



Poconos Counties Workforce Development Board

Request for Proposals:

Video Production - Highlighting Local Manufacturing Industry

Issue Date: March 13, 2020

Submission Deadline: April 3, 2020

The enclosed specifications may be modified as required by the Pocono Counties Workforce Development Board without prior notice to Proposers.

Background

In partnership with the Northeast PA Advanced Manufacturing Partnership and with support from the Pennsylvania Department of Labor & Industry, the Poconos Counties Workforce Development Board (PCWDB) is seeking a professional video production company to create videos highlighting the various manufacturing career options available in the Northeast PA region.

The Northeast PA Advanced Manufacturing Partnership was initially started in 2005, and transitioned into a Next Generation employer-led model in June 2018 with a goal to address a broad range of industry needs in collaboration with community partners. Membership includes employers spread across the Pocono Counties, Lackawanna, Luzerne/Schuylkill and Northern Tier Workforce Development Boards (WDBs). More than 30 training providers and industry associations have participated in Partnership activities since its inception.

Supported by the PA Department of Labor & Industry, the Partnership has identified the following areas for shared action, including:

- 1) Establish and grow a sustainable partnership
- 2) Promote business-to-business networking
- 3) Develop and market career pathways
- 4) Support incumbent worker training

Project Summary

Local manufacturing businesses seeking qualified candidates to fill technical and skilled trade positions continue to share with us their ongoing challenge in finding the talent needed to compete and grow. This escalating lack of qualified employees in Northeastern Pennsylvania is increasing the urgency to expand the pool of talent available to local employers. PCWDB recognizes that although employment in these fields can result in promising careers, and the region's Career and Technology Education (CTE) providers offer valuable education and training, there is a continuous struggle to change preconceived notions of students, parents, educators and job seekers who have outdated ideas on the economic and career potential of a skilled trade education. Many of these aforementioned individuals do not have adequate exposure to the employment opportunities the region holds. One way to reinforce the talent pipeline for positions in the manufacturing industry is to increase the awareness of locally available career pathways.

The goal of this project is to create a series of short, engaging videos that showcase Northeastern PA manufacturing employers in need of career and technical talent, that will serve to enhance awareness of the vast employment opportunities available within the region's communities and showcase the success of individuals working in the skilled trades. The videos will be used in a variety of platforms, including embedded on community partner websites; presentations to youth, young adults and jobseekers through various Workforce Innovation & Opportunity Act (WIOA) programming and recruitment events held at and coordinated by PA CareerLink®; and shared by partnering businesses/employers to recruit employees. The high-quality videos will exemplify the current practices within the manufacturing industry that demystify outdated perceptions. They will highlight labor market information, including annual openings and wages, the career pathways within the companies, and will feature success stories including of CTE program graduates.

Purpose of Request for Proposal

Through this RFP, PCWDB competitively seeks a company with a track record of captivating audiences through videos. These videos will feature current Partnership members and will be similar in style to videos produced by the Central PA Workforce Development Board in support of that region's Next Gen Advanced Manufacturing Industry Partnership (<https://bit.ly/38Oe1cn>).

The selected vendor will shoot and conduct interviews of local manufacturing industry employers and their teams in action, make high quality edits, and provide finished video products. These videos will give prospective employees both a realistic perception of the requirements and skills necessary to obtain employment within the manufacturing industry, as well as the many potential career pathways that the manufacturing industry has to offer.

Scope of Work

All aspects of work involved in creating and delivering highly professional videos, including:

1. Planning

The selected vendor will actively engage in planning and scheduling involved in capturing the needed footage.

2. Interview and B-Roll

The selected vendor will travel to multiple companies throughout our region to capture footage, comprised of interviews, daily operations, people interactions, and other segments in order to create videos that are upbeat, informational and engaging.

3. Storyboarding & Review

The selected vendor will prepare a script/storyboard for review and feedback by PCWDB, and any required changes will be incorporated to ensure the end result aligns with our vision.

4. Editing

Edits will ensure the final product is highly professional and polished and accomplishes the purpose of this RFP. Videos will be short and easily digestible, averaging 1 to 2 minutes in length.

5. Delivery of Finalized Product

The video(s) will be delivered to PCWDB in formats easy to use and post online.

Use

The vendor must provide all permissions to allow PCWDB and additional organizations to employ the video with all rights to reproduce and distribute.

Budget & Project Reimbursement

The total budget for this Scope of Work is not to exceed \$10,000. PCWDB will approve invoices aligned with an approved budget and compensate vendor as deliverables are met on a cost-reimbursement basis.

Timeline

March 13, 2020: RFP issued

March 27, 2020: Technical Assistance

April 3, 2020: RFP due

April 17, 2020: Selected vendor notified

May 15, 2020: Script/storyboard delivered to PCWDB for review

June 15, 2020: Final products delivered to PCWDB

Eligible Applications

Professional production companies or other agencies with capabilities to produce and deliver high-quality videos within the parameters of the RFP are eligible. Applicants must have prior video production experience.

Proposal Requirements

The proposal is limited to five (5) pages in length and must include the following elements and be delivered in Microsoft Word or PDF to: Garry Wentz, Executive Director, Pocono Counties Workforce Development Board, gawentz@ptd.net

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 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:

- References related to video production
- Links to at least three examples of previous video productions

3. Project Process and Timeline

Outline process and timeline for each phase of production, including pre-production, production, editing and delivery of final videos.

4. Approach

Describe your principles and specific approach to and vision for successfully completing this project from start to finish along with the reasons your company is the best one to work on this project.

5. Final Product

Describe the deliverables you will be able to provide for the allotted budget. This includes the number of companies interviewed and the number of short 1-2 minute videos created.

6. Comprehensive Budget

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

- Hourly or daily rate for preparation, filming, editing, and all stages of production
- Travel
- Materials and supplies

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 to PCWDB via email only. Questions may be emailed on an on-going basis but must be submitted by 4:00 p.m. on March 27, 2020 to: John Paul, Program Manager at Keystone Development Partnership, jpaul@kdpworks.org

Selection Criteria

The selection committee will evaluate proposals based on the following criteria:

- Proposed number of companies interviewed and number of videos created
- Quality and approach to proposed deliverables
- Creativity
- Prior experience

Disclaimer

PCWDB 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.

PCWDB 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, PCWDB reserves the right to make an award without further discussion of the proposals submitted.

PCWDB 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.

PCWDB 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 PCWDB and will not be returned.

PCWDB 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 PCWDB.

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