2014 Video Production Services RFP

Statement of Purpose
The Ohio Center for Autism and Low Incidence (OCALI), a program of the Educational Service Center of Central Ohio (ESCCO), is seeking proposals for the production of a groundbreaking online video-based training series designed to provide instruction in social and behavioral interventions for those who work directly with individuals with autism spectrum disorder (ASD).

This project fits within OCALI's mission to build state- and system-wide capacity to improve the outcomes of persons with autism and low incidence disorders through leadership, training and professional development, technical assistance, collaboration, and technology.

OCALI seeks video production partner(s) to collaborate with its specialists in the field of autism intervention and its in-house video production, graphic design, and web development team in the production of approximately 30 online video modules, lasting 45-90 minutes each, which will provide:

• Professional development aligned with evidence-based practices for individuals with ASD from early childhood through young adulthood;

• Extensive video footage demonstrating what effective intervention strategies and supports look like;

• Commentary and reflections by practitioners, researchers, families, and individuals with ASD;

• Video vignettes featuring the experiences of targeted children, students, and young adults with ASD and the families and practitioners who support them;

• Downloadable resources to supplement learning and facilitate implementation of evidence-based practices;

• Opportunities for reflection and assessment of acquired learning throughout the videos.

OCALI anticipates that practitioners, such as 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. Additionally, successful completion of the modules will meet one of several qualifiers for earning an autism certificate through OCALI.

Scope of Work
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 approximately 30 video modules designed to provide instruction in social and behavioral interventions for those who work directly with individuals with ASD. The modules will include:
   1) 9-10 modules to be focused on Early Intervention/Early Childhood;
   2) 9-10 modules to be focused on School-Age;
   3) 9-10 modules to be focused on Transition-Young Adulthood; and
   4) 1 module to be an introduction for the entire series.

The video modules will be housed on an online platform, along with downloadable resources, assessments, and other features, all to be developed by OCALI.

An individual module will be 45-90 minutes in length and broken into chapter segments to ensure ease of use and acquisition of content. Therefore, the completed web-based video project will be approximately 1,350 to 2,700 total minutes; however, the same video footage may be used across multiple chapters and/or modules, and media may include still shots, graphics, and other elements.

The established project timeline includes a launch date to the public of October 1, 2015. Inter-mediate deadlines include:
- A minimum of 9 modules completed by March 31, 2015;
- A minimum of 18 modules completed by June 30, 2015; and
- A minimum of 27 modules completed by September 30, 2015.

Note that while the timeline above is non-negotiable the scope of work reflects the best esti-mates at the time of this RFP release and will be finalized in contract negotiations.

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 video series through the establishment of a framework for the modules;
- 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;
- Work with OCALI team to set the direction for filming, including but not limited to: identi-fying shot lists based on content narratives, and 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 pro-duction 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. Applicants for the bid should consider that video clips may be used in more than one module;
- 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 approximately 30 modules based on evidence-based practices for social and behavioral interventions, including but not limited to module objectives, content narrative, glossary of terms, and reflection questions and answers; and
- Provide a dedicated OCALI graphic designer to contribute input into brand development for video series and to create graphics for video modules in consultation with partner(s).

Filming and Editing:
- Identify shot lists and 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 an autism specialist to participate in field shoots;
- Provide studio for filming select interviews;
- Provide camera operator and equipment to film a portion of field and studio shoots;
- Log footage and select clips for rough cuts;
- Provide a secure server to upload all content;
- Provide direction during the editing process through reviewing edited and partially edited materials; and
- Serve as the final decision maker and approve and/or require changes on all final products.

Deliverables
OCALI expects all 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 ASD;
- 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 ASD.

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 ASD.

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.

Intellectual Property
The Educational Service Center of Central Ohio (ESCCO) 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. Selected partner(s) may not use, reuse, distribute, publish, or base derivative works upon such materials without the express, prior written consent of the ESCCO.

2015 Renewal
While this proposal is for partnership during the calendar year 2014-2015, the partners for this year will be given priority consideration for a 2015-2016 partnership, provided that proposal commitments are met. A new RFP will be issued in 2015.

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.

Phase 1: 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. Applicants that request consideration for the full-range of project tasks should ensure that the proposal does not exceed $400,000.

Points also will be awarded for the in-kind donation of services. Please note that OCALI is a program 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.

Email electronic copies of the proposals and work samples to Carly McVey at carly_mcvey@ocali.org. Please label clearly and submit each of the two documents and work samples separately. The proposal and work samples must be received by **Monday, September 15, 2014 by 3:00 pm.**

If submitting hard copies, please ensure each of the two documents and work samples are enclosed in separate envelopes that are clearly labeled. A print version may be US Mailed or delivered to:

OCALI
2014 Video Production Services RFP
470 Glenmont Avenue
Columbus, Ohio 43214

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 quote 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.

Questions about this RFP should be submitted in writing to carly_mcvey@ocali.org by **3:00 pm on Friday, September 5, 2014.** Please use the subject line 2014 Video Production Services RFP. Responses to received questions will be shared with all applicants.

Phase 2: Selected applicants will be asked to interview in person with the OCALI team. Applicants seeking consideration for the creative and/or educational/instructional design elements of the project will produce a creative plan for a module chapter based on content provided in advance of the interview.

Process Schedule

Activity	Date
Release of RFP	Friday, August 29
Final Date for Receipt of Questions by 3:00 pm	Friday, September 5
Final Date for Official Responses to Questions	Monday, September 8
Proposals Due by 3:00 pm EDT	Monday, September 15
Applicants Notified of Status/Next Steps	Wednesday, September 17
Interviews Start-End	Wednesday, September 24- Wednesday, October 1
RFP Award(s) Announced	Friday, October 3

Points of Contact for Future Correspondence

Carly McVey, OCALI Project Consultant
carly_mcvey@ocali.org

ADDENDUM

Background Information
This project results directly from legislative action taken by the State of Ohio House of Representatives. Pursuant to Section 747.40 of House Bill 59, "the Departments of Developmental Disabilities, Mental Health and Addiction Services, Health, and Education; and other state agencies shall work with the Ohio Center for Autism and Low Incidence (OCALI) or another qualified entity to create a certification or endorsement process for individuals providing evidence-based interventions to serve or support an individual with an autism spectrum disorder."

As a result of HB 59, OCALI has worked in close consultation with key stakeholders to develop a model for an online certification program that seeks to build the capacity of people who serve or support individuals with ASD.

The certification program will consist of three levels:
- Level 1: A training video designed to increase ASD awareness for the general public.
- Level 2: A series of training modules designed to provide instruction in social and behavioral interventions Early Intervention/Early Childhood, School-Age, and Transition through Young Adulthood for those who work directly with individuals with ASD.
- Level 3: A series of modules designed to increase ASD-specific expertise for licensed personnel.

Completion of the training modules as outlined in this RFP will focus on Level 2 of the certification program.

OCALI has been selected by the State of Ohio to lead this work based not only on its legislative mandate to research, develop and deploy evidence-based practices, but also its extensive experience and capability with online systems. Our state-of-the-art technology hosts over 20 websites focused across the lifespan of an individual with autism, including 9 online professional development systems. OCALI's Autism Internet Modules (AIM), the system most closely aligned with this project, was developed through an extensive network of international collaborative partners and is recognized as an international hub for evidence-based practices with approximately 158,000 users in over 145 countries. It can be found at wwww.autisminternetmodules.org. (Please note that modules seen on this site are primarily text-based; whereas the project described in this RFP will be primarily video-based.)