

Request for Proposal to Produce Videos Depicting Positive Behavior Support in Action

November 5, 2017

Background

In an effort to help educators, families, and community members better understand *Positive Behavior Support*, the Association of Positive Behavior Support (APBS) has determined a need to develop descriptive videos to capture the elements of *Positive Behavior Support* across a range of settings. APBS is currently accepting proposals to produce a series of videos for highlighting authentic illustrations of *Positive Behavior Support*. This is a one-time contract. The contract will start March 1, 2018 and run through December 31, 2018. For more about the principles and practices of Positive Behavior Support, please visit <http://www.apbs.org/newapbs/general-introduction.html>.

Structure and Size of the Projected Award

The Proposal should be written to be completed within a 10 month window of time. The size of the award is estimated at \$15,000, however, proposals that exceed this amount within reason and provide a strong justification for a larger award will be considered. If the production company submitting a proposal must outsource or contract any work to meet the requirements contained in the proposal, this must be clearly stated therein - including name and description of the organization(s) being contracted. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work.

Scope of Work Expected by APBS

APBS is seeking a production company to develop and produce three brief (2-5 min) videos highlighting *Positive Behavior Support* practices across different settings, and focused on one or more individuals within each setting. Specifically, we are looking for a production company to create engaging videos capturing *Positive Behavior Support* in the following settings: (a) home, (b) school or employment, and (c) community; involving people with a range of ages from young children to adults, including those with disabilities. We want to create a series of brief videos that tell a story. The goal is to illustrate an individual(s) within each of the aforementioned settings, including, as appropriate, any systems-level supports. Videos must include real people to demonstrate and tell the story of the real impact of *Positive Behavior Support*. Main tasks of this product include:

- 1) Produce three brief videos with a similar look. Each video should include a separate plan that addresses the following information:
 - a. Storyboards and scripts for each video;
 - b. Filming locations and potential participants, including the availability of previous *Positive Behavior Support* footage;
 - c. Actors' and volunteers' releases (APBS must own all materials); and
 - d. Plan for filming all scenes;

- e. Editing procedures; and
 - f. The inclusion of closed captioning in English.
- 2) Work with an APBS liaison to seek and integrate feedback at multiple time points, including:
 - a. Preproduction, including reviewing scripts and storyboards;
 - b. During production, including reviewing footage being selected; and
 - c. End of production, including reviewing final product before dissemination and the strategy for APBS branding.
 - 3) Prepare the videos for dissemination by ensuring that each video is produced in a format that will work across platforms, including online (i.e., APBS website), social media (e.g., Facebook, Twitter) and streaming during conference presentations.

Required Technical Proficiencies

The proposal must address the following proficiencies:

- 1) Experience producing videos;
- 2) Access to knowledgeable professionals in the field of *Positive Behavior Support*;
- 3) Experience working with schools, early childhood settings, families, and agencies serving adolescents or adults with disabilities or mental illness; and
- 4) Knowledge of accessibility practices (e.g., closed captioning).

Requirements for the Proposal

The proposal must include the following information:

- 1) Cover Letter
 - a. Provide a rationale for selecting your company and a brief synopsis of the proposal.
 - b. Explain how your production company is equipped with the technical tools to meet the scope of work.
- 2) Development Plan
 - a. Describe how your production team will address the scope of work.
 - b. Identify key personnel and describe their previous video experience and knowledge in *Positive Behavior Support*.
 - c. Describe your plan to video using real individuals (not actors).
 - d. Provide a plan to address diversity (e.g., ethnicity) and accessibility (i.e., closed captioning).
 - e. Outline a plan to address asset and image licensing as well as securing releases for anyone featured in the video (note that APBS should own all material developed).
- 3) Examples and References
 - a. Provide work samples (e.g., links to sample videos).
 - b. If you plan to use existing footage, please share a link to the footage.
 - c. List at least two professional references.

- 4) Create a timeline highlighting each stage of the video production process.
- 5) Proposed Budget and Justification, including:
 - a. Personnel (e.g., salaries, contractor fees, stipends);
 - b. Costs of equipment and supplies, stating whether the items will be rented or purchased on behalf of APBS (any purchased equipment will be returned to APBS at the conclusion of the project);
 - c. Costs related to production and editing;
 - d. Travel (e.g., mileage, flight, lodging);
 - e. Miscellaneous costs (e.g., music royalty fees), if applicable; and
 - f. Indirect costs and any additional direct costs.

Submission of the Proposal

This RFP does not obligate APBS to award a contract or complete the project, and APBS reserves the right to cancel the solicitation if it is considered to be in the organization’s best interest. All costs incurred in responding to this RFP will be borne by the responder. Responders’ questions regarding this RFP must be submitted electronically to Gretchen Hess via e-mail to gretchen.hess@apbs.org. Proposals are due to be received by **4:00 P.M. EST on Friday February 2, 2018**. Proposals should be submitted electronically to Gretchen Hess via e-mail at gretchen.hess@apbs.org.

Review Process

An evaluation team will be identified by the APBS. APBS reserves the right to alter the composition of the Evaluation Team and their specific responsibilities. The following point scale will be use during the evaluation process:

Component	Possible Points
Description of organization submitting the proposal and the organization’s capacity to implement the work as defined in the RFP (including evidence of required technical competency)	15 points
Proposed implementation plan for developing all three video segments specifically describing the following plans/activities: (a) pre-production, (b) production, and (c) post-production	30 points
Qualifications of key personnel to be used on the project and how they will interface with members of the APBS workgroup assigned to oversee the project	10 points
Appropriateness of plan for recruiting and managing “talent” (i.e., narrators or people to appear in videos), including the process for obtaining releases	15 points
Quality of previous experience in this area, including work samples and references from previous work	15 points

Budget and budget justification	15 points
TOTAL SCORE ACROSS ALL COMPONENTS	100 points