

Alabama State Department of Education



Request for Proposal

RFP ALSDE 2023-01

Video Vignettes for Teaching, Coaching, & Family/Community

Alabama State Department of Education

Alabama Reading Initiative (ARI) and Alabama Math Science Technology Initiative (AMSTI)

Note: FAXED OR E-MAILED PROPOSALS WILL NOT BE ACCEPTED.

Inquiries and response submissions related to this RFP are to be addressed to:

Cindy Gillespie

Office of Operations

Alabama State Department of Education

50 N. Ripley Street, Room P305

Gordon Persons Building

Montgomery, AL 36104

Email: cgillespie@alsde.edu

Deadline:

Proposals must be received no later than 4:00 p.m. on December 15, 2022.

It is required that each vendor clearly mark the envelope RFP ALSDE 2023-01 in the lower left corner of the envelope (Response packages that are not marked will be rejected).

The proposal package must contain the following:

1. Original proposal plus four copies with original signatures (The proposal must be signed by an official authorized to legally bind the vendor to the information provided). One (1) electronic copy on a USB flash drive in MS Word format.
2. Must be currently registered with The Alabama Department of Finance, Division of Purchasing as a State Vendor and provide vendor number. <http://www.purchasing.alabama.gov>
3. The vendor must complete the affidavit for business entity/employer/vendor. Verification of enrollment in E-verify should be presented on the form found in Appendix A.

Proposal Opening

December 16, 2022

9:00 am

Gordon Persons Building, Carter Conference Room

50 North Ripley Street

Montgomery, AL 36104

(No Visitors Due to COVID-19)

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Section 1.00 Administrative Overview

1.1 Purpose and Background

Purpose:

This purpose of this project is to develop videos of early literacy and early math instruction, as we seek to provide coaching support for districts, school leaders, teachers, families, and community members. A vendor is being sought to work with two groups inside the Alabama State Department of Education (ALSDE) to create short, professionally filmed, and edited videos. Our purposes will be for family/community, coaches, and teachers to be able to view these videos to extend their learning. A vendor will work with ALSDE to identify up to 15 topics to produce featuring Alabama educators and students for both reading (15) and math (15). The topics for these videos will be identified in collaboration with the ALSDE, and a vendor will professionally film, edit, and produce fifteen videos of 4-6 minutes in length. Subjects will also be made in collaboration. These videos need to coordinate with professional learning being provided by the ALSDE. A vendor will capture K-3 classroom instruction that highlights the five components of reading (phonemic awareness, phonics, vocabulary, fluency, and comprehension) and K-5 classrooms that highlight the following components of math (number talks, choral counting routines, small group instruction, student mathematical practices, and the 8 effective math teaching practices). A vendor will have coaches to guide the professional learning and coaching sessions, or videos may highlight existing onsite coaching.

This project will result in a series of engaging, informative, and attractive instructional videos for the ALSDE. The final product will be 30 short videos featuring Alabama teachers and students that reflect Alabama's instructional support and direction and highlight best practices, serving as in-depth professional development resources for Alabama educators (teacher and coaches) and resources for parent and community engagement.

A vendor will manage all aspects of the process with input and collaboration with the ALSDE, including planning, school/staff/parent communication, securing release forms, scheduling classroom filming, and working with school/district administration and teachers to ensure they capture the right footage. A vendor will produce videos in 4K resolution and will be managed by a media production team. The production approach of a vendor will typically include: a teacher introduction to the lesson and concept, coverage of the teacher and students participating in the lesson, engaging supplementary footage of classroom activities, intro/outro animation, and teacher reflections on each lesson. The video files should be delivered in a fashion ready for immediate release. The participating teachers and vendors will coordinate lesson planning with the ALSDE to ensure the ALSDE is able to capture specific desired footage. A vendor will discuss with the administration and teachers what they are trying to capture in a lesson and then film whole reading blocks in classrooms where they aim to capture that instruction. The vendor must show how they will meet the goals by providing a written expository addressing each element in a concise easy to understand method. This explanation **MUST** be in number order and **MUST** only contain information in each number that explains what is related to the information Request for Proposal (RFP) requested.

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- 1. Partner with the Alabama State Department of Education (ALSDE) to create professionally filmed and edited classroom videos that can be used as instructional exemplars during face-to-face professional learning sessions, online modules, coaching sessions, or as stand-alone resources. Explain the proposed production phases.**
- 2. Work with ALSDE to identify up to 15 instructional strategies or topics to produce featuring Alabama educators and students for early literacy and 15 for mathematics. How do you propose collaborating with the ALSDE to do this?**
- 3. Work with the ALSDE staff to identify and develop topics and talent for these videos. How do you propose to do this?**
- 4. Professionally film, edit, and produce fifteen videos of 4-8 minutes' length for literacy and fifteen for math. Share your production plan and include an estimated timeline.**
- 5. Ensure that the videos are thorough enough to be used in isolation, to train classroom teachers and/or instructional coaches in literacy and math instruction. How will you do this?**
- 6. Capture K-3 classroom instruction in literacy that highlights the five components of reading (phonemic awareness, phonics, vocabulary, fluency, and comprehension) and capture the following components of math (number talks, choral counting routines, small group instruction, student mathematical practices, and the 8 effective math teaching practices) and professional learning and coaching through the following ways:**
 - a. The vendor should provide a sample video of their work in either mathematics or reading. The video should have web-based accessibility.**
 - b. The vendor should share a sample lesson plan for early literacy of what might take place in a video vignette.**
 - c. The vendor should share a sample lesson plan for early math instruction of what might take place in a video vignette.**
- 7. Provide executive coaches with knowledge on early literacy aligned to the science of reading and to the 5 strands of mathematical proficiency who will be available to facilitate professional learning and coaching sessions, or videos that may highlight existing onsite coaching. Fully explain your experience and background in these areas.**
- 8. Share the video quality you will be using.**
- 9. Share any experience you have in working with public schools and the impact of FERPA in your production.**
- 10. Share any experience you have working with students in special populations such as students have special education needs or where English is not their first language.**
- 11. Explain the duties and who will be supporting the work onsite for the production of the videos.**
- 12. What will your professional filming equipment be?**
- 13. How will you ensure the videos are at the quality the ALSDE expects?**
- 14. Share your cost proposal with a breakdown of the services embedded in the cost structure.**

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Background: The state department is working to combat COVID instructional learning loss and support teachers, coaches and the community in instructional elements that will improve student outcomes. These video vignettes will serve as a method for the ALSDE to provide access to the exemplar learning throughout the state. The state has integrated PowerSchool Student Information System through a pilot 2020-2021 and full implementation 2021-2022.

1.2 Anticipated Timetable

December 16, 2022, at 4:00 pm Proposal Submission Deadline

December 15, 2022, at 9:00 a.m. Anticipated Bid Opening

1.3 Proposal Evaluation

An Evaluation Team will review the proposals and make a recommendation. The criteria listed below will be used to evaluate the proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

Evaluation Criteria:

Vendor qualifications and experience	30 points
Budget Proposal	30 points
Detailed description and delivery of training materials, presentations, and/or modules	40 points

Best and Final Offers:

The ALSDE may either accept a vendor's initial proposal by award of a contract or enter into discussions with vendors whose proposals are deemed to be reasonably acceptable consideration for award. After discussions are concluded, a vendor may be allowed to submit a "Best and Final Offer" for consideration in a manner and method prescribed by the ALSDE. By submitting a proposal each vendor accepts and agrees to all conditions and requirements herein.

The ALSDE will make all decisions regarding evaluation of the proposal. The ALSDE reserves the right to judge and determine whether a request is compliant with and has satisfactorily met the requirements of the RFP. The ALSDE reserves the right to waive technical and other defects if, in its judgment, the interest of the ALSDE so requires. Any further information disclosed about the RFP during this process will be provided to all vendors in a manner and method prescribed by the ALSDE.

Rejection of Proposal:

ALSDE reserves the right to reject any or all proposals which are deemed to be non-responsive, late in submission, or unsatisfactory in any way. ALSDE shall have no obligation to award a contract for work, goods and/or services as a result of this RFP.

Qualified bidders aggrieved in connection with the solicitation of a contract may protest to the Chief Procurement Officer.

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Confidentiality:

All information contained in the RFP is considered to be the exclusive property of the ALSDE. Recipients of this RFP are not to disclose any information contained within the RFP unless such information is publicly available. This RFP is provided for the sole purpose of allowing Vendors to respond to these specifications.

Selection Process:

One grant will be awarded to a vendor for work with the Alabama State Department of Education if the quality of the program goals is met, if funding is available, and if it meets the best interests of the Agency.

The ALSDE will select the vendor that provides the most technically sound and cost-effective proposal that best fits the needs of the ALSDE. Final selection of the successful vendor will not be based solely on cost. The vendor product will be evaluated primarily on the scope of the activities linked to associated costs as detailed in the RFP. RFPs will be reviewed to ascertain that minimum requirements have been met. The ALSDE reserves the right to conduct discussions with potential vendors in order to clarify information contained in their proposals, but the ALSDE has no obligation to do so. The vendor will provide notice to the ALSDE any partnership with another firm to provide parts of the solution; however, the vendor must provide management of the partner and is responsible for all project performance. Any subcontractor or partner will be subject to the same vetting process as the vendor, and the vendor is responsible for ensuring that each subcontractor acknowledges and is contractually bound by the staffing plan and other commitments listed in this RFP.

Unless provided by law, nothing in this RFP shall be construed to create any legal obligation on the part of ALSDE or any respondents. ALSDE reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue the RFP in whole or in part, at any stage. In no event shall ALSDE be liable to respondents for any cost or damages incurred in connection with the RFP process, including, but not limited to, any and all costs of preparing a response to this RFP or any other costs incurred in reliance on this RFP. No respondent shall be entitled to repayment from ALSDE for any costs, expenses, or fees related to the RFP. All supporting documentation submitted in response to the RFP will become the property of the ALSDE. Respondents may also withdraw their interest in the RFP, in writing, at any point in time, as more information becomes known. If, within the confines of this RFP, the vendor provides intellectual property be it understood that all RFP contents are subject to Open Records Act laws and thus are subsequently in the public domain.

Only the final results of the ALSDE Evaluation Committee may be considered public. Any work papers, individual evaluator or consultant comments, notes, or score will not be considered public. The final results of the ALSDE Evaluation Committee will not be publicly available until a final contract has received all necessary approvals.

Open Records act requests can be made at the following website:

[https://alsde.mycusthelp.com/WEBAPP/rs/\(S\(f5sv2dmcmmpb2aknppsajshwn\)\)/supporthome.aspx](https://alsde.mycusthelp.com/WEBAPP/rs/(S(f5sv2dmcmmpb2aknppsajshwn))/supporthome.aspx)

Disclaimer Notice:

The ALSDE shall not be liable for any costs associated with the preparation of proposals or negotiations of a contract incurred by any party.

Availability of Funds:

It is expressly understood and agreed that the obligations of the ALSDE to proceed is conditioned upon the continued availability of funds that may be expended for these purposes.

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1.4 Conditions and Terms

Contract Terms:

The contract resulting from this RFP may be renewable for additional years pending written agreement of the vendor & ALSDE, dependent upon required state approvals, availability of funds, performance evaluations of the project, at the full discretion of the ALSDE. The contract will commence pending Legislative Review Committee approval and Governor's signature.

The vendor shall be fully prepared to commence work after full execution of the contract by parties and the receipt of required governmental approvals.

Proposals should reference each element in the RFP by number on the cover of each copy and be arranged in the same sequence. All fees and costs are to be stated in United States currency. Vendors must reply to each element of the RFP.

Section 2.00 Scope

2.1 Scope of Vendor's Work and Responsibilities

The vendor will be responsible for providing information showing how it can meet each numbered element above in section 1.1. This should be provided in words. Additionally, the vendor is expected to **SHOW** a demonstration (on demand; no live) as to how its product meets the goals and their expertise in the project by sharing a sample of their work as outlined above.

2.2 Scope of Alabama State Department of Education's Work and Responsibilities

ALSDE will provide:

Access to an action team of educators in the content area to support discussions

Access to a state department team members for support, filter questions, and provide approvals.

Access to predetermined schools that will support the having themselves videoed.

Feedback on editing and production information.

Background in the process for submitting invoices and providing payment for services rendered.

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Section 3.00 General Requirements

3.1 Requirements of Proposal

The vendor must provide the following mandatory information. **Failure to provide this information may be cause for the proposal to be rejected.** Qualifications, experience, and cost will be evaluated for contract award. The proposal may be submitted under the same cover with Vendor Requirements and Cost Proposal in two distinct sections. E-verify information is required to be submitted for all employees to include contractors of the vendors if necessary and applicable.

Part I

Signed Cover Letter:

The cover letter shall serve as the first page of the vendor's proposal. The vendor shall complete the cover letter and attach it to the proposal in response to the RFP. The cover letter must be signed by an official authorized to legally bind the vendor. It will state that the vendor is a legal entity that will meet the specifications. The cover letter must accompany the submitted proposal. The letter accompanying the proposal must have original signatures and must include contact numbers and e-mail addresses for the authorized official signing the letters.

Part II

Vendor Qualification and Experience:

Vendor shall provide satisfactory evidence of the vendor's capability to coordinate the types of activities and to provide the services described in the RFP in a timely manner. Special attention should be given to the discussion of qualifications. The discussion shall include a description of the vendor's background and relevant experience as related to the required activities in the RFP.

Part III

Vendor shall provide a detailed plan describing how the services will be performed to meet the requirements of the RFP. The description shall encompass the requirements of this RFP. The response must be prepared and organized in a clear and concise manner that is easily understandable.

Vendor Organization:

Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

References:

The vendor shall provide a minimum of three (3) references that can support and validate training and/or projects and outcomes, including names or persons who may be contacted, position of person, addresses, and phone numbers where similar training and/or projects to that described in this RFP have been conducted.

Executive Summary:

An executive summary is required. This summary will condense and highlight the contents of the vendor's proposal.

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Part IV

Cost Proposal:

Vendor shall include the fee structure and pricing for the training sessions/program. The vendor shall submit a cost proposal in addition to other required information.

Flat rates for half and/or whole day training sessions should be inclusive of travel and/or supplies and materials costs and identify if the training is in person or virtual, and the proposed number of participants. Flat rates for consulting, coaching, and/or professional services should stipulate the cost per hour and the proposed number of hours. Project costs must include all proposed necessary charges to be made by the grantee in accomplishing the objectives of the grant during the specified grant period (initial grants are generally for a one-year period unless otherwise noted). Please provide a cost for the 15 literacy videos and a cost for the 15 math videos and then a total cost for all.

Subcontractor Disclosure:

If the execution of work to be performed requires the hiring of Subcontractors, **you must clearly state this in the bid proposal and provide qualification for such individuals.** Sub-Contractors must be identified and the services they will provide or work they will perform must be clearly defined. The ALSDE will not refuse a proposal based upon use of a Sub-Contractor; however, the ALSDE reserves the right to refuse the Sub-contractor you have selected. Contractor and associated personnel shall remain solely responsible for the performance of all work, including work that may be sub-contracted.

Describe your rationale for utilizing Subcontractors including relevant past experience partnering with stated Subcontractor(s). Documents for E-verification of subcontractors are the sole responsibility of the contractor and must be available upon request to ensure compliance.

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Section 4.00 General Terms and Conditions

4.1 Governance

This RFP and its terms shall be governed and construed according to the laws of the State of Alabama. Any dispute arising out of this RFP shall be brought in the State of Alabama, with venue in Montgomery County, Alabama. Vendors agree to comply with all applicable federal and state laws and regulations.

4.2 Immigration

The proposal must contain a statement that the firm is aware of and in compliance with the requirements of the Beason-Hammond Alabama Taxpayer and Citizen Protection Act; a statement that the vendor is enrolled in the E-Verify as required by Section 31-13-9 (b), Code of Alabama 1975, as amended:

BEASON-HAMMOND ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT

COMPLIANCE

The Beason-Hammond Alabama Taxpayer and Citizen Protection Act (31-13-1 et seq, Code of Alabama, 1975 as amended by Act 2012-491) regulates illegal immigration in the State of Alabama. All contracts with the State or political subdivision thereof must fully comply with each provision as provided by law.

A proposal must include a statement that the vendor has knowledge of this law and is in compliance. Before a contract is signed, the vendor awarded the contract must submit a Certificate of Compliance using the form at Appendix A. E-Verify enrollment can be accomplished at the website of the United States Department of Homeland Security at <http://www.uscis.gov>.

See Section 10 for additional language required by Section 10(k) of the Act to be included in the contract.

Rev.5-24-13

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4.3 Conflict of Interest

The vendor attests that no employee, officer, or agent of the vendor shall participate in the selection, award, or administration of a contract if a real or apparent conflict of interest may be involved. A conflict would arise when the employee, officer, agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein has a financial or other interest in the organization selected for an award. The officers, employees, and agents of the vendor, if selected as the career planning system vendor, shall neither award nor offer gratuities, favors, nor anything of monetary value from vendors or subcontractors.

4.4 Discrimination

Alabama Non-Discrimination Statement:

No person shall be denied employment, be excluded from participation in, be denied the benefits of, or be subjected to discrimination in any program or activity on the basis of disability, gender, race, religion, national origin, color, age, genetic information, or any other category protected under the law. Ref: Sec. 1983, Civil Rights Act, 42 U.S.C.; Title VI and VII, Civil Rights Act of 1964; Rehabilitation Act of 1973, Sec. 504; Age Discrimination in Employment Act; the Americans with Disabilities Act of 1990 and the Americans with Disabilities Act Amendments Act of 2008; Equal Pay Act of 1963; Title IX of the Education Amendment of 1972; Title II of the Genetic Information Nondiscrimination Act of 2008. Title IX Coordinator, P.O. Box 302101, Montgomery, Alabama 36130-2101, or call (334) 694-4717.

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APPENDIX "A"

State of _____)
 County of _____)

CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535, as amended by ACT 2012-491)

DATE: _____

RE Contract/Grant/Incentive (describe by number or subject):

_____ by and between
 _____ (Contractor/Grantee) and
 _____ (State Agency, Department or Public Entity)

The undersigned hereby certifies to the State of Alabama as follows:

1. The undersigned holds the position of _____ with the Contractor/Grantee named above and is authorized to provide representations set out in this Certificate as the official and binding act of that entity and has knowledge of the provisions of THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535 of the Alabama Legislature, as amended by ACT 2012-491) which is described herein as "the Act."

2. Using the following definitions from Section 3 of the Act, select and initial either (a) or (b), below, to describe the Contractor/Grantee's business structure.

BUSINESS ENTITY. Any person or group of persons employing one or more persons performing or engaging in any activity, enterprise, profession, or occupation for gain, benefit, advantage, or livelihood, whether for profit or not for profit.

a. Self-employed individuals, business entities filing articles of incorporation, partnerships, limited partnerships, limited liability companies, foreign corporations, foreign limited partnerships, and foreign limited liability companies authorized to transact business in this state, business trusts, and any business entity that registers with the Secretary of State.

b. Any business entity that possesses a business license, permit, certificate, approval, registration, charter, or similar form of authorization issued by the state, any business entity that is exempt by law from obtaining such a business license, and any business entity that is operating unlawfully without a business license.

EMPLOYER. Any person, firm, corporation, partnership, joint stock association, agent, manager, representative, foreman, or other person having control or custody of any employment, place of employment, or of any employee, including any person or entity employing any person for hire within the State of Alabama, including a public employer. This term shall not include the occupant of a household contracting with another person to perform casual domestic labor within the household.

____ (a) The Contractor/Grantee is a business entity or employer as those terms are defined in Section 3 of the Act.

____ (b) The Contractor/Grantee is not a business entity or employer as those terms are defined in Section 3 of the Act.

3. As of the date of this Certificate, the Contractor/Grantee does not knowingly employ an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama.

4. The Contractor/Grantee is enrolled in E-Verify unless it is not eligible to enroll because of the rules of that program or other factors beyond its control.

Certified this _____ day of _____ 20____.

 Name of Contractor/Grantee/Recipient
 By: _____
 Its _____

The above Certification was signed in my presence by the person whose name appears above, on this _____ day of _____ 20____.

WITNESS: _____
