

Request for Proposals (RFP)

Professional Media Development Services

Issued by: Eastern West Virginia Community and Technical College

Date Issued: September 15, 2025

RFP Number: EWWCTC-2025-MEDIA

1. Introduction and Background

Eastern West Virginia Community and Technical College (Eastern) is seeking proposals from qualified professional media and instructional design firms to develop high-quality, engaging, and accessible video modules for its First-Year Student Success Initiative. This initiative is designed to improve first-year student engagement, retention, and preparedness through proactive onboarding, a dynamic digital student success hub, and enhanced community-building activities.

The selected contractor will produce a series of professional orientation and support videos to be integrated into Eastern's Student Wiki, online orientation (ORT 199), and mandatory Student Experience course. These materials will provide consistent, high-quality onboarding for all new students while supporting the goals of the West Virginia Higher Education Policy Commission's West Virginia's Climb initiative.

2. Scope of Work

The contractor will be responsible for the following:

A. Content Development

Collaborating with Eastern's project team to finalize scripts and key learning objectives.

Designing video modules that are engaging, mobile-friendly, ADA-compliant, and aligned with higher education accessibility standards.

Incorporating animations, graphics, and voiceovers as appropriate.

B. Video Modules to Be Produced

Each module should be 5–10 minutes in length (or shorter), professionally narrated, and visually branded for Eastern. Topics may include (finalized with the working group after selection):

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- Navigating College Systems — LMS (Brightspace), Student Portal, and Degree Works.
- Campus Resources and Support — Tutoring, library, disability services, mental health counseling.
- Financial Aid Literacy — Grants, scholarships, loans, and financial responsibility.
- Academic Success Strategies — Time management, study skills, test-taking strategies.
- Career Engagement — Career readiness and exploration.
- Community Engagement — Connecting with peers and the broader community.
- Campus Culture and Expectations — Academic integrity, code of conduct, faculty interaction. (Optional, if budget allows)

C. Deliverables

Storyboards and/or scripts for each module (approval required prior to production).

Final HD video files in formats suitable for LMS and web embedding.

Closed captions and transcripts for all videos.

Raw project files for institutional archiving.

A 2–3 minute overview video introducing the First-Year Student Success Initiative.

3. Project Timeline

September–October 2025 — Contractor selection and onboarding.

November 2025 – April 2026 — Video module production and review cycles.

May 2026 — Final delivery of all media products for integration into Eastern’s Student Wiki and courses.

4. Proposal Requirements

Proposals must be submitted electronically and include the following (provide share links for larger files):

Cover Letter — Introduction to the firm and summary of qualifications.

Project Approach — Description of methods, tools, and creative process.

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Work Samples — Three examples of similar projects in higher education or training contexts.

Staffing Plan / CVs — Key personnel and qualifications. Individual or team submissions are acceptable.

Timeline — Proposed production schedule aligned with Eastern's milestones.

Budget — Detailed pricing for all deliverables, including optional items.

References — Three client references from similar projects.

5. Evaluation Criteria

Proposals will be evaluated based on:

Relevant experience and portfolio quality.

Creative approach and alignment with project goals.

Demonstrated understanding of accessibility and ADA compliance.

Cost-effectiveness and value.

Ability to meet deadlines.

6. Submission Instructions

Deadline: October 2, 2025, by 5:00 PM EST.

Format: Submit electronically in PDF to Robert.burns@easternwv.edu.

Subject Line: RFP EWVCTC-2025-MEDIA Proposal

Questions: Submit by September 26, 2025, to the same email.

7. Terms and Conditions

Eastern reserves the right to:

- Reject any or all proposals.

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- Negotiate contract terms with the selected vendor.
- Modify the scope of work to meet budgetary or strategic needs.
- Retain ownership of all final products and source files.
- Additional terms:
- The selected firm will be an independent contractor, not an employee of the college.
- The firm will be required to sign a WV-48 contract as part of participation.
- Eastern is an Equal Opportunity Employer.
- Non-Discrimination and Equal Opportunity:

In performing the contract, the vendor agrees not to discriminate against employees, applicants, or service recipients based on race, religion, color, national origin, ancestry, sex, age (40 and over), blindness, disability, or familial status. The vendor must comply with the West Virginia Human Rights Act and all applicable state and federal non-discrimination laws.