



**Advance  
Central PA**  
Linking People & Business

## **Video and Print Production – Highlighting Manufacturing Careers and Local Career & Technical Education Centers**

### **Request for Proposals for the Central Region**

Centre · Clinton · Columbia · Lycoming · Mifflin · Montour · Northumberland · Snyder · Union

Issue Date: Tuesday October 11, 2022

Submission Deadline: Tuesday, November 1, 2022

The enclosed specifications may be modified as required by the US Department of Health and Human Services, US Department of Agriculture, Pennsylvania Department of Human Services, the Central Pennsylvania Workforce Development Board or the Central Pennsylvania Local Elected Officials Board without prior notice to Proposers.

This project is funded Pennsylvania Department of Community & Economic Development (DCED) Manufacturing Training to Careers Grant.

## Contents

Section 1: Introduction .....	3
Advance Central PA .....	3
Purpose of Request for Proposal.....	3
Section 2: Scope of Work.....	4
Awareness Videos.....	4
Planning.....	5
Interview and B-Roll.....	5
Editing.....	5
Delivery of Finalized Product.....	5
Print Materials/Still Photography.....	5
Planning.....	5
Photography .....	5
Design and Strategic Use of Information.....	5
Delivery of Print Materials .....	6
Use.....	6
Section 3: Budget.....	6
Section 4: Timeline .....	6
Section 5: Technical Assistance.....	6
Section 6: Proposal Requirements.....	7
1. Contact Information/Agreements.....	7
2. Expertise.....	7
3. Project Process and Timeline .....	7
4. Subcontracts.....	7
5. Approach .....	7
6. Final Product.....	7
7. Comprehensive Budget .....	8
8. Budget Narrative .....	8
Section 7: Selection Criteria .....	8
Section 8: Project Reimbursement.....	8
Disclaimer .....	8

## Section 1: Introduction

### Advance Central PA

Central Pennsylvania Workforce Development Corporation (CPWDC), doing business as Advance Central PA, is a 501(c)3 nonprofit organization formed in 2000 and is a local Workforce Development Board (WDB) authorized under the Workforce Innovation and Opportunity Act of 2014. The Central Region Local Workforce Area includes **Centre, Clinton, Columbia, Lycoming, Montour, Mifflin, Northumberland, Snyder and Union counties** (referred to as Central Region).

Designated as a WDB, Advance Central PA has a federal mandate to be the lead organization for workforce development planning and to arrange for a system of service delivery that meets the workforce needs of business and the public alike. Advance Central PA is responsible for developing and implementing strategies around a broad workforce development agenda. Advance Central PA's diverse partners in the workforce development system range from public agencies, to private and non-profit businesses, to education and training providers, to community and economic development partnerships, to job seekers using the PA CareerLink® system.

Advance Central PA is governed by a private-sector led Workforce Development Board (WDB) representing diverse sectors in business, labor, community development, and education. Further, one commissioner from each of the nine counties in the Central Region serves on the Local Elected Officials Board (LEO) with specific governance and oversight. All are dedicated to increasing the quality and accessibility of services

Advance Central PA is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.

### Purpose of Request for Proposal

Manufacturers in Central PA are struggling to find talent which in turn stifles growth and innovation. Career & Technical Education (CTE) partners in Central PA offer robust programming that prepares secondary students for career pathways into manufacturing. While the CTEs are poised to provide a pipeline of qualified talent to local manufacturers, they need support in creating awareness of the robust offerings and career pathways available in order to recruit students into their programming.

In partnership with a consortium of local CTE schools and local manufacturers, with funding from a **Pennsylvania Department of Community & Economic Development (DCED) Manufacturing Training to Career Grant**, Advance Central PA seeks to procure a professional production company to capture engaging content and story lines that promote CTE as a solid and smart strategy leading to stable, high-paying career opportunities with local manufacturers. The chosen vendor will also directly or through a subcontract develop high-quality print materials to prominently display in schools promoting careers in manufacturing and CTE as a pathway to those good jobs.

**Funds released through this RFP will be contracted to provide services described herein from November 14, 2022 through November 30, 2023.** By submitting a proposal, an organization agrees they must adhere to any and all Federal, State, and Advance Central PA policy changes.

## Section 2: Scope of Work

Advance Central PA is seeking a production company skilled in story telling who will successfully develop film and print materials that will create awareness and excitement about rewarding local careers in manufacturing and the local CTE programs that can help students prepare for them. Target audiences include students and their guardians, guidance counselors, and the public at large. This will be accomplished with key project components described herein. Selected vendor will be responsible for all aspects of work involved in creating and delivering highly professional video and print materials.

The overall goals of this project include: increased awareness of the good jobs available with local manufacturers, increased CTE enrollments that lead to employment in manufacturing, increased diversity of the students accessing CTE programming, and an increased talent pipeline for local manufacturers.

### Awareness Videos

The successful vendor will produce a minimum of five high-definition videos each 2-4 minutes in length.

The first video will focus on a consortium of four CTEs and two partner businesses in order to highlight an apprenticeship ecosystem that's been developed for CNC programmers/technicians via Registered Apprenticeship and Pre-Apprenticeship programming. Key takeaways from the video will include: the value of the Pre-Apprenticeship program certification and the pathway to Apprenticeship and what that means for a student's future.

An additional four videos will be created with a focus on manufacturing related education available at each of the four CTE partner schools. Each will showcase the vibrancy and rigor of that school's programming and the employment in the field with local manufacturers who hire graduates highlighted. Specific details will be determined collaboratively with partners and the chosen expert production company so that the outcome is effective videos showing students engaged in in the highlighted CTE programs and the manufacturer and occupation for which the CTE program is aligned. There will be an intentional focus on including non-traditional students and workers in the footage. The videos will focus on engagement via success stories of CTE graduates who are putting their CTE experience to work with local manufacturers. An individual from each school will be interviewed and filmed on the job and at home or in their community. They'll share what their job is like and how they got there, how CTE prepared them for their work, and what their life is like because of their good job in manufacturing. The videos will be designed to resonate with parents and guardians, guidance counselors and other educators, and all students in an inclusive way- including girls.

Videos will be promoted through Advance Central PA's websites and social media outlets, including Central PA CareerLink® websites and social media, as well as school websites and social media, and directly shown in the classroom. Additional optional clips of the videos may be proposed in a style that appeals to the organic nature of social media and websites commonly used by young people. These videos should create excitement about CTE and/or careers in advanced manufacturing. Unlike the 5 required videos that will be produced, these optional clips will be designed for platforms such as TikTok and viral sharing. All videos should be appropriate, safe, and ethical.

The 5 required videos must be highly professional, inviting and polished. The scope of work will involve all of the following, at a minimum:

### **Planning**

The selected vendor will actively take the lead in all the involved planning and scheduling to capture needed interviews and footage at the local CTEs, manufacturing businesses, and local area.

### **Interview and B-Roll**

The selected vendor will travel to multiple locations throughout our region to capture footage, comprised of interviews, daily operations, interactions with different people, and other segments in order to create a video that is upbeat, informational and engaging.

### **Editing**

Edits will ensure the final product is highly professional and polished and accomplishes the purpose of this request for proposals.

Advance Central PA feedback will be sought during the editing process and any required changes will be incorporated to ensure the end result aligns with our vision. Editing software will be utilized to allow Advance Central PA staff to easily comment and provide feedback.

### **Delivery of Finalized Product**

The video(s) will be delivered to Advance Central PA in formats easy to use and duplicate. Accessibility features must include captioning for the hearing impaired.

## **Print Materials/Still Photography**

The selected vendor or their subcontractor will create high-quality print materials for prominent display in schools promoting careers in manufacturing and CTE as a pathway to those good jobs.

Envisioned are posters that highlight local employees at the forefront with various backgrounds including on the job, by their vehicle, outside of their home, with their family, etc. invoking a feeling of success and comfort that results from their employment. The poster will proudly display their title, perhaps for example "I am a CNC Machinist at (insert company name) and a CTE Graduate".

If possible, based on the success stories available, we also envision a poster highlighting someone who attended CTE and then post-secondary before starting employment with a local manufacturer- this will help promote the truth that CTE can be for everyone, including those who are college-bound.

A minimum of 5 different posters will be highly professional, compelling, and complete. Stills used for posters should also be designed for a minimum of 10 unique social media posts on Instagram, Facebook, and Twitter.

The scope of work will involve all of the following, at a minimum:

### **Planning**

The selected vendor/subcontractor of the vendor will actively take the lead in all the involved planning, setup and scheduling to capture needed images in coordination with filming.

### **Photography**

The selected vendor/subcontractor will travel to multiple locations throughout our region to capture needed photography. High quality, perfectly lit photography of dynamic elements and people in manufacturing, the CTE spaces, and CTE students will be captured to convey professionalism and engage stakeholders.

### **Design and Strategic Use of Information**

Posters, palm cards, social media posts, and other proposed printed materials will be expertly and fully designed to be attention grabbing with a strategic use of information and meaningful photography taken as part of the project. The final materials will showcase stills from the video shoot that are engaging and include professionally developed language carefully designed to pique interest in learning more about career paths in manufacturing and how CTE training can lead to a rewarding, stable, happy career and life in Central PA

### **Delivery of Print Materials**

Print materials, in hard and soft copy are required. Five hard copies of each poster on high quality paper and framed for hanging are required along with a soft copy file that will allow for easy future printing. Ten unique social media posts on Instagram, Facebook, and Twitter will be delivered in an easily accessible manner. Palm cards and other proposed materials will be printed in quantities that will allow for disbursement to large groups of parents and students at events such as open houses and career fairs.

### **Use**

The vendor must provide all permissions to allow Advance Central PA and additional organizations to employ the video and prints with all rights to reproduce, edit, and distribute.

## **Section 3: Budget**

A maximum budget of \$40,000 is available in total for all costs related to video production through the final delivery of at least 5 videos and optional “viral” videos.

A maximum budget of \$5,000 is available for still imagery, another \$5,000 is available for design of the printed and social media deliverables, and \$5,000 is available for printing and delivery.

Movement of funds between the budgets for video and print may be considered as necessary and should be explained within the budget narrative.

## **Section 4: Timeline**

RFP Released	October 11, 2022
Technical Assistance	Ongoing through October 27, 2022
Proposal Due Date	November 1, 2022
Notification to Selected Vendor	November 11, 2022
On-Site Video Production and Still Photography Begins	January/February 2023
Videos Delivered and Ready for Promotion	October 2023
Print Materials Complete and Delivered	November 2023

## **Section 5: Technical Assistance**

Technical assistance will be provided through a written question and answer format. Applicants will be given an opportunity to identify specific questions and submit them in writing via email only according to the deadline set under the Timeline section.

Korrie Lucas, [klucas@AdvanceCentralPA.org](mailto:klucas@AdvanceCentralPA.org)

Answers to submitted questions will be posted on [www.AdvanceCentralPA.org](http://www.AdvanceCentralPA.org). Consistent with strict procurement policies, Advance Central PA will provide no technical or program assistance to individual proposers.

## Section 6: Proposal Requirements

The proposal is limited to six (6) pages in length and must include the following elements and be delivered in Microsoft Word or PDF to:

Korrie Lucas, Assistant Director, [klucas@AdvanceCentralPA.org](mailto:klucas@AdvanceCentralPA.org)

### 1. Contact Information/Agreements

Include organization name, address, contact information for person responsible for proposal, identification of any proposed sub-contracts, and signature, title and date indicating certification with the following language: Signature certifies that to the best of its knowledge and belief, the data supplied in this application/proposal is true and accurate and that the organization agrees to comply with all local, state and federal regulations if a contract is awarded and maintain applicable insurances.”

### 2. Expertise

Include evidence of expertise relevant to the needs outlined in this RFP, including:

- Four references with contact information related to video production
- Links to four previous high quality, professional video productions
- Three references related to print materials
- Links to three previous print materials that have been developed and may be relevant to this project

### 3. Project Process and Timeline

Outline process and timeline for each phase of production, including pre-production, production, editing and delivery of final videos, and all aspects of developing and delivering the print materials.

**Note: Production at the CTE schools must begin in January or February 2023**

### 4. Subcontracts

Describe any subcontracts that will be in place regarding the print materials. If subcontracting these services, question #2 should include references and links that company has developed.

### 5. Approach

Describe your principles and specific approach to and vision for successfully completing this project from start to finish, including specifically your vision for the 5 required videos, the print materials, and if applicable, the optional TikTok type video(s).

### 6. Final Product

Describe the deliverables, including the format in which the final product will be delivered; how it will be easily distributed by Advance Central PA; and how it will be accessible for those who are hearing impaired/with disabilities.

#### **7. Comprehensive Budget**

Submit a complete budget with detail for each stage of production including all anticipated costs including but not limited to:

- Maximum Project Budget: Please include a maximum cost for the project. Payments for the project will not exceed this amount.
- Hourly or daily rate for preparation, filming, editing, and all stages of production
- Anticipated hours for each stage of development
- Travel
- Materials and supplies
- If applicable, costs of subcontracts
- Breakout of costs related to development and delivery of print materials

#### **8. Budget Narrative**

A narrative will be submitted to accompany the budget to further describe the costs and any deviation from the outlined budget herein.

### **Section 7: Selection Criteria**

Advance Central PA's selection committee will evaluate proposals based on the following criteria:

- Experience and expertise
- Quality
- Approach to proposed deliverables
- Creativity
- Cost

### **Section 8: Project Reimbursement**

Advance Central PA will approve invoices aligned with an approved budget and compensate vendor once deliverables are met on a cost-reimbursement basis.

### **Disclaimer**

Advance Central PA reserves the right to cancel or modify this request for proposal or the scope or funding of an approved service provider to any extent necessary to ensure compliance with state and/or federal guidelines regarding funding or if available funding is impacted due to the federal and/or state budget appropriations. All successful proposers must demonstrate the capability to modify the product in order to comply with new regulations and/or changes to available funds, and by submitting a proposal, agree to do so.



Advance Central PA may, at its discretion, request presentations by, or meetings with, any or all respondents, to clarify or negotiate modifications to the respondent's proposal. However, Advance Central PA reserves the right to make an award without further discussion of the proposals submitted.

Advance Central PA may decide not to fund part or all of a proposal even though it is found to be in the competitive range if, in the opinion of Advance Central PA, the services proposed are not needed, or the costs are higher than Advance Central PA finds reasonable in relation to the overall funds available, or if past management concerns lead Advance Central PA to believe that the respondent has undertaken more services that it can reasonably provide.

Advance Central PA reserves the right to accept or reject any or all proposals, in whole or in part, to negotiate any offer made, and/or to cancel or amend any part of this application package for whatever reason.

A contract for the accepted proposal will be based upon the factors described in this RFP.

Advance Central PA has the right to fund a lower ranked proposal over a high ranked proposal because of valid policy considerations, including but not limited to, organizational experience, geographical considerations, leveraging of outside resources and vision for the project.

Advance Central PA reserves the right to determine both the number and funding levels of contracts financially awarded.

Advance Central PA is not responsible for any costs incurred by respondents prior to the selection. The cost to develop and submit a proposal in response to this RFP is not reimbursable.

This RFP is being solicited based on available funds.

Materials submitted with the proposal, and the proposal itself, become the property of the Advance Central PA and will not be returned.

Advance Central PA must comply with Pennsylvania's Right-To-Know Law, Act 3 of 2008, effective January 1, 2009, and may be requested and required to release information from proposals received in response to this RFP.

All proposals submitted will receive a response as to the action taken by the Advance Central PA. Respondents may request a briefing on the action taken on the proposal.

The submission of a proposal to the Advance Central PA does not assure or imply an award of a contract to the firm submitting the proposal.