



MINNESOTA STATE

**MINNESOTA STATE COLLEGES AND UNIVERSITIES**

**SYSTEM OFFICE**

**REQUEST FOR PROPOSAL (RFP)**

**FOR**

**VIDEO SERVICES**

**April 2021**

**REQUEST FOR PROPOSAL (RFP)**

**FOR VIDEO SERVICES AS NEEDED FOR PROJECTS THROUGHOUT MINNESOTA**

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## Notice

This Request for Proposal (RFP) does not obligate the Board of Trustees of the Minnesota State Colleges and Universities (Minnesota State) Minnesota State to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

Minnesota State also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in Minnesota State's sole discretion. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the [Vendors and Suppliers at Minnesota State page](#). Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

## Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

**Minnesota State:** State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of System Office.

**System Office:** The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

**Vendor:** The firm selected by System Office as the successful responder(s) responsible to execute the terms of a contract.

Targeted Group Business (TGB): A business that is at least 51% owned and operated by a woman or person of color.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned and operated by one or more women.

Please note, for TGB consideration, Minnesota State recognizes certification from at least one the following certifying agencies:

- [State of Minnesota – Department of Administration](#)
- [Central \(CERT\) Certification Program](#)
- [North Central Minority Supplier Development Council](#)
- [Women’s Business Development Center](#)

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran.

## About Minnesota State

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at [www.minnstate.edu](http://www.minnstate.edu).

## Authority

This RFP is undertaken by Minnesota State pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. Minnesota State will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. Minnesota State reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary to serve the best interests of Minnesota State. This RFP

does not obligate Minnesota State to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

## Project Overview

Minnesota State is requesting proposals for a vendor to provide video services as needed for projects at locations throughout Minnesota during the period from July 1, 2021 to June 30, 2023. Selected vendor may also use B-roll from video shoots to create 30 and 60-second anthem videos to be used in advertising efforts by Minnesota State. The project has an anticipated budget of up to \$60,000.

## Technical/Functional Requirements

The selected vendor will storyboard concepts based on creative briefs from Minnesota State, film at colleges, universities, and employer locations throughout Minnesota, edit video, and provide final products, including SRT files for closed caption, as outlined by the marketing and communications division. Selected vendor may also use B-roll from video shoots to create 30 and 60-second anthem videos to be used in advertising efforts by Minnesota State. This would include storyboarding, script writing, voice talent coordination, music, editing, final files for broadcast, and SRT files for closed captioning.

## RFP Information Contact

Minnesota State's authorized representative for purposes of responding to inquiries about the RFP is:

Name: Barbara Hein  
Title: Director of Marketing  
Address: 30<sup>th</sup> East 7<sup>th</sup> Street., St. Paul, MN 55101  
Telephone: 320-309-4815  
E-mail address: Barbara.Hein@MinnState.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and Minnesota State shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

## Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between Minnesota State and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

## Minnesota State's RFP Terms and Conditions

This RFP includes and incorporates Minnesota State's RFP Terms and Conditions. Vendors should be aware of Minnesota State's RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

## Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

## Selection and Implementation Timeline

Key Dates	Timeline
Monday, April 19, 2021 and Monday, April 26, 2021	Publishes RFP notice in State Register
Friday, May 14, 2021 at 5:00 pm	Deadline for RFP proposal submissions
Monday, May 17, 2021 – Wednesday, May 26, 2021	Review of Proposals
Friday, May 28, 2021	Vendor(s) selected and notified

Minnesota State reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

## Contract Term

Minnesota State desires to enter into a contract with the successful Vendor(s) effective July 1, 2021 or on the date the last recognized signature is obtained, whichever occurs later. The length

of such contract(s) will be 24 months or two years. If Minnesota State and Vendor are unable to negotiate and sign a contract by July 1, 2021 then Minnesota State reserves the right to seek an alternative Vendor(s).

## Proposal Deadline

Submitted proposals must be received at the following email address not later 5:00 pm on Friday, May 14, 2021:

Institution: Minnesota State  
Name: Barbara Hein  
Title: Director of Marketing  
Email: Barbara.Hein@MinnState.edu

## Format of Proposals and Submission

Responses must be submitted via email in Microsoft Word or Adobe PDF format. Attachment limits are 35 MB. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10 point. Minnesota State's email receipt time stamp will be used for consideration, not the senders.

Proposals received after the Proposal Deadline date and time will not be considered. Fax and mail responses will not be considered. Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted. The use of "white out" is considered an alteration

## Proposal Content

Vendors must submit the following information:

1. **Expressed Understanding of the Request:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.
2. **Work Plan:** A description of the deliverables to be provided by the vendor along with a detailed work plan that identifies the major tasks to be accomplished and pricing or fee for each task.

3. **Qualifications of Vendor:** An outline of the vendor's background and relevant experience with examples of similar work done by the vendor. Work examples should be viewable via a link to a website or vimeo account.
4. **Cost/Value:** An outline of the vendor's pricing structure, including blended hourly rate if applicable.

## Terms of Payment

Payment shall be made by Minnesota State promptly after Vendor's presentation of invoices for services performed and acceptance of such services by Minnesota State's authorized representative. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of Minnesota State, as determined at the sole discretion of its authorized representative, and in accordance with all applicable federal, state and local laws, ordinances, rules and regulations. The Vendor shall not receive payment for work found by Minnesota State to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

## Required Documents and Forms

1. Affidavit of Non-Collusion. Each Vendor must complete the [Affidavit of Non-Collusion](#) and attach it with the response.
2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.
3. Minnesota Department of Human Rights Workforce – [Affirmative Action Certification](#) (if proposal exceeds \$100,000, including extension options).
4. Minnesota Department of Human Rights [Equal Pay Certificate Form](#) (if proposal exceeds \$500,000, including extension options)
5. [Veterans Preference Form](#) (if applicable).
6. [Targeted Business Inclusion Form](#): Respondent must provide certification(s) that at least 51% of the business is owned and operated by a woman or minority.



## Selection Process

The selection process includes review of proposals and work samples by the following team at Minnesota State: Director of Marketing, Chief Marketing and Communications Officer, and the Marketing and Communications Assistant. This group will evaluate the proposals and make the final decision.

## RFP Evaluation Factors

The following factors and their identified weight will be used by Minnesota State to evaluate the responses:

No.	Evaluation Factors	Weight
1.	Expressed understanding of the request	20%
2.	Work Plan	10%
3.	Price [OR Price in relation to level of service to be provided]	30%
4.	Qualifications of Vendor and relevant experience	15%
5.	Work Samples	15%
6.	Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB	10%
	<b>Total</b>	<b>100%</b>
7.	Preference to Economically Disadvantaged Business and Individuals, if applicable*.	6%
8.	Preference to Service Disabled / Veteran-Owned Business and Individuals, if applicable*.	6%

*\*Preferences are to be applied by adding 6% to the final cost proposal submitted by non-TGB/ED/VO respondents.*

Minnesota State reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

Minnesota State does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor's ability to work with the existing infrastructure will be too limited or difficult to manage.

## Supplier Diversity

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-

owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a part of the criteria for this request for proposal to facilitate Minnesota State's fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of \$50,000, all responding Vendors are required to complete the attached [Targeted Business Inclusion Form](#) and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (*see acceptable certifications in the definitions section of this RFP*). Vendors are **not** required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

## ED/VO Preferences:

For information regarding certification, contact the OEP at 651-201-2402 or you may reach the Helpline by e-mail at [procurement.equity@state.mn.us](mailto:procurement.equity@state.mn.us). For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

### Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration's Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

### Veteran-Owned (VO)

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) preference, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.