Digital Frontiers

Modification 01

to

Request for Proposals (RFP)

No. 2022-06

Digital Strategy: Digital Literacy Online Training

Issue Date: April 19, 2022

1. Purpose

Modification 01 adds Attachment I to this RFP, consisting of responses to questions and requests for clarifications received by April 13, 2022.

2. Attachment I: Responses to Questions and Requests for Clarification

1. The RFP states that interviews will be conducted. Could you clarify who will be interviewed? We are interested in knowing if we are expected to provide on-screen talent or if these will be USAID or DAI representatives.

No need for on-screen talent. Interviews will be recorded with USAID representatives.

   a) If the on-screen interviews are members of the DAI/USAID team, will DAI assist the vendor in scheduling the interviews at the recording studio?

Yes, DAI will assist in coordinating the scheduling of interviews at the recording studio.

2. Concerning team member meetings and workshops…
   a) Where are USAID/Digital Frontier team members primarily located? Is there are specific city?

The USAID/Digital Frontier team is located in Washington DC area.

   b) Will these meetings and workshops be conducted through online meetings (such as zoom, etc.)?

We anticipate the meetings to be conducted online via Google Meets.

3. Concerning recorded interviews…
   a) Are we expected to record the interviews in a specific city (or cities); or will those being interviewed travel to the vendor's studio?

We anticipate the interviews to be recorded in the Washington DC area.

   b) If we are traveling to them (and then renting studio space), can you please list the city (or cities)?

There is no travel budget for this activity. The interviews will be recorded in the Washington DC area.

4. Concerning the pilot in task 7…
   a) How is the pilot different than a final video review?

The pilot will allow the partner to gather and analyze feedback on the videos. After the pilot, the partner is expected to develop an action plan and to revise the videos (content or graphics) based on the feedback. Once the videos are revised, and approval is received, no more changes will be expected.

5. Concerning the schedule of deliverables…
   a) Can sections within this schedule be reasonably modified by the vendor?

Yes, we are open to suggestions.

6. Will DAI provide the on-camera interviewees or the narrator or should we include talent in our budget?

No need for on-screen talent. Interviews will be recorded with USAID representatives. The partner should provide voice of over artists (narrators).

7. Have USAID and Digital Frontiers identified the topics to be covered in the 4 videos or is the contractor to suggest topics?

No, the topics of the videos are not finalized. We expect to finalize it together with our partner.

8. How many participants will participate in the pilot of the training?

We anticipate the group size to be no more than 15-20 individuals.

    a) Has USAID and Digital Frontiers secured commitments from Mission/Operating Unit personnel to participate in the pilot or will that be the responsibility of the contractor?

No, USAID and Digital Frontiers has not secured commitments from Mission/Operating Unit personnel to participate in the pilot. The Digital Frontiers team together with USAID will coordinate and identify pilot attendees.

9. In the Technical Evaluation criteria, there is a strong emphasis on having technical expertise in digital literacy, and in the scope there seems to be more of an emphasis on video scripting and development with more of the technical inputs coming from the Digital Frontiers team on the video scripts. Questions:
    a) Can you please describe how you see the training team bringing subject matter expertise into this work?

The partner's digital literacy subject matter expert will be expected to work with the video production team, USAID and Digital Frontiers team to finalize and validate learning objectives and target audience. Also, the subject matter expert will be expected to draft all training content, including outlines for videos, scripts for each video. They will work closely with the video production team to draft and review storyboards to ensure that the topic is adequately represented. The subject matter expert will provide content primarily in a narrative format using several USAID knowledge products. These include but are not limited to documents such as a primer, toolkit, factsheet, etc.

    b) Are there any specific digital literacy topics bidders should focus on?

The content will revolve around what digital literacy is, its role in different sectors, etc. The exact topics are to be determined.

10. The opportunity is envisaged to be 22 weeks long. What is the Period of Performance (specific months) for this opportunity?

The exact months are to be determined and depends on when the contract is executed. We anticipate that the majority of the work will be completed in Summer 2022.

11. Re: Consult with USAID and DAI throughout to utilize content (toolkits, primers) for the content development.
    a) Has this content (ie: the toolkits and primers, etc.) already been created or is it in development?

The content has already been created.

12 Re: Hold a technical meeting with appropriate USAID and Digital Frontiers team members to discuss and validate the Digital Literacy training objectives and target audience
    a) Have these training objectives been established and can you share what these objectives are?

No, we will not be sharing the learning objectives at this stage. The learning objectives are in draft format and the team is still iterating.

    b) Do you have demographic or profile information on your target audience(s)?

The videos will be designed for USAID staff in Washington DC and at the Missions.

13. How will DAI/USAID measure success for the resulting videos? Is there specific KPI data regarding engagement for the Contractor to utilize as a benchmark for performance? Or, is this something the DAI/USAID still needs to identify and outline with the Contractor's support?

Measurements of success will be identified and outlined together with the partner.

14. Will open and/or closed captioning be limited to English, or will additional languages will be required?

Closed Captioning will be only in English.

15. Is described video for the visually impaired required for this project as part of 508 compliance?

Yes, 508 Compliance involves developing videos that can be used by people with limited vision or blindness, deafness, seizure disorders, and other disabilities.

16. Will all questions (and subsequent answers) be shared with all contractors who were sent the RFP?

Yes.

17. If Contractors have follow up questions based on answers that come out in the first round, will there be an opportunity to submit additional questions?

No further q&a modifications are planned under this RFP process.