

**STATE OF WASHINGTON
OFFICE OF SUPERINTENDENT OF PUBLIC INSTRUCTION
OLYMPIA, WASHINGTON
REQUEST FOR PROPOSALS (RFP) - INFORMAL SOLICITATION
RFP No. 2011-01**

The Office of Superintendent of Public Instruction (OSPI) is soliciting proposals to create and produce a 6-8 minute promotional video regarding the 246 page book, "The Heart of Learning and Teaching: Compassion, Resiliency, and Academic Success." The link to a free download of the book can be found at <http://www.k12.wa.us/CompassionateSchools/HeartofLearning.aspx>. The video shall target school staff and community members to inform them of the information contained in the book. It shall also highlight a few underlying principles of the content of the book in order to address the needs of students whose learning is impacted by trauma. The video shall include one (1) off-site school shoot in Tacoma, WA, as well as three (3) of the four (4) authors of the book being interviewed. The apparent successful Contractor of the video shall also be responsible for incorporating graphics from the book and providing video narrative. Script shall be written in consultation/partnership with OSPI staff.

Deliverables shall include:

- Completed master video program with closed-captioning
- Master video shall be encoded in web streaming format for posting on OSPI website
- Two hundred (200) copies of final program on DVD (bidder shall incorporate cost of DVD's into proposal)

The period of performance of any contract awarded as a result of this RFP is tentatively scheduled to begin on or about February 15, 2011, and be in force through May 15, 2011. OSPI does not anticipate the selected Contractor's involvement beyond May 15, 2011. However, if deemed necessary OSPI may opt to increase the Contractor's involvement, OSPI may amend any awarded contract to increase the Contractor's involvement via an amendment. Such amendment, if any, to increase or decrease the dollar value and extend the period of performance shall be at the sole discretion of OSPI

It is anticipated that any contract awarded under this solicitation shall be in an amount not to exceed ten thousand dollars (\$10,000).

The bidding is open to individuals or organizations, which meet the following minimum criteria:

- Bidder must be licensed to perform work in Washington State.
- Bidder must have a minimum of five (5) years of experience providing video production services.
- Bidder must have at least three (3) non-Bidder owned customer references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding this bid due date.

Bidders who do not meet these minimum qualifications, shall be deemed to be non-responsive and will not be evaluated and no score will be assigned.

The proposal is to be brief but should include:

1. Experience on comparable projects
2. Staff qualifications
3. Submit at least one (1) video example in which bidder provided video production services that is similar in nature to this solicitation
4. Project work plan and schedule
5. Schedule to accomplish the project
6. Costs or fees

Proposals will be evaluated by OSPI based on the response to the information requested above. All items above must be addressed for the proposal to be considered responsive. The deadline for submission of responses is 4:00 PM local time on January 24, 2011.

The preferred method of bid receipt is via email, with video samples provided as a web link. If no other method exists, video sample may be submitted on a hard copy DVD to the RFP Coordinator named below. Attachments to email shall be on Microsoft Office software and/or .PDF format. OSPI will respond with a confirmation email upon receipt of proposals.

LATE BIDS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED FROM FURTHER CONSIDERATION. TIME EXTENSIONS WILL NOT BE GRANTED. ALL PROPOSALS/VIDEOS IN RESPONSE TO THIS SOLICITATION SHALL NOT BE RETURNED.

Proposals are to be emailed to:

Office of Superintendent of Public Instruction
RFP Coordinator: Brenda Merritt
600 Washington St. S. – PO BOX 47200 Olympia, WA 98504-7200
Email: contracts@k12.wa.us

Bidders assume all risks for any problems in the email submission and/or method of delivery chosen for video sample. OSPI assumes no responsibility for delays caused by any delivery service.

The following weights will be assigned for bid evaluation purposes:

Experience/Staff Qualifications	15 points
Project Work Plan	30 points
References	20 points
Cost	35 points

OSPI reserves the right at its sole discretion to reject any or all bids for any reason whatsoever prior to the execution of a contract. This RFP does not obligate OSPI to contract for the services specified herein. The final selection, if any, will be the bid, which in the opinion of OSPI best meets the requirements set forth in this RFP and is in the best interest of the State of Washington. OSPI is not obligated to select the lowest priced bid. OSPI shall not be responsible for any costs associated with a bidder's preparation of a bid in response to this RFP.

The Contractor selected to perform the duties as outlined in this RFP shall be required to sign a personal service contract, including General Terms and Conditions. Bidders shall not propose their own standard contract, or terms and conditions in response to this RFP.

Statewide Vendor Payment Registration: Individuals awarded contracts as a result of this RFP will be **required** to register as a Statewide Vendor (SWV). The SWV file is a central vendor file maintained by the Office of Financial Management for use by Washington State agencies in processing vendor payments. This allows you, as a vendor, to receive payments from all participating state agencies by direct deposit, the State's preferred method of payment. While registration in the SWV is mandatory, the vendor is NOT required to participate in the direct deposit program and therefore is not required to submit banking information. Please go to <http://www.ofm.wa.gov/accounting/vendors.asp> for online registration.

Any requests for information about this project are to be emailed directly to the RFP Coordinator named above.

Thank you for considering this solicitation.