

RFP Number: GT-15

Effective Teacher and Principal Practice Video Production

Questions & Answers

Posted January 20, 2012

1. Q. Where can I find a copy of the Request for Proposals?

1. A. <http://usny.nysed.gov/rttt/rfp/gt-15/>

2. Q. i. I'm interested in ensuring the bid from our production company is in line with past proposals. To that end, kindly forward copies of successful video production proposals from projects in the last several years?

2. Q. ii. Can we see a similar successful proposal?

2. A. The Effective Teacher and Principal Practice Video Production RFP is part of the NYS Race to the Top initiative, the single most ambitious grant program NYSED has ever undertaken. Given scope and timeframe, there are no comparable past proposals for NYSED video production.

3. Q. What is the rationale for awarding the prime contract to a video production agency, rather than an organization with educational content expertise, technical assistance and training experience, and rich knowledge of CCSS (which would, in turn, subcontract with one or more video production agencies to carry out the taping)?

3. A. NYSED seeks proposals for the production of a video resource library that will serve as a professional development resource for educators across New York State. While educational content expertise is critical to this project, the final product – videos – must be in the hands of an organization with demonstrated experience in creating, filming, and producing high-quality short films, with demonstrated experience in the development and implementation of projects with similar vision and scope strongly preferred.

4. Q. Can the educational coaches or organization be the prime contractor?

4. A. The successful bidder must provide video production services with an instructional coaching component to successfully fulfill 5 video deliverables outlined in subsequent sections of this RFP. Bidders should note that the instructional coaching component weighs heavily in scoring. NYSED will allow a subcontract for the instructional coaching component to the extent it is permitted in the Mandatory Bid Requirements, paragraph 3. In all circumstances, however, NYSED expects that the video production partner will be the primary contractor throughout the entire duration of services required. NYSED will make only one award.

5. Q. The focus is education, why is the RFP targeted to videographers with a 50% limit on subcontractors?

5. A. NYSED is seeking proposals for the production of a video resource library that will serve as a professional development resource for educators across the State. NYSED will award only one contract pursuant to this RFP with the understanding that instructional coaching is an important aspect of this RFP, up to fully half of the contract can be subcontracted as necessary.

6. Q. Would NYSED consider awarding the prime contract to a consortium of similar organizations (e.g., a group of video production houses, a group of public television stations with extensive experience in producing educational professional development videos, or a group of institutions of higher education) rather than a single prime contractor as a way of meeting the large production and teacher preparation requirements of the RFP?

6. A. The eligible applicants for a video production partner for this RFP may include but are not limited to: not-for-profit and for-profit organizations, companies or agencies with demonstrated experience in creating, filming, and producing high-quality short films. Eligible applicants with demonstrated experience in the development and implementation of projects with similar vision and scope are strongly preferred. NYSED will allow a subcontract for the instructional coaching component to the extent it is permitted in the Mandatory Bid Requirements, paragraph 3. In all circumstances, however, NYSED expects that the video production partner will be the primary contractor throughout the entire duration of services required.

7. Q. Are the CCSS lessons videos intended to be only lightly edited, that is, to show lessons pretty much as they occur in the real classroom, or tightly edited to attempt to capture “perfect” teacher performance?

7. A. The video production vendor will Provide NYSED with unedited raw footage and rough cuts of all filming sessions for NYSED to save, review and otherwise use without limitation. The vendor will edit CCSS lessons minimally but appropriately so that viewers are able to see the lesson from beginning to end without much interruption. In the unlikely circumstance where there are too many moments of “developing” or “ineffective” teaching in a 45 minute lesson caught on video, NYSED may ask the vendor to edit more heavily.

8. Q. To what extent is NYSED interested in showing a range of levels of teaching expertise/quality—i.e., if videos are to be used for training in evaluation would it be important to represent a spectrum of teacher quality?

8. A. The video library is largely intended to provide footage and reflections of what effective and highly effective teaching and school leadership looks like, specifically in alignment with the New York State Teaching Standards, New York State approved teacher and principal evaluation rubric(s), and the Common Core State Standards Footage of developing teachers and principals is also to be

captured as part of this RFP, to be used for training purposes.

9. Q. Would NYSED consider fewer and/or shorter Studio Talk programs with high level individuals?

9. A. 24 total Studio Talk videos of between 11 to 20 minutes are required for the fulfillment of this RFP. NYSED will be selecting the participants and working with them on the content of the studio talk.

10. Q. How does NY envision using the video library in future teacher training? Is there a plan for the role the videos will play in more fully developed professional development, or teacher pre-service training? Some indication of future plans will help in conceptualizing the structure and content of the videos. For example: what is the rationale for the indicated time lengths for the videos; is the requirement for some of the videos to be at least four minutes in length related to the eventual uses for segments of that length?

10. A. The video resource library that will result from this RFP is intended to serve as a professional development resource for educators. NYSED anticipates that educators will have the opportunity to watch the videos for training purposes, as well as to put into practice teaching methods demonstrated by their highly effective colleagues from across the state. Individual teachers and school leaders will be able to benefit from video clips that tie to their specific professional growth needs. Vendors should assume that organizations (including NYSED) will use the videos for the training of for example teachers, principals, district/ BOCES administrators, on the content of Teacher/ Leader Effectiveness, Data Driven Instruction, and the Common Core State Standards (The New York State P-12 Common Core Learning Standards featured on the EngageNY website, <http://engageny.org/resource/new-york-state-p-12-common-core-learning-standards/>).

11. Q. Who will give final approval of the lesson plans and rubrics prior to filming?

11. A. The New York State Education Department has posted a list of approved teacher and principal practice rubrics that meet criteria set out in the regulations governing implementation of the teacher and principal evaluation system at <http://usny.nysed.gov/rtt/teachers-leaders/practicrubrics/> . The video production vendor would apply the rubric used at each school selected for the video (NYSED-approved rubrics used may vary based on school) to assess teachers or principals and direct production toward key aspects of the teacher's practice to focus on during pre- and post-classroom observation interviews with the observed teacher. In support of this project NYSED will review and approve the Common Core aligned lesson plans created by the successful bidder within 2 weeks of receipt from the vendor. In developing the lesson plans, refer to the common core exemplars as a guide, available at <http://engageny.org/resource/curriculum-exemplars/>.

Lesson plans supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP, may be used.

12. Q. Is the video partner responsible for the content and subject matter of the entire library or is the curriculum being supplied by the NYSED?

12. A. The successful bidder will provide video production services with an instructional coaching component to successfully fulfill 5 video deliverables outlined in this RFP. NYSED allows and encourages a subcontract for the instructional coaching component, as appropriate, for development of content and subject, to the extent permitted in the Mandatory Bid Requirements. NYSED will supply curricular modules, but will review and approve the Common Core adapted lesson plans drafted by the successful bidder within 2 weeks of receipt from the vendor. Lesson plans supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP, may be used. Ideally, all video taped lessons will address content similar to that provided in the curricular modules.

13. Q. Would New York consider a payment schedule that would allow the selected prime video contractor to receive payments in stages to support the large outlay of expenses necessary to hire teams of videographers and complete the "upfront" work required by the RFP to select and prepare teachers for videotaping?

13. A. Payment will be made upon approval of deliverables supplied by the successful bidder to NYSED by dates specified in the Deliverable Milestone Tables in this RFP. In most cases, payment will correspond to the deliverable bid price per video as provided in the Bid Form Cost Proposal multiplied by the actual number of videos completed and accepted by NYSED in relation to the dates specified in the Deliverable Milestone Tables. All travel will be reimbursed on a quarterly basis at the NYSED travel reimbursement rate.

14. Q. Can this Instructional Coaching partner be a current NYS educator and a subcontracted consultant?

14. A. The instructional coaching partner can be a NYS educator, and they can be a subcontracted consultant. Whether a current NYS educator is able to do these both simultaneously might depend upon the contracts or policies on consulting with their current employer.

15. Q. Is the requirement for one Instructional coach?

15. A. The selected video production vendor will provide a minimum of five instructional coaches with demonstrated experience working in education settings and at least one coach with experience working with English language learners and one with experience working with students with disabilities.

16. Q. Is there any issue with the instructional coaches being a cadre of coaches in each identified content area?

16. A. As long as the video production vendor is able to provide a minimum of five instructional coaches with demonstrated experience working in education settings and at least one coach with experience working with English language learners and one with experience working with students with disabilities, then there would be no concern with instructional coaches being a cadre of coaches in each identified content area.

17. Q. i. Is this a 3 year or 2 year contract?

The contract resulting from this RFP will be for a term beginning **March 30, 2012** and ending March 31, 2014.

17. Q. ii. And this is a 2 year contract yet earlier you said three. Please clarify. Thanks.

Please see 17. Q. i.

17. Q. Can the coach appear in the videos?

17. A. Instructional coaches are neither required nor restricted from appearing in the videos, as specified in this RFP.

18. Q. i. Is there a budget for this project? Is there a ball park for the bid?

18. Q. ii. What is general target budget range for the project?

18. A. Vendors should budget for filming in 15-30 schools to capture all footage required to make the 492 videos for Deliverables 1 – 4, plus the Studio Talk videos. For the purpose of the bid, all applicants should consider the filming of each video to be new footage and not edited version(s) from other videos; e.g., the same footage used in a Common Core video should not be used for a Teacher Practice video.

19. Q. What are the budgetary guidelines?

19. A. Applicants should provide a budget based on total costs per video per deliverable and total costs per deliverable. Total costs for travel are required as well. Refer to the Bid Form Cost Proposal. Travel expenses should not be included in the cost per video deliverable but should be budgeted as a total travel cost for all days of filming, and any other pre- and post-filming travel necessary, to complete the work of this project.

20. Q. What is the budget ratio of costs for production and content development?

20. A. The tables provided on page 10 of the RFP are provided for vendor cost estimates. Up to 50% of the total costs of the RFP can be subcontracted. NYSED does not provide cost ratios for production and content development; this ratio is at the discretion of the bidder.

21. Q. The RFP notes that subcontracting is limited to 50%. Does that mean required?

21. A. The 50% subcontracting limit is the upper maximum allowable with this RFP.

22. Q. A 9 x 16 aspect ratio is assumed?

22. A. No single aspect ratio is required in the RFP, though the most common and universal videographic aspect ratios are preferred. All video clips must be produced in the appropriate file format and resolution compatible with any host server that will host the videos as determined by NYSED, including but not limited to the following formats: .mp4, .mov, .wmv and resolutions: 1080p, 720p, 480p.

23. Q. What is the final delivery format for the video library collection? We are assuming all digital files (and not video tape) are delivered via the server.

23. A. All files are digital. The final delivery format for the video library collection delivered via the server is yet to be determined. The successful bidder would create video with technical specifications that are compatible with common video formats used in publicly-available hosted sites such as YouTube and Vimeo. These formats would include, but not be limited to the following formats: .mp4, .mov, .wmv and the following resolutions: 1080p, 720p, 480p. The video production vendor would edit to final production professional grade copy and upload to the video hosting site that NYSED specifies, including but not limited to the NYSED's accounts on Vimeo and YouTube.

24. Q. How many individuals in the interview process?

24. A. Minimally, one instructional coach and one teacher or principal would be required in the interview process. If the rubric in use specifies numbers or titles of individuals required for a pre or post observation interview, these should be adhered to. In addition to this above the minimum, there is no maximum limit.

25. Q. i. On page 10 of RFP it references "documentary episodes". To what does this refer?

25. Q. ii. Pg 27 of the RFP: "Vendors should budget for filming in 15-30 schools to capture all footage required to make the 492 videos for Deliverables 1-4 (not including the Documentary episodes and Studio Talk videos)." Please clarify what is meant by "Documentary episodes."

25. A. Prior iterations of the draft Video Production RFP included a deliverables category of video captured in the style of a reality television documentary – these were subsequently removed in the final version of the RFP, and reference to them should have been removed. This reference is in error; please disregard. NYSED apologizes for the oversight in not removing this reference.

26. Q. i. Please define "COACH." Does this person need to be a teacher or person who is a video/film director?

26. Q. ii. Please explain what the qualifications of a coach would be for purposes of hiring the correct team.

26. Q. iii. If there could be more talk (after the reading of RFP) about what is required of the 5 instructional coaches, this would be extremely helpful. The whole "instructional coach" thing is really throwing me.

27. A. The successful bidder must provide video production services with an instructional coaching component to successfully fulfill 5 video deliverables outlined in subsequent sections of this RFP.

Coaches will:

- a. Fulfill the NYSED-supplied process (based on a state-approved rubric) for selecting potential teachers, principals and classrooms to film for this project and present selections to NYSED for final approval;
- b. Apply the rubric used at each school selected for the video (NYSED-approved rubrics used may vary based on school) to assess teachers and direct production toward key aspects of the teacher's practice to focus on during pre- and post-classroom observation interviews with the observed teacher;
- c. Apply the rubric used at each school selected for the video (NYSED-approved rubrics used may vary based on school) to assess principals and direct production toward key aspects of the principal's practice to focus on during pre- and post-school observation interviews with the observed principal;
 - Lesson plans must also integrate scaffolding resources for ELL students based on research-based pedagogical practices that develop their academic language, such as the integration of language and content knowledge and the use of native language where feasible
 - Lesson plans supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP, may be used.
- d. Gather sample student work and teacher resources resulting from the Common Core aligned lesson for interview discussion and posting;;
- e. Spend enough time with teacher and in teacher's classroom to build rapport, understand effective and developing aspects of teacher's practice, and the most effective ways to coach/ support teacher in preparation for video.
- f. Prepare teachers to implement Common Core aligned lesson plans;
- g. Apply the rubric used at each school selected for the video (NYSED-approved rubrics used may vary based on school) to assess teachers and direct production toward key aspects of the teacher's practice to focus on during pre- and post-classroom observation interviews with the observed teacher;
- h. Apply the rubric used at each school selected for the video (NYSED-approved rubrics used may vary based on school) to assess principals and direct production toward key aspects of the principal's practice to

- i. Provide content and instructional vision, including script assistance where necessary, for all videos based on and described in the Video Content section and tables included in this RFP; and
- j. Assist with prepping teachers and students for filming.

28. Q. Producing the videos won't be an issue. We would like more information on what the qualifications for the 5 instructional coaches should be.

28. A. The selected video production vendor will provide a minimum of five instructional coaches with demonstrated experience working in education settings, at least one coach with experience working with English language learners and one with experience working with students with disabilities, and experience in ELA, Math, Science and Social Studies, and the Arts, and previous experience as effective educators. Resumes and evidence of student learning gains in the classrooms with which they have previously worked or are currently working are required as part of this RFP.

29. Q. Is the coaching aspect of the video production going to be recorded as well, or does all coaching occur pre-taping?

29. A. Coaching of teachers by principals on video is specified for the Principal Practice section of videos. Instructional coaches have a number of roles specified in number 4, a through h, starting on page 7 of the RFP, but it is not specified that the coaching must occur on video.

30. Q. From reading the RFP it seems that we as the video production company are to find the teachers that are to be in the videos. Is this correct? This doesn't seem to make sense.

30. A. Yes, as specified starting at page 8 and elsewhere throughout the RFP the video production vendor and their instructional coaching team should identify potential teachers, principals and classrooms to film for this project. In support of this project NYSED will generate a list of potential districts targeted for participation, make initial contact to potential target districts to solicit participation, supply the successful bidder with a list of districts who have indicated an interest in participation and satisfy varieties in school type (urban, suburban, rural, etc.) for the vendor to contact immediately once the contract is awarded (in order to facilitate an immediate start to this project), create and supply to vendor a process and set of criteria for selecting potential teachers, principals and classrooms to film for this project, provide a secure server to upload all content

31. Q. Would we be required to perform research on the teacher and principal candidates to be interviewed or filmed, or will we be given a pre-selected list of candidates?

31. A. The video production vendor and their instructional coaching team should identify potential teachers, principals and classrooms to film for this project. In support of this project NYSED will generate a list of potential districts targeted for participation, make initial contact to potential target districts to solicit participation, supply the successful bidder with a list of districts who have indicated an interest in participation.

For the Studio Talk portion of the video production, "Studio Talk" participants' will be selected by NYSED. Probable "Studio Talk" participants include the Commissioner, NYSED staff, and national thought leaders on topics related to the Regents Reform Agenda, etc.

32. Q. Do you see the coaches being filmed as they train the teachers in proper technique? If so, will this be done in front of students or in a separate session?

32. A. Instructional coaching roles are detailed in number 4, a through h, starting on page 7 of the RFP. These activities could occur with students present or in separate coaching sessions. Video production supervisors have discretion as to whether including coaches in the filming meets with final production professional grade copy as specified in the RFP.

33. Q. There's no way we can put on 5 "coaches" as full time employees.

33. A. Instructional coaches have a number of roles specified in number 4, a through h, starting on page 7 of the RFP. There is no requirement that coaches are full-time employees of the video production company or any other agency.

34. Q. With a limit of 50% of subcontracting, it seems a rather daunting task to employ 5 educational coaches.

34. A. Instructional coaches have a number of roles specified in number 4, a through h, starting on page 7 of the RFP. Up to 50% subcontracting of the contract is allowable.

35. Q. Is a different classroom required for each deliverable?

35. A. A different classroom is not required for each deliverable. However, the RFP does specify a total of 15-30 schools to be used for filming all deliverables, including filming in at least 3 schools (one each of elementary, middle, high school) in each of 5 regions throughout New York State.

36. Q. Do the videos have to be shot at school locations or can the lessons be shot in a studio environment?

36. A. There is no requirement in the RFP that deliverables in categories 1-4 are shot in specific classroom locations, and does not specifically rule out use of a studio environment. However, the RFP does require that teachers and students from a total of 15-30 schools to be used for filming all deliverables, including

filming in at least 3 schools (one each of elementary, middle, high school) in each of 5 regions throughout New York State.

The Studio Talk deliverables may be filmed in a studio environment.

37. Q. Will the target list of districts be in proximity to the winning bidder's primary video production location?

37. A. The RFP does specify a total of 15-30 schools to be used for filming all deliverables, including filming in at least 3 schools (one each of elementary, middle, high school) in each of 5 regions throughout New York State identified in Attachment B.

38. Q. With regard to prepping teachers and students - the actual classes will be shot in real time or edited to fit the desired details of the content?

38. A. The video production company is to edit to final production professional grade copy of all deliverables. There is no requirement for real-time content in this RFP. However, to the extent possible, the 45 minute Common Core lessons should seem to reflect a real 45 minute span.

39. Q. Will NYSED have prepared or contacted the potential participating districts and potential teachers, principals, etc?

39. A. NYSED will generate a list of potential districts targeted for participation, make initial contact to potential target districts to solicit participation, and supply the successful bidder with a list of districts who have indicated an interest in participation and satisfy varieties in school type (urban, suburban, rural, etc.) for the vendor to contact immediately once the contract is awarded in order to facilitate an immediate start to this project. Upon being supplied a list of interested districts and schools from NYSED, the video production company will follow up with them immediately to secure partnerships and coordinate all logistics for prep and filming.

40. Q. Capturing the "best of the best"...does this mean the teachers will develop their lesson plans or the video production company will?

40. A. Lesson plans supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP, may be used

41. Q. Has there been an effective study that NYSED has reviewed in preparation of this RFP that clearly demonstrates that NYSED understands that 'capturing' a teacher in the classroom differs greatly than 'creating and crafting' an effective learning video?

41. A. Decades of research on the use of television and video have indicated that it can be an effective instructional tool. The instructional coaching component, and their role in advising teachers and principals in best practices for creating video for professional development, weighs heavily in the scoring of the quality of

the application in response to this RFP. NYSED is committed to providing high-quality training, leadership development, and support to school districts and educators across the State, with a particular focus on the Regents Reform Agenda: data-driven inquiry, the Common Core Standards, evidence-based observation, and the student learning objective process. NYSED seeks a vendor who can ensure that we capture the effective teaching that happens everyday in classrooms throughout New York State.

42. Q. Are you looking for videos of "authentic" highly effective teachers in a classroom or are you trying to "script" and have a highly qualified teacher "act" the role?

42. A. The RFP does not specify that videos are authentic footage of classroom activities. The video production vendor can prepare schools and classrooms for filming (including teachers and students), allow that all staff and students have a chance to adequately prepare so they are relaxed when in front of the camera, establish the best filming location(s) and assess potential problems, provide lighting of rooms, advise on appropriate clothing, alter the physical environment of the classroom, and conduct a dry-run and/or rehearse the lesson with the teacher and/or students. Alternately, if naturally existing classroom conditions and lesson delivery, captured on video, meet the requirements stated in the RFP, that is certainly acceptable, as well.

43. Q. What involvement will teachers have? It would seem that they would have to have content ready for the video.

43. A. Lesson plans can be supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP. Teachers will be filmed demonstrating specific techniques and strategies in multiple classroom activities, can be interviewed, and filmed in classrooms and in preparing lessons.

44. Q. Will we be filming real time or are we able to stage the scenes and direct as we shoot.

44. A. There is no requirement for real time filming included in the RFP.

45. Q. Is the number of videos fixed?

45. A. Yes, as specified in the Deliverable Overview on page 10 of the RFP, 516 videos are required.

46. Q. Who decides which Common Core elements are included?

46. A. Common Core aligned lesson plans are required for use in classroom instruction for purposes of this RFP. A number of Common Core sub-topics to be specifically addressed are specified in the Deliverables Milestones table on page 12 of the RFP, and the Common Core subject, target student group, subtopic, and grade band are specified on the tables beginning on page 13 of the RFP.

Final determinations will be agreed upon by the vendor and NYSED as part of the final project plan and approval process.

47. Q. The distributed RFP lists January 30 as the due date. Materials from the January 12 presentation say the due date is Jan 28. Please clarify. Thanks.

47. A. The presentation materials used at the January 12th Bidders' Conference incorrectly listed the due date as January 28th. NYSED regrets and apologizes for this error. The correct due date for this RFP, as listed in the Web site at <http://usny.nysed.gov/rttt/rfp/gt-15/> is January 30th.

48. Q. Please clarify that those sections added up for "minutes of video" sought after would be at most 10,860 minutes for ALL categories. 181 hours of instruction.

48. A. The Overview of Deliverables table on page 10 provides this information. If we multiply the number of videos in each of the five categories times the maximum minutes per completed video, we should get a maximum of 11,360 minutes for all categories, or 189.3 hours. One can calculate the minimum minutes or hours in a similar fashion from the table on page 10. If we make these calculations using only the first four categories of video, leaving out the studio Talk category, we arrive at 10,880 minutes, or 181.3 hours of instruction.

49. Q. Delivery schedule: the number of video deliverables on the milestones table (page 12 of the RFP) does not seem to add up correctly. Please clarify number of discreet (not cumulative) videos that are due upon each deliverable date.

49. A. According to NYSED calculations, four videos are specified for the June 30, 2012 date.

By September 30, 2012, 3 total Common Core, 2 total DDI, 11 total Teacher Practice, and 7 total Principal Practice Videos are to be completed.

By November 16, 2012, 2 additional total Common Core, 1 additional total DDI, 5 additional Teacher Practice, and 2 total Principal Practice videos must be added.

By December 31, 2012, 2 additional Common Core videos, 3 additional DDI, 29 additional Teacher Practice, and 18 Principal Practice videos must be added.

By March 31, 2013, 2 additional Common Core videos must be added, 5 additional DDI, 34 additional Teacher Practice, and 20 additional Principal Practice videos must be completed.

By June 30, 2013, 2 additional Common Core videos must be added to the library, 4 additional DDI, 35 additional Teacher Practice, and 21 additional Principal Practice videos must be completed.

By September 30, 2013, 6 additional Common Core videos should be completed, 6 additional DDI, 45 additional Teacher Practice videos, and 27 additional Principal Practice videos must be completed.

By November 16, 2013, 8 additional Common Core videos, 3 additional DDI, 23 additional Teacher Practice, and 13 additional Principal Practice videos must be completed.

By December 31, 2013, 20 additional Common Core (45 total), 6 additional DDI (30 total), 45 additional Teacher Practice Videos (total of 227) and 27 Principal Practice Videos must be completed (total of 135).

By March 31, 2014, the 55 additional (100 total) of the Common Core Videos need to be completed.

50. Q. How many educational experts can be considered as part of the educational consultant team beyond the 5 that are listed in the RFP?

50. A. The video production vendor must provide a minimum of five instructional coaches with demonstrated experience working in education settings; at least one coach with experience working with English language learners and one with experience working with students with disabilities, to meet the requirements of this RFP. There is no maximum number of consultants that can be part of the team.

51. Q. Seems like the state could be doing this 'in house' for the educational requirements proposed. Will outside video production professional vendors who are RFP candidate potentials be allowed a different (greater) percentage allowance in gathering subject matter experts on their team than education-driven entities that happen to have a video production component to them?

51. A. The video production vendor must provide a minimum of five instructional coaches with demonstrated experience working in education settings; at least one coach with experience working with English language learners and one with experience working with students with disabilities, to meet the requirements of this RFP. There is no maximum number of consultants that can be part of the team. Subcontracting up to 50% of the contract is allowable.

52. Q. To what extent should we be familiar with the NYS Common Core and ISLLC Standards, and the NYS Teaching rubrics?

52. A. Awareness of the NYS Common Core and ISLLC Standards, and the NYS Teaching rubrics are all important elements in the RFP, and knowledge in them by the video production partner with a contract to select representative highly effective educators and leaders working across the state, prepare them for filming, and produce hundreds of high-quality video clips or their instructional coaching component is an asset. In this competitive RFP process to the awarding of one contract, demonstration of deep understanding of the standards and rubrics can demonstrate an advantage during the application scoring stage of NYSED's selection process.

53. Q. Are any instructional coaching firms already in place in the NYSED that might be recommended to video production firms? Typically, video production firms are experts in their field not in the educational field. It would be beneficial for NYSED to provide more information to video production companies on the specific content that would like to see demonstrated. We are experts at filming in classrooms. Probably few video production companies are also experts at creating the content that is being filmed in any subject matter.

53. A. A substantial portion of the agencies or individuals registering for the January 12th Bidders' Conference, amongst over 135 registrants, represented potential instructional coaching interests, and may have had no or limited video production expertise. NYSED will not recommend any one firm, but evidence of registration to the Webinar for this RFP indicates they may exist in relative abundance.

54. Q. Performance Task 2 -- are you expecting a definition of what we see as the characteristics of a good principal? Wouldn't that be the responsibility of NYSED?

54. A. The ISLLC standards define the qualities of effective school leadership. It is the role of the video production applicant to demonstrate the ability of their team to provide complete, detailed, and clearly articulated information, present innovative ideas - well-conceived and thoroughly developed - that addresses the criteria in performance task 2, and demonstrate an ability to meet this requirement in fulfillment of this RFP.

55. Q. i. Why would NYSED want outside vendors to be establishing what is good education?

55. Q. ii. These are the issues that I've been wondering about since we received the RFP. It seems that we as the production company are supposed to establish content?

55. A. The quality of education is established through adoption of the Common Core State Standards, implementation of the New York State Teaching Standards, a comprehensive evaluation system for teachers and principals based on multiple measures of effectiveness to include student achievement as a significant factor, the 6 ISLLC Standards for effective school and district leadership, and many other factors. NYSED is not seeking a video production company to establish standards for students, teachers, or principals, but to produce a video library of high quality videos representative of highly effective educators and leaders working across the state consistent with the existing education standards.

56. Q. Will preference be given to bidders who are in New York State as opposed to out of state bidders?

56. A. No preferences to any bidders are provided.

57. Q. Approximately how many people will be reviewing the proposals?

57. A. Typically, three experienced reviewers or more will independently review each application after training, following strict scoring guidelines and a rubric as outlined in the RFP.

58. Q. What qualifications and/or qualities will you be looking for during your selection process?

58. A. All technical applications will be scored based upon the evaluation rubric identified in the RFP starting on page 32. Scorers will be selected based upon content knowledge, and experience and certification as teachers, administrators, and educational leaders.

59. Q. As we are a tech services production company only (shooting, editing etc.) may we submit for others to subcontract our services?

59. A. The video production partner must be the prime contractor for this work. Subcontracting of up to 50% of the budget is allowable.

60. Q. We have filmed teachers providing instruction to students who were trained by mentors or coaches. We have found that in more than 50% of these instances that the teachers can't do what was taught to them. We have also filmed consultants or coaches teaching a class and doing it the proper way with the teachers observing. What exactly do you want?

60. A. As specified starting at page 8 and elsewhere throughout the RFP the video production vendor and their instructional coaching team should identify potential teachers, principals and classrooms to film for this project, create Common Core-aligned lesson plans and accompanying assessments and provide to teachers selected for filming - or use lesson plans supplied by selected teachers, if Common Core-aligned in the manner described throughout this RFP, - prepare teachers to implement Common Core aligned lesson plans, provide content and instructional vision, including script assistance where necessary, for all videos based on and described in the Video Content section and tables included in this RFP, assist with prepping teachers and students for filming, select classrooms and educators to film, prepare schools and classrooms for filming including teachers and students, and conduct a dry-run and/or rehearse the lesson with the teacher and/or students.

61. Q. i. The RFP says the technical proposal is limited to 30 pages is this just the project vision and plan part of the proposal (part 2) -- or does it include all the other components, parts 3 -7 as well?

61. Q. ii. Please clarify the scope of the 30-page proposal. Is the 30 pages only the project narrative as defined in point 2 on page 29 of the RFP? Or are the 30 pages inclusive of the project narrative AND all of the other written components (organizational capacity, description of related project experience, description of subcontractors, instructional coaching resumes

and performance tasks/lesson plans, etc.)?

61. A. The Project Narrative only should be limited to no more than 30 pages double-space, 12 point font maximum, to include the Project Plan, Project Vision, Tentative project plan/schedule, including dates for all proposed activities, travel, business processes with NYSED, etc. This page count limit does not refer to pages required to fulfill parts 3 through 8 as listed on page 29 and throughout the RFP.

62. Q. Have you seen a video library or training series of any type that might serve as a model for this series? Something bidders might look at regardless of the subject matter?

62. A. No, there is no video series in existence that reaches the same bar for rigor, quality, and common core alignment. There are several video series which contain the quality of video production. But the content has never before been produced.

63. Q. In our district we have teachers not too keen to this new "common core" idea that is being presented around the nation, so my tangible question is will NYSED be assisting in the video production winner to locate teachers that are on-board with common core to be able to satisfy deadlines and those logistics.

63. A

In support of this project NYSED will generate a list of potential districts targeted for participation, make initial contact to potential target districts to solicit participation, supply the successful bidder with a list of districts who have indicated an interest in participation and satisfy varieties in school type (urban, suburban, rural, etc.) for the vendor to contact immediately once the contract is awarded (in order to facilitate an immediate start to this project), create and supply to vendor a process and set of criteria for selecting potential teachers, principals and classrooms to film for this project, provide a secure server to upload all content.

64. Q. The RFP makes clear that the winning bidder must start production immediately (with limited time for pre-production, since the first set of deliverables is due June 2012). How will NY State support this process? Has NYSED secured commitments from the 15-30 schools that would be involved in the tapings? Have exemplary teachers and administrators already been identified?

64. A. In support of this project NYSED will generate a list of potential districts targeted for participation, make initial contact to potential target districts to solicit

participation, supply the successful bidder with a list of districts who have indicated an interest in participation and satisfy varieties in school type (urban, suburban, rural, etc.) for the vendor to contact immediately once the contract is awarded (in order to facilitate an immediate start to this project), and create and supply to vendor a process and set of criteria for selecting potential teachers, principals and classrooms to film for this project. NYSED has not secured commitments at the time of the posting of this Q & A.

65. Q. The RFP states NYSED will "supply the successful bidder with a list of districts who have indicated an interest in participation and satisfy varieties in school type (urban, suburban, rural, etc.) for the vendor to contact immediately once the contract is awarded (in order to facilitate an immediate start to this project)." Please clarify - based on their interaction with NYSED, will schools that have indicated an interest understand the time commitment involved for teachers, students, administrators, and school staff?

65. A. Full details of the project proposal and RFP will be shared by NYSED, up to the extent determined appropriate, with districts and schools indicating an interest in participation.

66. Q. The RFP states that NYSED will serve as the final decision maker and approve and/or require changes on all products. It also states that NYSED will provide direction during the editing process. Do you anticipate more than one round of rough cut review? If so, please clarify.

66. A. NYSED does not currently have specific anticipations for the necessary rounds of rough cut review to edit to final production professional grade copy. NYSED will appoint a project manager to oversee the project and serve as a liaison with the vendor to ensure the reviews required achieving professional grade copy.

67. Q. The RFP states that NYSED will supply a secure server to upload all content. It also states that NYSED will provide a secure link and password log-on to the Engage NY online platform. Please confirm that the bidder is required to upload the content onto to a secure site but is NOT required to create a searchable database and support for educators to access the video content.

67. A. NYSED will provide a secure server to upload all video content. The purpose of the secure link and password log-in to the EngageNY online platform is for educators and coaches to be able to find current clips to inform Common Core implementation and professional development by browsing and using keyword searches. There is no requirement for creation of a searchable

database and video production vendor to provide support for educators to access the video content specified in this RFP.

68. Q. i. The amount of material requested for the RFP, especially the lesson plans- what are the chances that the deadline will be extended?

68. Q. ii. Responding to this RFP's educational component will take a good bit of time to find the correct partner.

68. A. All documents required for submission to apply for this RFP must be submitted, as detailed in the Submission section of the RFP, and be received at NYSED no later than January 30, 2012 by 3:00 PM.

69. Q. Will a preliminary list of the 15-30 schools to be filmed be available before January 30, 2012 (the bid deadline)?

69. A. No. No preliminary list of schools is planned to be made available before the January 30 RFP response deadline. A total of 15-30 schools will be used for filming all deliverables, including filming in at least 3 schools (one each of elementary, middle, high school) in each of 5 regions throughout New York State identified in Attachment B. .

70. Q. i. Are there any length specifications/restrictions for the three sample videos that are required?

70. Q. ii. Regarding the three video samples, are you looking for excerpts from a program or the full video? What is the target length for each work samples?

70. A. Each applicant to this RFP must include three sample videos as part of the technical proposal submission requirements. These are to be at least three (3) samples of relevant video production work products, it is not a requirement that these sample videos be education specific productions. There is no specified length.

71. Q. If the final videos are in a DVD format, how many of each will be produced? Will SED want a price schedule to order additional DVD's?

71. A. It is anticipated that the videos will be available from Web based servers through the Internet, in downloadable format. Multi-copy DVD production or a price schedule are not required as part of this RFP.

72. Q. In regards to the sample video CD-ROM - is a DVD with .mp4 videos acceptable?

72. A. Yes, with regard to the sample video CD-ROM a DVD with .mp4 videos are acceptable.

73. Q. The RFP discusses several video formats, image resolutions and compliancy with Learning Resource Metadata Initiative but leaves out

media-rich content for web, viewer tracking tools and content management tools for the video library. Are these not being considered? If not, should bidders make proposals based what they believe are best practices?

73. A. Bidders should make proposals based upon what they believe are considered best practices where the RFP is less than completely specific.

74. Q. Will vendors be considered for updates to the library once it is completed and distributed? If so, how will that be managed?

74. A. NYSED has no current specific plans for updating or management of the video library at the current phase of this RFP.

75. Q. Can proposals be hand delivered or must they be mailed?

75. A. Hand delivery of proposals is acceptable as long as it is prior to the January 30th, 2012, 3:00 PM deadline for submission and meets all other submission requirements.

76. Q. If vendors decide not to participate in this RFP opportunity, is there a "no bid" response form we should complete?

76. A. Please complete and return the Response Sheet for Bids, found on page 59 of the RFP, indicating your decision not to bid.

77. Q. Do all videos need to be cleared for potential broadcast?

77. A. Yes, all videos should be fully cleared for potential broadcast. The RFP specifically requires that the video production company manage all activities relating to, and enforce 100% compliance with, all participating adults and students completing appropriate media releases (the form of which are subject to NYSED prior review and approval), and submitting releases to NYSED prior to any scheduled video filming.

78. Q. The RFP indicates that "Bidders should specify all details and dates required to evaluate the technical proposal and should limit aspects of the project plan which are to be determined only after the award of a contract." Please clarify this statement.

78. A. This is to state that clarity, and specific detail in the project proposal narrative and timeline will score higher in the evaluation process, and are preferred. The bidder should only leave as little as necessary unspecified and 'to be determined' within their proposal.

79. Q. Is it possible to get a transcript of the webinar and or any questions that was asked during the webinar?

79. A. The presentation materials for the January 12th Bidders' conference were distributed via email to all registered participants. The webinar will also be posted to the RTTT website <http://usny.nysed.gov/rttt/rfp.html>.

80. Q. Are you planning on providing any new or supplemental information at the January 12 Bidders' Conference, or are you just going to read selected passages from the current RFP/statement of work?

80. A. While not a mandatory requirement for purposes of submitting proposals, the bidders' conference is intended as a helpful alternative format of highlighting components of the RFP, and a forum for submitting questions. Simultaneous sharing of the online desktop does incidentally allow potential bidders to begin to identify potential instructional coaching sub-contractors, and vice-versa. No new or supplemental materials are presented at the bidders' conference.

81. Q. If answered questions will be on the website and these materials have been sent out already, will we miss anything if we log out of the January 12 Webinar?

82. A. While not a mandatory requirement for purposes of submitting proposals, the bidders' conference is intended as a helpful alternative format of highlighting components of the RFP, and a forum for submitting questions. Simultaneous sharing of the online desktop does incidentally allow potential bidders to begin to identify potential instructional coaching sub-contractors, and vice-versa. No new or supplemental materials are presented at the bidders' conference.

83. Q. What will the incentive be for districts/schools/teachers to participate in being filmed?

83. A. Multiple incentives for districts, schools, and teachers to participate may exist. Part of achieving master teacher status as a teacher often includes modeling best practices in classrooms for the professional development of developing teachers. Many teacher and districts appreciate being recognized for their excellence, and sharing effective practices benefits their community. The videos in this video library will help showcase teachers, schools, and districts at their best, encouraging other practitioners to continually learn, reflecting on how they teach each day, and grow as professionals. Other incentives also exist.

84. Q. Does the submitted budget include financial incentives to districts/schools/teachers that are selected to participate?

84. A. The video production vendor and their instructional coaching team must identify potential teachers, principals and classrooms to film for this project. Financial incentives for districts, schools, or teachers to participate would be at the discretion of the video production applicant, negotiated with the district if applicable. There are no guidelines for providing financial incentives to districts, schools, or teachers within the RFP.

85. Q. What is the required subcontracting percentage of the overall budget including M/WBE participation?

85. A. There is no required subcontracting percentage. There is 50% overall subcontracting limit. In accordance with these requirements, the contractor must agree to make every good faith effort to promote and assist the participation of certified Minority and Women-Owned Business Enterprises ("M/WBE") as

subcontractors and suppliers on this project for the provision of services, with goals for Minority Business Enterprise (MBE) and Women-Owned Business Enterprise (WBE) participation as 12% and 8%, respectively, of the budget.

86. Q. What does “sequence” of three lesson plans mean in Performance Task #1?

86. A. Sequence in this context refers to a coherent progression to more complex lessons, activities, questions, or understandings. It could refer to progressively higher or different grade levels or student populations. It can be a sequence across shifts found in EngageNY in the CCSS showing a coherent progression of learning development that builds knowledge and understanding of major concepts.

87. Q. The narrative and other elements require the applicant to speak with some measure of research and best practice modeling both in lesson creation, successful administrative practice among other elements. Since NYSED is vetting much, if not a majority of the field practices that end up on EngageNY for educators to learn from, what level of research versus field experiences around this process are required to be highlighted in the application? In essence, how does the contractor know if what they provide is relevant to the direction the SED is taking -- real research versus practice in place currently since this Common Core work is in process? This may also assume that whomever the contractor is planning to subcontract with for instructional coaching, lessons and administrative success or other support assumes that this work is supported by SED.

87. A. Answers to any Questions video production applicants may have about Common Core standards, data-driven instruction or teacher and leader effectiveness with regard to NYSED direction are best researched in the resources on the EngageNY Web site <http://engageny.org/resource/curriculum-exemplars/>. Included on EngageNY are sample curricular modules, Guidance on Regents regulations, professional development resources, etc. .

88. Q. How do you stand on sales tax? Is there a waiver or form we receive since you are an NYS organization? Or does everything get taxed?

88. A. Please contact the New York State Department of Taxation and Finance with all tax related inquiries. The Sales Tax Information Center phone number is (800) 698-2909 and the web address is www.tax.ny.gov.

M/WBE QUESTIONS

89. Q. Citation: Page 1; Page 21 Minority and Women-Owned Business Enterprise (M/WBE) Compliance Requirements Question: Can NYSED confirm that a bidder can submit a combination of the two percentage requirements to equal the total 20%? For example, could a bidder comply with the M/WBE requirement with a proposal including 9% MBE and 11% WBE?

89. A. It is NYSED's preference that the vendor strive to meet the goals of 12% minority owned business and 8% women owned business, however proposals that satisfy the total M/WBE requirement with an alternative percentage distribution will be considered, provided the bidder provides a justification for the alternative distribution. If assistance is needed in meeting the goals, you may contact NYSED's MWBE person to provide you with a list of NYS certified M/WBE firms.

90. Q. Citation: Page 1; Page 21, Minority and Women-Owned Business Enterprise (M/WBE) Compliance Requirements; Page 24, first paragraph (part of the M/WBE and EEO Requirements section). Question: On page 21 the RFP states that the MWBE participation goals are a percentage of the annual contract budget. However, at the top of page 24 the RFP states that the goals are a percentage of the total dollar value of the project. Are bids expected to meet the goals on an annual basis or over the two year contract term?

This work is not to be completed on an annual basis but rather over the entire contract period. Therefore, the goals are a percentage of the total contract amount.

Similarly, are bids expected to comply with the subcontracting limit of 50% stated on pages 1 and 21 on an annual basis or over the two year contract term?

90. A. This work is not to be completed on an annual basis but rather over the entire contract period. Therefore, the 50% subcontracting limit is on the entire contract period

91. Q. Citation: Pages 83-84 MWBE documentation. Question: We presume that the documentation described as the "Contractor's Good Faith Efforts" (pages 83-84 of the RFP) is only required if the bidder is filing a written application requesting a partial or total waiver of the M/WBE goals. Is this correct? If this is not correct, then please clarify how and when this documentation is to be submitted.

91. A. Yes, this is correct. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals. (See Page 22 of this RFP)

92. Q. Citation: Pages 81-82, Staffing Plan. Question: Although the Staffing Plan document is part of the MWBE submission forms, on page 82 of the RFP (Staffing Plan Instructions) it states, "All Bidders and each subcontractor identified in the bid or proposal must complete an EEO Staffing Plan (EEO 100) and submit it as part of the bid or proposal package." Does a Subcontractor that is not a MWBE also need to complete the Staffing Plan form?

92. A. The EEO Staffing Plan (EEO 100) should be completed by the bidder and the MWBE firms selected to meet the goals of the RFP. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals. (See Page 21 and Page 22 of this RFP)

93. Q. The RFP states that bidders are required to comply with NYSED's Minority and Women-Owned Business Enterprise model participation goals (Goal: 12% Minority-Owned business and 8% Women-Owned business). Is the bidder required to achieve this goal in the proposal phase or if they are awarded the grant? Are the percentage levels best efforts?

93. A. Bidders are required to comply with NYSED's Minority and Women-Owned Business Enterprise goals by completing and submitting **M/WBE 100**, Utilization Plan, **M/WBE 102**, Notice of Intent to Participate and **EEO 100**, Staffing Plan in the proposal phase. For additional information and a listing of currently certified M/WBEs, see www.esd.ny.gov/MWBE.html. (See Page 21 and Page 22 of this RFP) The percentage levels are attainable by applying the Contractor Good Faith Efforts. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals.

94. Q. "The bidder is required to comply with NYSED's participation goals. The goals are 12 % Minority Business Enterprise (MBE) and 8 % Women Owned Business Enterprise (WBE)."(p.78). All of the educational subcontracting we will do is with an MBE that is in the process of registering with the city. Is that acceptable?

94. A. All firms utilized must be certified with the New York State Division of Minority and Women Business Development before beginning any work on this contract. For additional information and a listing of currently certified M/WBEs, see www.esd.ny.gov/MWBE.html. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals. (See Page 21 and Page 22)

95. Q. I am an MBE outside New York State (and woman owner). Do I need to pay the \$225 and submit and Application for Authority to do business in NY?

95. A. Information on New York State M/WBE certification and authority to do business in NY can be obtained from Empire State Development at <http://www.esd.ny.gov/MWBE/Certification.html>. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals. (See Page 1 and Page 22 of the RFP)

96. Q. I am an MBE outside New York State. Do I need to extend my MBE/WBE certification to NY prior to submitting a proposal?

96. A. Information on New York State M/WBE certification and authority to do business in NY can be obtained from Empire State Development at <http://www.esd.ny.gov/MWBE/Certification.html>. Please contact person on M/WBE matters for clarification. (See Page 1 and Page 22 of the RFP)

97. Q. I am an MBE outside New York State. If I were to be awarded the RFP, could I then complete the Application for Authority to do business in NY and extend my MBE/WBE certification to NY?

97. A. Information on New York State M/WBE certification and authority to do business in NY can be obtained from Empire State Development at <http://www.esd.ny.gov/MWBE/Certification.html>. However, M/WBE firms are encouraged to submit NYS certification documents as soon as possible to Empire State Development to enable the initiation of contract services as soon as possible. The contact person on M/WBE matters is available throughout the application and procurement process to assist bidders in meeting the M/WBE goals and can be contacted for clarification. (See Page 21 and Page 22)

98. Q. I am an MBE outside New York State. If I am unable to complete an Application for Authority to do business in NY and MBE/WBE certification in NY prior to submitting a proposal - if the process isn't completed in a timely fashion - will that result in my not being responsive?

98. A. No, M/WBE firms seeking certification in NYS should submit required documentation to Empire State Development as soon as possible. Please contact person on M/WBE matters for clarification. (See Page 21 and Q&A #95)

FISCAL MATTERS

99. Q. May the bid include stipends for the teachers featured in each of the videos? These stipends may cover any teacher preparation time for the video shoot or substitute teachers.

99. A. The RFP does not provide for allowable and unallowable expenses. Applicants should complete the Bid Form Cost Proposal as they see fit, while keeping in mind that this is a competitive process. The financial portion of the proposal will be scored pursuant to a formula which awards the highest score to the lowest overall cost.

Q. May the bid include contingency fees? If so, is there a cap on these fees?

99. A. The Bid Form Cost Proposal requests cost per video calculated to a total cost per deliverable for all five video deliverables. Travel costs should be shown separately. Quarterly payments will be made based on the actual number of videos completed by the contractor and accepted by NYSED in the amount(s) specified on the Bid Form Cost Proposal. Bidders are again reminded that this is a competitive process. The financial portion of the proposal will be scored pursuant to a formula which awards the highest score to the lowest overall cost.

100. Q. May the bid include in-kind salary contributions?

100. A. Please see answer to #99 above.

101. Q. Please clarify the rules of subcontracting. For example, may a bidder subcontract 100% of specific services (i.e., closed captioning or instructional coaches)?

101. A. Subcontracting is limited to 50% of the budget. It is not limited to 50% of specific services.

102. Q. Is there a specific indirect rate that the bidder should use in their budget? If so, are there any restrictions in regard to applying the indirect against particular costs within the budget?

102. A. Please see answer to #99 above.

103. Q. Citation: Page 11, Deliverable 5, paragraph 2 “Studio Talk” participants include the Commissioner, NYSED Staff, Common Core Writers, relevant student group experts, and teachers. For the purpose of costing their travel to and from the studio, how many total participants should be costed?

103. A. The contractor is not responsible for travel costs other than those of their staff.

104. Q. Citation: Page 20, Mandatory Contract Requirements, Paragraph 1. It is our understanding that this RFP does not contain requirements to develop software. Therefore, we presume that the references to “software” and “code” are not relevant to this specific Contract and that NYSED understands the successful bidder would not be transferring ownership of pre-existing software and source code (or derivatives thereof). Is this correct?

104. A. Mandatory Contract Requirements, Paragraph 1, requires that NYSED own all materials developed, created, or used during provision of services consistent with this RFP, including but not limited to methodologies, measures, software, code, documentation, white papers, implementation guidance, training materials, evaluation forms, data compilations, and reports, and that any consultants or subcontract agreement shall also provide that such works produced by such other consultants, organizations or individuals and developed or used for purposes of the agreement shall be the sole and exclusive property of NYSED. Therefore, any transfer of ownership of pre-existing software, source code, or derivatives not developed, created, or used during provision of services for this RFP should not apply.

In so far as fulfillment of this RFP requires creation of video with technical specifications that are compatible with common video formats used in publicly-available hosted sites such as YouTube and Vimeo, including, but not be limited to mp4, mov, wmv and the resolutions 1080p, 720p, 480p, concerns for proprietary software or source codes are not thought to be applicable here.

105. Q. Citation: Page 20, Mandatory Contract Requirements, Paragraph 1. We presume that the intellectual property specified to be owned by NYSED in paragraph 1 of the Mandatory Contract Requirements on page 20 of the

RFP does not include proprietary pre-existing methodologies, processes, measures, white papers, implementation guidance, research, third party video sharing systems, underlying systems and software, code, or derivatives thereof. Is this correct?

105. A. Mandatory Contract Requirements, Paragraph 1, requires that NYSED own all materials developed, created, or used during provision of services consistent with this RFP, including but not limited to methodologies, measures, software, code, documentation, white papers, implementation guidance, training materials, evaluation forms, data compilations, and reports, and that any consultants or subcontract agreement shall also provide that such works produced by such other consultants, organizations or individuals and developed or used for purposes of the agreement shall be the sole and exclusive property of NYSED. Therefore, any transfer of ownership of pre-existing methodologies, processes, measures, white papers, implementation guidance, research, third party video sharing systems, or underlying systems and software, code, or derivatives thereof not developed, created, or used during provision of services for this RFP should not apply.

In so far as fulfillment of this RFP requires creation of video with technical specifications that are compatible with common video formats used in publicly-available hosted sites such as YouTube and Vimeo, including, but not be limited to mp4, mov, wmv and the resolutions 1080p, 720p, 480p, concerns for proprietary methodologies, processes, measures, white papers, implementation guidance, research, third party video sharing systems, or underlying systems and software, code, or derivatives are not thought to be applicable here.

106. Q. Citation: Page 29, Paragraph 6. Question: We presume that the proprietary, pre-existing sample videos that are requested as part of the proposal submission will remain owned by the applicant, and that the reference within this provision to all applications and submissions becoming the property of NYSED is only in reference to the hardcopy CD-ROMs. Is this correct? We further presume that the NYSED's license to use these videos is limited to purposes of the evaluation of the bid. Is this correct?

106. A. The presumptions made in this question are correct.

107. Q. Page 29, Paragraph 7. Question: We presume that the proprietary, pre-existing performance tasks described on page 29, paragraph 7 (two Common Core Instruction and Planning and Qualities of Effective Principal Practice performance tasks) that are requested as part of the proposal submission will remain owned by the applicant, and that the reference on page 29 to all applications and submissions becoming the property of NYSED is only in reference to the hardcopy of these performance tasks. Is this correct? We further presume that the NYSED's license to use these performance tasks is limited to purposes of the evaluation of the bid. Is this correct?

107. A. The presumptions made here are correct in reference to materials submitted for unsuccessful bids, and to the extent that, should the applicant

become the winning bidder, the performance tasks do not also become used for the creation of deliverables in meeting the requirements of this RFP. In the event of the successful bidder also using materials developed to fulfill the performance task as part of the contract deliverables, then all portions of the mandatory contract requirements would apply.

108. Q. Citation: Page 61, Non-Collusive Bidding Certification. Question: This form has additional signature lines and states, “Joint or combined bids by companies or firms must be certified on behalf of each participant.” Does this mean that NYSED expects all Subcontractors to sign this form in addition to the bidder? Please also confirm whether signatures on this form need to be notarized.

108. A. No, subcontractors are not required to sign the Non-Collusive Bidding Certification as they are not considered to be jointly bidding on this work.

109. Q. Is there a budget template beyond the cost proposal form on p.73 and the simple budget summary on p.74? Would you like to see a more detailed budget breakdown beyond these two forms?

109. A. The forms provided on pages 73 through 76 are the forms necessary to submit with the proposal. You are reminded though that the resulting contractor may be subject to audit and should ensure that adequate controls are in place to document the allowable activities and expenditure of State funds.

110. Q. If we need to outsource closed-captioning to a small business, would that business be considered a sub-contractor?

110. A. Yes, outsourcing closed-captioning would be considered subcontracting.

111. Q. “Subcontracting will be limited to 50% of the annual contract budget. Subcontracting is defined as non-employee direct personal services and related incidental expenses, including travel” (p.22). Can we as the main vendor include all crew (including sub-contractor coaches) travel fees in our main budget (outside of the 50% cap limit)?

111. A. No, the 50% maximum on subcontracting includes travel costs for all subcontractors.