Massive Open Online Course Videographer Services

March 18, 2013
I. GENERAL INFORMATION

Request for Proposal (RFP) Name: Massive Open Online Course Videographer Services

RFP Number: KF031813

Issue Date: March 18, 2013

Brief Description: The University of Virginia (“University”) is requesting proposals to acquire videography services for the Massive Open Online Courses (“MOOCs”) being offered through a third party technology platform.

Preproposal Questions: A Preproposal Conference Call will be held on Tuesday, March 26, 2013 at 3:00 p.m. EDT.

The purpose of the Preproposal Conference Call is to allow potential interested parties an opportunity to present questions and obtain clarification relative to any facet of this RFP. While participation in this conference call will not be a prerequisite to submitting a proposal, interested parties who intend to submit a proposal are strongly encouraged to participate. Be sure and have a copy of the solicitation handy.

Please call the following number for access: (866) 842-5779
Conference code: 4349241432

Proposal Due Date: Thursday, April 4, 2013 3:00 pm. EDT
Firms must submit an original proposal to be received by the University by the proposal deadline. Please send an electronic version of your firms proposal via email to the buyer listed below. All proposal documents, whether originals or copies, must be formatted in Microsoft Word.

Note: Any trade secrets or proprietary information submitted with a proposal for which the firm seeks protection from public disclosure must follow the requirements as set forth in the Virginia Freedom of Information Act Note found in Section III of this document.

Negotiations: Negotiations are tentatively scheduled for the week of April 12, 2013.

Expected Award Date: May 15, 2013

Term of Agreement: The term of a resulting Agreement or Purchase Order is anticipated to be for two years, with the ability to renew on the same or similar terms and conditions, for five additional one-year periods if mutually agreeable to the University and the Selected Firm(s). The Selected Firm(s) and the University will mutually agree at least 90 days prior to each renewal period whether to renew the terms of the Agreement.

REFER ALL QUESTIONS TO THE ISSUING OFFICE:

UNIVERSITY OF VIRGINIA
Department of Procurement and Supplier Diversity Services
Attention: Kristin Floyd
Phone: 434-982-2636
Fax: 434-982-2690
Email: kaf4b@virginia.edu

NOTE: During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Les Haughton, Director Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP.
II. SCOPE OF GOODS & SERVICES

The University and its Office of the Vice President and Chief Information Officer seeks a qualified firm or firms to provide audio/visual services, support, and materials for Massive Open Online Courses (“MOOCs”) offered through third party technology platforms.

A. Scope of Work:
The Selected Firm(s) will:

1. Provide instructional support and work with University faculty and staff to develop instructional storyboards focused on targeted learning outcomes prior to filming.
2. Provide services on-call 24/7, with the possibility of working for intense periods of time and varied hours.
3. Engineer video during post-production and enhance with instructional content. Technical engineering to include; videography, editing, definition of parameters such as storyboarding, and graphic design. It is anticipated that every hour of final video will include ten hours of storyboarding, pre-production, and post-production work.
4. Produce Audio and video materials of high quality standards as determined by University and third party platforms.
5. Be capable of making edits, enhancements, and troubleshoot audio/video in production environments.
6. Work with the University’s Program Director to define schedules, identify best practices, and communicate status of services.
7. Be able to deliver up to 75 educational video modules lasting between 5-20 minutes each, per semester.
8. Provide video services from a variety of camera angles and high-quality audio. Audio must be of high quality so as to be transcribed by third party platforms.
9. Integrate branding guidelines such as logos and copyright attribution into educational video content.
10. Be responsible for providing detailed project tracking documentation including but not limited to, cost, location permission forms, participant permission forms, and detailed copyright license clearances.
B. Experience:
The Selected Firm(s) will:
1. Demonstrate experience in developing educational content, both linear and interactive, on multiple platforms (Coursera, EdX, iTunesU, Kaltura, BlackBoard.)
2. Have instructional experience with higher education or adult learning environments, specifically developing content for MOOCs.
3. Interact with high-profile individuals and collaboration with news organizations will be required.
4. Demonstrate compliance with Americans with Disabilities (“ADA”) guidelines and experience with producing ADA compliant educational content.

III. CONTENTS OF PROPOSAL

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP.

A. Firms will provide the following information:
1. A detailed description and the full specifications of the service/product proposed. Each firm will indicate in its proposal the firm’s ability to achieve/comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm will detail the proposed change(s) and how the proposed change would compare to the listed specification. Proposals will be formatted in such a way to address each of the above specifications in a line-by-line process.
2. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.
3. Demonstration of a portfolio of educational videos with high quality audio in a higher education or adult-learning environment. Preference is given to video streamed over the internet that is ADA compliant. A web-link to these video examples is preferable.
4. The firm’s proposed price/fee for providing the Goods and Services, to include shipping/travel charges (the University’s shipping terms are FOB Destination).
5. At least three references where similar goods and/or services have been provided. Include the name of the firm/organization, the complete mailing address, and the name of the contact person, email address, and telephone number. References from faculty, staff members, and funding agency members will be required.
6. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.
7. Provide a list of institutions of higher education with which the firm has signed a term contract.
8. Provide the amount of annual sales the firm has with each VASCUPP Member Institution. A list of the VASCUPP Members can be found at [https://vascupp.org](https://vascupp.org)
9. Complete and return the information requested in Attachment 2, Firm Information.

NOTE: Virginia Freedom of Information Act
Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or
corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.) with the trade secrets and/or proprietary information redacted. If all of these requirements are not met, then the firm’s entire proposal will be available for public inspection.

**IMPORTANT:** A firm may not request that its entire proposal be treated as a trade secret or proprietary information, nor may a firm request that its pricing/fees be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

### IV. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

A. The firm's plan to provide the University with the products as described in the Scope of Good and Services section;
B. The firm’s experience in providing Goods and Services similar to those described in this RFP, to include the firm's references from clients;
C. The quality of the firm’s portfolio of educational videos to include the firm’s proposed solution, organization of content, ability to engage the learner, and audio/video quality.
D. The firm’s price proposal; and
E. The firm’s Small, Woman-owned and Minority-owned (SWAM) business status and/or the firm’s plan for utilization of SWAM businesses. For more information about SWAM and the University’s SWAM plan, please see the letter in Attachment 1 and refer to the following site: [www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf](http://www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf) **Note:** A 10% minimum weight will be given to this criterion in evaluating proposals.

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. All proposals received will be carefully evaluated by the University. The University then intends to conduct negotiations with two or more firms. After negotiations have been conducted, if the University chooses to make an award, the University will select the firm which, in its opinion, best meets the needs of the University. Alternately, if the University determines in writing and in its sole discretion that only one firm is fully qualified, or that one firm is clearly more highly qualified than the others under consideration, it may decide to negotiate and award an agreement to that single firm. In either event, the University intends to execute a mutually satisfactory written agreement which will reflect and largely incorporate this RFP as reconciled with any pertinent documents, such as the proposal submitted and relevant negotiation correspondence.
Because the University may choose to negotiate and award to a single firm as discussed above, each firm must include in its written proposal all requirements, terms or conditions it may have, and should not assume that an opportunity will exist to add such matters after the proposal is submitted.

Any firm(s) invited to negotiations should note that the University reserves the right to begin negotiations by combining the best aspects of submitted proposals from all responding firms as the basis for subsequent formation of any Agreement resulting from this RFP.

Firms should also note that, as described within, certain matters will automatically be deemed part of the proposal.

## V. TERMS AND CONDITIONS

This solicitation and any subsequent award will be subject to:

- **The Selected Firm registering as a vendor with the University of Virginia.**  
  [https://www.procurement.virginia.edu/pagevendorregistrationform](https://www.procurement.virginia.edu/pagevendorregistrationform)

- **Unless otherwise deemed appropriate by the University, the Selected Firm(s) will enroll in one of the University approved methods for receipt of electronic payments. Accordingly, the Selected Firm agrees to accept Bank of America’s (“BoA”) ePayables® method of electronic payment or BoA’s PayMode® method of electronic payment.**

- **The Selected Firm registering and accepting eVA Terms and Conditions prior to award.**  

- **The University’s Mandatory Contractual Provisions:**  

- **The University’s Preferred Contractual Provisions:**  

  **Note:** Unless a firm *expressly and specifically states its exception* to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

- **The University's Procedure for Resolution of Contractual Claims**  

**Insurance**

Listed below is the insurance the Selected Firm must maintain under any Agreement resulting from this RFP. In no event should the Selected Firm construe these minimum required limits to be its limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A-financial rating with A.M. Best Company. No Agreement will be executed by the University until
the Selected Firm satisfies the insurance requirements of the University. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.

Comprehensive Commercial General Liability:
The Selected Firm and any Subcontractor will maintain a minimum combined single Limit of Liability for bodily injury and property damage of $1,000,000 per occurrence, with coverage for premises and operations.

Automobile Insurance:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $500,000 per accident on all owned, hired, and non-owned vehicles operated by their employees.

Workers Compensation Insurance:
The Selected Firm and any Subcontractor provide coverage in accordance with the Workers Compensation Act of Virginia, to include Employers Liability coverage with minimum limits of $500,000.

Property Insurance:
The Selected Firm and any Subcontractor will provide coverage for all property owned by the University that will be in the firm’s care, custody, and control.

*Additional Insured:
The University will be named as an Additional Insured, and the proper name is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees, and agents."
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women- and minority-owned (SWaM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have a particular institutional focus on developing long-term business relationships with minority-and women-owned businesses. We count on our majority firms to help us achieve our goal.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. The office of Procurement and Supplier Diversity Services is ready to assist you in identifying qualified diverse business partners. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

Colette Sheehy
Vice President for Management and Budget
Attachment 2
Firm Information

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<tr>
<th><strong>Full Legal Name</strong> <em>(Company name as it appears with its Federal Taxpayer Number):</em></th>
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<td>Address:</td>
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<td>DUNS Number:</td>
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**SWAM Information:**
Is the firm certified with the Commonwealth of Virginia’s Department of Minority Business Enterprises (DMBE): ☐ Yes ☐ No
Is the firm certified with the Commonwealth of Virginia’s Department of Minority Business Minority-Owned Business: ☐ Yes ☐ No
Is the firm certified with the Commonwealth of Virginia’s Department of Minority Business Women-Owned Business: ☐ Yes ☐ No
Is the firm certified with the Commonwealth of Virginia’s Department of Minority Business Small-Owned Business: ☐ Yes ☐ No

Is the firm registered as a vendor in the Commonwealth of Virginia’s e-procurement system (eVA)? ☐ Yes ☐ No