

REQUEST FOR PROPOSAL
Submit Bid To
UNIVERSITY OF KANSAS MEDICAL CENTER
DEPARTMENT OF PURCHASING
Mail Stop 2034
3901 Rainbow Blvd., Kansas City, KS 66160

If additional information is desired, contact **Hayley Unke-Moore** at hunkemoore@kumc.edu

Quotation No. RQ-00009

Date Mailed 06/10/2021

Closing 2:00 pm Central 07/8/2021

Items and Specifications

KUMC seeks to procure Video Production services to fulfill the requirements as outlined in the attached Specifications. KUMC reserves the right to negotiate with selected finalists should it be deemed necessary.

Pre-bid Conference - An **optional** pre-bid conference will be held as a call-in meeting on Wednesday, June 23, 2021 at 2:30pm Central time.

All interested bidders must contact Hayley Unke-Moore at hunkemoore@kumc.edu no later than end of day Tuesday, June 22, 2021 to request pre-bid call-in details.

Attendance is optional at the pre-bid conference, though it is encouraged. Impromptu questions may be permitted, and spontaneous unofficial answers provided. However, bidders should understand that the only official answer or position of KUMC will be presented in writing.

Attachments:

- RFQ document.pdf
- RQ-00009 SON Video Cost worksheet.xlsx

Project Overview

The University of Kansas Medical Center Office of Communications and the KU School of Nursing are seeking a single supplier to develop a series of 19 recruiting videos that will be used in conjunction with the medical center's website, kumc.edu, and other communications channels. Shorter, edited versions of these videos may be used on the School of Nursing's social media channels.

Scope of work

Under the direction of the Office of Communications and the School of Nursing, the video supplier will film b-roll and interviews at multiple locations on the KUMC Kansas City, Kansas and Salina, Kansas campuses. Supplier will edit footage to produce 2.5-3.5-minute videos:

KU Nursing Pathway Program (3 videos)

1. Program Overview
2. Rural Pathway (focus on Salina) option
3. Kansas City Pathway option

Each program video to include:

- 3 to 5 interviews with program director, faculty members and current students
- 3 to 5 b-roll locations that demonstrate the program experience

Campus Tour (2 videos)

1. Kansas City
2. Salina

Videos to include:

- A guided overview of the campus, including classrooms and lab areas (may want to hire talent for this role) – this may need to be scripted content
- 3 to 5 interviews with faculty, administrators, and students about the facilities
- B-roll about the city in which the campus is located (if available, could use existing footage from visitors and convention bureau for each city depending on quality)
- Could use additional b-roll from program videos

Programs (11 videos)

1. Master of Science and Certificate in Health Informatics (1)
2. Master of Science and Certificate in Nursing Education (1)
3. PhD in Nursing (1)
4. Master of Science in Organizational Leadership (1)
5. Master of Science in Public Health Nursing (1)
6. Doctor of Nursing Practice – Leadership Specialty Areas (3)
 - a. Organizational Leadership
 - b. Public Health Nursing
 - c. Health Informatics
7. Doctor of Nursing Practice – Adult-Gerontology Primary Care Nurse and Family Nurse Practitioner (1)
8. Doctor of Nursing Practice (2)
 - a. Nurse-Midwife
 - b. Psychiatric Mental Health

Each program video to include:

- 3 to 5 interviews with program director, faculty members and current students
- 3 to 5 b-roll locations that show highlights or differentiators of the program

Why Nursing – For non-nursing majors and second career (2 videos)

1. Why non-nursing majors choose nursing
2. Why choose nursing as a second career

Each program video to include:

- 3 to 5 interviews with students, alumni, faculty and/or administrators
- Could re-use program b-roll for these videos

Nursing Diversity (1 video)

- Patient Outcomes – The need
- Race/ethnicity
- Men
- Gender Identity

Video to include:

- 3 to 5 interviews with students, alumni, faculty and/or administrators
- Could re-use program b-roll for this video

Proposal Requested

In the included cost worksheet, please indicate what the estimated cost would be for each quantity and type of video listed. Assume that communications and nursing staff will coordinate schedules to ensure ½ or full-day shoots on our Kansas City and Salina campuses.

Supplier Name: _____

Description	Price
Grand total cost for all videos, travel, editing, and production	\$