

SESAME WORKSHOP

Watch **PLAY** Learn

FOR PROGRAM MANAGERS

Standard Operating Procedures



WATCH, PLAY, LEARN TOOLKIT

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SECTION 3

Roles and Responsibilities

3.1. Defining Roles and Responsibilities

One of the first steps to ensuring a successful WPL program, is to **define the roles and responsibilities of key stakeholders involved in implementing the WPL video content**. Key roles and responsibilities to consider include:

A. Program Manager*

- Oversees the implementation of the program.
- Hires, supervises, and supports other stakeholders, and contributes to their professional development.
- Ensures that timelines and quality standards are followed; works with and reports to Sesame throughout the process.

B. Technical Lead (Sector-Specific)*

- Works together with the Program Manager and other key stakeholders, to select and adapt WPL video content and media (see more in [Section 4](#)).
- Develops supporting materials and activities (e.g. session plans or facilitator guides) to enhance play-based learning. May also supervise facilitators.

C. Facilitators

- Deliver WPL sessions with children, caregivers, or teachers.
- Monitor attendance, engagement, and development.
- Reflect on and plan for their own professional development.

D. Technology Focal Point or ICT Support Specialist

- Ensures smooth operation of all technology required for accessing and playing WPL video content and media.
- Identifies technical issues and provides support or training to key stakeholders, as necessary.
- Oversees storage, care, and maintenance of tech equipment.

E. Monitoring, Evaluation, and Learning (MEL) Officers

- Monitors and reports on the implementation of WPL and collects data on participant access, engagement, and reach.
- Provides feedback to inform program improvements and reports on progress to key stakeholders.

F. Logistics Coordinator

- Coordinates all logistical aspects of WPL sessions, including activities and sessions with community members (e.g., venues, transportation, delivery of materials, etc.)

Note: Your team size and the division of responsibilities will depend on your funding. Adapt the above roles as needed. *In some contexts, one person may play both the role of Program Manager and Technical Lead

RECRUITMENT AND HIRING CHECKLIST

- Develop clear and comprehensive job descriptions or Scopes of Work (SoW)
- Plan for recruitment and outreach processes that are tailored to each position.
- Screen and interview potential candidates, engaging relevant actors in the deliberation of decisions.
- Create clear and comprehensive contracts for selected candidates.
- Inform and onboard selected candidates, including codes of conduct, ensuring adequate initial training, and planning for the provision of ongoing support.



Diversity in a team is an asset!

Try to recruit individuals of different gender identities, ethnicities, or disability status. Refer to your organization's Human Resources policies for guidance.

3.2. Stakeholder Responsibility Matrix

This matrix suggests who should lead (L) and support (S) **key activities** in an ideal context, where funding and capacities allow for such positions.

		ROLES							
		Program Manager	Technical Lead	Facilitator	ICT	MEL	Logistics	SW Local	SW HQ
ACTIVITIES	Partnerships	L						L	L
	Contracting	L	S				S		
	Budgeting	L					S	S	S
	Needs Analysis	L	S		S	S			
	Content	S	L	S	S			S	S
	Integration	S	L	S	S		S	S	S
	Technology Testing	S		S	L	S	S		
	Implementation	L	S	L	S		S	S	S
	Monitoring & Feedback	S	S	S		L		S	S
	Reporting	L		S		S		S	S