

**Team Nutrition Make It Fresh with School Lunch Promotion
Questions and Answers from Vendors
March 21, 2023**

	Vendor Question	Answer
1	Can you shed a bit of light on the timelines after 3/31?	Once a vendor is selected, the Department representative will work with the vendor to create a video script and interview questions and answers. The Department representative will recruit a food service director and student(s) to interview and we will travel to the school to conduct the interviews prior to June 1. The Department representative and the vendor will work together to create a script and images to share for the remainder of the video. The vendor will compile the video clips, images, and interviews and edit the video.
2	Will there be a selection committee choosing a handful of agencies for in person interviews / presentations?	We will not be conducting interviews as part of the vendor selection process. Vendors will be selected based on the information provided in the proposals submitted.
3	When do you hope to kick off this campaign and when do you hope to have the final deliverables implemented?	The Department representative will start the project as soon as possible and the final deliverables will be available by 9/1/2023.
4	What is the budget for this video project?	A specific dollar amount cannot be provided. Anticipated budgets should be included in the proposal that is submitted.
5	Would you require stock photography or video to be purchased?	Stock photography or video would not be required but may be an option if needed.
6	Who is responsible for scheduling the interviews? Would we be hiring talent or expected to use school or Iowa Department of Education employees?	Iowa Department of Education employees and Iowa school staff and students would be used in the video. The Department representative will select the school staff and students.
7	Does the Iowa Department of Ed have a nutrition facility or will filming take place in a specific school in Des Moines?	The Iowa Department of Education does not have a nutrition facility. Filming would take place in a school. The school may or may not be located in Des Moines. Travel may be required to a school outside of the Des Moines metro area.

8	Does the print budget need to be included for the handout, and if so, what quantities?	Printing of materials is not needed.
9	Will the video and handout need to be themed "Make it Fresh" or are the expectations to create a campaign theme as part of the project?	The Iowa Department of Education has created other resources and materials that have used the "Make it Fresh" tagline. We would like to continue using this same theme.
10	We would submit via a proposal system that provides a link and the videos are within the link rather than a PDF, would you prefer a different process? If so, please let me know your preference.	The proposal system that provides a link and videos within the link would be allowable.
11	Last year, I completed the Choose Iowa recipe videos in conjunction with Team Nutrition. Is the current project in motion an extension of the recipe competition (the videos I already created)? I still have all the assets from that project and am wondering if it will be helpful to utilize them again.	This project is part of a grant that the Iowa Department of Education received in 2021. The promotional video supports other projects created through the grant received.
12	When is the official deadline for the final product? I see an end date as September 1 on the bid form. Are the materials due then or in advance to account for approvals?	The final product will be completed by September 1. In order to have the final product done by that time, the first draft of the video will have to be submitted for the Department's review and approval before this date to ensure that the final product is completed by September 1. The Department's representative will work with the vendor to determine appropriate timelines for first draft submission.
13	I see the intention is to film/interview students and food service directors. I assume this must be done by the end of the current school year in order to finish before September 1. What will the production look like for this? Are these folks already determined? Are they in the local Council Bluffs area? How many shoot days are we looking at logistically? This makes a difference for production costs.	Filming of the food service director and student will take place by the end of the 2022-2023 school year. The food service director and students have not been selected yet. They may be located in Council Bluffs or any other Iowa town. Preferably, filming will take one day and no longer than two days.
14	Does filming have to happen during normal school hours or is there consideration for weekends or after hours?	Filming will be completed during school hours. We will not be doing any weekend filming.

15	I assume there will be meetings for pre-production planning. Is there an expectation for meeting in-person or virtually?	Planning meetings can take place in person or virtually.
16	The Posting for Procurement #ED-CC064-01 "Team Nutrition Make it Fresh with School Lunch Promotion" does not give any submission instructions. Should proposals be submitted via email, shipped or submitted by another means such as an online bidding site?	Proposals should be emailed to oias@iowa.gov . There is no specific template needed for proposals. You will just need to ensure all items noted in ED-CC-64-01 Informal Bid Form 8 (located under the Documents/Attachments section on the bid site) have been addressed in your proposal.
17	What would be the procedure to submit a bid?	Proposals should be emailed to oias@iowa.gov . There is no specific template needed for proposals. You will just need to ensure all items noted in ED-CC-64-01 Informal Bid Form 8 (located under the Documents/Attachments section on the bid site) have been addressed in your proposal.