Community Partner Video Series

**Question:** So is it a set of 2 videos - one :30 and one :60-90 for each series, so the series would be 2 videos per community partner/school shot resulting in 4 separate community partner series-with a total of eight videos? You mention 2 videos being shot-one "on location" and one "on campus"-we are assuming you mean 2 video shoots that will combine the community partner with the on campus shoot to make the :30/:60-90 spots….not a separate video for each location? Please clarify. Does the timing have to be exact for the :30 video - i.e., a :30 must be a :30 for TV? Or is that a general amount of time you would like it?

**Answer:** It is two sets of videos per community partner/school shot. The initial :30 is for TV (or other) that would generate interest so that the prospect could go to a website to learn more via the :60-:90 version. The locations for filming for the outcome of a :30 and a :60-:90 will include the community partner site and the college campus.

**Question:** Each series would include one day shooting at community partner (can we combine the half days to be more efficient) and one half day at TCTC which we will shoot? Then we would have 2 weeks to edit each series?

**Answer:** We have found that separating the shooting segments works best, particularly with the community partners. They prefer that we not be a distraction for an entire day. Plus, the second visit provides a bit of comfort and familiarity. For the community partner series, we are at the mercy of the scheduling by their offices. There will be some companies who allow for a back-to-back filming, while others will want to wait a week between shots. We will work as efficiently as possible, but some of the larger community partners will dictate the scheduling.

**Question:** On storyboard planning for each series, are you including a half day at TCTC. Just to be clear, so is it 2 total planning days for 4 series?

**Answer:** One half-day visit per series is sufficient for story-boarding.

**Question:** How much planning and input do you want from us? If we think you need more time for input or editing, will that be considered?

**Answer:** We are looking to partner with an expert in the video/editing aspects of these projects. While we are under deadline, we would consider any suggestions you might have for being more efficient and creating stronger end-products.

**Question:** Is this a low bid only or do you take into consideration education experience, know-how, quality and other factors that would give you a much better product in the end? What will you use to determine the selection of a firm given that they meet all the requirements?

**Answer:** All responses will be reviewed to determine that they meet the specifications of the Request for Written Quotes. Once responses are deemed responsive, the award will be made to the lowest, responsive and responsible bidder. Bidders will be evaluated on financial stability and references to determine responsibility.

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Enrollment Services Series

**Question:** Are your expectations for 10 videos 2 weeks after the 2 day shoot?

**Answer:** The videos will be staggered based on the timing from our community partners and their schedules. For instance, XYZ Company may have their video dates on October 14 and 16, and then the college portion could be filmed on the 17th. We would expect the :30 and the :60-:90 two weeks later.