



**Request for Proposal (RFQ): Workforce Acceleration Initiative (WAI) Video/Photography Production**

**Date Issued: February 27, 2025**

**Due Date:**

**Please complete the written application no later than March 17, 2025, by 11:59 PM EST ([Updated](#))**

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**CDC FOUNDATION CONTACT**

Kinetra Joseph

Program Email Address

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## Introduction

The CDC Foundation seeks a qualified production company to develop compelling photography and video content showcasing the impact of the Workforce Acceleration Initiative (WAI) on public health systems nationwide. **This initiative addresses critical technology and data workforce gaps within public health agencies (PHAs)**, enabling talented technology experts to modernize these information systems and improve public health outcomes.

## Project Background

Across the nation, many public health systems rely on outdated technologies and disconnected information systems—a challenging reality highlighted during the peak of the COVID-19 pandemic. Improving these systems requires updated technologies, increased funding, new policies and additional skilled technical professionals at all levels of public health.

**The CDC Foundation developed the Workforce Acceleration Initiative (WAI) to help meet the technology workforce needs of the nation's public health systems** by providing additional technology and data experts to support accelerated information system improvements. With more modern and integrated systems, public health authorities (PHAs) will be better equipped to rapidly detect and respond to new threats and make more informed decisions.

There are 140 tech and data experts working across 49 selected state, tribal, local and territorial (STLT) PHAs nationwide. These placements include experts in engineering, software development, IT infrastructure, informatics and IT project management, to name several skills. The CDC Foundation prioritized selecting PHAs that have been especially limited in their ability to modernize their information systems due to workforce gaps and fewer resources.

**Our goal is to highlight the journey of several of these 140 tech professionals and their impact on public health.** The competency of an improved workforce accelerates progress toward data modernization in public health and will result in:

- Faster disease outbreak detection
- Improved resource allocation during public health crises
- More effective preventative health programs
- Enhanced data sharing and collaboration
- Increased public trust through transparent data use

Learn more about WAI at <https://www.cdcfoundation.org/workforceacceleration>.

## Project Scope

The selected vendor will produce the following video content:

- **Three (3) 508 Compliant) Impact Videos ( approximately 5 minutes each):** This video will provide a comprehensive overview of WAI and its impact on public health from a workforce perspective. It should incorporate both analytical data on the success of the program and compelling human stories.
- **Five (5) 508 Compliant video snippets (approximately 30- to 60-seconds each):** These snippets will focus on specific aspects of WAI, highlighting key themes and human impact stories. They should be suitable for social media and other short-form platforms.
  - Workforce stories
  - PHA stories
- **Photography:** A collection of high-quality photographs capturing WAI activities and impact (Photo Suite; WAI In Action) The number of images will be determined once the project outline is developed.

## Key Themes and Content Focus

The final video products may focus on three key areas related to the WAI's impact on advancing public health data workforce capacity:

**A. Public Health Systems Improvements:** Showcase improvements that were made to data modernization plans and information systems within participating public health agencies, how the WAI talent played a key role in driving those improvements, and the impact it will have on public health.

- **Technical Focus Areas:** Emphasize the role of data governance, automation improvement, data warehousing, data linking, interoperability and data analysis and use in achieving improved public health outcomes.
- **Real-World Impact:** Showcase specific examples and human impact stories demonstrating the positive effects of the WAI on individuals and communities.

**B. Public Health Data Workforce Development:**

- **Modernized Recruitment Strategies:** Showcase innovative recruitment methods deployed by the WAI to address PHA recruitment challenges.
- **Effective & Efficient Talent Placement:** Highlight the placement of mid-level professionals with private sector experience into public health roles.
- **Role of Placements:** Highlight the specific contributions of WAI placements, including their impact on the volume and pace of outcomes, influencing processes and enhancing the skillset and knowledge of existing staff.
- **Technical Capacity Building & Upskilling:** Demonstrate the WAI's efforts to provide training, mentorship, and knowledge-sharing to new placements and existing PHA staff.
- **Cross-Disciplinary Learning:** Emphasize the importance of collaboration between public health professionals, data scientists and IT specialists.
- **Focus Areas for Video:** Stories of successful recruitment and placement, showcasing diverse talent entering public health, examples of WAI's training programs mentorship success stories, showcasing how the WAI builds capacity within existing PHA teams, highlighting collaboration between different disciplines.

**C. PHA Organizational Support:**

- **Recruiting & Onboarding Capacity Building:** Highlight resources provided by the WAI to improve PHA recruiting and onboarding processes.
- **Retention Capacity Building:** Showcase strategies and resources offered to help PHAs retain skilled professionals.
- **Public Health Workforce Retention:** Emphasize the WAI's role in inspiring placements to remain in the public health field.
  - **Improvements Made:** Focus on the impact of WAI placements on various aspects of public health, including disease/outbreak response, resource deployment, real-time monitoring, health equity, reporting, communication, preparedness, health costs and decision-making.
- **Focus Areas for Video:** Examples of improved onboarding processes demonstrating the WAI's long-term impact on the public health workforce, highlighting the WAI's role in creating sustainable workforce solutions.
- **Real-World Impact:** Showcase specific examples and human impact stories demonstrating the positive effects of the WAI on individuals and communities.

## Deliverables

- **Two (2) 508 Compliant Impact Videos** (up to 5 minutes each with closed captions and transcripts) that focus on the key themes:
  - **Public Health Systems Improvements:** Showcase specific examples and human impact stories demonstrating the positive effects of the WAI on individuals and communities.
  - **Public Health Data Workforce Development:** Showcase WAI's impact by sharing stories of successful recruitment and placement, highlighting diverse talent entering public health along with examples of WAI's training programs and mentorship success stories, demonstrating how the WAI builds capacity within existing PHA teams and fosters collaboration between different disciplines
  - **PHA Organizational Support:** Examples of improved onboarding processes demonstrating the WAI's long-term impact on the public health workforce, highlighting the WAI's role in creating sustainable workforce solutions.
- **Five (5) 508 Compliant 30-second video snippets** (with closed captions and transcripts)
  - **Focus on the key themes:** Public 1) Health Improvements, 2) New Talent Acquisition, 3) Talent Capacity, 4) PHA and Organizational Support, and 5) Real World Impact - a specific example of a human impact story. All raw footage and project files
- **Photo Suite** - series of photos for internal/external use that show WAI Placements and PHA in action and other project elements. (Specify number of edited/non-edited photos)

## Proposal Requirements

Proposals must include the following:

- **Legal Company Name**
- **Company/Consultant Overview:** A brief description of the agency or consultant, including relevant experience and expertise in videography and photography, public health and data modernization. Please include bio information on each team member if applicable.
- **Company Address (City, State, Zip Code+4 [XXXXX-XXXX])**
- **Website**
- **Email (Applicant Point of Contact)**
- **Year Established**
- **Federal Tax Identification (ID) Number/Employer Identification Number (EIN)**
- **Project Understanding:** A clear demonstration of the project goals, target audiences and key themes.
- **Creative Approach:** A detailed outline of the creative approach/process in creating a story(ies) including content, messaging and style.
- **Project Plan:** A detailed project plan, including timelines, potential key personnel
- **Budget:** A detailed budget breakdown, including all costs associated with content development, editing, design and project management.
- **References:** At least three professional references with contact information.
- **Reels/Work Samples:** Examples of previous work demonstrating relevant experience in production.

## Evaluation Criteria

The CDC Foundation team will use the following criteria for selection:

Category	Description	Weight
Understanding of the Project and Target Audiences	Demonstrates a clear understanding of the WAI project's goals, objectives and target audiences. This includes an analysis of the specific needs and characteristics of each audience segment and how the proposed approach will effectively reach and engage them.	35%
Creative Approach and Content Strategy	Outlines a compelling and innovative creative approach to content development and delivery. This section should describe the types of content to be created, the channels for distribution and how the content will be tailored for maximum impact and accessibility.	25%
Project Plan and Timeline	Presents a detailed and realistic project plan with clear milestones, deliverables, and timelines. This includes a well-defined project management approach, a work breakdown structure and a realistic schedule for completion.	25%
Budget and Cost-Effectiveness	Provides a comprehensive budget that is justified and demonstrates cost-effectiveness. The budget should detail all anticipated costs, including personnel, materials, travel and other expenses.	15%

## Timeline

This project timeline outlines key milestones for the RFP process:

- Questions regarding the RFP are due by **March 4th**
- Responses published on **March 7<sup>th</sup> (Updated)**
- Proposals must be submitted by **March 17<sup>th</sup> (Updated)**
- Shortlisted finalists and interviews scheduled: during the **week of March 17th**
- Finalist interviews during the week of **March 24th**
- Applicants not selected will be notified by **March 28th**
- The contract will be awarded on **March 31st**
- The anticipated project completion date is **June 27th** (with the possibility of an extension)

## Submission Instructions

Proposals should be submitted electronically to Kinetra Joseph at [kjoseph@cdcfoundation.org](mailto:kjoseph@cdcfoundation.org) by the submission deadline of **March 17th at 11:59 p.m. EST (Updated)**

## Questions

Questions regarding this RFQ should be directed to Kinetra Joseph at [kjoseph@cdcfoundation.org](mailto:kjoseph@cdcfoundation.org).

This RFQ aims to solicit proposals from qualified vendors who can effectively communicate the significant impact of the WAI on the nation's public health infrastructure. We look forward to receiving your proposal.