



Request for Proposal: Video Production Services

Release Date: Friday, June 16, 2017

Deadline: Monday, June 26, 2017 at 12:00pm EDT

Overview

Who Are We?

The Ohio Center for Autism and Low Incidence (OCALI), a project of the Educational Service Center of Central Ohio (ESCCO), is an organization that serves families, educators, and professionals working with students with autism and low-incidence disabilities, including autism spectrum disorders, multiple disabilities, orthopedic impairments, other health impairments, and traumatic brain injuries.

Based on a respect for individuals with autism and low incidence disabilities and our belief in their right, need, and desire to achieve their full potential, OCALI's mission is to build state and system-wide capacity to improve their outcomes through leadership, training and professional development, technical assistance, collaboration, and technology.

Statement of Purpose

The purpose of this Request for Proposal (RFP) is to obtain competitive offers and qualifications from OCALI is seeking proposals for the production of two online video-based trainings designed to provide instruction in characteristics and a few evidence-based interventions for those who work directly with individuals with sensory disabilities, specifically individuals who are Deaf/Hard of Hearing (D/HH) and Blind/Visually Impaired (B/VI). The purpose is similar to the Many Faces of Autism product that currently exists on the Autism Certification Center website (autismcertificationcenter.org).

OCALI seeks video production partner(s) to collaborate with its specialists in the field of sensory disabilities intervention and its in-house web development team in the production of two online video modules, lasting 45-90 minutes each, which will provide:

- An overview of the characteristics associated with individuals with sensory disabilities (D/HH, B/VI) and some basic evidence-based practices for those individuals, early childhood through young adulthood;
- Video footage demonstrating what showing the many faces of the disability as well as what the targeted effective intervention strategies and supports look like;
- Commentary and reflections by practitioners, researchers, families, and individuals with sensory disabilities;
- Possibly some video vignettes featuring the experiences of targeted children, students, and young adults with sensory disabilities and the families and practitioners who support them;
- Opportunities for reflection and assessment of acquired learning throughout the videos.

OCALI anticipates that practitioners, such as education professionals, instructional aides/paraprofessionals, job developers and coaches, group home staff, and childcare providers, will watch the videos for training and development purposes and put into practice the intervention strategies and supports as demonstrated by their highly effective colleagues from across the state. These are intended to provide an overview, much like OCALI's Many Faces of Autism currently provides to the field.

Intellectual Property

The ESCCO on behalf of OCALI is the sole owner of all content and materials developed under this RFP. OCALI retains the distribution rights to any content or materials to exercise as it deems appropriate. Se-

lected evaluators may not use, reuse, distribute, publish, or base derivative works upon such materials without the express, prior written consent of the ESCCO.

Request for Proposal

The ESCCO on behalf of OCALI seeks a video production partner(s) who will work collaboratively with the OCALI team on the design, filming, editing, and production of the video modules.

This project will result in the online deployment of two video modules designed to provide instruction in characteristics and a few evidence based interventions for those who work directly with individuals with sensory disabilities (D/HH, B/VI). The modules will include:

- One 45-90-minute video module on characteristics and interventions for those who are Deaf/Hard of Hearing, similar in scope to OCALI's Many Faces of Autism online video module.
- One 45-90-minute video module on characteristics and interventions for those who are Blind/Visually Impaired, similar in scope to OCALI's Many Faces of Autism online video module.

The video modules will be housed on the Outreach Center for Deafness and Blindness (deafandblindoutreach.org) along with downloadable resources, assessments, and other features, all to be developed by OCALI.

An individual videos/modules will be 45-90 minutes in length to ensure ease of use and acquisition of content. Therefore, the completed web-based video project will be approximately 90-180 total minutes; video footage and media may include still shots, graphics, and other elements.

The established project timeline includes a launch date to the public prior to June 30th, 2018, with timelines to be determined more specifically by OCALI and the chosen video production team. Filming will begin in August 2017.

Specifically, OCALI has outlined the project roles as follows:

Video Production Partner(s) Role

The selected video production partner(s) will fulfill some or all of the following:

Project Management: (required of all partners)

- Ensure alignment with overall project timeline;
- Work with OCALI team to set and track project milestones in accordance with overall timeline;
- Provide routine status updates;
- Manage costs of time and materials to remain within budget;
- Proactively identify and communicate challenges;
- Coordinate quality control of all development work and deliverables; and
- Provide a single point person to oversee the partnership.

Creative and Educational/Instructional Design:

- Provide creative direction that incorporates the OCALI brand, utilizes approaches that engage the online learner, and ensures consistency across the videos through the establishment of a framework;
- Create an educational and/or instructional design that facilitates learning of the complex concepts outlined in narratives authored by the OCALI team and national experts;
- Provide a graphic designer to contribute input into brand development for video series and to create graphics for video modules in consultation with OCALI.
- Work with OCALI team to set the direction for filming, including but not limited to: developing talking points and/or scripts for film participants for interviews and voiceovers where applicable;

- Identify and collaboratively design the necessary video, graphic, and sound elements for the video modules; and
- Ensure fidelity to the established branding and design throughout the entire video production process.

Filming and Editing:

- Work with the OCALI team to develop an approach to conducting field shoots;
- Prepare on-site locations for filming. Preparations may include, but are not limited to: reviewing shot lists with the OCALI team; scouting the location prior to filming; altering the physical environment and/or adapting the filming approach to ensure minimal disruptions to film participants;
- Work with OCALI specialists to conduct field filming in dynamic environments, including but not limited to, schools, homes, and work sites, to capture all footage required to make the video modules;
- Work with OCALI to select talent, develop scripts, and conduct studio shoots;
- Utilize .mp4 and .mov video formats and 1080 p high definition resolution;
- Upload unedited raw footage with metadata tags to a designated storage area;
- Work with OCALI team to review rough cuts, develop the sequence of video clips, and identify gaps in footage for additional filming;
- Edit to final production professional grade copy with absolute attention to detail on all video, graphic, and sound elements;
- Upload final edited version to the video hosting site that OCAL specifies; and
- Provide OCALI with unedited raw footage and rough cuts of all filming sessions for OCALI to save, review and otherwise use without limitation at any point during and after fulfillment of the contract.

OCALI Role

In support of this project OCALI will:

Project Management:

- Provide a dedicated OCALI project manager to oversee the project and serve as liaison with the partner(s);
- Establish the overall project timeline;
- Work with partners to set project milestones, track project status, identify potential challenges, and facilitate solutions; and
- Monitor costs to remain within budget.

Creative and Educational/Instructional Design:

- Develop the content for the two video modules, including but not limited to module objectives, content narrative, glossary of terms, and reflection questions and answers; and

Filming and Editing:

- Develop interview questions based on the content in consultation with partner(s);
- Generate a list of partners for filming field shoots, schedule filming, and secure all necessary permissions/media releases prior to filming;
- Prepare locations for the educational/instructional elements of field shoots, including, but not limited to, intervention strategies and supports to be demonstrated and key points to be discussed in interviews;
- Provide a D/HH and/or B/VI specialist to participate in field shoots;
- Provide a secure server to upload all content;
- Collaborate extensively throughout the editing process; and

- Serve as the final decision maker and approve and/or require changes on all final products.

Deliverables

OCALI expects both video modules will have professional-grade production features including, but not limited to, the following components where appropriate:

- Wide and tight shots, including focus on details such as what the practitioner is writing on a chart, interactions between a parent and child, items posted on walls, resources organized in a particular way, and specific work produced by the child, student or adult with D/HH and/or B/VI;
- Voice-over/narration through an entire scene or at key moments;
- Photographs;
- Still and animated onscreen graphics and text; and
- Interviews with practitioners, researchers, family members and individuals with D/HH and/or B/VI.

Additionally since the purpose of the video modules is educational and instructional, OCALI will expect features that engage learners and facilitate the acquisition of knowledge and skills. Note that the target audience may not possess academic qualifications beyond a GED and may not have any prior exposure to or experience with individuals with D/HH and/or B/VI.

OCALI expects that the video modules will follow a coherent design that reflects a consistent framework and establishes a professional yet creative and engaging tone.

Requirements for Proposal Preparation

Applicants to this RFP may specialize in a particular area of video production, e.g., creative and educational/instructional design or video filming and editing, or possess the full range of capabilities required by the project.

Given the highly collaborative nature of the project, all applicants must have the demonstrated ability to work seamlessly across teams to identify and leverage knowledge, equipment and resources in a cost-effective manner.

This section details the submission documents that are expected to be transmitted by the applicant to OCALI in response to this RFP. The submission will become the basis on which OCALI will judge the applicant's ability to perform the required services as laid out in the RFP. The proposal must communicate an understanding of the scope and deliverables of the RFP, describe how the tasks are to be performed, and identify potential problems in meeting the deliverables as well as methods to identify and solve such problems.

The proposal submitted in response to this RFP must include the following documents:

1. Technical Proposal: (Organize and label sections accordingly)
 - A. Cover page, including company name, contact information, company biography and proposal summary; indicate whether applying for some or all of tasks as outlined in Scope of Work; if some, indicate for which tasks applicant wants to be considered
 - B. Project Narrative Plan: communicates project vision, commitment to project scope and overall timeline, proposed project plan/schedule, and approach to project management;
 - C. Organizational Capacity: resumes and/or summary biographies of the key project personnel with detailed description of their roles related to the project; description of any subcontractors and their work, including but not limited to resumes and/or summary biographies;
 - D. Equipment: detailed description of equipment required for project including the identification of equipment that partner(s) owns, rents and/or borrows from OCALI;

- E. Environmental Sustainability: evidence of applicant's environmentally responsible (i.e. "green") policies and practices, including but not limited to green equipment and services offered in response to this RFP;
 - F. Related Project Experience: evidence of successful service of projects of similar size, scope and complexity, as detailed above, including demonstration of ability to work collaboratively with client teams and other vendors; experience with educational and/or instructional videos preferred and should be highlighted;
 - G. Recommendations: two professional references/letters of recommendation from two current clients. Current shall mean references for whom the vendor has performed work within the past 12 months. Organization name and contact information must be provided.
2. Cost Proposal: The Financial Criteria portion of the RFP will be scored based upon the itemized list of charges per equipment or service and the grand total, with points awarded based on cost-efficiencies. Please include regular and overtime rates.

Points also will be awarded for the in-kind donation of services. Please note that OCALI is a project of the Educational Service Center of Central Ohio (ESCCO) that it established pursuant to Section 3323.31 of the Ohio Revised Code (ORC). The ESCCO is a joint "educational service center" under of Sections 3311.05 and 3311.053 of the ORC. Please consult your tax advisor regarding the tax consequences of your contribution to the OCALI program of the ESCCO.

3. Work Sample: At last three samples of relevant video production work products; educational and/or instructional videos preferred.

Proposal Submission

Email electronic copies of the proposal Nathan Ticknor, Nathan_ticknor@ocali.org. Please label clearly in the subject line to clarify if it is a response to the RFP. The proposal must be received by **Monday, June 26, 2017 by 12:00 pm**.

If submitting hard copies, a print version may be U.S. mailed or delivered to:

OCALI
Video Production Services RFP
c/o Nathan Ticknor
470 Glenmont Avenue
Columbus, Ohio 43214

Questions about this RFP should be submitted in writing to Nathan_Ticknor@ocali.org by **3:00 pm on Thursday, June 22, 2017**. Please use the subject line Video Production Services RFP.

Please note the following:

- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation;
- Any proprietary material submitted with the proposal that is considered confidential by the bidder must specifically be so identified, and the basis for such confidentiality must be specifically set forth in the proposal;
- Incomplete or late responses may be removed from consideration;
- Submission of proposal does not constitute any type of binding agreement or contract between OCALI and applicant;
- OCALI assumes no responsibility for any cost incurred in developing a response to this RFP;
- OCALI reserves the right to accept or reject responses to this RFP at its sole discretion.

RFP Process Schedule

Activity	Date
Release of RFP	Friday, June 16, 2017
Final Date for Receipt of Questions by 3:00 pm	Thursday, June 22, 2017
Final Date for Official Responses to Questions	Friday, June 23, 2017
Proposals Due by 3:00 pm EDT	Monday, June 26, 2017
RFP Award Announced	Wednesday, June 28, 2017

Duties

Contractor shall hold himself/herself/itself available to render, and shall render at the request of the ESCCO/OCALI, the services set forth in the scope of work above for the benefit of the ESCCO/OCALI. Contractor shall devote such time as may be reasonably required to perform Contractor's duties under the contract. Contractor will maintain, for the duration of the Contract, any certificate or license required by law to perform the services required by this RFP.

Contractor shall perform all services with reasonable care, skill, and diligence as would normally be provided by an experienced consultant and in accordance with industry standards.

Other Requirements Include

Contractor must provide a W-9 with a valid EIN or be registered with the Ohio Secretary of State.

Contractor must complete the Standard Affirmation & Disclosure Form to abide with Executive Order 2011-12K affirming no services of the contractor or its subcontractors under this Contract will be performed outside the United States.

Contractor shall secure professional liability insurance and any other insurances required by law.

At the Contractor's sole cost, Contractor shall maintain a comprehensive knowledge regarding technologies required to meet the terms of the contract. Contractor shall, at all times during the term of this Contract and at Contractor's own expense, comply with all applicable federal, state, and local laws, rules and regulations, and shall maintain in force all licenses and permits required for performance under this Contract.

Contractor shall be responsible for the purchase and use of all equipment necessary to perform the Services, except that ESCCO/OCALI may elect to provide Contractor access to a computer and/or computer network in order to facilitate Contractor's secure access to, and provision of, information related to the performance of Contractor's duties and to facilitate communication with ESCCO/OCALI. Any access to or use of ESCCO/OCALI computers or computer networks shall be subject to all ESCCO/OCALI policies governing such use by ESCCO/OCALI employees.

Finding for Recovery

Contractor represents that he/she/it is not subject to any unresolved findings for recovery resulting from an audit conducted by the Auditor of State between January 1, 2001 and the present time. Contractor

further represents that neither the Contractor nor any of its principal officers are listed in the Auditor of State's database of persons' subject to such findings.

Evaluation

At its discretion, the ESCCO/OCALI is not required to select the Contractor that submits the lowest cost proposal for providing the services. Instead, the ESCCO/OCALI intends to select the Contractor submitting the proposal deemed by the ESCCO/OCALI to be in the ESCCO/OCALI's best interest. In making its selection, the ESCCO/OCALI may consider any other information, including information not requested in this RFP or not included in the proposals received.

In the event the ESCCO/OCALI is unable to negotiate a satisfactory contract with the top ranked Contractor, the ESCCO/OCALI may terminate negotiations with that Contractor and enter into negotiations with the Contractor submitting the proposal ranked next best. This RFP is not and shall not be construed as an offer of a contract by the ESCCO/OCALI. Any contractual arrangement will be evidenced solely by a Contract authorized by the ESCCO/OCALI.

Notification

All applicants will receive notification of the awarded contract by Wednesday, June 28, 2017. Notification will be sent to the primary contact by email.

The ESCCO/OCALI reserves the right to reject any and all proposals where the contractor takes exception to the terms and conditions of the RFP or fails to meet the terms and conditions, including but not limited to, standards, specifications, and requirements as specified in the RFP.

The ESCCO/OCALI reserves the right to reject, in whole or in part, any and all proposals where the ESCCO/OCALI, taking into consideration factors including but not limited to, price and the results of the evaluation process, has determined that award of a contract would not be in the best interest of the ESCCO/OCALI or the state.

- Past performances as reflected by the evaluations of previous clients with respect to factors such as control of costs, quality of work, meeting of deadlines, and other similar factors;
- The services offered are not in compliance with the requirements, specifications, and terms and conditions set forth in the RFP;
- Pricing offered is considered to be excessive in comparison with existing market conditions or exceeds the available funds of the state; or
- It is determined that award of a contract would not be in the best interests of the state.

The ESCCO/OCALI may award a contract in whole or in part to one or multiple contractors. Notice of any potential partial and/or multiple party award(s) shall be provided in the RFP.