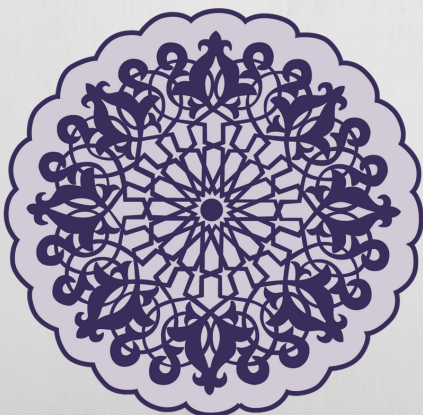# CTDC'S CONTENT AND TOOLKIT DEVELOPMENT GUIDELINES

As of August 2020

CTDC

مركز التنمية والتعاون عبر الأوطان
Center for Transnational Development & Collaboration

Development Process

This document lays out the process through which CTDC develops content, toolkits and guides. The guidance in this document should be always used in conjunction with CTDC's knowledge production and decolonising frameworks. CTDC's own material and content development must always follow the steps. This process shall be applied to external content development, depending on the stage CTDC becomes involved.

1. Development

1.1   Identify knowledge gaps through knowledge accessible to CTDC (requests from stakeholders, types of local consultancies advertised, trainings' needs assessments, academic engagement, social media monitoring, problems identified in practice at organisations, universities and by policy makers).

1.2   Desk-based research into the gaps identified.

1.3   Review available toolkits, guides and any material online, including academic publications on topic at hand.

1.4   Carry out a rapid needs assessment with local stakeholders to identify knowledge needs and gaps, (webinars, workshops and interviews).

1.5   Conduct a comprehensive research utilising primary and secondary data).

1.6   Publish full research paper on topic.

1.7   Organise a public conference around the topic for feedback and data collection.

1.8   Design educational material on the topic (particularly usable in trainings).

1.9   Pilot full trainings and educational material at different levels, academic, organisational, policy makers, and stakeholders from marginalised backgrounds.

1.10 Utilise feedback from the pilot to improve educational material.

1.11 Develop an easy to use framework consolidating different data and drawing conclusions from the use of training materials.

1.12 Thematically identify main findings in relation to knowledge gaps.

2. Production

2.1 Run consultations with fellows with subject matter expertise.
2.2 Run consultations with fellows with pedagogical expertise.
2.3 Draft outline based on consultations.
2.4 Draw main and recurring themes and conclusions.
2.5 Utilise conclusions to address sections of the outline.
2.6 Complete first draft.
2.7 Send first draft to fellows for feedback.
2.8 Address fellows' feedback.
2.9 Pilot content among regular clients, partners and mentees.
2.10 Incorporate external feedback.

2.11 Send to directors for final approval.
2.12 Send for translation.
2.13 Pilot translation among fellows and external stakeholders.
2.14 Incorporate feedback.
2.15 Send for Graphic Design.
2.16 If possible, assess design by piloting with people with learning difficulties,
2.17 Amend where possible.
2.18 Publish and Disseminate.
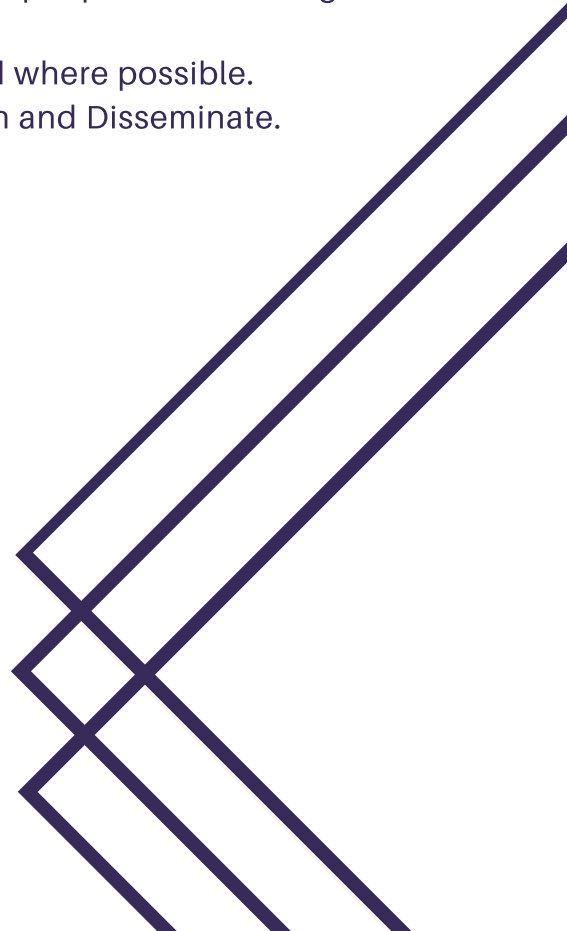
3. Postproduction: Monitoring

It is important to monitor the use and impact of published material in order to keep improving it and updating it regularly. This process should take place throughout the year, but an annual report must be written every year. To do so, utilise the following:

3.1 Monitor social media reach, including comments, shares and feedback.

3.2 Encourage people to feedback via social media.

3.3 Authorise upon the condition of providing reports and feedback on use.
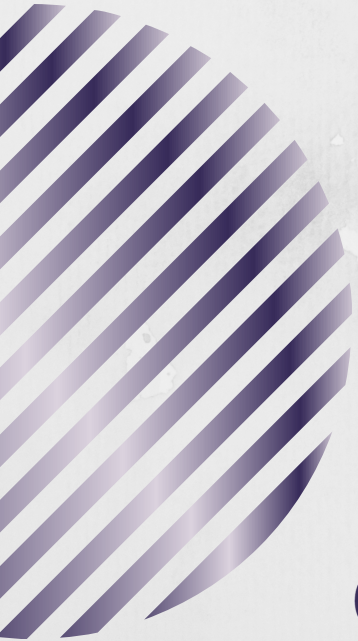
3.4 Collect training reports (in the form of pre and post evaluation and training quality reports), research papers, citations etc. on regular basis.

3.5 Gather anecdotal evidence from users.

3.6 Provide a recommendation for an update when needed.

Centre for Transnational Development and Collaboration

CTDC is an intersectional multi- and interdisciplinary feminist consultancy, with a transnational social justice agenda. We strive for social justice through our innovative-ly transformative programmes and problem-solving solutions. We aim to build communities and movements, through an approach that is both academic and grassroots centred.

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