About Us

GreenWave is a nonprofit organization that is reviving coastal communities with a new type of restorative ocean farming that uses zero inputs, has myriad ecological benefits such as carbon and nitrogen sequestration, and works to provide food justice and quality jobs in places that need it. GreenWave works with farmers to launch and scale their businesses through a mix of training and innovation. Our high-and-low touch training ranges from an online seed-to-sale Ocean Farming Hub and region-specific workshops to hands-on internships and participation in our farmer support network. Our innovation program works to scale markets and disseminate the latest farm, hatchery, and blue tech design throughout our farmer network.

Context

GreenWave is looking for an Elearning Consultant to audit and provide strategic guidance on the future roadmap of our new online curriculum on becoming a regenerative ocean farmer & managing a kelp hatchery. The content has been written by subject matter experts and is already available in the Ocean Farming Hub. The curriculum consists of 27 courses and includes 80+ how-to videos with 20+ additional resources.

The first phase of this work outlined here will be to audit and assess the content and to advise on high-level strategy. The second phase (a separate scope of work) will be to implement suggested changes. Ideally, the consultant would be capable of both assessment and implementation.

Overview

There are 4 major goals for this SoW:

1. Audit curriculum architecture/strategy - review curriculum material and advise on overall information architecture including levels of instruction, the learning experience, and ways to track progress.
2. Align with elearning best practices - align curriculum with online learning best practices both in the presentation and surrounding marketing/communications and advise where new tools and techniques should be developed in service of this goal.
3. Feedback on LMS tech features - review the Hub course curriculum and content and provide feedback on design and implementation of LifterLMS features.
4. Advise on curriculum roadmap - get feedback and advice on the future plans for our curriculum & LMS features
By the end of this project, we expect the following deliverables:

1. The course information architecture for regenerative ocean farming & kelp hatchery management will be defined for current course materials and future lesson plans.
2. Existing course content will be reviewed against online learning best practices and recommendations for changes in organization, content, assets, and communication with users will be communicated.
3. Opportunities for developing supporting media assets (videos, diagrams etc) within existing course content will be identified and communicated. High impact assets (“low-hanging fruit”) will be identified as a priority.
4. An outline for the future content roadmap based on gaps identified from the audit.

Ideally, once these goals are met the consultant would sign a follow-up scope of work focused on implementing the changes suggested. IE becoming more hands-on with making the changes in the LMS.

Timeline & Budget
This project is intended to cover the period between July 1 and September 30, 2022. Based on the proposed deliverables, provide a budget for completing the work. After the contract has been signed, a work schedule/timeline will be developed by the consultant and GreenWave. Invoices will be submitted monthly, and payments will be based on actual time and effort.

Application Requirements
To apply, send your proposal to julia@greenwave.org by June 15 with the subject line: Elearning Consultant: [Your Name or Organization]. Your proposal should include:

Narrative
- A brief description of your experience in designing and developing educational products and the use of adult learning principles. Describe your approach to maximize learner engagement and examples of success.
  - Include a brief biography and work experience related to instructional design and/or the scope of work as outlined above
- Your planned approach to meeting the deliverables outlined above, including details on how you will work with GreenWave.

Attachments
- Please provide two examples of educational products you have designed and/or developed, in PDF format if possible.
  - If a product or video is online and accessible, you may provide the link to the example.

For Further Information
Interested applicants can contact Julia Whistler at julia@greenwave.org for more information or ask questions.