

Student-Centered Learning Research Collaborative

Video Project RFP: 3/29/19-4/5/19

Proposal should be represented in a Microsoft Word document and sent to rcsubmit@jff.org.

Video Series: New Hampshire's Work-Study Practices

The Student-Centered Learning Research Collaborative at JFF is seeking proposals for its New Hampshire Work-Study Practices video project. Interested vendors should submit a proposal that speaks to the scope of work and timeline below, and includes all additional information outlined in the *Proposal Elements* section. Proposals can be simple (only content will be considered, not the format of proposal presentation) and are due **April 5, 2019, at noon**.

Scope of Work

The vendor will capture footage at several events listed in timeline below, including both interviews and b-roll footage. The vendor will make all footage available to JFF using an online platform and via external hard drive. The vendor will provide all production services, using existing footage that JFF will supply and footage to be captured, to produce a 3-part video series (product described below). The vendor will work in collaboration with JFF staff for direction and edit suggestions, regarding the content and story of the product.

Filming/Production:

The vendor will provide on-site filming for 3-5 shoot days between April 19, 2019, and June 7, 2019 (scheduled to be finalized following JFF's selection of vendor). Video crew size for each shoot day will be between 1 and 4 people and will be appropriate for the needs of the shoot.

Post Production:

- Editorial/Creative advising: JFF has developed a series storyboard, and determined key messages and themes--but we are open to guidance and shaping of the content
- Editing: In proposal, the vendor should indicate the number of revision rounds included after first rough cut delivered
- Audio: JFF is open to voice-over or audio supplementation as needed
- Finishing: Color correction and any standard graphics, including logos provided by JFF. No animation is needed.
- File delivery: Vendor will provide JFF with all raw footage and the final product on an online platform and external hard drive.
- Vendor's recommended services, to be determined.

Timeline:

- RFP deadline: April 5, 2019, by 12:00 p.m.
- Contract finalized: By April 19, 2019
- Shoot Days: 3-5 day-long shoots between April 19-June 7, 2019 (Schedule to be determined)
- 1st cut of product delivered to JFF for review: July 1, 2019
- Reviews, re-shoots and other post-production changes to occur between July 1-August 9
- **Final product delivery: August 9, 2019**

Description:

This video narrative is designed to track the deeper learning task development and performance assessment process happening in NH. It will breathe life into the process, visualizing the "what" and "how" of the project so that other states and systems may adopt/adapt what was achieved.

We will follow social studies teachers in the state as they learn about and build performance tasks to assess students' deeper learning skills. We will then follow them into the classroom to see test

performance tasks in action and capture evidence of the kinds of student learning and engagement that results. Next, we will follow the teachers back to their task development process as they incorporate improvements into the process.

We will finish with learning reflections and insights both from students and teachers and how their approaches were refined through the iterative and invitational process.

The end product, a series of three videos, will not only elevate the visibility of the project but will also act as a diffusion and scaling mechanism to ensure innovations are amplified beyond NH.

Product

A video series comprising three 5-10 minute videos aligned with the description above. The final product will be housed on an online platform such as Vimeo to share across social media and JFF's web platforms, as well as a hard copy on an external hard drive.

Purposes:

The purposes of this video series include:

- Provide a compelling narrative about the performance assessment process for deeper learning
- “Draw back the curtain” to help educators, school leaders, funders and the general public understand what the performance assessment process looks like and the outcomes it can have for students and teachers
- Demonstrate the benefits and challenges associated with translating education research into practice
- Demonstrate the merits and challenges of NH’s invitational approach and the necessary supports and pivots that partners in NH have taken to scale and spread classroom-proven, student-centered practices and deeper learning assessments
- Visualize what’s possible for other states, and inspire them consider undertaking a similar initiative

Audiences:

The video’s target audiences, in and beyond New Hampshire, are:

- State-level education leaders
- District-level leaders
- Building-level leaders
- Educators
- Members of the general public interested in performance assessment

Proposal Elements

Please submit a proposal by April 5, 2019, that includes:

- Minimum of 2 samples of similar projects (budget, timeline, scope), explaining your companies role in the project.
- Scope of Work: Timeline and deliverables that will be pursued if the requested dollar amount is awarded.
- Budget: A numerical statement of all expenses associated with proposed scope of work. Please identify all associated costs that JFF will pay if the contract is awarded. Please also provide a brief narrative explanation of how budget line items support project activities and how dollar amounts were derived.
- Additional documents required:
 - Vendor’s completed W9

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