – Paid for learning content that is focused on equipping Scottish Industry with the data science training they need.
3. **MOOC and Online Training** – A combination of 1 and 2. This could be a MOOC with additional paid-for advanced learning content that meets the data science training needs of Scottish Industry. [Here is an example.](#)

If your proposed course does not fulfil one of these three models you must explain how course type differs from these in your application.

#### D. Data Science

The course must introduce students to, or equip students with theoretical and practical skills for the application of data science techniques.

#### E. Applied Data Science relevant to Scottish Industry

The course must cover the application of data science to an **applied business or social domain relevant to Scotland**. We welcome courses that are relevant to The Data Lab's sister [Innovation Centres](#).

Courses must use **practical industry case studies** from Scotland as part of their content.

We seek applications for courses that are part-funded, sponsored or supported by Scottish Industry. An Industrial Sponsor can be from the **private, public or third sector**. The course may collaborate with any number of Industry collaborators.

#### F. Market Need

The course should be designed so that it is capable of attracting a large cohort of learners in Scotland and across the world.

The course should be **distinct** from other online courses currently available.

## 2. Funding

#### The Data Lab contribution

The Data Lab will provide between £30,000 and £50,000 for the development of Online Learning / MOOC courses.

1. **MOOC** – Up to £30,000
2. **Online Training** - Up to £30,000
3. **MOOC and Online Training** – Up to £50,000

This amount may be increased depending on the project scope and project plan.

For this call, The Data Lab can only provide funding to a Scottish University.

#### University / Partner contribution

We expect the university or partner leading the project to find funding for the remainder of the development costs for the Online Learning / MOOC course. Typically, this will be equal to or greater than The Data Lab contribution.

In-kind contributions may be counted towards meeting the development costs.

#### Costs

The Data Lab will provide funding for the costs incurred in the development of new online courses. This could include, curriculum design, video design and production, project management, and academic expertise.

### 3. What won't we fund?

We will NOT support courses that cover data science without reference to an applied domain.

We will NOT support courses where there are numerous similar courses available.

We will NOT support the development of training platforms.

We will NOT fund the running costs of an online course.

### 4. Number of Projects to be awarded

We would like to fund **up to three** online learning projects in this call.

Depending on the quality of submissions received, further calls for online learning projects may be launched in 2017.

### 5. Timeline

PROCESS	TIMING
Call opens for Expression of Interest (Part 1)	29 <sup>th</sup> November 2016
Call closes for Expression of Interest (Part 1)	13 <sup>th</sup> February 2017 (17:00)
Interest Survey	14 <sup>th</sup> February – 10 <sup>th</sup> March 2017
Review of EOI (Part 1). <i>3-5 teams invited for further development</i>	W/C 13 <sup>th</sup> March 2017
Development of the Full Application (Part 2)	W/C 20 <sup>th</sup> March – W/C 10 <sup>th</sup> April 2017
Full Application (Part 2) submitted	10 <sup>th</sup> April 2017
Final review and selection of up to 3 courses	W/C 10 <sup>th</sup> April 2017
Course build begins	April / May 2017
Course Delivery	October – December 2017

## 6. Expression of Interest (Part 1)

### How to submit the Expression of Interest (Part 1)

Please complete and submit our online Expression of Interest form here:

<http://datalab.submittable.com/submit/72327/online-learning-part-1-expression-of-interest>

You must submit your completed application form by **17:00 on Monday 13<sup>th</sup> February 2017**.

## 7. Interest Survey

We will conduct an online survey with The Data Lab network to gauge to gauge interest from the target market and their likelihood to study the submitted course titles and summaries.

## 8. Award Criteria – Expressions of Interest (Part 1)

Expressions of Interest (Part 1) will be reviewed against the following equally-weighted criteria:

**Impact** – The potential to contribute to a positive social and economic impact in Scotland.

**Innovative and Relevant Content** – How the course will draw upon Scottish case studies to demonstrate innovative data science techniques and their real-world application.

**Market Need** – The projected demand for this course in Scotland and the world. The results of the interest survey will be reviewed in this section. Evidence to demonstrate that the course is distinct from what is currently available.

The courses will be scored and ranked with the highest scoring projects that pass the scoring threshold being asked to proceed to the completion of a Full Application.

## 8. Full Application (Part 2)

Following the Reviewing Panel, three-five courses will be selected to proceed with a Full Application.

### Development of the Full Application

The Data Lab will host a meeting with each of the successful bidding teams at Stage 1 to provide feedback and to make suggestions for the development of a successful full application.

Each bidding team will have one month to complete the Full Application.

### Submission of the Full Application

The Full Application must be sent to [skills@thedatalab.com](mailto:skills@thedatalab.com) at **17:00 on 10<sup>th</sup> April 2017**.

## 9. Award Criteria – Full Applications (Part 2)

**Full Applications (Part 2)** will be reviewed against the following additional equally-weighted criteria:

**Ability to deliver** - The likelihood that the course can be successfully designed, built and launched within the set timescales.

**Sustainability** – How the course will achieve financial sustainability. How the course will be refreshed with new content to make sure that it is relevant to the needs of learners.

**Innovative learning** – The effectiveness and inventiveness of the pedagogical / learning methodology.

Any award is made subject to the parties entering into an agreement covering The Data Lab oversight of the development of the course.

## 10. Design and Build

We anticipate courses being completed within six to nine months of approval from the Reviewing Panel.

The successful organisations and The Data Lab will develop a process to keep The Data Lab involved and updated throughout the design and build phase.

## 11. Reviewing Panel

The Reviewing Panel includes independent representatives from The Data Lab, Scottish Industry, Scottish Public Sector organisations and Academia. Members will be selected from existing The Data Lab boards.

The review panel may request further information on the Project.

If a Reviewing Panel member has a conflict of interest relating to a project they will not be involved in any discussion, scoring or selection decision of that project.

The decision of the Reviewing Panel is final without calls for dispute. The processes followed and decisions taken by the Panel will be minuted.

## 12. IP

Where IP arises as a result of The Data-Lab funded activities, you must obtain our prior written consent (not to be unreasonably withheld in circumstances where it is an appropriate means of achieving charitable public benefit) before you make any commercial use of, or grant to any third party any exploitation rights over, The Data-Lab funded IP. As a condition of granting consent, we may require you to enter into a revenue sharing agreement or other course-access conditions with us, on fair and reasonable terms and conditions to be negotiated at the time.

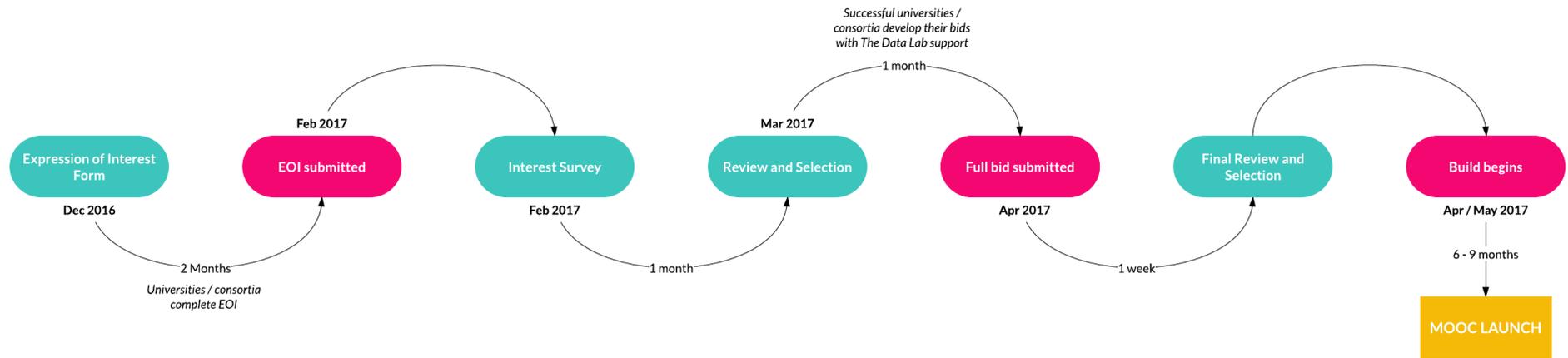
## 13. State Aid

Depending on the characteristics of the applications, the funding provided by The Data Lab - in accordance with the EC regulation No 1407/2013 (de minimis aid regulation) - may be considered as state aid (de minimis aid).

The applicants should note that there is a ceiling of €200,000 for all de minimis aid provided to any one organisation over a 3-year period. To ensure compliance with the regulations, we will require further information from the applicants, including details of other de minimis aid received.

In order for us to meet the dual objectives of complying with state aid legislation and operating a smooth application process, we will require the applicants' state aid advisor to communicate confirmation of their ability to comply with the state aid legislation to The Data Lab before the full application is made. The confirmation should then be included in the applicants' full application along with the name and contact details of the state aid advisor.

## 14. Process



- Activity to be carried out by The Data Lab
- Activity to be carried out by the University / Consortia

## 15. Contact Details

If you have any questions relating to this call please contact The Data Lab at [skills@thedatalab.com](mailto:skills@thedatalab.com). We will get back to you within 48 hours of receiving your email.

For updates regarding the call please visit [our website](#) and follow us on [LinkedIn](#) and [Twitter](#)

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## Appendix A – Part 1: Expression of Interest Form – Questions

This appendix outlines the application form questions. We only accept online applications. Please complete and submit our online application form here:

<http://datalab.submittable.com/submit/72327/online-learning-part-1-expression-of-interest>

You must submit your completed application form by **17:00 on Monday 13<sup>th</sup> February 2017**.

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### University Partner \*

Please name the Scottish University that will lead / contribute to this project.

### Other Partner

Please name any other organisation that is leading or contributing to the development and delivery of this course.

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### Proposed Course Title\*

Please provide a title for the proposed course.

### Course Summary\*

Please provide a three sentence summary of your proposed course.

### Course Type\*

Please refer to the call guidance for an outline of each type.

1. MOOC
2. Online Training
3. MOOC and Online Training
4. Other

### Domain\*

Please provide a suggested domain area that the online course / MOOC would focus on. For example: *Data Science for Agriculture*

### Course Proposal\*

Please provide a summary of the course proposal, including content ideas, proposed course learning outcomes and details of how and where the course will be available. The proposal should be between one to two sides of A4.

### Course Lead - Name\*

Please name the lead contact(s) for the proposed course. Separate each name with a comma.

### Course Lead – Email Address\*

Please provide the email addresses of the lead contact(s) for the proposed course. Separate each name with a comma.

### Course Lead - CV\*

Please upload the CV's of the lead contact(s) for the proposed course.

### Academic and Design Staff

If known, please provide any additional CVs, career summaries or links to profiles for the main staff involved for the online course / MOOC, including the academic, project management and design staff.

### Linked Courses

Please provide an outline of what pre-existing online learning content that you have or are in the process of creating. Please provide details of any linked face-to-face courses that you offer.

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### Target Audience / Market Need\*

Please give details on who you think your target audience and participants are. What is the market need for this course? How big do you think the market is for your course– Scotland, UK, EU, or World?

### Differentiation\*

Please describe how you think your course differs to what is already available

### Course Impact\*

Please outline how the development of the course could help achieve a positive economic and social impact for Scotland

### Course Benefit\*

Please identify the main primary and secondary benefit of the course to your institution: Please refer to the following list for guidance:

- To boost the reputation of the institution
- To boost student recruitment to university programmes
- To widen participation and access to learning through targeted participants
- To disseminate your institutions' research outcomes
- To strengthen collaboration with existing, or create collaborations with new partners
- Explore new educational areas
- To deliver the training required by Scottish organisations
- To earn income through (Signature Track payments, job placement services, book sales)
- Other: *Please specify*

### Sustainability\*

The proposed MOOC/online learning course should be self-sustaining. Please summarise your approach to achieve this, for example plans for income generation, and how the course will be maintained with up to date content.

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### Total course investment\*

Please give estimated details of total course development costs and yearly running costs.

### The Data Lab investment\*

Please give The Data Lab Contribution to costs requested for the course. For guidance, The Data Lab generally aims to contribute around £30,000 for each course. Please note The Data Lab will only fund course development.

### Other investment sources\*

Please indicate the amount of total costs that may be funded by university of partner organisations.

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### Letter of approval

Please upload any letters of support that you have from your University Partner and/or Industry Sponsor.

**\*Must be completed**

## Appendix B – Part 2: Full Application - Questions

*To be released in January 2017*

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