



Online Learning

Call Guidance (2)

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 free online courses 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:

- (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. **Short online course** (for example: open resources and MOOCs) – Up to £30,000
2. **Professional online course** (for example: professional training) – Up to £30,000
3. **Large course** (for example: MSc credit bearing course or MOOC + accompanying paid-for online training course)

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. **Short online course** (for example: open resources and MOOCs) – Up to £30,000
2. **Professional online course** (for example: professional training) - Up to £30,000
3. **Large course** (for example: MSc credit bearing course or MOOC + accompanying paid-for online training course)– Up to £50,000

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

University / Partner contribution

We expect the university or the 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 five** online learning projects in this call.

Depending on the quality of submissions received, further calls for online learning projects may be launched in 2018.

5. Timeline

PROCESS	TIMING
Call opens for Expression of Interest (Part 1)	3 rd August 2017
Call closes for Expression of Interest (Part 1)	20 th October 2017 (17:00)
Review of EOI (Part 1). <i>3-7 organisations invited for further development and required to meet with The Data Lab within 2 weeks of EOI acceptance.</i>	W/C 13 th November 2017
Development of the Full Application (Part 2)	W/C 20 th November – W/C 4 th December 2017
Full Application (Part 2) submitted	8 th December 2017
Final review and selection of up to 5 courses	W/C 8 th December 2017
Kick-off meeting / Course build begins	January / February 2018
Course Delivery	August - November 2018

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:

<https://datalab.submittable.com/submit/c396035b-4def-45cd-9ec8-f3dd101ee688/online-learning-call-2-part-1-expression-of-interest>

You must submit your completed application form by **17:00 on 20th October 2017**.

7. 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 at **17:00 on 11th December 2017**.

9. Award Criteria – Full Applications (Part 2)

Full Applications (Part 2) will also 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. Learning from Call 1

Below is an outline of some of the feedback we gave to unsuccessful applications for Call 1:

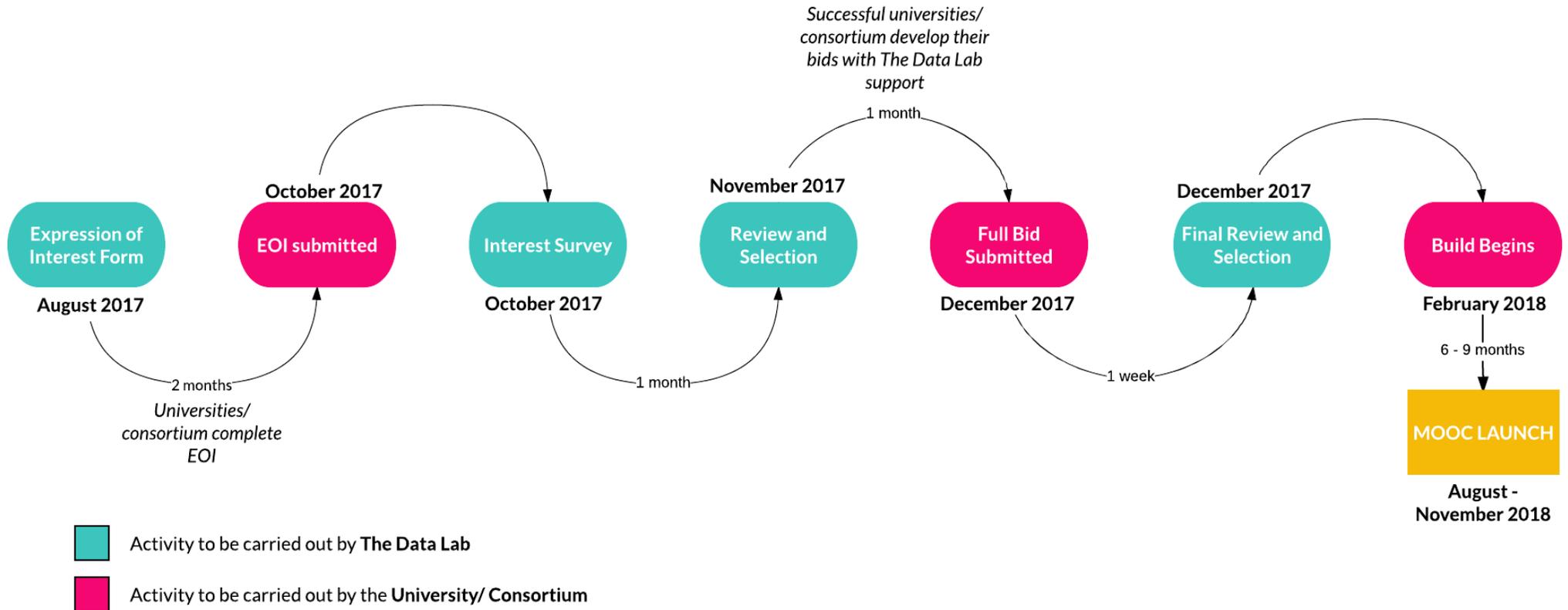
- The course impact not fully outlined
- Insufficient potential to attract people to Scotland / in Scotland
- The course was too generic / not unique
- The course is too similar to other online courses and standard
- Too broad a range of topics being taught
- No evidence of current or emerging technologies being showcased
- Lack of potential partnerships with Scottish industry
- No evidence of practical industry case studies
- No contribution from external partners to provide content, case studies or advise
- No evidence to back up claims of why the course is important or demanded
- No clear strategy for how target audience would be recruited

Please remember:

- The course content should introduce a novel approach to online learning. We favour courses that are specific to a particular sector.
- The course content should introduce a selection of relevant of current and emerging data science techniques. It should signpost to other available content for complementary topics such as a basic introduction to statistics/R/python.
- Courses should have involvement from external organisations. This should include letters of support from universities or industry partners to ensure that the course meets the requirements of industry. Advisory boards are also encouraged to help steer the online course in a way that best suits the demand that the course is filling.
- The application should explicitly define the impact of the course.

- The course should have a clear outline of how the course will showcase Scotland. This could be incorporated by using Scottish centric data for case studies, involvement of Scottish industry partners or by demonstrating the demand for the course by Scottish workers, i.e. growth in employment in Scotland in a specific sector.
- The course should have evidence of why the course is relevant and meets a market need. This could be through the provision of statistics, links to reports or academic journals, or through letters from industry that demonstrate why the course would be useful.

15. Process



16. Contact Details

If you have any questions relating to this call please contact The Data Lab at 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](#)

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:

<https://datalab.submittable.com/submit/c396035b-4def-45cd-9ec8-f3dd101ee688/online-learning-call-2-part-1-expression-of-interest>

You must submit your completed application form by **17:00 on Monday 20th October 2017**.

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.

Proposed Course Title *

Please provide a title for the proposed course.

Course Summary *

Please provide a three sentence summary of your proposed course.

Limit: 350 words

Course Type and Investment from The Data Lab *

- Short online course (for example: open resources and MOOCs) – Up to £30,000
- Professional online course (for example: professional training) - Up to £30,000
- Large course(s) (for example: MSc credit bearing course or MOOC + accompanying paid-for online training course)– Up to £50,000

Please give The Data Lab Contribution to costs requested for the course. Please note The Data Lab will only fund course development. Refer to the call guidance for an outline of each type.

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. Summary should be between one to two sides of A4.

Course Lead *

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.

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.

Target Audience / Primary Learners *

Please give details on who you think your target audience and participants are. Why will they take this course? What will they gain from participating?

Limit: 400 words

Market Need *

What is the market need for this course? How big do you think the market is for your course– Scotland, UK, EU, or World?

Limit: 400 words

Differentiation *

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

Limit: 400 words

Impact *

Please outline at least two SMART impact targets that relate to one or both of our call objectives.

Course Objectives:

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 relevant data science training to update and enhance the skills of those already employed or seeking employment in Scotland.

This could include specific targets for the number of course enrolments from your primary audience, course completions, and course satisfaction measurements.

Limit: 400 words

Scottish Industry Case Studies *

Please upload examples of Scottish industry-case studies that will be used as part of the course.

Motivation

Please outline your main motivation for creating your online learning course. Why did you propose this course, and what makes you the best organisation to offer it?

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.

Total course investment *

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

Other investment sources *

Please indicate the source and amount investment that will be funded by university of partner organisations.

Letter of Approval *

Please upload any letters of support that you have from your University Partner and/or Industry Sponsor. A letter of support is mandatory from senior University staff.

***Must be completed**