REQUEST FOR PROPOSALS (RFP)

for

Video Production Services

Date Issued: December 22nd, 2021

Response Due Date: January 19th, 2022, by 5:00 pm PST

Contact: Send Responses to:
Dr. Dayna L. Martínez, Manager, Research & Innovation
Subject: Video Production Services RFP – EP
Email: daynam@shpe.org

Questions: Questions may be directed to Dr. Dayna L. Martínez at
daynam@shpe.org
The RFP is available online at:
https://www.shpe.org/about-shpe/careers-at-shpe
Request for Proposal (RFP) for Video Production Services

Overview

The society of Hispanic Professional Engineers (SHPE) invites prospective respondents to submit proposals to create scripts, find talent, shoot, edit, and finalize video content for our Equipando Padres program. Proposals must be submitted in accordance with the conditions outlined in this RFP.

Introduction and Background

SHPE is a nonprofit organization serving and advancing Hispanics in STEM. With more than 13,000 students and professional members, SHPE’s mission is to change lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development. To accomplish this, SHPE provides a variety of programming services, resources, and events, including hosting the largest Hispanic STEM convention in the nation. For more information, please visit https://www.shpe.org/.

SHPE is currently designing a program aimed at assisting the parents of first-generation and low socio-economic status engineering students. This program is sponsored by Raytheon Technologies and partially funded by the United Engineering Foundation. The Equipando Padres program will focus on providing these parents the knowledge and tools to better support their children earning engineering degrees.

Studies show that parent support is critical to student success and college education completion. However, parents of first-generation students are often not able to provide the support needed as they don’t have the experience and resources that could best help their children navigate college challenges.

While there are many parent resources out there that focus on basic information and guidance for higher education, few focus on Hispanic families specifically. And fewer still, target the unique challenges of pursuing an engineering career. This is the gap this program seeks to fill.

Equipando Padres is planned to be piloted in Spring 2022. The pilot includes an app that will guide the parents of high school students through the process of choosing a college and preparing for college visits. The app will guide families through the college selection process, including scoring university choices based on criteria that are most important to them. These criteria will be explained to parents in a series of short videos (max 3 minutes each) and content should be delivered in an easy and culturally relevant way.
Project Description

SHPE is seeking a video production company to shoot, edit, and finalize video content which may include, but is not limited to the following:

Production of a series of short videos (maximum 3 minutes each) that will support parents by highlighting important aspects of choosing a college and preparing for college visits. Videos will have to be done in both Spanish and English.

Preliminary list of videos needed:

I - Choosing a college:

1. Intro video
2. Types of colleges and universities
3. Academics
4. Geographic location & school size
5. Admissions
6. Cost
7. Campus environment, resources & support systems
8. Advice to parents and students
9. How to use our tool for ranking college options

II - Preparing for college visits videos:

1. Intro video
2. How to schedule college visits
3. What can you expect from a college visit?
4. Establishing a budget for college visits
5. What to explore during a college visit?
6. Virtual tour options
7. You went on visits, now what?

Requirements

Technical Requirements

Videos must be webcast quality, able to be reduced or expanded in size without diminishing quality, and in a file format for use within app, website, and social media platforms.

Contractor Requirements

The video producer should have an initial creative consultation meeting with the SHPE staff overseeing the project. The video producer is expected to be in contact with the designated SHPE staff throughout all phases of the project by providing frequent updates, either verbally or by email. This should include weekly check-ins on progress.
The video producer is required to secure its own production facilities and equipment to produce elements of the video, including but not limited to shooting, voicing, lighting, graphics, animation, editing, and music. We also expect the video producer to work in conjunction with SHPE to develop scripts and do all talent sourcing. It is important the talent portrayed in the videos mirror the target audience and SHPE must approve talent selection decisions.

Video producer will be responsible for all project management, leading the work and achieving project goals given scope, time, and budget.

The video producer should have an understanding and/or interest in supporting the Hispanic/Latinx community to address the issues Hispanics face in higher education.

All of these requirements should be accounted for in bids submitted.

Proposal

Proposals must include:

1. Summary of any relevant experience and production resources demonstrating your company’s ability to meet the requirements stated above.
2. Examples/samples of past projects, preferably of similar size and scope.
3. Proposed vision for the videos (broad concepts on the final product).
4. Proposed budget, including a fixed pricing quote for the project as outlined above, plus an hourly rate for any additional work to be added to the scope of work.
5. Proposed schedule for the project, including various stages, milestones, and payments.
6. Three references, preferably past clients, and their respective contact information including name, organization/company, title, phone, and email address.
7. Point of contact information, including name, title, phone, and email address.

Interested parties should submit their response via email no later than 5:00 pm PST on January 19th, 2021. Questions or requests for clarification should be directed to:

Dr. Dayna L. Martínez, Manager, Research & Innovation

Email: daynam@shpe.org
Phone: (813) 898 – 9943

Statements received after due date and time will be deemed non-responsive and will not be considered.
All proposals shall remain valid for ninety (90) days following the final date for submission. All proposals become the sole property of SHPE and part of its official records without obligation by SHPE.

Selection Criteria

Proposals received will be evaluated by SHPE on the following selection criteria:

- Demonstrated experience in creative video development, production, and post-production
- Ability to coordinate resources, equipment, and required staff for video production and post-production
- Understanding of the purpose and scope of the videos
- Original and creative vision
- Ability to meet the expected timeline for completing the project
- Cost-effectiveness

RFP Timeline

- December 22nd – Send RFP
- January 19th – Due date for responses
- January 31st – Selected partner announced

Other Considerations

Proposals will be reviewed by SHPE’s Research and Innovation (R&I) Department. Once selected, the respondent must be prepared to begin work with SHPE immediately. Evaluation of the proposals will be under the jurisdiction of SHPE. SHPE will evaluate all proposals submitted and engage in interviews and/or discussions with the respondents deemed most qualified.

After the completion of the RFP process, SHPE will select the respondent that best represents itself as capable of meeting the needs of SHPE. SHPE reserves the right to reject any or all submittals or to waive any minor defects or irregularities in any submittal. SHPE further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals otherwise request additional information from any or all applicants.