

Closing: Wednesday, December 12 at 5 p.m. PST

Issued: Thursday, November 29 at 9 a.m. PST

1. About SelfDesign Learning Foundation: Organizational Overview

The SelfDesign Learning Foundation (SDLF) is a registered Canadian charity, incorporated as a not-for-profit organization in the province of British Columbia.

From its humble beginnings in 1983, the organization has undergone several iterations. First named the Wondertree Learning Society by founder Brent Cameron, it operated the WonderTree Centre (1983-2009) as a class 1 independent K-9 school with an enrollment of approximately 12-20 learners. The society also operated Virtual High (1993-1996), a grade 9-12 education program with an enrollment of 50 learners. The organization later changed its name to the Wondertree Foundation for Natural Learning (1996), and subsequently to its current name of the SelfDesign Learning Foundation in 2010.

Although the organization has evolved and grown significantly over the past 37 years, the philosophy and praxis of SelfDesign, first introduced by Cameron, has remained at the core of the organization's operations and program offerings. This philosophy supports people of all ages in authoring their own lives and designing their own learning. Based on relationship, conversation, and reflection, the model encourages a deep understanding of 'self' in connection with others, creating an observable manner of living over time. Commonly resulting qualities include self-agency, ongoing curiosity, connection and collaboration, authenticity, confidence, respect, and resilience.

SDLF operates several programs including:

- SelfDesign Learning Community (SDLC) - (its largest program)
- HomeLearners' Network (HLN)
- SelfDesign Journeys Program

SelfDesign Learning Community (SDLC)

SDLF is the school authority for the SelfDesign Learning Community (SDLC) - one of the largest independent distributed learning schools in the province of British Columbia. SDLC's inclusive, personalized and flexible approach to education provides approximately 2,000 students (known as learners) from kindergarten to grade 12 with tuition-free and individualized learning each year.

Unlike many distance education models that are one-dimensional and teacher-led, SDLC offers a student-focused and teacher-facilitated learning experience. Learners choose from one of approximately 185 BC certified teachers, called learning consultants, who guide learning in learners' home environments. SDLC learning consultants are assigned a maximum of 33 learners per year, making the student-to-teacher ratio low regardless of grade level.

More information about SelfDesign and its programs can be found at selfdesign.org and the [SDLF Strategic Report](#).

2. Video Project Overview

SelfDesign Learning Foundation (SDLF) has initiated a Request for Quote (RFQ) process to select a vendor who will serve as the preferred vendor for video-related work for the organization. This vendor will have demonstrated experience and is qualified to plan, execute, manage and deliver the development of video content as per the vendor requirements, timelines and other deliverables as stated in this RFQ document.

The overall objective is to launch branded SelfDesign videos as a part of SelfDesign’s website content strategy. The project will include creation of an overall SelfDesign organizational/marketing video for posting on the new SelfDesign home page (in development), along with a collection of video testimonials from learners/families/educators for each of the SelfDesign program areas that speak to the values and culture of SelfDesign. These videos will live on the website but also be used as a marketing tool to be shared throughout other marketing platforms including (but not limited to) emails/newsletters and social media profiles.

3. Project Scope and Deliverables:

VIDEO COUNT	APPROX. VIDEO LENGTH	TYPE OF VIDEO / DESCRIPTION	FILMING LOCATION
1	2-3 minutes	<p>Deliverable 1: SelfDesign Marketing video</p> <p>Video goal/target audience: This video will act as a marketing tool that will live on the SelfDesign website’s homepage with a goal to describe the story/mission/values behind SelfDesign in order to attract new learnings/families and drive enrolment.</p> <p>Vision for video: : This video will be a blend of:</p> <ul style="list-style-type: none"> ● Interview footage with SelfDesign leadership team ● Testimonial footage from SelfDesign contractors, learners, families (new footage) ● historical video content from SelfDesign’s original founder, Brent Cameron (existing footage) <p>The testimonial content will be a combination of video SelfDesign footage from SelfDesign leadership, as well as from families, learners, and contractors (educators/staff).</p>	<p>Main Location: Vancouver</p> <p>Venue TBD Vendor’s studio space or local Vancouver studio space</p> <p>Location 2: Outside of YVR</p> <p>Testimonial filming to take place at a BC location outside of YVR *See proposed location details in section 4.</p>

VIDEO COUNT	APPROX. VIDEO LENGTH	TYPE OF VIDEO / DESCRIPTION	FILMING LOCATION
1	2-3 minutes	<p>Deliverable 2: SelfDesign Philosophy video</p> <p>Video goal/target audience: for internal use (existing SelfDesign Community; learners, families, & contractors).</p> <p>Vision for video: : A combination of new interview footage with SelfDesign leadership and footage from the SelfDesign Marketing video (above). It will also include a more in-depth look at the philosophy/story behind SelfDesign. The content may include:</p> <ul style="list-style-type: none"> • Video of SelfDesign President & CEO (new content to be filmed by vendor) • Video Footage of SelfDesign’s Director of Organizational Learning & Culture (new content to be filmed by vendor) • Historical video footage of SelfDesign’s original founder(existing footage). • Animations/graphics that aid in describing the SelfDesign model/philosophy 	As above
1	2-3 minutes	<p>Deliverable 3 - SelfDesign Learning Foundation Board Recruitment video</p> <p>Video goal/target audience: a video that speaks to potential Board members, the goal would be to use this video as a part of the recruitment resources for new Directors.</p> <p>Vision for video:</p> <ul style="list-style-type: none"> • Video of SelfDesign President & CEO, (new content to be filmed by vendor) • Footage from the SelfDesign marketing and philosophy videos • Video of two to three of the existing SelfDesign board members (new footage) • Historical video footage of SelfDesign’s original founder(existing footage). • May require animations/graphics that aid in describing the SelfDesign model/philosophy 	As above

VIDEO COUNT	APPROX. VIDEO LENGTH	TYPE OF VIDEO / DESCRIPTION	FILMING LOCATION
1	1 minute	<p>Deliverable 4 Testimonial -SelfDesign Journeys program</p> <p>Video goal/target audience: The SelfDesign program testimonial videos will act as marketing tools that will live on the SelfDesign website's individual program pages with a goal to describe the programs and entice new learners/ families to enrol in SelfDesign</p> <p>Vision for video:</p> <ul style="list-style-type: none"> • Video footage of SDLC Principal and manager from this program • B-roll describing the philosophy purpose behind the program 	<p>Main Location: Vancouver</p> <p>Venue TBD Vendor's studio space an/or local Vancouver studio space.</p> <p>*Additional location(s). See Section 4.</p>
1	1 minute	<p>Deliverable 5 Testimonial - SelfDesign HomeLearner's Network (HLN) program</p> <p>Vision for video:</p> <ul style="list-style-type: none"> • Video footage of 2 - 3 parents/learners, educators, and SDLC Principal form this program • B-roll describing the philosophy behind the program 	<p>Main Location: within BC</p> <p>*See Section 4. for proposed locations for testimonials</p>
1	1 minute	<p>Deliverable 6 Testimonial - SelfDesign Learning Community (SDLC) Grades K-9 program</p> <p>*Video goal/target audience for this video will be the same as Deliverable 5 but with content specific to the SelfDesign Learning Community (SDLC) K-9 program</p>	As above
1	1 minute	<p>Deliverable 7 Testimonial - SDLC Grades K-9 Special Education (SE) program</p> <p>*Video goal/target audience for this video will be the same as Deliverable 5 but with content specific to the K-9 Special Education (SE) program.</p>	As above
1	1 minute	<p>Deliverable 8 Testimonial - SDLC Grades 10-12 Program</p> <p>*Video goal/target audience for this video will be the same as Deliverable 5 but with content specific to the SDLC Grades 10-12 program..</p>	As above
1	1 minute	<p>Deliverable 9 Testimonial - SDLC Grades 10-12 Special Education (SE) Program</p> <p>*Video goal/target audience for this video will be the same as Deliverable 5 but with content specific to the SDLC 10-12 SE Program.</p>	As above

VIDEO COUNT	APPROX. VIDEO LENGTH	TYPE OF VIDEO / DESCRIPTION	FILMING LOCATION
1	Under 1 minute	<p>Enrolment 'What happens next' video</p> <p>Video goal/target audience: This video will live on the SelfDesign website's enrolment page and will inform new families/learners what happens after they submit their application to SelfDesign.</p> <p>Vision for video:</p> <ul style="list-style-type: none"> • Screenshots/video screencast of enrolment form, and details about what learners and families need to apply, and what happens after they apply. • May require animations/graphics that aid in describing the enrolment process 	NA
#TBD	NA	Deliverable 11 Photography, stills, cinemagraphs	NA

4. Potential video shoot timing and location

SHOOT DAY 1: Marketing, Philosophy, Board Recruitment, and Journeys Testimonial

- Shoot interview sections of marketing video, philosophy video, board recruitment video, and Journeys testimonial video.
- **Location:** Studio in Vancouver

SHOOT DAY 2: Additional Learner/Family testimonials

- Shoot interviews/testimonials with a small group of learners, families, and educators that live in the Vancouver area.
- This also includes shooting of any additional b-roll
- **Location:** Studio in Vancouver

SHOOT DAY 3: Testimonials Learners/Families

- Film testimonial videos during upcoming 2019 SelfDesign Family Gathering for families in the lower mainland.
- **Potential Locations:**
 - **Art Intensive Camp, March, 2019, Victoria, BC**
 - **Manning Park Resort Spring Gathering:** April 26-28 2019
 - **BC's North Okanagan region - Winter Camp: Dates:** February 4th-7th, 2019 (second option for shoot location if Manning park date is not possible)

5. Summary of deliverables

TYPE OF VIDEO/DELIVERABLE	VIDEO QUANTITY
SelfDesign Marketing video	1
SelfDesign Philosophy video	1
SDLF Board recruitment video	1
SelfDesign Program testimonial videos	6
SelfDesign Enrolment/how-to screencast video	1
TOTAL VIDEO DELIVERABLES *Note: additional deliverables - photography/stills from video shoots.	10

6. Project Timeline/Key Milestones

Activity	Proposed Completion Date
RQF issue date	Wednesday, November 28, 2018
RQF closing date	Wednesday, December 12, 2018
Vendor reviews + selection process	Wednesday, December 12 to Thursday, December 14, 2018
Shortlist of vendors are contacted for interview/presentation of proposed video project plan.	Friday, December 15, 2018
Interviews/presentations with shortlisted candidates	Week of December 17-21, 2018
Contract awarded to selected videographer	Week of January 7, 2019
Video briefs and review between SDLF and selected vendor	January-February 2019
Video scripting and project planning	January-February 2019
Video filming/production	February-April 2019 (approximate)
Video post production and editing by vendor *includes editing for social media clips, cinemagraphs etc.	April -May 2019
Final video concept approvals and feedback	May - June 2019
All deliverables finalized and submitted to SDLF	June 2019

7. Preferred Vendor Requirements

The selected vendor for the video project must embody the following requirements:

1. Main offices located within the lower mainland.
2. Vendor in-house capacity to meet SelfDesign's requirements.
3. A willingness to travel to additional shoot locations within BC (as far as Manning Park and/or BC's North Okanagan region).
4. Willingness to collaborate/work with SelfDesign team on video scripts/feedback on creative direction.
5. Value for money.
6. Familiarity with small organizations, educational institutes and not-for-profit environments.
7. Access to studio filming space.

8. Proposals

8 a. Format

Evaluation is easier and more fair when proponents respond in a consistent manner. The following format and sequence should be followed in order to ensure each proposal receives equal consideration:

1. Cover page indicating the proponent's name, the key contact information, and an address, telephone, and email.
2. A page with a brief overview of the proposal and a table of contents.
3. Page numbers on all pages; ordered consecutively.
4. The body must address all information outlined in [sections 7](#) (Preferred Vendor Requirements) and [Section 3](#) (Project Scope and Deliverables).
5. Proposals must be submitted electronically as a PDF document.

8 b. Proposal Content

Proposals must include:

1. Overview of vendor services that includes a demonstrated ability to meet the [requirements/deliverables outlined in section 3](#). Including a commitment to meeting the proposed [project timelines outlined in section 6](#).
2. Information about the qualifications of the personnel who will be working on the project, and descriptions of their experience with similar projects.
3. A clear layout of the approach that will be taken with respect to each deliverable in [section 5](#), including proposed timelines.
4. A budget that itemizes the cost per each deliverable (detailed in the table in [Section 5](#)) and justifies the cost of service. Professional fees must be specified and attributed to activities and individuals, indicating hourly or daily rates. Also include an estimate for stock video and stock image costs that may be required.

5. An outline of how the vendor will bill for travel expenses (meals, accommodation, mileage, etc.)
6. A clear overview of how the vendor will meet all requirements in [Section 3 - Project Scope and Deliverables](#), including an overview of how they plan on shooting the footage and options on how they can overlap some of the footage from the shoots.
7. Two+ verifiable examples of work where your organization developed video content similar to that outlined in this RFQ document. Please also include a brief description of video content, length and budget. This video/portfolio examples could include (but not limited to):
 - a. Testimonial videos
 - b. Organizational recruitment videos
 - c. Marketing videos (preferably for nonprofit/educational sector)
8. Three client references, including telephone numbers (by providing this information, the bidder gives SDLF permission to contact these references).
9. Shortlisted candidates only: to present project plan over video conference interview with SDLF Communications and Marketing team representatives and possibly the leadership team.

9. Evaluation and Selection

Process:

Proposals will be assessed against the requirements stated in this RFQ and evaluated based on the degree to which they demonstrate the following:

1. Understanding of the work required.
2. Current, relevant knowledge.
3. Qualifications and experience of personnel.
4. Capacity of the bidder to provide required services.
5. Realistic and understandable work plan, and timelines for achieving deliverables.
6. Value for money.
7. A willingness for shortlisted candidates to meet (via video conference to present proposal and answer questions in relation to the project plan).

Preferred status does not prohibit SDLF from working with other vendors on video-related projects. Additionally, SDLF reserves the rights to:

1. Refuse proposals that are incomplete or received after the deadline
2. Request additional information
3. Negotiate one or more aspect of a proposal
4. Accept a proposal in whole or in part

Send proposals and direct all communication related to this RFQ by email to the SelfDesign Marketing & Communications department at communications@selfdesign.org with the subject line: **"SelfDesign Video RFQ"** The proposal deadline is **5 P.M. on Wednesday, December 12, 2018.**