

## RFP – Training & Education – Media Design & Production

### Questions Received by July 23, 2021 at 12:00pm

1. Who will be the lead contact or lead team (their title/roles) from ODHE?  
Kerry Soller, Project Manager Campus Safety & Sexual Violence Prevention, has been designated by the Chancellor to serve as the ODHE contact for the project.
2. What other training material have been created?  
A written curriculum and script have been developed.
3. Are we updating/animating training content that has been previously created?  
No.
4. Will different teams at ODHE be involved in the review process? If so, which teams?  
ODHE does not anticipate additional teams being involved in the review process; however, ODHE reserves the right to engage other staff members (i.e. communications, legal, administrative) or subject matter experts outside the agency as needed throughout the review process.
5. It is implied that we will be working with your subject matter experts?  
The subject matter experts who developed the curriculum are not currently contracted to support the video development. This may change depending on the direction of the project.

Or is it expected that the selected vendor has subject matter experts as well?

The vendor is not expected to have expertise related to trauma and/or power and gender-based violence. A sensitivity to these topics when working on the project is expected.

6. Are the learning objectives identified for the videos?  
The learning objectives for the project are as follows:
  - Provide participants with an understanding of trauma and its short and long-term impacts.
  - Identify components of trauma-informed care to improve response efforts.
  - Empower participants to actively contribute and participate in efforts to change the culture in their campus community through trauma-informed prevention and response work.
7. Are there already identified content/concepts for the videos?  
The video should provide an opportunity to convey the educational content already developed.

Or, would you like us to assess the curriculum and suggest topics and storylines for the videos?

Yes, ODHE is seeking to work with the selected vendor to build the storylines and visual representations from the curriculum.

8. Have scripts or storyboards been developed?  
The curriculum is written in an audio script format. Storyboards have not been developed.

9. Will you require union voice over talent, if voice over is needed?  
No, we will not require it.
10. What platform(s) will this live on?  
The intent is to make the materials available through the ODHE website.  
[www.ohiohighered.org/ccc](http://www.ohiohighered.org/ccc). ODHE does have a You Tube Channel that can also be used.
11. Will videos be broken into modules?  
The training videos will need to be broken out into separate modules but can run continuously in order to minimize access and continuity of training issues. If hosted on You Tube, ODHE proposes incorporating chapters into the different modules to allow users to skip ahead as needed when revisiting content.
- If yes, will you be providing the platform/software needed?  
ODHE will not be providing software. ODHE will host the final product on our website and/or You Tube Channel.
12. What are the file types / sizes for the final output?  
The preferred file type is MP4.
13. How will the videos be distributed to Ohio colleges and universities?  
The videos will be made available on the ODHE public website – [www.ohiohighered.org/ccc](http://www.ohiohighered.org/ccc).  
The ODHE You Tube channel may also be used.
14. Do you have current Brand Guidelines for ODHE that will apply to this project?  
Yes, ODHE has brand guidelines that will be provided to the selected vendor upon execution of the contract.
15. Should the design of these training videos match the monthly webinars or any of the other collateral (Online resource portal with templates, toolkits, guidance documents, and other resources.)?  
No. The webinars currently posted on the ODHE website are low-tech power point presentations. The RFP is seeking a high-quality, professional product to assist training and education efforts related to trauma. No additional collateral items are being sought through this RFP.
16. Will there be filming needs? Or use of existing footage? or do the videos intend to be entirely motion graphic? (2D Animation).  
There is no existing footage. ODHE is seeking proposals from media experts as to the best way to deliver content that will increase comprehension and retention of the curriculum.
17. Is it anticipated that the viewer(s) of the video will do so independently or as a group?  
The goal would be for the video to be viewed independently by faculty and staff.
18. Will the video have any interactive components, or will it run continuously?  
The curriculum, as is, does not allow for interactive components and is set up to run continuously.