MINNESOTA STATE COLLEGES AND UNIVERSITIES

SYSTEM OFFICE
Educational Development and Technology Division

REQUEST FOR PROPOSAL (RFP)
FOR
VIDEO SERVICES AS NEEDED FOR PROJECTS AT LOCATIONS THROUGHOUT MINNESOTA FY23, FY24 AND FY25
OCTOBER 2022

REQUEST FOR PROPOSAL (RFP)

VIDEO SERVICES AS NEEDED FOR PROJECTS AT LOCATIONS THROUGHOUT MINNESOTA FY23, FY24, and FY25

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Notice

This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities system, its Board of Trustees or Minnesota State to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

Minnesota State also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in Minnesota State’s sole discretion. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the Vendors and Suppliers at Minnesota State page. Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of SYSTEM OFFICE.

System Office: The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

Vendor: The firm selected by Minnesota State as the successful responder(s) responsible to execute the terms of a contract.
Targeted Group Business (TGB): A business that is at least 51% owned, operated, and controlled on a day-to-day long-term basis by a woman, racial minority, or person with substantial physical disability.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned, operated, and controlled on a day-to-day long-term basis by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned, operated, and controlled on a day-to-day long-term basis by one or more women.

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons must be located in an economically disadvantaged area in Minnesota as defined by Minnesota Department of Administration.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned, operated, and controlled on a day-to-day long term basis by a veteran or service-disabled veteran as determined by the Minnesota Department of Veterans Affair.

About Minnesota State

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. Minnesota State is comprised of 26 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 340,000 students each year. Minnesota State employs more than 15,000 dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at www.minnstate.edu.

Minnesota State is seeking a vendor to provide video services as needed for projects at locations throughout Minnesota during fiscal years 2023 (December 2, 2022 to June 30, 2023), 2024 (July 1, 2023 to June 30, 2024) and 2025 (July 1, 2024 to June 30, 2025). The selected vendor will work with the Minnesota State Educational Development and Technology division, as well as multi-campus collaboration and innovations project, to produce and deliver videos as needed during the specified fiscal years, with an anticipated annual budget of up to $60,000 per fiscal year.

Authority

This RFP is undertaken by Minnesota State (hereinafter “Minnesota State”) pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. Minnesota State will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. Minnesota State reserves the right to accept or reject proposals,
in whole or in part, and to negotiate separately as necessary to serve the best interests of Minnesota State. This RFP does not obligate Minnesota State to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

**Project Overview**

Minnesota State is requesting proposals for a vendor to produce videos during fiscal years 2023 (December 2, 2022 to June 30, 2023), 2024 (July 1, 2023 to June 30, 2024) and 2025 (July 1, 2024 to June 30, 2025). The selected vendor will storyboard concepts based on directions received from Minnesota State, film at colleges, universities, and other locations throughout Minnesota, edit video, create scripts as needed, arrange for narration as needed, and provide final products, including SRT files for closed caption, as outlined by the Educational Development and Technology division and members of the multi-campus collaboration and innovations project teams.

**Technical/Functional Requirements**

Vendor requirements include:

- Meet with members of the Minnesota State Educational Development and Technology, as well as members of the division to discuss video needs
- Provide storyboards for video projects
- Once project is identified, manage project components
- Visit college, university, and other locations throughout the state to capture interviews, b-roll footage, and other video assets as needed
- Manage photo and image release process. Includes obtaining photo and image release from those being videoed, tracking completion, and providing a summary of the releases
- Assist with supplying graphics or other animation as needed for video and music
- Produce and edit promotional and informational videos varying from five to fifteen minutes to specs provided by Minnesota State
- Create scripts as needed
- Secure voice talent as needed for videos
- Provide final files, raw footage, and SRT files for closed caption as stipulated by Minnesota State

**RFP Information Contact**

An authorized representative of Minnesota State for purposes of responding to inquiries about the RFP is:
Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and Minnesota State shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between Minnesota State and the vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

Terms and Conditions

This RFP includes and incorporates Terms and Conditions. Vendors should be aware of the terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

Selection and Implementation Timeline

<table>
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<tr>
<th>Key Dates</th>
<th>Timeline</th>
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<tr>
<td>Monday, October 24, 2022</td>
<td>Publishes RFP notice on MinnState.edu/Vendors webpage</td>
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<tr>
<td>Monday, October 31, 2022</td>
<td>Deadline for Vendors to submit clarifying questions</td>
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</table>
Tuesday, November 2, 2022  Deadline to publish responses to RFP questions
Thursday, November 10, 2022  Deadline for RFP proposal submissions
Wednesday, November 23, 2022  Vendor(s) selected and notified

Minnesota State reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

**Contract Term**

Minnesota State desires to enter into a contract with the successful Vendor(s) effective December 2, 2022 or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be two years seven months (through June 30, 2025. If Minnesota State and Vendor are unable to negotiate and sign a contract by December 30, 2022, then Minnesota State reserves the right to seek an alternative Vendor(s).

**Proposal Deadlines**

Submitted proposals must be received at the following email address not later than 2 p.m. C.T. Thursday, November 10, 2022:

- **Institution:** Minnesota State
- **Name:** Michael Olesen
- **Title:** Interim System Director for Student Success Technologies
- **Email:** Michael.Olesen@minnstate.edu

**Format of Proposals and Submission**

Responses must be submitted via email in Microsoft Word or Adobe PDF format. Attachment limits are 25 MB. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10-point. The email and the authorized representative of Minnesota State receipt time stamp will be used for consideration, not the senders.

Proposals received after the Proposal Deadline date and time will not be considered. Fax, mail, and e-mail responses will not be considered. Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted.

**Proposal Content**

The proposal should contain the following information:
1. Description of the process of meeting clients to determine a video’s attributes (e.g., subject, audience, those featured in the video, narration, length, and other attributes).

2. Description of the storyboarding process for video projects.

3. Description of project management process.

4. Provide no less than four examples of videos varying in length from five to fifteen minutes. Videos should include examples of graphics, music, and narration that were included in the videos.

5. Provide examples of no less than two scripts developed by the vendor.

Vendors must also submit the following information:

1. **Adherence to Minnesota State Terms and Conditions:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.

2. **Qualifications of Vendor and its Personnel:** An outline of the vendor's background and experience and a list of personnel who will produce the video, detailing their training, and work experience. Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the proposal that personal contact information is being provided.

3. **Cost/Value:** Supply a listing of the video services provided and the associated hourly costs. This listing should contain the following:
   a. Pre-production costs
   b. Production of graphic elements
   c. Production costs
   d. B-roll production costs
   e. Post production costs

   **Terms of Payment**

Payment shall be made by Minnesota State promptly after Vendor’s presentation of invoices for services performed and acceptance of such services by an authorized representative of Minnesota State. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of Minnesota State, as determined at the sole discretion of its authorized representative, and in accordance with all applicable federal, state and local laws, ordinances, rules and regulations. The Vendor shall not receive payment for work found by
Minnesota State to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

**Required Documents and Forms**

1. **Affidavit of Non-Collusion.** All vendors must complete the [Affidavit of Non-Collusion](#) and submit it with the response.

2. **Conflicts of Interest.** Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

3. **Workforce Certificate.** For all businesses with 40 or more employees and a contract is estimated to be in excess of $100,000, vendors are required to complete the Minnesota Department of Human Rights [Workforce Certificate Form](#) and submit your certification with the response (including extension options). Attach

4. **Equal Pay Certification.** For all businesses with 40 or more employees and a contract is estimated to be in excess of $500,000, vendors are required to complete the Minnesota Department of Human Rights [Equal Pay Certificate Form](#) or claim exemption prior to contract execution. Submit your certification with the response (including extension options).

5. **Supplier Diversity Program.** If applicable, eligible certified diverse suppliers will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. [Supplier Diversity Form](#).

6. **Listing of three references.**

**Selection Process**

The selection process includes the Communications Coordinator, Innovation Program Director, Program Director for Educational Development, and System Director for Student Success Technologies. This group will evaluate the proposals and make the final decision.

**RFP Evaluation Factors**

The following factors and their identified weight will be used by Minnesota State to evaluate the responses:

<table>
<thead>
<tr>
<th>No.</th>
<th>Evaluation Factors</th>
<th>Weight</th>
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<tbody>
<tr>
<td>1.</td>
<td>Adherence to Minnesota State Terms and Conditions</td>
<td>10%</td>
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</table>
3. **Price** [OR Price in relation to level of service to be provided] \(35\%\)

4. **Qualifications of Vendor and its personnel** (experience of personnel who are committed to work on the contract will be given greater weight than that of the company) \(35\%\)

5. **Completeness, thoroughness and detail of response** as reflected by the proposal’s discussion and coverage of all elements of work listed above \(10\%\)

6. **Supplier Diversity**: If applicable, respondent is a certified diverse vendor and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB. \(10\%\)

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<td>4.</td>
<td>Qualifications of Vendor and its personnel (experience of personnel who are committed to work on the contract will be given greater weight than that of the company)</td>
<td>35%</td>
</tr>
<tr>
<td>5.</td>
<td>Completeness, thoroughness and detail of response as reflected by the proposal’s discussion and coverage of all elements of work listed above</td>
<td>10%</td>
</tr>
<tr>
<td>6.</td>
<td>Supplier Diversity: If applicable, respondent is a certified diverse vendor and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB.</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</table>

Minnesota State reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

Minnesota State does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor’s ability to work with the existing infrastructure will be too limited or difficult to manage.

**Supplier Diversity**

In accordance with Board Policy 5.14, Minnesota State is committed to enhance and optimize business and contracting opportunities that promotes economic growth and prosperity of the student bodies and the communities we serve. Minnesota State created the Supplier Diversity program to foster partnerships with historically under-utilized businesses and ensure that diverse suppliers are given equal opportunities to provide goods and services system-wide. Eligible diverse suppliers are encouraged to complete the Supplier Diversity Form that will be used to confirm eligibility and award points based on their status and/or commitment to meeting the stated diversity goal for the specific project.

**Preference to Small TG/ED/VO Businesses and Individuals**

In accordance with Minnesota Rules, part 1230.1810 and Minn. Stat. §16C.16, the basis of award is that of a certified prime TG, ED, and VO business or individual will receive a six percent (6%) preference. Preferences are not cumulative; the total percentage of preference granted on a contract may not exceed the highest percentage of preference allowed for that contract. The points are applied to the final cost of the evaluation of the project. Eligible, verified, small businesses currently listed in the Directory of Certified TG/ED/VO are eligible for the preference.
Vendors interested in becoming a certified should refer to the Office of Equity in Procurement with the State of Minnesota.