# INFORMAL COMPETITIVE BID POSTING

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| Procurement Title: Farm to School Virtual Field Trip Content Writing |

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| Procurement Reference #: ED-021624KS-001 |

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| Description of Bid Opportunity (Scope of Work):  The Iowa Department of Education is seeking Proposals from content writers to create four scripts for a virtual field trip series. Proposals are requested for the scripts only, the actual recording will be completed by another group. The series will consist of a total of four different recorded videos, each featuring a single, different food grown or produced in Iowa (ex: one video on apples, a second video on eggs, etc). The videos will be made available for Iowa schools to show to their students and will be approximately 15-20 minutes in length. Each of the four videos will focus on a specific Iowa-grown food and contain several components, including: visits to Iowa farms to see the food throughout the growing stages, farmer interviews, general nutrition information that is age-appropriate for middle schoolers, school nutrition recipe examples featuring the local food (the recipes would be provided by the Department), and students consuming that food. Each of the four videos will follow a similar format so the series is cohesive, but the individual video will be unique to the assigned food.  The vendor will create a general outline or format to use for all four videos. The vendor will also write the script for each of the four videos. The script will be complete and ready-to-use for recording. |

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| Proposals will be evaluated and a recommendation will be made using the following criteria, which are listed in no particular order:  Ability to meet all needs, as described in Scope of Work  Cost to meet all needs, as described in Scope of Work  Ability to complete all four scripts within 3 months of signed contract  Years of experience as a scriptwriter or similar role  References and/or samples of previous work demonstrating excellent written communication skills  General knowledge of the USDA National School Lunch Program preferred  General nutrition and agriculture knowledge preferred  Teaching (K-12) experience preferred |

Proposals submitted should include the Vendor’s Cost Proposal and sufficient information regarding the Vendor’s ability to perform the services as identified in the Scope of Work. The Vendor should also include references with its Proposal.

From the issue date of this Informal Bid until announcement of the successful bidder, Vendors may contact **ONLY** the Issuing Officer. The Issuing Officer will only respond to questions regarding the procurement process. Vendors shall be disqualified if they contact any State employee other than the Issuing Officer.

All information submitted by a Vendor may be treated as public record, unless the Vendor properly requests that the information be treated as confidential in accordance with the public records laws of the State of Iowa (Iowa Code Chapter 22) at the time the Proposal is submitted.

The costs of preparation and delivery of the Proposal are solely the responsibility of the Vendor.

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| Proposals must be received by the close of business day on: March 1, 2024 |

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| 1. Projected timeframe of awarded contract: From March 1, 2024 to May 30, 2024 |

Any questions for clarification should be in writing to the Issuing Officer listed below and responses will be provided to all who have contacted the Issuing Officer with regards to this bid opportunity.

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| First and Last Name of the Issuing Officer for this Procurement: |
| First Name: Jill Last Name: Borgeson |

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| Phone Number of the Issuing Officer for this Procurement: (515) 205-4764 |

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| Email Address of the Issuing Officer for this Procurement: OIAS@iowa.gov |

**The Iowa Department of Education reserves the right to:**

* **Reject any and/or all Proposals, in whole or in part;**
* **Advertise for new Proposals;**
* **Abandon the need for such services; and/or**
* **Cancel this Informal Competitive Bid at any time prior to the execution of the written contract.**