



Inter-country Journalism Community Learning System

For: Youth Groups, Schools, NGO and Journalism Organizations

Launch Target Somaliland, Somali and Kenya

CHRYSLIS CAMPAIGN, INC.



Richard C. Close, CEO  
Chrysalis Campaign, Inc.  
Dade City, FL 33523

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**To develop a free, inter-country Somaliland-Somali Journalism Community Learning System for youth groups, NGOs, government agencies, and educators for the purpose of digital literacy through freedom of expression.**



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

## Africa Journalism Community Learning System

### Abstract

This document is to announce the development of a free, countrywide Somaliland-Somali digital Journalism Community Learning System (JCLS). This Internet educational community is designed to unite NGOs, government agencies and global resources with community educators for purpose of uplifting journalism in localized freedom of expression. Launch is forecasted by June 30<sup>th</sup>, 2017.

This document is a request for strategic partners that would be interested in offering training and support at a local level.

The JCLS will be achieved by integrating pre-existing applications in social networking, eLearning, YouTube with global content, organizations and African youth. This document states that the Chrysalis Campaign, Inc will self-fund the development of the launch of the system and project.

The JCLS will be freely available to all educators, schools, NGOs and government agencies without charge. Being a collaborative learning environment (because learning is a social process) we look forward to the JCLS unifying the efforts and projects of these agencies there strengthening both local peace and commercial development efforts.

We will leverage what we developed and learned in the launch of the UNESCO PPN seeded digital storytelling, workshops and cyber community "I am Africa. This is my story..." <http://i-am-the-story.ning.com>. We already have the interest of the international press, local Universities, and youth groups. The value of developing an independent JCLS is that all can collaboratively benefit from one system without one group dominating control of content.

Somaliland and Somali youth need digital literacy and professional grade Journalism training in order clearly research and publish the life of the African people. Organization's need an economical curriculum and tools to enable their students and member on how to deliver positive and ethical journalism.

Providing a platform for social expression with a training program placed in a box all the tools needed for African youth to motivated by their own creative ideas.

Chrysalis Campaign, Inc.'s timeline is to have the phase one test prototype completed by 6/30/2017. The launch will be the following month.

Richard C. Close, CEO  
Chrysalis Campaign, Inc.  
17318 Sweet Water, Dade City, FL 33523  
Phone: 1.860.248.5424  
ePortfolio: [www.richardclose.com](http://www.richardclose.com)  
Gmail: [richardcclose@gmail.com](mailto:richardcclose@gmail.com)  
SYPE: @richardcclose

## Vision Statement

We feel confident with today's media technology, use of smartphones, tablets and PC that we can quickly develop and launch an inter-country collaborative digital JCLS. That this social learning network is targeted at African youth digital journalism. This system would combine local problem solving, literacy and freedom of expression publishing all in one public access space.

The Journalism Community Learning System platform will also be a united place where all NGOs, youth programs and trade associations can learn and work together. We envision that this system can also be leveraged by country and private school systems.

Our vision is to launch in two areas in the Horn of Africa, including Kenya, and then replicate the campaign to other countries with additional funding.

Should we move into phase two field workshops it would include: Field/online teacher workshops on digital literacy, curriculum development, digital storytelling and localization. This would also include Action Research style of information gathering.

## Strategic Sponsors

Frank Kamau  
Managing Director & Group Editor  
Mojatu Foundation & Magazines  
167 Alfreton Road, Nottingham, NG7 3JR  
T: +44 (0) 115 8457 009  
E: [frank@mojatu.com](mailto:frank@mojatu.com)  
W: [www.mojatu.com](http://www.mojatu.com)

Mohamed Salat Yussuf  
Founder and CEO at SOMALI YOUTH  
DEVELOPMENT ORGANISATION  
<https://www.linkedin.com/company-beta/2920041/>

Saeed Sheikh Mohamed, PhD. President  
Somaliland University of Technology  
Tel: + 2522- 6344 27284  
skype: somaliland.uni,  
[ssm78@yahoo.com](mailto:ssm78@yahoo.com)  
[www.somalilanduniversity.org](http://www.somalilanduniversity.org)

Prof. Suleiman Ahmed Gulaid  
President , Amoud University  
[amouduniversity@hotmail.com](mailto:amouduniversity@hotmail.com)  
Tel + 00252634454004

## Youth Journalism Learning System and SDGs

**Overview**

The purpose of this document is to outline a project that would aggregate social networking, Internet learning, global Internet training with the Somaliland Somali Journalism Community Learning System. This system would democratically seek out, collaborate and generate local journalism stories that are positive and not political. Like building a mall of digital literacy, we will bring together best practices of journalistic and a social learning system that have already proven their technology on a global scale. The Somaliland – Somali version of the Journalism Community Learning System will not be traditional academic top down Learning Management Systems or eLearning MOOCs, but more of a bottom up democratic collaborative social network that makes learning and solving country/community problems easy and efficient. Our methods are based on the reality that learning is a social experience and not curriculum dictatorial institution.

Phase one is the in-house self funded development of the core system with an internal cost of about 15,000 USD absorbed by Chrysalis Campaign, Inc.. Phase 2 requests 18,875 USD for, African train-the-trainer workshops. This will involve two extended field trips to Somaliland and Kenya.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

The Journalism Community Learning System (JCLS ) delivers a fully functional free cyber community for Somali-Somaliland youth

groups and NGOs. A JCLS technically consists of a Ning social network, YouTube Channel and other free digital media tools from Microsoft and Apple. The system would also launch a free suite of digital storytelling and journalism course. **This program fulfills the #4 Quality Education SDG, “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”**

The Sustainability Development Goals (SDGs) are supported through the Journalism Community Learning System (JCLS) and local train-the-trainer workshops proposed in phase 2 of this project, that will require additional funding. This Internet based collaborative community system enables communities of interest, in online groups, between countries to collaborate and share stories. These groups, such as schools and youth groups, can then be supported online with literacy programs, trade training and journalism mentoring.

Both the cyber vision of the Journalism Community Learning System and the physical version of the Community Learning Centers, a separate program, feature underpinning strategies that support all

the SDGs: safe place, equal access and self sustainability.

### **No cost Sustainability**

If additional funding for field workshops is not secured the Ning system can be self-managed by local country youth groups, schools and NGOs at not cost to them. Chrysalis Campaign, Inc. will maintain hosting fees. Training can be done by webinars.

### **Journalism Community Learning System (Phase 1)**

1. Upgraded original version of 2010 UNESCO Grant digital storytelling portal “I am Africa. This is my story...” Ning portal and YouTube channel.
2. Ning private sub group communities
3. ELearning curriculum on Journalism and Digital Storytelling
4. Personal and community group blogs other platforms for students to publish journalism works
5. Opportunities for expert webinars and remote training
6. Certification program.
7. Jumpstart field webinars

### **Architecture Strategy**

1. Use pre-existing cloud systems (Ning, LinkedIn, Schoology, YouTube, Teacher Tube, Twitter, Digg, SlideShare, Vimeo) that are stable and well established.
2. For Students use pre-existing free media tools and training, iMove, MS Movie Maker etc..
3. Near zero training plug and play for any technology.
4. System is driven from the centralized community Ning system.
5. Distributed content control between: universities, libraries, schools, and businesses)
6. Economically scalable
7. Cloud infrastructure

### **Somali and Somaliland Country Wide Launch Programs (Phase 2)**

1. Field/online teacher workshops on Digital literacy, Curriculum development, digital storytelling and localization.
2. Work with local groups, associations and agencies for train the trainer
3. Free eLearning system and YouTube/teacher tube training system
4. Adding training channels and communities, such as Agriculture/trade.
5. Teacher professional services training channel

## **Countrywide Social Impact and Cost-effectiveness**

Note: We are aware that connect time is expensive in Africa this why we will attempt to keep the program as "Near Free" as possible. We define "Near Free" as Internet access costs only.

Expected outcomes:

- Eliminate a sense of helplessness and being without a voice
- Sense of meaning and contribution through journalism publishing
- Support of UN Human Rights
- Increased digital literacy for teachers, students, NGOs and government agencies
- Democratic and free use of country Community Learning System
- Literacy in freedom of speech and human rights
- Near-free /online way to deliver teacher professional services training
- Unified platform for all NGOs, agencies, schools and businesses to use
- Demonstrate widespread impact and cost-effectiveness for the country to learn together

## **Program Phases**

**Proof of Concept/Initial Testing** –Phase First, Online system development, feedback and launch train the trainer program (webinars). Phase Two, Onsite workshops and expansion into additional countries will require outside funding. Phase Three, Development of an African based NGO for program management.

## **Testing and Positioning for Scale**

Phase two quantitate measurement will be through community and organization reactions and surveys. Quantitative research will come from online statistics from: search, literacy reading, and eLearning and web tracking statistics. This will also include trade, literacy and other statistics. We will adopt USAID Measurement and Evaluation standards.

Qualitative measurement will be through community and organization reactions and surveys. Quantitative research will come from online statistics from: search, literacy reading, and eLearning and web tracking statistics.

**Conclusion**

Technically, this program requires little development, because it will use preexisting technologies with proven international performance. Even the integration of the systems will be simple linking and branding. This strategy will allow us to focus on the human-collaborative side of making the programs work together. For instance, journalism literacy classes will be taught through local schools and youth group's facilities. However the instructional design of the Journalism eLearning curriculum is a significant undertaking for Chrysalis Campaign, Inc.

This system will also be a model for any youth NGO including teacher associations and others to use (including a downloadable workshop tool kit). Mobile and remote schools in refugee camps could be easily setup and trained in days. We feel confident that this democratic distribution of knowledge will be useful in many applications. Country educators, journalists and media owners will be able to affordably deploy literacy and trade training for free.

**Conclusion**

A critical factor for success is leadership training on the culture collaboration and cooperation between competitive schools, agencies and businesses.

Key to understanding the difference between a collaborative knowledge distribution system (like the way the web works) and an eLearning system, such as in academics, is that it can expand at viral rates. The web viral expansion behavior it is not restrained by the limitations of one organizational body. To the people of Somali and Somaliland, this Internet Journalism Community Learning System will feel like their own country's Facebook, library, public-trade business schools and town hall all in one space. Each Somaliland – Somali Citizen will even have their own page in the community. Within one year, this will be a groundbreaking example (and model) of democracy in education that will easily scale into the surrounding countries.

**Timeline**

Chrysalis Campaign, Inc.'s time line is to have the phase one test prototype completed by 6/30/2017. Launch will be the following month.

## Appendix

### Chrysalis Campaign. Inc.

Richard C. Close  
 Servant – CEO  
 Chrysalis Campaign, Inc.  
 17318 Sweetwater Rd  
 Dade City, FL 33523  
 Cell: 860.248.5424  
 Email: [rclose@richardclose.com](mailto:rclose@richardclose.com)  
 Site: [www.richardclose.com](http://www.richardclose.com)  
 UNESCO contest site: <http://i-am-the-story.ning.com>  
 LinkedIn: <http://www.linkedin.com/in/richardcclose>



Panelist Speaker  
 “Massive, Self-Sustainable Collaborative Learning”  
 2016 Education for the Sustainable Inclusion of Displaced Populations: innovative civil society and multi-stakeholder solutions across continents  
 Feb 11 2016 at 1:15pm in Conference Room E.

Chrysalis Campaign, Inc. is a non-stock holding Incorporation in Connecticut, USA. We are applying for 501 C3 status with the U.S. IRS. The methodologies of the Chrysalis Campaign are based on principles of the Global Learning Framework™, which are the processes of global collaborative learning and community development.

Richard C. Close has 25 years of experience in learning technology, management consulting and development programs for companies such as IBM, Microsoft, Oracle and helped launch and consulted to a number of eLearning companies. He has published white papers and several books. He is an International conference speaker, industry strategist and developer of the Global Learning Framework at: [www.richardclose.com](http://www.richardclose.com)



From a UNESCO Power of Peace Network grant, Richard developed an African youth digital storytelling education social network and filed workshops. This program has expanded into webinar workshops to Uganda and Nigeria on “Community Development Through Digital Literacy.” The LinkedIn community for this and other Chrysalis Campaign programs exceeds 10,000 members. “I am Africa. This is my story...” can be viewed at <http://i-am-the-story.ning.com>.

In 1998, Chrysalis has developed Learning Centers and “Discover Your Gifts™” Adult Learning curriculum for U.S. Homeless Rescue Missions. Also created was a UNESCO WHO based Life Skills curriculum integrated with Web 2.0 methods. Richard designed and built in the U.S. its first profitable Technology Center in New York City called the Netlan Technology Center. At the same time, he established the New York LAN Association of 12,000 Novell and Microsoft engineers.

During his mission to Africa, he developed two photographic writings books for Zambia and Kenya. He continues his work to show the mercy and the beauty of the poor by building web-based social communities, photo galleries, lecture and press for partnering organizations.

*Global Learning Framework™, Chrysalis Community Development Centers™, “Community Development Through Digital Literacy” and principles are the trademarks and copyright of The Chrysalis Campaign. Inc.*