

## REQUEST FOR PROPOSALS

### Video Services

### Vermont State Colleges System Vermont State University

#### ISSUED BY

Vermont State Colleges Vermont State University

#### APPLICATION DEADLINE

Friday, December 2, 2022 5 pm EST

#### APPLICATION INSTRUCTIONS

Email PDF versions of all documents to [Sylvia.Plumb@VermontState.edu](mailto:Sylvia.Plumb@VermontState.edu) by the deadline, using the following naming convention:

- **Email Subject Line:** RFP Video Services
- **Organization and Personnel Qualifications:** Applicant\_Name\_RFP\_VIDEO SERVICES\_Qualifications.pdf
- **References:** Applicant\_Name\_RFP\_VIDEO SERVICES\_References.pdf
- **Fee Proposal:** Applicant\_Name\_RFP\_VIDEO SERVICES\_Fees.pdf

#### QUESTIONS REGARDING THE RFP

Questions regarding this RFP may be directed to Sylvia Plumb, Assistant Vice President of University Marketing and Communications, at [Sylvia.Plumb@VermontState.edu](mailto:Sylvia.Plumb@VermontState.edu). For fastest response please enter **Video Services RFP Question** in the subject line of your message.

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## VERMONT STATE COLLEGES SYSTEM OVERVIEW

The [Vermont State Colleges System](#) (VSCS) is currently comprised of four member institutions – [Castleton University](#) (CU), [Community College of Vermont](#) (CCV), [Northern Vermont University](#) (NVU)<sup>1</sup>, and [Vermont Technical College](#) (VTC). Across all four institutions, the system educates over ten thousand Vermonters and non-Vermonters each year, employs over three thousand Vermonters, and in Spring 2020, graduated over eighteen hundred Vermonters and out-of-state students into the workforce with certificates and degrees.<sup>2</sup>

The VSCS is currently undergoing a significant transformation, with the guidance of the Governor, Legislature, the Board of Trustees, and the State’s *Select Committee on the Future of Public Higher Education in Vermont*. The VSCS began working on internal transformation in summer 2020 with the [VSCS Forward Task Force](#) and several institutional tasks forces including [NVU Strong](#) and [VTC’s Transformation Advisory Team](#). On July 1, 2023, the Vermont State University will launch, merging three of the four institutions (CU, NVU, and VTC).

## SERVICES REQUESTED

The Vermont State Colleges System seeks a firm or individuals on behalf of Vermont State University invites proposals from partners responsible for video service from December 9, 2023-June 30, 2023.

## Project Summary

### Audiences

- General Public
- Vermonters, first, then regional, then national, then international
- Prospective Students, influencers, and families
  - Traditional
  - Nontraditional students and adult learners seeking alternative study pathways and/or workforce training
- Existing Community – on campus and surrounding partners
- Alumni, Donors, and Friends of the College

### Goal:

- Brand awareness: Vermont State University is here; it’s an exciting time and you continue to contribute to the community that we are and the world at large.

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<sup>1</sup> Northern Vermont University was created on July 1, 2018 from the merger of Lyndon State College and Johnson State College.

<sup>2</sup> [VSCS Sourcebooks](#) as well as [Board & Committee Meeting Materials and Minutes](#) are available on the System’s website.

- Vermont State is a critical piece of the fabric of Vermont and the campuses are critical to the regions we exist in
- Support enrollment goals to Increase applications to meet enrollment objectives.

**Objectives:**

- Public and brand awareness for this new university with a 235+ year history
- Positive engagement with Vermont State University
- Public engagement to bolster enrollment 1:1 marketing
- Support enrollment goals:
  - Increase enrollment by 1000 more than current enrollments at our three institutions (Castleton, Northern Vermont University, and Vermont Tech), totaling 7000 students for fall of 2023 at Vermont State University.
    - Inquiry generation
    - Submitted applications
    - Reduce melt
- Retain existing students

The Vermont State Colleges System, on behalf of Vermont State University invites proposals from partners responsible for video and content creation to raise awareness and generate enthusiasm for our new institution.

The successful proposal will demonstrate

- expertise in creative video production and editing for many applications
- explain fee structure clearly, and
- suggest budget range required to achieve goals

**Scope of work**

- Create an anthem video and supporting derivations to promote Vermont State University in our inaugural year.
  - 1:00—1:30 ANTHEM SPOT
  - :30 ANTHEM SPOT
  - (2) :15 CUT DOWNS
    - Delivered in spec for broadcast, OTT and digital versions for media partners
    - 1:1/9:16 formats of 15s for Social Channels
    - Raw assets from production to be used in ongoing marketing needs
    - Full ownership of all video assets to VTSU

**Project Timeline**

- From December 15, 2022 – September 1, 2023

## **Bidder Requirements**

Bidders must have at least five years of experience successfully creating video content for broadcast through social media. Higher education experience preferred.

Bidders must be licensed in their state(s) of operation and comply with all federal, state and local laws, including the Equal Opportunity Employment Act, the Americans with Disabilities Act, civil rights legislation and OSHA regulations.

Bidders must disclose any relevant conflicts of interest and/or pending lawsuits, as well as the name of any officer, director or agent who is also an employee of any institution in the Vermont State Colleges System.

## **EVALUATION**

Responses will be evaluated on experience, references, staffing capacity, services to be provided, and costs.

It is anticipated that the initial term of any agreement resulting from this RFP will be for no more than one fiscal year. There shall be no separate or additional charges, fees, handling or other incidental costs following contract award.

At the end of the contract, the Vermont State College system will maintain the rights to all project assets, including artwork and verbiage.

Proposals will be evaluated on the following criteria using a “cost per quality point” rubric. Each bidder’s proposed cost will be divided by the number of points earned in our evaluation, and the bidder with the lowest cost per quality point may be awarded the contract.

- General quality, adequacy, and clarity of response.
- Demonstrated ability to successfully complete the requirements identified in the scope of work.
- Qualifications and experience of the bidding company and the staff who will work on this project.
- Quality and applicability of sample videos.
- Cost of services.
- Project completion schedule and strategy.

## **Submission Guidelines**

Proposals will be reviewed by an evaluation committee consisting of Vermont State Colleges System staff. This committee will be the sole judge of the contract that best meets the colleges’ needs, interests and budget.

The committee reserves the right to reject all proposals, to waive any informalities and technicalities, to solicit and re-advertise for new proposals, or to abandon the project in its entirety.

Please direct questions to:

Sylvia Plumb  
Assistant Vice President of University Marketing and Communications  
Vermont State University  
802.626.6459  
[Sylvia.Plumb@VermontState.edu](mailto:Sylvia.Plumb@VermontState.edu)  
[VermontState.edu](http://VermontState.edu)

## **GENERAL CONDITIONS**

1. This RFP does not commit the Vermont State Colleges System to award a contract.
2. This RFP and the process it describes are proprietary to the VSCS and are for the sole and exclusive benefit of the corporation. No other party, including any Applicant, is granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the VSCS and may be subject to public disclosure as described in the Confidentiality section, below
3. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Vermont State Colleges System and the chosen Consultant selected
4. Responses shall be binding upon the chosen Consultant and irrevocable for up to 60 days following the close of applications
5. From the release date of this request for proposal until award of the contract, no contact with Vermont State Colleges System personnel or board members related to this solicitation is permitted. Direct all communications to the designated contact on the first page of this request.
6. The Vermont State Colleges System reserves the right to:
  - a. Request clarification and additional information from any Consultant during the evaluation process
  - b. Negotiate with the chosen Consultant to include further services not identified in this RFP
  - c. Re-advertise with either an identical or a revised scope of work or cancel requirements in their entirety
  - d. Issue subsequent RFPs based on refinement of concepts proposed in response to this request
  - e. Conduct investigations of the qualifications of the Applicant as deemed appropriate
  - f. Request the Applicant modify the submitted proposal to more fully meet the needs of the Vermont State Colleges System

## **CONFIDENTIALITY**

The Vermont State Colleges System complies with the Vermont Public Records Act, 1 VSA § 315 *et seq.* which requires public agencies to allow any person to inspect or copy any public record upon request. Accordingly, applicants for this RFP are hereby advised that any communications, data or other information received by the Vermont State Colleges System during the RFP process could be subject to a public records request. However, certain public records are exempt from public inspection and copying, as set forth in 1 VSA § 317(c), including, for example, those portions of a record which meet the statutory definition of a trade secret. Accordingly, consultant should submit a second copy of their proposal, from which any portion of the proposal that the consultant reasonably believes to be exempt from disclosure under the Public Records Act has been redacted. By submitting a proposal, you indicate that you understand the requirements of this section and the potential applicability of Vermont's Public Records Act to your proposal.

## **Direct Questions**

Please direct questions to:

Sylvia Plumb  
Assistant Vice President of University Marketing and Communications  
Vermont State University  
802.626.6459  
[Sylvia.Plumb@VermontState.edu](mailto:Sylvia.Plumb@VermontState.edu)  
[VermontState.edu](http://VermontState.edu)

## **SUBMISSION REQUIREMENTS**

All submissions are due no later than **Friday, December 2, 2022** 5 pm EST.

**PLEASE FORMAT PROPOSALS TO STANDARD 8.5" X 11" PAPER SIZE AND ADHERE TO THE FOLLOWING FORMAT:**

### **SECTION 1: Company Information**

- Name, address, phone, email fax and website URL Federal ID number
- Contact person for the purpose of your proposal
- Date of incorporation/how long in business
- State where licensed Number of employees

### **SECTION 2: Company Narrative**

- Provide a 1- to 4-page narrative describing your experience, your philosophy/approach, and how that philosophy/approach relates to the project outlined in this RFP.

### **SECTION 3: Personnel**

- Provide a list of key personnel who will work on this project along with an overview of their professional background/experience and the role they would play in this project.

### **SECTION 4: Scope of Work, Timeline & Pricing**

- Describe the scope of work as you see it and how you will approach the project. Provide an estimated time schedule and costs associated with all phases and deliverable.
- Note any additional parameters affecting the cost of this project, including travel, optional services and contingencies.
- Provide a list of options and costs beyond the parameters of this project, if you see fit.

### **SECTION 5: References & Work Samples**

Provide three to five references (including at least two higher education clients).

### **SECTION 6: Redacted Copy**

Provide a second copy of the proposal, redacting any portion of the proposal that is reasonably believed to be exempt from disclosure under the Vermont Public Records Act.

## **QUALIFICATIONS**

Firms must have a minimum of five (5) years demonstrated experience and expertise in the successful video production in public or private higher education institutions, public, or private businesses.

All submissions are due no later than **Friday, December 2, 2022 5 pm EST**.

Proposals will be reviewed by an evaluation committee consisting of Vermont State Colleges System staff and consultants. This committee will be the sole judge of the contract that best meets the colleges' needs, interests and budget. The contract will be awarded to the chosen partner by **December 15, 2022**.

The committee reserves the right to reject all proposals, to waive any informalities and technicalities, to solicit and re-advertise for new proposals, or to abandon the project in its entirety.

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