

## **Request for Proposal: Training Video on Education Services**

### **About:**

Disability Rights Rhode Island (DRRI) is the federally mandated Protection and Advocacy Agency (P&A) for the state of Rhode Island. DRRI works to protect and enforce the legal rights of people with disabilities, operating as a 501(c)(3) nonprofit corporation. Federally funded and mandated, DRRI is dedicated to championing the rights of individuals with disabilities.

### **Purpose:**

DRRI is seeking proposals from a videographer or professional media company to collaborate on a high-quality, accessible video demonstration of our newly developed Rhode Island Transition App. The app is designed to help transition-aged students (ages 14+) take an active role in developing their own Individualized Education Plans. Using a simple, user-friendly interface, the app guides students through various platforms—including desktop, tablet, and mobile devices (iOS and Android). The video demonstration will be published on DRRI's website and serve as a key resource for individuals using the app, including transition-aged students, families, educators, and advocates. The project entails developing and producing an approximately 5-minute instructional video that clearly demonstrates how to navigate and use the Rhode Island Transition App. The video demonstration must reflect principles of accessibility, inclusion, and clarity for a diverse audience.

### **Project Objective:**

To produce a professional, informative, and accessible video (approximately 5 minutes) that demonstrates how to use the Transition App. The video will explain the purpose of the app, walk users through its key features and functionality, and highlight its role in empowering students to participate meaningfully in their own IEP process.

### **RFP Overview:**

- Develop and produce an approximately 5-minute informative video demonstration on the Transition App.
- Collaborate with DRRI staff to develop a script, storyboards, create artwork, select music, and oversee general design and production of the video demonstration.
- Production of a video demonstration using screen recordings and/or animations.
- Conduct regular meetings with DRRI staff to shape and edit substantive information into a working script. Finalize the script in preparation for filming.

- Coordinate with DRRI staff and film participants for live filming. Film participants will include a transition-age student, an educator, and potentially an additional participant. We anticipate one day of live filming.
- Edit and produce the final video demonstration.

**Tasks (including but not limited to):**

1. Ideation of video concepts.
2. Scriptwriting and editing.
3. Multimedia (audio/video) content development.
4. Video and audio editing.
5. Creation of static and motion graphics.
6. Addition of music, voice-over, and sound effects.
7. Delivery of multi-format video files (e.g., YouTube, social media, web).
8. General account management.
9. Closed Caption subtitles for both English and Spanish.

**Information Requested:**

**Ideal Vendor:**

The ideal vendor should:

- Have experience producing high-quality moving image content across various formats.
- Have experience in educational or instructional video production.
- Demonstrate a clear process for ideation, production, revision, and final delivery.
- Exhibit experience in creating documentary or informational videos, with non-profit work as a plus.
- Provide highly responsive, collaborative, and transparent communication processes.

**Submission Criteria:**

A submission must include:

1. A description of the company, including an overview, names, and credentials of the creative team, and the number of full-time employees. Include crew members and their roles for director, producer, cinematographer, writer, and editor.

2. A one-page narrative outlining the company's strengths and distinguishing skills or capabilities relevant to the project.
3. A representative selection of multi-channel video content, audio samples, and project management plans for current and past clients.

### **Proposal Requirements:**

Proposals must be submitted in PDF format by **4 PM on Friday, July 18, 2025**. Your proposal should include:

1. An introduction to your company.
2. Proposed services.
3. Service timeline, staffing, and budget.
4. Outline of approach and methodology.
5. Answers to the following questions:
  - a) Why do you believe you would be a good fit for this assignment?
  - b) What makes your agency different from others?
  - c) Who are the key people who would be working on our account?
  - d) Show us your best, most innovative work, and most relevant case studies.
  - e) Based upon what you know today, give us your initial thoughts on how you can help us reach our goal.

### **Additional Details:**

#### **6. Legal and Permissions:**

- The vendor will be responsible for obtaining any necessary permissions, releases, or clearances for the use of copyrighted materials, music, and images in the documentary.

#### **7. Accessibility Considerations:**

- The vendor will outline their experience in producing a video that is accessible to individuals with various disabilities, ensuring ADA compliance (beyond closed captioning).

#### **8. Collaboration with DRRI Team:**

- Emphasize the collaborative nature of the project, highlighting the importance of regular communication and coordination between the selected vendor and the DRRI team throughout the production process. Please describe past work where you collaborated with your client for a better outcome.

**Evaluation Criteria:**

- Creativity.
- Cultural fit.
- Relevant experience.
- Value of investment.

**Reservation of Rights:**

This RFP is not a contract or an offer. Suppliers responding to this RFP receive no rights as a result of the response. DRRI may accept or reject any proposal with or without reason and reserves the right to award none of the services.

At no point in the process shall DRRI be influenced on the basis of any gifts, entertainment, or other gratuities provided by the vendor. DRRI shall make its decisions solely on which partner DRRI deems as the best fit and value for services required.

**Confidentiality:**

Any and all information, data, models, plans, or proposals, whether written, oral, or otherwise furnished by you to DRRI hereunder, or in contemplation hereof, shall be considered non-confidential and non-proprietary unless explicitly designated that such information is confidential, proprietary, or both. Confidential and/or proprietary information is to be specifically referenced in your response/proposal.

**Media Release:**

Any media releases, public announcements, or public disclosures regarding your participation in this RFP process will require prior written approval of DRRI.

All submissions must be received by DRRI via email at [olozier@drii.org](mailto:olozier@drii.org), or by mail at 220 Toll Gate Rd., Suite A, Warwick, RI 02886, or in person at the same address no later than 4:00 PM on Friday, July 18, 2025.

Please call 401-831-3150 or email [olozier@drii.org](mailto:olozier@drii.org) with any questions regarding this RFP.

We look forward to receiving your proposal.