**Q&A Addendum #4**

**RFP No. 737571**

**University of Arkansas**

**Higher Education Video Production Services**

***Question:*** *What is the delivery date for the final videos and website launch?*

**Answer:** Per the RFP Document, delivery date/website launch is expected to take place upon completion of post-production process (est. 4-6 weeks).

This process will not begin until on-campus filming has completed (estimated originally to take place between mid-August 2020 and mid-October 2020, per RFP document; this may be delayed as the RFP process has been delayed during the COVID-19 pandemic). As such, an exact delivery date cannot be provided, and a more precise estimate can only be determined once an on-campus filming date is determined.

***Question:*** *What content aside from videos is the website it expected to host? How many pages?*

**Answer:** The site may be expected to host inquiry forms and photographs.

Per Q&A Addendum #2: “…the specific number of pages is not known at this time and is expected to be determined during the pre-production process.” However, we estimate that the micro-site will be comprised of 6-10 pages (to be determined during pre-production process with vendor), consisting of a landing page and sub-pages to contain videos sorted by topic.

***Question:*** *Is other content to be developed by the University?*

**Answer:** No, the vendor is expected to develop all content for the site.

***Question:*** *Is maintenance and hosting part of the scope of the website?*

**Answer:** Yes.

Per Q&A Addendum #2: 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)

***Question:*** *Is the website a complete build or is it an addition to an existing site?*

**Answer:** The website will be a complete build, separate from the existing GSIE website. It is intended to be a micro-marketing “landing page”/lead generation site.

***Question****: Is the website open to the public or internal only?*

**Answer:** The website is open to the public and intended for outward-facing audiences.

***Question:*** *Can you provide any more specifics about the topics of the videos? Are they profiles with students? Faculty?*

**Answer:**

Per Q&A Addendum #2: “…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”

***Question:*** *Is the vendor expected to write scripts for the videos?*

**Answer:** Yes – the vendor is expected to write scripts for the videos (in collaboration with GSIE) during the pre-production process.

***Question****: Will all production be done on the university campus, or is there a need to conduct interviews in any other locations? (if so what locations?)*

**Answer:** All production is expected to be conducted on the university campus.

***Question:*** *Should travel costs be included in the bid, or listed as an allowance?*

**Answer:** All costs should be included in the price. There will be no separate allowance for travel costs.

***Question****: Is there a particular style of video production that you are looking for?*

**Answer:** For an example of style of video production, please visit <https://www.uark.edu/short-takes>.

***Question****: What is the expected average length of the videos?*

**Answer:** Per the RFP document, average length of the videos is estimated to be 1-3 minutes each.

***Question:*** *Describe the audience you are trying to reach.*

**Answer:** Per Q&A Addendum #3: “Prospective domestic graduate and prospective international graduate and undergraduate students. This population may vary widely in demographic makeup, but can broadly be categorized by these three classifications.”

***Question****: Should we assume that there may be up to 18 interviews for all of the videos?*

**Answer:** Interviews may exceed a count of 18, as multiple interviews may be used for an individual video (i.e. a video highlighting a program or college may include interview clips from a student and a faculty member). An exact count of interviews cannot be determined at this time, and will be determined during the pre-production process with the vendor.

***Question****: Please describe the target budget for this project?*

**Answer**: Per Q&A Addendum #2**:** This information is not available.

***Question****: Is the project fully funded?*

**Answer:** Information not available at this time.

***Question****: What is the target length (in months) of the production and web development schedule?*

**Answer:** Per the RFP Document:

“• 8-10 weeks of pre-production, with regularly scheduled planning meetings with

production staff

• 2-4 days of on-campus video production, to take place during a timeframe between

mid-August 2020 and mid-October 2020

• 4-6 weeks of post-production editing, consisting of two (2) rounds of edits before final

product is delivered”

This roughly equates to 2-2.5 months in the pre-production schedule, and 1-1.5 months in the post-production schedule.

***Question****: Describe the approval process along with who would be involved.*

**Answer:** Vendor will work with GSIE Recruiting team throughout the process, who will collaborate and provide feedback. They will be the first line of approval. This team includes the Recruitment & Marketing Specialist, Assistant Director of Recruitment, and Assistant Director of International Recruitment.

The next level of approval involves the Director of the Graduate School and International Education, as well as the Director of Communication. Approval at this level will be required before any final product is released.

Finally, ultimate approval must be provided by the Deans of the Graduate School and International Education.

***Question****: Will these videos need multilingual captioning? If so, list the languages needed.*

**Answer:** Per Q&A Addendum #2: “Videos in English, with closed captioning in English, Spanish, Arabic and Chinese (Mandarin).”

***Question****: How should annual hosting and software security maintenance fees be recorded in the budget?*

**Answer**: All annual or on going fees should be clearly listed in the proposal

***Question****: How many in person meetings should be budgeted for in Pre-Production and Post Production?*

**Answer:** Per Q&A Addendum #2: “We anticipate weekly planning meetings initially, with the length of each meeting dependent upon the agenda for said meeting.”

***Question:*** *Is there a seasonal component to the filming that should be considered in a production planning?*

**Answer:** Yes. Per the RFP document: “…on-campus video production, to take place during a timeframe between mid-August 2020 and mid-October 2020”. These dates were originally chosen to coincide with students on-campus and preferred seasonality (i.e. campus at its ‘greenest’, avoiding late fall/winter so as to shoot during a time when campus is at its most vivid and presentable).

***Question****: Should we assume that these videos are to the highest quality best value productions?*

**Answer:** Yes; for examples of expected video/production quality, please see <https://www.uark.edu/short-takes>

***Question****: Should the videos be shot in 4K?*

**Answer:** HD (1080p) video is the expected standard for this video project.

***Question****: Can you describe the available stock video resources that the school would give the vendor access too?*

**Answer:** GSIE has limited to no access to stock video resources. While it is possible that some may be able to be obtained from other colleges/departments, it is not expected that GSIE will be able to provide significant stock video resources.

***Question****: Will vendors need to purchase stock video? How should those costs be accounted for?*

**Answer:** It is the expectation of GSIE that vendors use little to no stock video and/or photos for this project. If stock video of the U of A campus is determined to be needed during the pre-production process, then the vendor should include that in the production schedule for on-campus filming, unless GSIE is able to acquire appropriate stock campus footage from other campus entities.

***Question****: Can you please clarify whether this is a Low Bid or a Best Value Bid (the pro forma contract differs from the RFP selection criteria)?*

**Answer**: Award will be made based on the selection criteria points as stated in the RFP.