

Request for Proposals (RFP)

Training & Education – Media Design & Production

RFP Release: July 12, 2021
Proposal Due Date: August 16, 2021 at 12:00 p.m.

1. Overview and Scope

The State of Ohio is committed to changing the culture on Ohio's campuses, public and private, in regard to preventing and responding to sexual violence. To support a safer campus environment for all of Ohio's students, the Ohio Department of Higher Education (ODHE) encourages immediate and thoughtful action to help prevent the occurrence of terrible crimes and ultimately support every college and university's aim to provide an excellent and safe learning environment for all. With the goal of ending and preventing sexual violence on Ohio's campuses, the Chancellor of the Ohio Department of Higher Education is issuing this RFP for media design and production of a training program to support campus leaders in implementing the following recommendations found in the Changing Campus Culture report:

- Empower staff, faculty, campus law enforcement, and students to prevent and respond to sexual violence through evidence-based training.
- Adopt a Survivor-Centered Response.

The report can be found at www.ohiohighered.org/ccr/report.

The Chancellor is seeking proposals from qualified vendor(s) and will review proposed model support services to design and produce a set of 3 training videos on trauma with motion graphics and animation to be distributed to Ohio colleges and universities. The above recommendations will be the basis for future campus-based strategies, or initiatives, needed by Ohio's higher education institutions to effectively implement the remaining recommendations of the Changing Campus Culture report. The award of this RFP will result in a contract for up to \$175,000 with the Chancellor.

The Chancellor's actions and this RFP are in alignment with the state biennial operating budget of the 134th General Assembly which proposes language directing the Chancellor to develop model best practices for preventing and responding to sexual violence on campus and protecting students and staff who are victims of sexual violence on campus. The Chancellor is also directed to convene state institutions of higher education and private nonprofit institutions of higher education in the training and implementation of best practices regarding campus sexual violence.

2. Program Process

- RFP release date July 12, 2021
- Questions due by 12 p.m. July 23, 2021
- Bidders call at 12 p.m. July 29, 2021
- Proposals Due by 12 p.m. August 16, 2021
- Review, score, and select vendor(s) August 18th – Sept. 30th, 2021

- a) Release of the RFP from the Ohio Department of Higher Education posted at (<https://www.ohiohighered.org/grants-rfps>) on July 12, 2021.
- b) Responsive proposals should be emailed to Kerry Soller at ksoller@highered.ohio.gov with the subject 'Training & Education – Media Design & Production- [Name of Applicant]'. See section 6 for detailed submission instructions.
- c) The cost of preparation and delivery of the proposal are solely the responsibility of the applicant.
- d) The Chancellor will provide an opportunity for interested parties to seek assistance through a structured bidder call(s) and other technical assistance. Interested parties' questions are to be submitted in writing via e-mail to Kerry Soller by July 23, 2021 at 12:00 p.m. The bidders call is scheduled for July 29, 2021 to review responses any questions submitted in writing by the deadline. Information about the bidder's call will be posted at www.ohiohighered.org/grants-rfps. Responses to questions will be posted online at www.ohiohighered.org/grants-rfps after the bidder call to provide the information to interested parties.

3. Proposal Criteria

Respondents are required to address and demonstrate expertise in the initiative area regarding the synthesis of multiple data sets and guiding campuses on how to develop data informed action plans. It is preferred that respondents also demonstrate expertise with sexual violence in a college/university campus environment.

RFP response may consist of two or more parties with shared capabilities and capacity partnering to provide the requested services. This RFP indicates the respondent as "vendor." The vendor may identify as for-profit or non-profit organizations. The Chancellor may make one award to a lead party on behalf of a consortium or partnership.

4. Project Term

The project term will commence upon execution of an agreement with the Chancellor. The final agreement is contingent on continued appropriation authority through the General Assembly. A final program and reporting will be due from the vendor 30 days after the end of the expenditure period. Services must be completed by May 31, 2022.

5. Evaluation & Proposal Scoring Criteria

The cost of preparation and delivery of the proposal are solely the responsibility of the respondent. The Chancellor's staff and appointed review team will evaluate RFP responses based on predetermined criteria. The Chancellor reserves the right to contact any reference to assist in the evaluation of the proposal, to independently verify information contained in the proposal, and to discuss the vendor's qualifications with any person or entity not affiliated with the Chancellor's office. Finalists may be required to make a presentation of the proposal, which would occur in person or virtually. The presentation cannot materially change the information contained in the proposal. The Chancellor shall evaluate the candidates and exercise independent judgment in making the final decision.

6. Proposal Contents & Page Limits, Format & Submission Instructions

This Request for Proposals (RFP) is designed to furnish detailed information regarding the responder's ability, expertise and capacity to design and produce 3 high-quality training videos with motion graphics and animation. Each of the training videos will have a run time of between 15 – 30 minutes based on curriculum for the training which has already been developed. Additional information may be requested. All information submitted in response to this RFP is public information unless a statutory exception exists that exempts it from public release. Responses that are poorly formatted or submitted, incomplete or otherwise determined to not meet the format and submission guidelines may be removed from the pool for review. Proposals shall not contain promotional or display materials.

Contents should be arranged in the following order and be at or less than the noted length:

1. **Cover Page (optional)**
2. **Abstract** – One page or less
3. **Proposal Questions** – Responder should respond to the questions set forth in Exhibits

I & II – 30 pages or less

a. Resumes and other supporting material are not included in the page length.

4. **Budget & Budget Narrative (3 pages maximum)** – In a narrative and summarized in an excel spreadsheet, the budget and budget narrative will document:

a. Costs by deliverable for each step of the process.

b. The underlying assumption for each cost (i.e. base cost for item or service, number served, etc.)

c. Total, not to exceed, cost for the proposed service model.

Submission Instructions: One PDF in 11 pt. Arial font with normal margins, single line spaced on 8.5 x 11-inch paper. In the footer all pages must be numbered consecutively using the format page x of y' (e.g., page 3 of 30) with the responder name. Consecutive page numbering applies to all pages of the proposal including any appendices.

Attach one PDF of the entire proposal to an email and send to Kerry Soller at ksoller@highered.ohio.gov with 'Training & Education – Media Design and Production-[Name of Applicant]' in the subject line by 12:00 p.m. on August 16th, 2021 at 12:00 p.m..

7. Legal Notice & Disclaimers; Obligations to Local, State & Federal Governments

All information submitted in response to this RFP become property of the Chancellor and is public information unless a statutory exception exists that exempts it from public release under the Ohio Public Records Act, as defined in Section 149.43 of the Ohio Revised Code.

The Chancellor reserves the right to request or use additional information to assist in the review process, to require new proposals from interested parties, to reject any or all proposals responding to this RFP, or to re-issue, modify or cancel the RFP if it is determined that it is in the best interests of the institutions and/or the state. Issuing this RFP does not bind the Chancellor to issuing a contract. The Chancellor administers the process and reserves the right to adjust the dates for this process for whatever reasons are deemed appropriate. All costs incurred in preparation of a proposal shall be borne by the respondents and are not recoverable under an award. The decisions of the Chancellor are final. Respondents will be notified of the outcome of their proposal at the conclusion of the

review process.

The respondents understand that the information provided in this RFP is intended solely to assist in the proposal submission process. To the best of the Chancellor's knowledge, the information provided is accurate; however, the Chancellor does not warrant such accuracy and any errors or omissions subsequently determined will not be construed as a basis for invalidating this RFP. Interested parties bear the sole responsibility of obtaining the necessary information to submit a qualifying proposal. By submitting a proposal, respondents expressly agree to these terms.

a. Obligations to Local, State & Federal Governments: The contract between the Chancellor and the chosen applicant ("vendor") will require the vendor to comply with all applicable federal, state and local laws in the performance of the project. Vendor(s) must accept full responsibility for payments of all unemployment compensation, insurance premiums, workers' compensation premiums, income tax deductions, social security deductions and any and all other payroll deductions required for all employees engaged on the performance of the work authorized by the contract.

Vendor(s) will be required to certify in the contract, among other things, that they do not owe any delinquent taxes or money to the state or a political subdivision of the state whether the amounts owed are being contested in a court of law or not.

b. Trade Secret Language: All information submitted in response to this RFP become property of the Chancellor and is public information unless a statutory exception exists that exempts it from public release under the Ohio Public Records Act, as defined in Section 149.43 of the Ohio Revised Code:

All Lead Respondents are strongly discouraged from including in a proposal any information that the Lead Applicant considers to be a "trade secret," as that term is defined in Section 1333.61(D) of the Ohio Revised Code. The institution or business asserting trade secret bears the responsibility to take formal action if necessary and defend such assertion. Otherwise, public records laws may require disclosure.

If any information in the proposal is to be treated as a trade secret, the proposal must:

- a. Identify each and every occurrence of the information within the proposal with an asterisk before and after each line containing trade secret information and underline the trade secret information itself;
- b. Identify that the proposal contains trade secret information in the cover letter; and
- c. Include a summary page immediately after the cover letter that lists each page in the proposal that includes trade secret information and the number of occurrences of trade secret information on that page.
- d. To determine what qualifies as trade secret information, refer to the definition of “trade secret” in the Ohio Revised Code at 1333.61(D), which is reproduced below for reference:

(D) “Trade Secret” means information, including the whole or any portion or phase of any scientific or technical information, design, process, procedure, formula, pattern, compilation, program, device, method, technique or improvement, or any business information or plans, financial information, or listing of names, addresses, or telephone numbers that satisfies both of the following:

(1) It derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.

(2) It is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.

e. The Ohio Department of Higher Education requires non-disclosure agreements from all non-Department of Higher Education persons who may have had access to proposals containing trade secret information, including evaluators.

f. If the Responder claims that a record is not subject to disclosure under the Ohio Public Records law based on trade secret, it will bear costs of defending this claim.

Questions should be directed to Kerry Soller, email at ksoller@highered.ohio.gov with the subject ‘Training & Education – Media Design and Production RFP.

EXHIBIT I

This Request for Proposals (RFP) is designed to furnish detailed information regarding the responder's ability, expertise and capacity to design and produce 3 high-quality training videos with motion graphics and animation. The run time for each video is anticipated to range from 15 minutes to 30 minutes based on the curriculum for the training which has already been developed. The goal of this project is to develop a training and education program to be delivered in multiple doses to inform campus employees on the impact and neurobiology of trauma to inform the manner in which they respond to disclosures of sexual violence. The Changing Campus Culture report can be found at www.ohiohighered.org/ccr/reports. The Chancellor is seeking parties who can work with ODHE to create and produce the training program videos immediately based on the following:

- A. Work with ODHE to develop a shared vision and strategy to develop the training videos with motion graphics and animation.
 - 1. Detail design discovery process including how the agency/organization will work with ODHE to develop a strategic approach to the work.
 - 2. Demonstrated ability to take an already developed curriculum with learning outcomes and translate it into a visual representation to enhance understanding of the topic.
 - 3. Demonstrate ability to create content that will address multiple learning modalities.

- B. Technical capability, resources, and subject matter expertise to produce a high-quality video with animation and motion graphics.
 - 1. Provide a description of the capabilities of the agency/organization to deliver the type of work requested.
 - 2. Provide a detailed description of agency/organization agency work process to develop the end product, including what services, if any, will need to be subcontracted outside the agency/organization, the approval process for each step of the process, and preferred number of revisions where applicable.

- C. Costs and Timeline
 - 1. Respondents must break down each step of the process by a deliverable.

2. Respondents must provide a detailed cost estimate related to the implementation of each of the deliverables the vendor(s) includes in its response and a total cost for the proposed program.
3. Timelines are to be submitted in bar chart form such as the GANTT format for each initiative.

D. Deliverables

By May 31, 2022, a package of high-quality training and education videos with motion graphics and animation will be delivered to the Ohio Department of Higher Education to be made publicly available to all colleges and universities in Ohio.

1. The vendor(s) will be required to submit a monthly report following the approved application timeline. The report will include a list of activities and outcomes, status of work and planned activities/outcomes anticipated in the following month.
2. Vendor(s) must participate in a monthly phone call conversation to provide status updates to the Ohio Department of Higher Education.
3. Vendor(s) will provide a detailed breakdown of all project related deliverables for each step of the creative and production process.

The contractor should have experience, expertise, and capability to design and produce high-quality training and education videos with motion graphics and animation from a pre-designed curriculum.

EXHIBIT II

A. Respondent Information - The response needs to reference and address the proposal outline found in Exhibit I.

1. Describe the vendor and/or team. If your team is affiliated with two or more parties provide the following information:
 - Name(s);
 - Address(es);
 - Name and Contact (e-mail and phone) for this RFP.
2. Describe how previous work done by team was inclusive of a diverse campus population including but not limited to race, religion, national origin, ancestry, sex, age, marital status, familial status, sexual orientation, gender identity, and disabilities.
3. Describe the structure and composition of the team to provide the requested services.
4. For each participating vendor provide the history of the vendor.
5. Detail team experience with documentation in the targeted area. Resumes and associated reference may be included in the response.
 - a. Design and produce a package of high-quality training videos with motion graphics and animation from a pre-developed curriculum geared towards campus employees.
6. Identify and list any recognition from independent sources the vendor(s) received demonstrating the vendor's expertise and credibility as related to the proposed project.
7. Describe the vendor's relevant experience in designing and producing videos as described in the proposed project.
8. Describe the vendor's process in working with clients to develop a shared vision and strategy to complete the work.
9. Please provide a current list of representative clients, including not-for-profit clients.
10. Describe the vendor's expertise. The information below must be provided for any individual who will be involved in the grant implementation.
 - a. Resumes demonstrating relevant experience and expertise.
 - b. Table of organization for individuals involved in the project.
11. Provide a detailed implementation plan and narrative highlighting roles and responsibilities of team members to complete the proposed work.
12. Provide a description of the costs listed in the budget narrative.

B. Service Structure

1. Describe your service model (staff, responsibilities, interactions with our plan, frequency of in-person meetings, frequency of conference calls, team dynamics).

2. List the primary contact for our relationship and address the following questions:

- Overall experience with design and production as related to the proposed project;
- Education, honors, designations and other credentials;
- Areas of expertise;
- Years with the group/organization/firm;
- Role at the group/organization/firm;
- Number of clients;
- Average size of clients.

3. Will the primary contact be the only person with whom we will be working? Yes or No

If no, please list name(s), titles, contact information, and profile information for each person:

- Overall experience with design and production as related to the proposed project;
- Education, honors, designations and other credentials;
- Areas of expertise;
- Years with the group/organization/firm;
- Role at the group/organization/firm;
- Number of clients;
- Average size of clients.

C. Conflicts of Interest

Do you foresee any conflicts of interest with entities who may seek to be designated as contractor(s)?

1. List potential conflicts of interest:

D. Vendor Certification Form

1. The vendor is not currently subject to an “unresolved” finding for recovery under Revised Code Section 9.24, and the vendor will notify the procurement representative any time it becomes subject to such a finding before the award of a contract arising out of this RFP.

2. The vendor certifies that its responses to the following statements are true and accurate. The vendor's answers apply to the last seven years. Please indicate Yes or No in each column.

- The vendor has had a contract terminated for default or cause.
- The vendor has been assessed any penalties in excess of \$10,000.00, including liquidated damages, under any of its existing or past contracts with any organization (including any governmental entity).
- The vendor was the subject of any governmental action limiting the right of the vendor to do business with that entity or any other governmental entity.
- Trading in the stock of the company has ever been suspended with the date(s) and explanation(s).
- The vendor, any officer of the vendor, or any owner of a 20% interest or greater in the vendor has filed for bankruptcy, reorganization, a debt arrangement, moratorium, or any proceeding under any bankruptcy or insolvency law, or any dissolution or liquidation proceeding.
- The vendor, any officer of the vendor, or any owner with a 20% interest or greater in the vendor has been convicted of a felony or is currently under indictment on any felony charge.

3. If the answer to any item above is affirmative, the vendor must provide complete details about the matter. While an affirmative answer to any of these items will not automatically disqualify a vendor from consideration, at the sole discretion of the State, such an answer and a review of the background details may result in a rejection of the proposal. The State will make this decision based on its determination of the seriousness of the matter, the matter's possible impact on the vendor's performance under the contract, and the best interest of the State.

4. The vendor certifies that neither it nor any of its people that may work on or benefit from the Contract through the vendor has a possible conflict of interest (e.g., employed by the State of Ohio, etc.) other than the conflicts identified immediately below:

5. The State may reject a proposal in which an actual or apparent conflict is disclosed. And the State may cancel or terminate the contract for cause if it discovers any actual or apparent conflict of interest that the vendor did not disclose in its proposal.