

University Grants Commission
Sanothimi, Bhaktapur

Nurturing Excellence in Higher Education Program
(IDA Credit: 6884-NP)

Terms of Reference (TOR) for conducting Beneficiary Satisfaction Survey (Baseline)
(NEHEP/UGC/CS/CQS-5/077/78)

1. Background

University Grants Commission (UGC), is an apex body of higher education in Nepal that provides financial, policy and regulatory supports to higher education institutions in Nepal. The main objectives of UGC are to coordinate among universities; allocate and disburse government grants to universities and higher educational institutions (HEIS) and take appropriate steps for assurance and enhancement of quality of higher education in these institutions in Nepal. UGC allocates and distributes grants to the universities and their constituent and affiliated campuses. UGC with funding from the World Bank is implementing Nurturing Excellence in Higher Education Program (NEHEP) as an integral part of the National Higher Educational Program (NHEP) initiatives.

The NEHEP supports specific reform initiatives of the NHEP in four Result Areas (RA): RA1 - Improved Labor-market relevance, Entrepreneurship, and Collaborative Research; RA2 - Strengthening Governance and Financing of higher education for Quality Enhancement; RA3: Widening Access to Quality Higher Education for Disadvantaged Students; and RA4: Extending Digitalization of Higher Education. These RAs are clustered around six key performance indicators (KPIs), 16 Intermediate Results Indicators (IRIs) and 17 Disbursement Linked Results, which will measure the overall progress of the program during implementation and upon completion. Beneficiary Satisfaction Survey (BSS) is therefore one of the key activities of the NEHEP. It is intended to apply part of the proceeds of NEHEP financing to eligible payments under contracts for this assignment.

Beneficiary satisfaction surveys are provisioned to be conducted at three different stages of the project to measure track changes in satisfaction of the stakeholders over time and to identify needs and areas for improving overall satisfaction. This study will adopt both quantitative and qualitative research techniques to evaluate beneficiary's satisfaction towards academic and learning environment in a sample of universities and HEIs in Nepal particularly to understand the impact of NEHEP on the former. The proposed baseline satisfaction survey will assess satisfaction level of the direct beneficiaries namely, students and faculty members in terms of access to and quality of education, teaching & learning, research environment and facilities, governance, alternative modes of learning including digitalization, collaboration and the stakeholders and employers in terms of their perception and participation in improving the quality of graduates in areas of the NEHEP intervention. The survey will allow longitudinal study for precise tracking of the change in satisfaction level of the beneficiaries.

A Consulting Firm with track record of undertaking the similar survey will be hired to conduct the satisfaction survey as per the needs and conditions of UGC, targeting students, faculties and

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employers. UGC intends to engage a consulting firm in accordance with the World Bank's Procurement Regulations for IPF Borrowers, 4th edition November 2020.

2. Objectives

Major objectives of Satisfaction Survey are to measure the baseline satisfaction level of the stakeholders (students, teachers/staff and employers). This baseline survey will also assess how the direct beneficiaries value the interventions under the program, especially NEHEP and also needs and areas for improving overall satisfaction and retention. The established benchmarks (baseline) will be compared to results at the end of the project.

The objectives of the proposed surveys are:

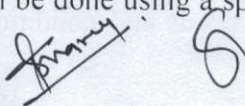
1. Measure the baseline satisfaction level of beneficiaries (students, faculties and employers)
2. Track earlier changes over time in satisfaction of beneficiaries
3. Analyze the existing scenario and recommendations by identifying needs of the beneficiaries
4. Identify any major issues and provide insights into the opinions of the beneficiaries in relation to the NEHEP interventions.
5. Suggest the ways for the consolidation of the output and modality for future course of action

3. Scope of Work:

The Baseline survey will employ both qualitative and quantitative methods for data collection and review of secondary information. The Consulting Firm will have to conduct surveys involving students, faculty members, administrative staff and employers as respondents. The survey will be conducted using structured questionnaire (draft developed by consultant and approved by UGC) and key informant interview (KII) as well as Focus Group Discussion (FGD) will be conducted to collect qualitative data. Primary data collection will be collected through online survey tool while KII and FGD could be conducted in a hybrid mode facilitated by experts

The baseline information should be collected as such that gathered information should support analysis of all relevant result areas (RAs) and Disbursement Linked Indicators (DLIs) indicated in project documents. Additionally, secondary information shall be collected from project documents and other relevant documents. FGD and non-structured interview with key informant will provide information about the existing teaching learning practices, existing higher education system, higher education plans and policies. Also, it shall provide information from environmental and social safeguard perspective.

There are 12 Universities, 6 Medical Academies and 1437 Campuses in Nepal (UGC EMIS data, 2019/20). The campuses are of three categories - constituent, community and private. Tribhuvan University, Other Universities, constituent campuses, community campuses and other HEIs are primary beneficiaries of the Nurturing Excellence in Higher Education Program (NEHEP). Beneficiary institutions are expected to be at various statuses and stages of being benefited by NEHEP programs. Sample should be drawn from all categories of primary beneficiary HEIs in weighted manner and also to cover the possible impact of NEHEP interventions in higher education institutions in Nepal. The survey will be done using a specified questionnaire for each



target group and focus group discussion (FGD). The firm and the UGC shall finalize the areas and instruments of the survey.

4. Targeted beneficiary groups:

The targeted beneficiary groups are NEHEP beneficiaries who will be directly benefited through the program's interventions and financial support:

1. Students/graduates
2. Faculties and academic leaders
3. Administrative staff of the concerned HEIs
4. Universities/ participating HEIs; and
5. Employers

5. Coverage

The surveys must cover the following six Disbursement Link Indicators (DLIs) across the four results areas identified for NEHEP interventions:

Result areas	DLIs
Results Area 1: Improved Labor-market relevance, Entrepreneurship, and Collaborative Research	DLI-1 Labor market-driven autonomous courses, faculty members training and academic leaders' sensitization
	DLI-2 Collaborative research and entrepreneurship program;
Results Area 2: Strengthening Governance and Financing of Higher Education for Quality Enhancement	DLI-3 Quality Assurance and Accreditation, and Quality Enhancement;
	DLI-4 Performance Based Grants
Results Area 3: Widening Access to Quality Higher Education for Disadvantaged Students	DLI-5 Enrollment of disadvantaged students and in lagging and/or disaster affected provinces
Results Area 4: Extending Digitalization of Higher Education	DLI-6 Online teaching, learning and digitized administration

Detailed tools and appropriate methodologies shall be prepared by the Consultant to start survey activities in consultation with relevant thematic divisions of UGC and departments of relevant universities/HEIs. UGC will provide letters and documents to facilitate the contact and survey except employer's information. The Consultant shall suggest list of employers, which will be discussed with UGC and finalized. Detailed research questions will be elaborated jointly by UGC and the Consultant during the preparation of inception report and data collection tools including online data collection. All the proposed tools shall be discussed with UGC to finalize.

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6. Sampling Methodology and Size

The consulting firm should primarily use the project monitoring and evaluation framework applicable to World Bank funded projects, and must report under – Relevancy, Efficiency, Effectiveness, Sustainability, Impacts, Coherence, Coordination, Replicability /extension.



The following are, but not limited to, general criteria:

- 1) The sample selected for student, faculty and staff surveys must be representative of the beneficiary HEIs across all DLIs of the NEHEP.
- 2) The sample selected for the employer survey must represent different sectors and geographic locations.
- 3) The sampling and survey methodology adopted should ensure that the sample represents the different beneficiary groups and in the size required for statistically significant results. The study will be done using specified questionnaire for each organization and focus group discussion (FGD)
- 4) The survey shall be conducted online for all stakeholder groups followed by in-person or hybrid FGDs with selected stakeholders. UGC will provide the firm all the information required for sampling and survey and FGD administration. This includes, but is not limited to, names of HEIs with size of student body, faculty and staff, contact information, employer names, contact and location, introductory letters and scheduling assistance to enable survey administration, etc.
- 5) The data will be cleaned and analyzed by the firm such that satisfaction is available for each stakeholder group and each topic covered in the survey. Preliminary findings will be presented to the UGC and additional analysis, revisions included for the final analysis and report. All cleaned data will be submitted to the UGC.
- 6) The report and/or presentation summarizing findings from the survey will be developed in keeping with what is acceptable to the UGC.
- 7) The firm can propose a sampling plan such that the sample selected for the survey represents all types of HEIs under the program. Whether this is weighted or not will not be a consideration at the time of sample selection.

7. Survey Instruments

UGC will provide informational documents related to NEHEP and all available Education Management Information System (EMIS) documents to the consultant and the consultant is required to design the survey based on these documents. It will be the consultant's responsibility to prepare the initial draft questionnaires and FGD protocol and revise based on the suggestions from the UGC. Specific questionnaires should be used for all target groups. In addition to the survey questionnaire, FGD should be arranged for postgraduate students, faculty members and employers. The method combines the personal intercept interviews and online questionnaires to meet the basic requirements of a survey. All the survey instruments should be finalized jointly by the UGC, the World Bank and the Consultant.

8. Duties and responsibilities of consulting firm



1. Develop a survey design, including defining the target population, designing the sampling plan, specifying the data collection through hybrid/blended instrument and online survey tools, proposed analysis plan, and developing a realistic timetable.
2. Design the survey to achieve the highest practical rates of response, commensurate with the importance of survey uses.
3. Ensure that survey results are representative of the target population so that they can be used with confidence to inform decisions.
4. Train the Online Survey facilitators, moderator and other supporting hands who may have contact face to face or online with respondents in techniques for obtaining respondent cooperation and building rapport with respondents.
5. Develop and finalize questionnaires in consultation with respective thematic divisions of UGC;
6. Implement safeguards throughout the research process to ensure that survey data are handled to avoid disclosure.
7. Implement quality and performance measurement and process control systems to monitor data collection activities and integrate them into the data collection process.
8. Pilot test the questionnaires in a small scale;
9. Enter data and provide cleaned dataset in SPSS, STATA and/or other data analysis formats;
10. Conduct field and online survey in targeted areas using qualitative approach of data collection and develop and administer FGD protocols for use in qualitative data collection;
11. Provide a draft report of the survey which will include description of survey procedure and sampling method, summary tables, data tables and analysis, findings of the survey, challenges, recommendations, lesson learned, success stories and so on
12. Deliver the clean version of database (in MS Excel and SPSS); and
13. Prepare final report incorporating feedbacks and suggestions and submission of final report (a compiled version of the report - both hard copy and electronic version in word format to submit within the contract period.
14. In the final report, the major outputs of this study shall be compared with international practices.

9. Deliverables

The complete assignment for the consulting firm will include the following deliverables with the allocated timeline after the contract signing:

Task	Details	Timeline
Inception Report	Upon signing the contract produce an inception report detailing the research design (including methodology, sampling methods, data collection methods, data collection tools and data analysis plan, supervision and validation of data collected, and report writing) in close consultation with UGC.	within 0.5 month
Sampling	Selection of representative samples from each of the groups described. Appropriate sampling weights must be provided, where required.	Within 1 month

Questionnaire design	Separate questionnaire for each of the groups. Both English and Nepali versions of the questionnaires will be prepared.	within 1 month
Pilot survey	Pilot survey to test questionnaires. The results of pilot survey should be shared with UGC.	Within 1.5 months.
Draft Report and database	Draft Report according to structure agreed with UGC and database of collected data in SPSS/Stata/Excel format	3 months
Final Report	Final report incorporating inputs and comments received	4 Months

10. Qualification of the Consultant

The consulting firm should have:

- At least five years of experience in designing, developing and implementing similar surveys including socio-economic surveys
- Experience in designing, developing and implementing at least 2 education sector surveys in educational institutions including universities and campuses, public and private agencies and employers' associations.
- Experience in conducting at least two surveys of employers

Consultant staffing (proposed)

SN	Role	Minimum qualification and experience desired
1	Team Leader/ Senior Researcher (1)	Master (preference with PhD) in social science/education/management; having an experience of leading large-scale surveys; having at least 7 years of experience in heading similar research projects and overall experience of 10 years.
2	Researcher (2)	Master's degree (preference with PhD) in social science/education/management with minimum 5 years of research experience in the relevant field.
3	Data Analyst (1)	Master's degree in relevant subject or equivalent with minimum 5 years of data analysis experience in the relevant field
4	Survey facilitator (1)	At least Bachelor's degree in any discipline with the experience of conducting surveys and data collection of at least two surveys
5	Data Entry Persons (2)	At least Bachelor's degree with the experience data entry work of one year
6	Support Staff (1)	Bachelor's degree in any discipline

11. Duration of the Assignment

The beneficiary satisfaction Survey should take up to four months. One month for preparation, one and a half months for Field Survey, one month for Data Entry and half month for report writing. This survey is expected to be conducted in **October 2022–January 2023**.

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12. Facilities and Guidance to be provided by UGC

UGC will provide the following facilities and guidance:

1. Overseeing the whole survey process;
2. Providing relevant information and data for sample selection and survey administration, as needed
3. Suggestions on technical aspects and issues;
4. Participation in finalization of the sample;
5. Writing letters to the university, departmental head and HEIs to assist the survey firm to get enough cooperation from the institutions;
6. Making timely payments based on agreed schedule and conditions; and
7. Suggesting way out in unforeseeable condition experienced by the consultant.

13. Procedure for Selection of Consultant

The consultant shall be selected based on the selection of Consultant's Qualifications based Selection (CQS) of the World Bank's 'procurement regulations of IPF borrowers for goods, equipment, works and consulting services, 4th edition November 2020.

