



Questions and Answers

RFP for Video and Print Production – Highlighting Manufacturing Careers and Local Career & Technical Education Centers

Q&A Posted 10/24/2022

Q1: FRAMING OF POSTERS - How big are these posters? Do they care if the frames are metal or wood? Are we trying to match existing frames? Do they need security hardware or just a normal hanging wire? Glass or plexi?

A1: We are not planning to match existing frames, something modern and complementary to the posters themselves will be best. Black is suggested, in either wood or metal, but we are open to suggestions. Security hardware will be ideal along with plexi-glass that won't break. For sizing, we're open to standard poster size 24 X 36 inches or other recommendations.

Q2. PRINTING - How many palm cards do you anticipate needing. Is it 5 runs of 2,500 or something larger in scope?

A2: Runs of 2,500- 5,000 will be adequate for the purposes of this RFP.

Q3. STILLS - how many different counties/locations will need to be shot? Is it critical to show identifiable different locations, or can the same purpose be accomplished with a smaller number of locations? Obviously, the less travel, and the less different days shooting, will help significantly to keep to the budget.

A3: Dependent on the design suggested once the project begins, stills might be taken at the Career & Technical Education "CTE", on-site with the local manufacturer, or in another setting, such as outside of one's home. We are looking for dynamic photography that will capture the target audience's attention (including students) so different locations might be necessary.

The participating Career & Technical Education schools are as follows:

- Jersey Shore- Jersey Shore, PA
- Keystone Central- Lock Haven, PA
- SUN Area Technical Institute- New Berlin, PA
- Williamsport Area High School

Locations of participating businesses and their champion CTE graduate employees are still being determined.

Q4. STILLS - Will there be any art direction from the client? Like, specifics for what format the images need to be in (horizontal is more common for web, vertical for posters), the amount of spacing needed for text, etc?

A4: Advance Central PA appreciates the professional insight and recommendations of the selected provider regarding the amount of spacing for text and overall design. Decisions will be made based on the selected providers consult.

Q5. AWARENESS VIDEO - Is our understanding correct that the "Awareness Video" will be a video that's story is told mainly by CTE Educators/Administration who develop the apprenticeship program from within the school as well as representatives from the 2 businesses who would be in charge continuing that apprenticeship into the workforce/work environment? The main goal to show you how the entire program is designed from education to post education employment?

A5. One of the 5 awareness videos will focus on an Apprenticeship Ecosystem that's been developed in partnership with Advance Central PA. It will highlight the consortium of active CTE schools and businesses and tell the story of the value of CTE education and opportunities provided by the Pre-Apprenticeship for CNC Precision Machining, and the value of the Registered Apprenticeship for employees and the businesses. Ideally, we're looking for story telling that will resonate with students, parents, and even potential business partners. The goal will be showing how the Pre-Apprenticeship provides a pathway to a rewarding local career in manufacturing as an Apprentice and ultimately Journeyperson. We are open to that story being told by CTE Administrators and the businesses, but especially the Pre-Apprentices/Apprentices.

The other 4 awareness videos will focus on graduates of a manufacturing related program from each of the 4 partner schools. The goal of these videos is to showcase the CTE has state-of-the-art programs available to students that can lead to family-sustaining, rewarding careers with local manufacturers. Our goal is to identify a champion CTE graduate from each school and tell their individual stories that will include information about where they work, but be focused on how their CTE education and career in manufacturing has led to them having a happy, fulfilling life.

Q6. AWARENESS VIDEO - Where are these 4 CTE schools located (names, addresses, etc) and who are the businesses and where are they located in relation to the schools? Do the 2 employers hire students from the 4 schools?

A6: The participating Career & Technical Education schools are as follows:

- Jersey Shore- Jersey Shore, PA
- Keystone Central- Lock Haven, PA
- SUN Area Technical Institute- New Berlin, PA
- Williamsport Area High School- Williamsport, PA

For the Apprenticeship video, we'll film at two champion businesses, both in Williamsport, PA.

Locations of participating businesses and their champion CTE graduate employees for the other schools are still being determined. Our goal will be to identify a champion graduate from each of the participating schools- one story for each of the 4 videos.

Q7. 4 ADDITIONAL VIDEOS - Will there be a single student represented for each of the 4 schools?

A7: Yes, the plan is to have one champion graduate represented for each of the 4 schools/4 videos. We want footage of current CTE students, including to showcase the opportunities for diverse students.

Q8. 4 ADDITIONAL VIDEOS - Is it correct to assume that each one of these students has graduated and is now fully employed and if so, are we 100 percent certain that they are living and working relatively close to the school they graduated from?

A8. Yes, the plan is to highlight CTE graduates who live and work in the Central PA workforce development area, ideally in close proximity to the schools we'll be filming.

Q9. 4 ADDITIONAL VIDEOS – The schedule in the RFP states that filming is scheduled for Jan/Feb of 2023. Noting that these months fall in the winter, do you plan on focusing on manufacturing careers that completely happen INDOORS and are not weather dependent? I know that many CTE's offer construction, carpentry and other trades that would likely be dormant during the winter months so I just want to make sure.

Q9. Correct, filming need to take place in January and/or February 2023 to accommodate school schedules and avoid any weeks of testing. We will be focused purely on manufacturing careers and do not plan to be outside unless, in consultation with the selected provider, B-roll or still footage should be captured outside to fully tell a story.

Q10. OPTIONAL VIDEOS - There is a mention for "optional videos" used for social platforms like "tik-tok". Can you elaborate how these would be distributed socially? Does Advance Central PA have a tik-tok account? Do you have examples of such videos that you could share with the vendors to give us an idea off what you have seen online that could serve as an inspiration? Keep in mind, the production of the 5 described videos doesn't necessarily fit the style, aspect ratio format etc of such an account and would have to be purposefully produced. Doing so would increase the number of videos we need to plan for in preproduction, shoot in the field and potentially dramatically increase the amount of videos delivered well beyond what is described in the RFP. In our option, seeing what we would edit "optionally" from the footage we shoot wouldn't be a good way to go about it so we would appreciate more direction on what you are thinking about regarding these.

A10. Advance Central PA does not have a Tik-Tok account. Distribution would have to be developed. The other videos that are produced will be shown during school time, pushed out on social media accounts held by the schools and Advance Central PA, showcased on websites including Path to Careers, etc. In developing this RFP, the partner schools suggested Tik-Tok as a way to reach students in a more organic way and suggested giving the option of producing videos that might be used to generate excitement about CTE and manufacturing careers. Advance Central PA agrees it's unlikely the footage captured for the key pieces could be re-purposed for Tik-Tok. These Tik-Tok type pieces truly are optional, and Advance Central PA welcomes innovative ideas and potential plans in this regard.

Q11. PROPOSAL FORMAT – The 6 page limit on the proposal is pretty tight considering the amount of information being requested. We utilize a PDF designed and completely electronic proposal with active links and video players. Do we have the ability to go beyond the 6 pages?

A11. Advance Central PA has a typo in the RFP. Proposals are not limited to 6 pages. Proposals are limited to 10 pages. Information that goes beyond the 10th page will not be reviewed.

Q12. Q AND A - Will Advance Central PA be publishing the complete list of questions and answers from all inquiring vendors?

A12: Yes, **all** questions and answers are posted to Advance Central PA's website with the other RFP materials.

Q&A Posted 10/26/2022

Q13: Will everyone's questions and answers be posted on a website anywhere?

A13: Yes, **all** questions and answers are posted to Advance Central PA's website with the other RFP materials.

Q14: What font and point size would you prefer?

A14: Font and point size were not specified in the RFP, however, it is expected that all proposals are easy to read with appropriately sized font and margins. For example, .5- 1 inch margins and Ariel sized 10 or more would be acceptable.

Q15: Are the references to be included in the 6 page limit on narrative?

A15. Please see the response to question 11. Advance Central PA has a typo in the RFP. Proposals are not limited to 6 pages. Proposals are limited to 10 pages. Information that goes beyond the 10th page will not be reviewed. References should be included within the 10 page limit.

Q16. Is the budget page(s) to be included in the 6-page limit in the narrative?

A16. The budget and the budget narrative may be submitted outside of the 10-page limitation.

Q17: Is the signature area, attesting to the truth of the proposal and adherence to federal regulations to be included in the 6-page maximum on the narrative?

A17. Please see the response to question 11. The signature page should be included within the 10 page limit; please note it does not have to be included as a stand-alone page.

Q18: Can we submit resumes as the expertise back-up? Regardless, is the expertise section inclusive of the 6-page minimum?

A18. Please see the response to question 11. The expertise section should be included as part of the 10-page maximum proposal. Attachments other than those requested may not be reviewed. It is recommended a respondent provides a brief professional bio that speaks to staff expertise if they so wish.

Q19: In the Budget Section, there is a \$40,000 budget outlined for videos. Then the next area outlines the print budget. Is the print budget in addition to the \$40,000 or is to be included in the video portion of \$40,000? In other words, is the video budget \$40k and then is there an additional \$15,000 for print?

A19. There is a total budget of \$55,000 available: \$40,000 for video production, \$5,000 for still imagery, \$5,000 for printed materials design, and \$5,000 for printing. Movement of funds between the budgets for video and print may be considered as necessary and should be explained within the budget narrative.

Q20: Can we proportion some of the video funding (\$40k) to include other distribution channels and the deployment of the videos?

A20. Yes, this should be adequately explained within the budget narrative and clear within the budget.

Q21: Can we propose additional types of distribution and deployment that are not mentioned in the RFP, or are we restricted to just those that are mentioned in the RFP?

A21. Yes, a respondent can propose additional types of distribution and deployment; plans should be adequately explained within the proposal.

Q22: Are there any existing distribution plans outside of the social media and website channels outlined in the RFP?

A22. In addition to the information included in the RFP, Advance Central PA will post videos on our Path to Careers website designed to connect students with career exposure opportunities with local businesses. Videos will be housed on Advance Central PA's YouTube channel. Strategies for effective distribution are welcome.

Q23: Has Advance PA put forth/have any ideas of the stories that are to be told at any of the CTE's? For example, has ADVANCE identified any of the high level elements that must be filmed? If so, what are they?

A23. See response to question 5. Advance Central PA looks forward to collaborating with a selected vendor who is expert in story-telling. In order for manufacturing careers and the opportunities available to students via their CTE curriculum while in high school, the videos must tell the story of what's in it for them. Students and parents should have an understanding that 1) CTE is relevant and offers rigorous learning opportunities for skill development and 2) careers in manufacturing offer stability, family-sustaining wages, mental stimulation, and long-term happiness. We envision filming students learning in the CTE setting, a champion graduate on the job at a local manufacturer, and elements that provide a glimpse of that champion graduate's good life.

Specifically, for the Apprenticeship Ecosystem video, we also need a key takeaway to be that businesses should join the consortium so that the group of participating Apprenticeship employers is expanded.

Q24: Do you only want 5 hard copies of posters printed total? What size poster, 11x17, 22x24?

A24: There will be 5 different poster designs in alignment with each of the 5 films. We would like a minimum of 2 posters for each of the four participating CTEs that will showcase the Apprenticeship Ecosystem and the champion from their school. See also question #1 and note we are open to appropriate poster sizes.

Q25: Please confirm how many different designs you want for the palm card, for example, would it be 5 to mirror the poster designs? And then how many palm cards total are you proposing to print?

A25: We are open to different designs for the palm card, including 5 to mirror the poster designs. See also question #2, but note we are open to recommendations.

Q&A Posted 10/28/2022

Q26: Can we deliver earlier than October 2023?

A26: Yes!

Q27: PALM CARDS- For the purposes of distribution, as has been explained both in the RFP and the Q&A, ease of distribution is key. Standards are all over the place from 2x3 business card to 4x9, etc. Does ADVANCE Central PA have a predetermined size they would like the palm card to be?

A27: We are open to suggestions, but prefer the concept of having medium sized cards, approximately 4X6.

Q&A Posted 10/31/2022

Q28: The RFP states the due date for the response is Tuesday, Nov. 1. Is that the end of the day, or is there another time during the day the response is due back to you?

A28: You are correct the RFP did not specify a time but simply said responses must be submitted by November 1, 2022. Proposals submitted at any time before November 2, 2022 will be accepted.