Video Project Outline

and RFQ

**Project Overview:**

CareerSource North Florida (referred to as CSNF) is looking for innovative ways to communicate with its customer base. While video is referenced in this request, CSNF will consider other approaches than traditional “live action.”

**Purpose**:

To ease communication and understanding of CSNF’s job seeker and employer process’ and communicate specific programmatic requirements.

**Scope of Work**

**Video Type:**

* Promotional/Informational

**Content Requirements:**

* CSNF staff will guide the content, while vendor may suggest edits, so content is delivered on a relatable and engaging level.
* Vendors must abide by CSF/CSNF brand standards.

Videos are needed for each of the following categories.

* General orientation/experience overview of CSNF services. [Current](https://youtu.be/KZADug3F1uY)
* WT orientation. [Current](https://youtu.be/I602bofkuhk)
* SNAP orientation.  [Current](https://youtu.be/Cni4zpgvNLA)
* WIOA orientation.  [Current](https://youtu.be/oUwYG5QQ1Fk)
* Foundations orientation.  [Current](https://youtu.be/ruSs1LXRXTs)
* Business Service employer orientation.  [Current](https://youtu.be/r3XLtSYVC0k)

See Updates/Changes section below for more information.

**Visual Style:**

* Animated/Computer-Generated with voiceover. (Preferred)
* Other options will be considered.
* Branding guidelines will be provided.

**Deliverables and Terms**:

Meet with CSNF staff to determine priorities of video focus. Review collection of previously used materials.

6 videos files will be provided to CSNF satisfactorily for final payment. Any extensions may result in penalties.

**Technical Requirements:**

Collaborate with CSNF to create videos;

* **Video Length:**
  + 5-minutes or less in length (each)
* **Resolution and Format:**
  + Resolution: HD, 4K, 1080p
  + Video format: MP4
* **Delivery Format:**
  + Digital files

**Intellectual Property:**

CSNF will own the final products including graphics, sounds, images, and other items comprising final products.

**Budget:**

At this time, CSNF is obtaining quotes to determine and set a budget for this project. However, it is expected that the proposal meeting CSNF needs at the best value will be chosen; therefore, please include the following:

* + Cost per hour for shooting, if needed
  + Cost per hour for editing
  + Cost per hour for actor, if needed
  + Cost per hour for voice
  + Estimate of hours
  + Detailed overall project estimated budget
  + Clarify if the budget includes pre-production, production, and post-production costs.

**Timeline:**

* Proposal Deadline: April 5th, 2024
* Project Award: April 19th, 2024
* Project Deadline: June 28th, 2024

**Proposal:**

Quote must include estimated amount of time on-site, estimated amount of time editing, and all other project details. Please include references for previous similar work and similarly produced products.

**Updates/Changes from current:**

* General orientation/experience overview of CSNF services.
  + Remove Jefferson County from service listing.
  + Under career exploration would like to add in Virtual Reality assessments/modules.
  + ISY/OSY?
  + Modify the Foundations age range from “16-24” to “14-24”.
* WT orientation.
  + Remove Jefferson County from service listing.
  + Change submission of hours from “SNAPET@careersourcenorthflorida.com” to “cs-nfl.ctsatlas.com”
* SNAP orientation.
  + Remove Jefferson County from service listing.
  + Participant eligibility max amount needs to be changed to $245.00 per week.
  + Mandatory Work Activities (update list to match below)
    - Work experience
    - Supervised Job Search (max combined hours cannot exceed 39-hours per month)
    - Job Search Training (max combined hours cannot exceed 39-hours per month)
    - Education
    - Vocational training
    - Job Retention Service
  + Change submission of hours from “welfaretransition@careersourcenorthflorida.com” to “cs-nfl.ctsatlas.com”
* WIOA orientation.
  + Remove Jefferson County from service listing.
  + The young adult section could possibly need a refresh as we could now assist in-school youth (14-21) and out of school youth (16-24)
* Foundations orientation.
  + Remove Jefferson County from service listing.
  + modify the age range from “16-24” to “14-24”.
* Business Service employer orientation.
  + Remove Jefferson County from service listing.

All other pertinent information held in each video can remain the same or similar.