

**REQUEST FOR PROPOSAL FOR:**

**VIDEO SERVICES**

**COMMUNITY COLLEGE SYSTEM OF NH**

**PURPOSE:**

The purpose of this REQUEST FOR PROPOSAL is to establish a contract for the Community College System of New Hampshire (CCSNH) for **video services, creation of video viewbook and platform.**

**VENDOR CERTIFICATIONS**

The vendor who is awarded the contract must be duly registered to conduct business in the State of New Hampshire.

**CONTRACT TERM:**

The term of any resulting contract shall end on or before June 30, 2021

CCSNH shall have the right to terminate the contract at any time by giving the Contractor a thirty (30) day written notice.

**PAYMENT AND COMPENSATION:**

Payment terms: 100% due within 30 days after satisfactory completion of work invoiced, receipt of the invoice, approval, and acceptance by CCSNH. Partial payments are allowed.

**SCOPE OF SERVICES:**

Work within this request for proposal (RFP) shall include the following:

CCSNH request bids for the following package of services. Our expectation is that the services will be delivered from a single provider as an integrated whole with respect to each component described below. Specifications below are based on a proposed package of services. CCSNH will consider similar integrated services.

**Responsive Display Platform**

Design/Customization of an HTML5 platform built in responsive designed to CCSNH standards.

Integration of:

- Video Platform- Up to 30 total videos (3-5 Channels)
- Landing Page-Designed to CCSNH Brand Standards
- 18 Videos Filmed and Produced by Vendor (See *Production Breakdown* Below)
- 6 Videos Produced by Vendor, filmed by CCSNH
- Closed Captioning (English) Up to (6) Videos
- Calls to Action features with monthly analytics, and Social Media Links
- WCAG 2.0 AA Compliant

**Yearly Service Level Agreement**

**Analytics**

- Monthly Reports via email
- Monthly review calls - customer choice as to frequency
- Unlimited Access to Vendor's Analytics
- Name Capture Portal Hosting

**Hosting**

- Platform/Video asset storage. Includes Video Channel |**Thirty videos total**
- Platform/Video assets | No usage limit

- Redundancy | Speed, uptime
- Issue resolutions | Content or execution

#### Platform/Software Support

- Issue resolution | Core software and functionality
- Upgrades for term of agreement

#### VCE Maintenance | Vendor Provides Content Management System (CMS)

- Slide panel text changes
- Video change out (replacements, not change of structure) | Customer provides new content

### **Production Services**

Video Production and Creative Services for 18 Videos, 3 Days of on-campus filming and travel

#### Creative Marketing Services Include:

- Message Consultation
- Campaign Creation
- Content strategy and framework
- Scriptwriting (talking points and interview questions)

#### Video Production Includes:

- Capture of HD Footage – Two-person Crew, HD Camera, dedicated audio, basic light kit
- Three days of on campus filming
- Post-Production, editing, color grading, and basic graph treatments
- Voiceover and library/royalty-free music as required
- Two rounds of edit revisions
- Production of 6 videos, approximately 60-90 seconds each/ B-Roll/Multiple Locations

### **Video Production and Creative Services for 6 Videos, Footage provided by CCSNH**

#### Creative Marketing Services Include:

- Message Consultation
- Campaign Creation
- Content strategy and framework
- Scriptwriting (talking points and interview questions)

#### Video Production Includes:

- Post-Production, editing, color grading, and basic graph treatments
- Voiceover and library/royalty-free music as required
- Two rounds of edit revisions
- Production of 6 videos, approximately 60-90 seconds each/ B-Roll/Multiple Locations

### **Production Team Travel**

If needed, travel costs for up to two-person team for hotel accommodations, flight, and/or ground transportation. Budget hotels, budget rental cars, etc.

### **ADDITIONAL INFORMATION:**

CCSNH reserves the right to make a written request for additional information from a bidder to assist in understanding or clarifying a Bid Proposal. The responses are to be provided in writing.

All local, state and federal regulations are to be followed. Any fines assessed to CCSNH due to the lack of these regulations being followed will be the responsibility of the successful bidder.

The Contractor who is awarded the contract will need to complete a Form Contract for Services (sample available upon request) and provide the required Corporate Resolution (corporations/LLC) or Partnership Certificate of Authority or Sole Proprietor Certification of Authority, whichever applies, to show the individual signing the contract is authorized to do so. The Contractor will also need to supply a current Certificate of Good Standing from the Secretary of State.

Workers' compensation requirements as outlined in the Form Contract for Services and as required by NH law must be followed, and includes, in part, providing proof by the Contractor of workers' compensation insurance coverage for all of its employees on this site.

After the Award of Bid, the Contractor shall submit a list of all employees, all subcontractor's employees, and other related personnel who will be physically required to work at CCSNH and/or any CCSNH college, providing the following information for each person:

Name  
Employer's Company Name

CCSNH reserves the right to request a criminal background check on any employee of Contractor. CCSNH also in its discretion may decide that anyone with a criminal history, other than traffic violations that have not been annulled, will not be allowed to work at the project site.

**COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS - EQUAL EMPLOYMENT OPPORTUNITY.**

In connection with the performance of the Services, the Contractor shall comply with all statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal opportunity laws. In addition, the Contractor shall comply with all applicable copyright laws. During the term of any contract, the Contractor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination. If the contract is funded in any part by monies of the United States, the Contractor shall comply with all the provisions of Executive Order No. 11246 ("Equal Employment Opportunity"), as supplemented by the regulations of the United States Department of Labor (41C.F.R. Part 60), and with any rules, regulations and guidelines as the State of New Hampshire or the United States shall issue to implement these regulations. The Contractor further agrees to permit the State or United States access to any of the Contractor's books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of a proposed contract.

**INSURANCE:**

Insurance will be more fully addressed at the time a Form Contract for Services is submitted after the bidding process. The Contractor awarded the contract will need to furnish an insurance certificate which includes the following:

The Contractor shall, at its sole expense, obtain and maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, for the benefit of CCSNH, the following insurance: Comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

This insurance is in addition to the workers' compensation insurance requirements outlined above in this document.

The policies shall be the standard form employed in the State of New Hampshire, issued by underwriters acceptable to the CCSNH, and authorized to do business in the State of New Hampshire.

The certificates shall contain a clause prohibiting cancellations or modifications of the policy earlier than 10 days after written notice thereof has been received by CCSNH.

The certificates are required to name CCSNH as additional insured.

**ADDENDUM:**

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, CCSNH will fax addenda to all who have already submitted bids and post any changes to its website [www.ccsnh.edu/open-bids](http://www.ccsnh.edu/open-bids). Before your submission, always check for any addenda or other materials that may have been issued which would affect the RFP by checking this website.

Any change, correction or deviation to this RFP must be addressed in a written addendum. Verbal changes will not be allowed

**SUBMISSION OF RFP RESPONSE:**

Bids are due on April 12, 2019 at 2 p.m. If any Addenda to the RFP are issued, please acknowledge in your bid. **Your response must include the following: Labor Total, Material Total and Project Total. All the materials requested in this RFP document.** Bids should be emailed to Shannon Reid at [sreid@ccsnh.edu](mailto:sreid@ccsnh.edu). CCSNH is not responsible for proposals not received due to equipment failure, mail delays, etc. If you want to ensure your proposal was received, please verify by calling Shannon Reid at 603-230-3504.

**AWARD:** as applicable:

Selection will be made by a committee and will be made in the best interests of CCSNH. Weighted values will be as follows:

- .4 Adequacy and completeness of proposal
- .2 Experience in performance of comparable engagements
- .4 Cost

CCSNH reserves the right to accept or reject any or all of the proposals.

CCSNH reserves the right to waive any and all informalities in its best interest.

**BID RESULTS:**

Bid results may be viewed when available, once the award has been made, on our web site only at: [www.ccsnh.edu/closed-bids](http://www.ccsnh.edu/closed-bids)

For Vendors wishing to attend the bid opening: **Only the names of the Vendors submitting responses will be made public.**

**EXHIBIT A**

**PROJECT: Video Services**

**Community College System of NH**

**BID FORM**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

All labor to complete the project: \$ \_\_\_\_\_

All materials and equipment to complete the project:

\$ \_\_\_\_\_

Project Total \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Acknowledging Inclusion of Addendum:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

***This bid must be signed by a person authorized to legally bind the bidder.***