**Q&A #2**

**RFP #737571**

**Higher Education Video Production Services**

1. Question:

At #13. Specifications / Goals & Deliverables: What do you mean by “provide closed captioning in English and other selected languages”? Do you want specified languages with closed captioning in English? Do you want English with closed captioning in English? Do you want English with closed captioning in specified language?
All videos, which will be in English, should have captions in English, as well as in other specified languages.

Answer:

Videos are to be filmed in English, with closed captioning in select languages.

1. Question:

At #13, Specifications / Goals & Deliverables: What languages will be needed?

Answer:

English, Spanish, Arabic, Chinese (Mandarin).

1. Question:

What media channels will be used to share video? What sizes of deliverables(s) do you need?

Answer:

Videos are primarily to be shared on a micro-marketing/lead website, to be developed by vendor. In addition, the University (who will retain full ownership of videos) may choose to share the videos, or portions thereof, on existing marketing channels such as email or social media platforms (including Facebook, Instagram, etc.).

1. Question:

Have you done this before? If so, who is the incumbent? If so, can you share the winning proposal from last time? If so, can you share any link(s) to any previous videos that align with this campaign?

Answer:

No; N/A – This is a new campaign, without pre-existing video assets.

1. Question:

Do you have a budgeted amount in mind? Can you share that?

Answer:

This information is not available.

1. Question:

At #13. Specifications / Goals & Deliverables: What is the rationale that you need “membership or affiliation with professional higher education associations” for those of us who are in business to provide video production to those in higher education rather than having a membership/affiliation with associations? Is it enough that we share the higher education entities we have worked with in the past?

Answer:

Membership and/or affiliation with higher education associations demonstrates that the vendor is knowledgeable and adheres to current best practices within the field, including current student trends, ethical recruitment strategies and practices, etc. The University will ask for references; however, we will still place priority on membership/affiliation with higher education associations.

1. Question:

In #8.5 – who are you seeing as the customer we need to get a signed release from?

Answer:

1. Question:

Should we put our Cost Proposal in a separate folder from the RFP Proposal?

Answer:

Please refer to **Section 9. Instruction to Respondents** in the RFP document.

1. Question:

What will be expected in ongoing hosting and over what time period? What analytics and support are you expecting?

Answer:

Vendor will host videos on their own proprietary microsite platform, as well as provide support for the platform, for the duration of the contract (expected term of three years).

Support – vendor will assign an Account Manager to provide assistance with and resolution to technical issues with microsite. Vendor should provide ongoing microsite hosting and technical support (first-party U.S. support services provided by vendor).

Analytics – to be set up by vendor; accessible 24 hours a day, 7 days a week by the University, from content management system or Google Analytics. Analytics should include real-time metrics on relevant KPIs such as video views, actions take on site, visitor information (device, location, number of visits), site referrals, user behavior flow, and other relevant metrics as applicable.

1. Question:

What specific requirements has UA determined are relevant or critical to the video hosting platform? Does UA envision that this platform would be a stand alone or more of a playback and data collection on embedding within existing marketing channels?

Answer:

The University must have access to micro-site CMS to update text and content; The platform should host embedded videos in a proprietary player (as opposed to hosting on YouTube, Vimeo, etc.).

The University envisions the marketing micro-site platform to be a standalone public-facing marketing channel designed (in collaboration with the University) and hosted by the vendor for the duration of the contract term. It will not be embedded within existing marketing channels.

1. Question:

Has UA developed a more comprehensive creative brief for these 15-18 videos?

Answer:

No; Specific creative direction is expected to be developed during pre-production process, with vendor providing creative services guidance and idea generation (including themes, specific messaging, script and storyboarding, etc) based on their experience in higher education. However, we envision the videos varying in their format – some videos may be interviews of students (domestic and international), faculty and staff, while others may highlight colleges/departments/programs in general, the campus itself (such as highlighting facilities), or the region (NW Arkansas) and state of Arkansas.

1. Question:

Does UA have any additional (preliminary) creative or technical requirements or point of reference for a video production or a post production approach?

Answer:

Create engaging and relevant content that showcases the University of Arkansas, campus life, and the student experience. We do not have a point of reference for a video or post-production approach.

1. Question:

Mentioned in the “Description and Overview of RFP” section of this RFP document is the following statement:

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| --- |
| “The Board of Trustees of the University of Arkansas, acting on behalf of the University of Arkansas Graduate School & International Education, is seeking bid proposals from qualified and reputable vendors with extensive experience in the higher education market to provide professional video production and micro-marketing/lead website development.” |

1.

The Scope of Work and Specifications sections of this document outline the UA’s request for video production services. We do not however see any further mention as to the “micro-marketing and website development” request as initially stated. Is there an additional SOW for these services? How should we address the request for these services in our proposal?

Answer:

The SOW does not include the development of a large-scale comprehensive website; rather, a single platform for the hosting of the video content, coupled with a public-facing marketing microsite. Said platform should be visually appealing and attractive to prospective students, consisting of a landing page and interior pages for arranging videos by subject (specific number of pages to be determined during pre-production creative development process). Development of site should run in parallel with video pre-production process, with final product due by delivery of final video product.

Microsite should adhere to all University-branding guidelines, feature prominent calls-to-action, be mobile-responsive, be WCAG 2.0 AA compliant, feature a form-based mechanism for secure data collection, and contain a CMS system for use by the University in editing text/content.

14. Question:

 Please add more details to what the University desires of these videos. Please describe how the videos should run. (Follow one character per video? Highlight one country/culture per video? Etc.)

 Answer:

 Specific creative direction is expected to be developed during pre-production process, with vendor providing creative services guidance and idea generation (including themes, specific messaging, script and storyboarding, etc). However, we envision the videos varying in their format – some videos will be interviews of students (domestic and international), faculty and staff, while others may highlight colleges/departments/programs in general, or campus itself (such as highlighting facilities).

1. Question:

Are these interviews of students from 15-18 different countries?

Answer:

No, see Question 14.

1. Question:

Is this one video that will be captioned/dubbed in 15-18 different languages?

Answer:

No, see Question 14.

1. Question:

Being that there is a max of 4 days of video production and 15-18 videos, will the University provide any previously collected footage for this project or will vendors be expected to gather every frame used?

Answer:

The University may provide previously collected as applicable; however, the vendor will be expected to create original video footage for the majority of the content.

1. Question:

How much overlap will be allowed in between different videos?

Answer:

Some overlap among videos is acceptable; however, it is the expectation of the University that each video contains primarily original content.

1. Question:

Please provide any inspiration the University has gathered thus far. Perhaps example videos that align with the desired look and feel, even if not perfectly on-budget, and perhaps not even higher-ed. Looking for functional examples to understand what the vendor is supposed to create.

Answer:

For video reference, please visit <https://www.uark.edu/short-takes/>. Short Takes are produced by University Relations and feature varying human interest stories from across the University domain. The University of Arkansas Graduate School & International Education (GSIE) is seeking to develop a series of videos similar in nature to Short Takes, specific to GSIE.

1. Question:

For a Spring 2019 RFP, the University hosted a 1-hour conference call which proved incredibly valuable in gathering details regarding scope. Would that be possible for this project as well?

Answer:

No.

1. Question:

In the interest of all bids being equal scope and not ranging scopes, could someone clarify the details listed with ranges in the RFP? Should vendors quote the high or low?

Answer:

Vendors should provide a quote that is as realistic as possible.

1. Question:

8 or 10 weeks of pre-production?

Answer:

Based upon scope of the submitted RFP, the University anticipates pre-production will vary depending on the ability of the individual vendor.

1. Question:

What is the expectation of vendors? Are the “regularly scheduled planning meeting with production staff” remote, or are vendors expected to be on campus? Approximate length of said meetings?

Answer:

With the exception of on-campus video production (filming), all other planning meetings would be remote. We anticipate weekly planning meetings initially, with the length of each meeting dependent upon the agenda for said meeting.

1. Question:

2 or 4 days of video production?

Answer:

Minimum of three days, no more than four days of on-campus shooting.

1. Question:

15 or 18 final product videos?

Answer:

18 videos.

1. Question:

Closed captioning in English and how many additional languages for each video?

Answer:

Videos in English, with closed captioning in English, Spanish, Arabic and Chinese (Mandarin).

1. Question:

Will the vendor need to provide professional talent?

Actor(s), professional voice overs?

Answer:

No; however, vendor is expected to provide assistance to the University during sourcing and selection of interviewees and talent.

No.

1. Question:

In Section 2 ‘Scope of Work’ it states, ‘development of a web-based hosting platform/micro-marketing lead website, on-going technical support.’ Please expound on what the University is looking for in regards to this.

Answer:

The SOW does not include the development of a comprehensive website; rather, a platform for the hosting of the video content, including a proprietary video player, and a microsite consisting of approximately 6 pages (page count may vary based on results of pre-production planning with vendor). Said platform should be visually appealing and attractive to prospective students.

Support – vendor will assign an Account Manager to provide assistance with and resolution to technical issues with microsite. Vendor should provide ongoing microsite hosting and technical support (first-party U.S. support services provided by vendor) for the duration of the contract term.

1. Question:

Is the vendor expected to host a website apart from the official University webspace? For how long?

Answer:

Yes, vendor is expected to host a microsite apart from the official University webspace for a period of three years, with potential to extend, subject to a software license agreement (SLA)

1. Question:

Is the vendor expected to upload the videos to a platform that allows embedding, i.e. Vimeo, YouTube, etc.?

Answer:

No, vendor is expected to self-host videos on marketing micro-site designed and hosted by vendor.

1. Question:

During pre-production, should it be discovered that the University desires a final product requiring additional days of video production, could an addendum be considered for adding to vendor’s proposal?

Answer:

No.

1. Question:

RE Section 2: Scope of Work - Is there a specific number of pages for the micro-marketing lead website that the University wishes to develop?

Answer:

No; the specific number of pages is not known at this time and is expected to be determined during the pre-production process.

1. Question:

RE Section 2: Scope of Work – What is the current CRM and CMS that the University is using?

Answer:

 CRM: Slate (Technolutions)

CMS: OUcampus (note: microsite is expected to be hosted separately from the University CMS, requiring its own CMS.

1. Question:

Is there any content strategy that has been developed that we should be aware of?

Answer:

No; vendor is expected to work with the University to develop content strategy during pre-production process. Specific creative direction is expected to be developed during pre-production process, with vendor providing creative services guidance and idea generation (including themes, specific messaging, script and storyboarding, etc) based on their experience in higher education. However, we envision the videos varying in their format – some videos may be interviews of students (domestic and international), faculty and staff, while others may highlight colleges/departments/programs in general, the campus itself (such as highlighting facilities), or the region (NW Arkansas) and state of Arkansas.

1. Question:

Is there a need for any out of state production for both international students and graduate students who might not be onsite due to the uncertainty of the current pandemic?

Answer:

No; we do not anticipate that this will be necessary as filming will take place in fall 2020, but are not able to answer at this time due to the constantly changing nature of COVID-19.

1. Question:

Does the video production schedule recur every year during the 3-year contract?

Answer:

No, the video production shall only take place during the fall of 2020; remaining contract years will only cover hosting and support of the vendor-provided marketing micro-site, subject to the terms of a software license agreement (SLA).

1. Question:

Can you expand on the web-based hosting platform/micro-marketing lead website that is needed?

Answer:

The Hosting/Micro-marketing lead website should consist of a platform for the hosting of the video content, including a proprietary video player, and a microsite (page count may vary based on results of pre-production planning with vendor). Said platform should be visually appealing and attractive to prospective students and include a CMS for the University to perform edits as necessary.

1. Question:

For how long will “on-going technical support” be required?

Answer:

Technical support should be available for the duration of the contract term.

1. Question:

Will the University accept an electronic proposal in light of the current pandemic?

Answer:

There has been no directive from the Office of State Procurement that formal bids will be acceptable in any electronic form during the Covid 19 situation. We recommend using USPS (which delivers to a central location) to send bid responses; other couriers may not have building access. Please continue to monitor the HogBid site for updates.

1. Question:

Upon submission, you are asking for (2) soft copies of the proposal as well as a marked "original" and marked "copy" - for the two soft copies, can this be provided on one single flash/USB drive or are you seeking one flash drive for each soft copy?

Answer:

The two soft copies are to be provided on separate flash drives.

1. Question:

Can I upload the REDACTED copy on the same flash drive or are you looking for a separate drive for that version?

Answer:

No – redacted version of response must be provided separately.

1. Question:

For final submission, you are asking for a set of completed forms. Can I print this page in full with completed signatures to be included along with our physical proposal?

Answer:

The signature page of the “Standard Terms & Conditions” document is to be signed in ink and submitted with the original version of the RFP response.