AMENDMENT # 2

DATE: March 18, 2014

TO: All Bidders of Record

FROM: Gil Rivera, Sr. Buyer

SUBJECT: Amendment # 2 to P-359, “Multimedia Production Services”

This amendment becomes part of the Contract Documents and modifies the original bidding documents as noted below:

Bidders are required to acknowledge receipt of this Amendment in the space provided in Section E.

1. QUESTION: You have asked us to produce and deliver, A. Videos, B. Interactive map, C. Other images, D. Games/puzzles. Those are the immediate deliverables and we will concentrate on that. But you are also looking for ideas on overall development and roll-out strategy for the DL format. With the broader picture in mind, we’ll also offer you ideas and rough figures for 1. user interface for the whole book, 2. An analytics module and instructor dashboard and 3. Glossary build and incorporation.

   A. Would those elements be helpful to you?
   B. What else might come to mind in this regard? Tools for instructors?
   C. At this point, we can and will offer you only initial ideas and suggestions for these latter elements.

   ANSWER:

   A. Yes, they would be beneficial to helping develop a robust product line for iBooks and digital assets.
   B. CNM DL staff will be training instructors in using the tools for teaching and creating online courses.
   C. That’s what we’re looking for, a VISION!

2. QUESTION: What kind of working relationships or special rates do you have with any of the many NM museums and Archives?

   ANSWER: We have some relationships with UNM Library Archives, NM Museum of History, and the Albuquerque Museums. We do not have any special rates.
3. QUESTION: New Mexico PBS has done a nice series of videos, called Moments in Time, about life and history in NM. Have you considered using these?

ANSWER: One CNM instructor uses some of these assets in his current online course. As CNM intends to sell his product also to non-course takers, we would like to have sole source ownership of the content, assets and text.

4. QUESTION: What are your thoughts about book and map styles? Traditional classic, info-graphic, etc.?

ANSWER: Classic, map style for this project at the beginning (then perhaps morphing into a more modern style when we are producing the chapter on Espanola low riders,) with interactive pop outs of video and photos for those readers interested in digging deeper into the subject. For example, the arrival of the Spanish in NM took a specific route, and a lot of the history of the state relies on the “Coronado” route. At points along the map, we would like to have digital assets included as “learning stops”

5. QUESTION: Who will do the visual design of the book? We see many opportunities for arresting visual graphics.

ANSWER: CNM Distance Learning (DL) staff will be laying out the iBooks using the assets created by the selected vendor.

6. QUESTION: Who will be doing the actual book coding, style workup, and creation?

ANSWER: CNM Staff. This project is intended to provide student employees in the field opportunities to learn and use the skills they are learning at CNM within the context of digital media. As such, CNM, if using iBook format will complete the above. However, we believe this is a team project and are very happy to listen to advice from professionals in the digital media field.

7. QUESTION: Does this ebook need to work also on laptops?

ANSWER: We understand that iBooks are proprietary to Apple products, we also understand that iBooks become PDF for any other OS. The book needs to be scalable for all devices, any recommendations for “all things for all people” technology will be considered.

8. QUESTION: Do you see quizzes, papers and other work being done on the tablet?

ANSWER: Not within the iBook, we will use iTunes and Blackboard to provide assessments of competency. CNM is using the competency based learning approach to all new online course designs.

9. QUESTION: Will it be login and password protected to each user?

ANSWER: For the online courses yes, and for iTunes U courses yes.

10. QUESTION: We understand that we are to create videos, sims or games, and still images. Who will build the iBook or digital neutral courses?

ANSWER: CNM will build the iBook and the courses, any other digital textbook formats recommended by a vendor may be considered, however, our expertise is in the iBook technology and online course development in iTunes and Blackboard.
11. QUESTION: Will we need to design interfaces and other graphic elements, or put the chapters into the program, etc., or are you all doing that? In other words, we are looking for a list of what each party will be responsible for creating.

ANSWER: CNM will be creating the textbook chapters, the text for each chapter, the subject matter experts, the instructional designers, the iBook Author staff. We will be incorporating the digital assets created by the selected vendor into the course and textbook, constructing the online course.

12. QUESTION: Do you all already know what the content of the videos you're looking to produce is?

ANSWER: We will have at a minimum 90% of the digital assets identified. At this time the textbook is being written and will not know all assets required until textbook is completed. We will be interested in input from the selected vendor.

13. QUESTION: We have but a short amount of time to produce so much media. It's important for us to know if we can get right down to scripting from your outlines or if we will need to work with you in developing them. Do you have any idea of how much of the video content would be new shooting and how much archival?

ANSWER: Part of the project, which is work with CNM and the selected vendor will be to identify existing footage that can be used and what we need to create to own.

14. QUESTION: We also would like to explore using local New Mexican voice over talent. Our idea at this stage is that the voices should be young adult and a mix of sexes and races. What do you think of that?

ANSWER: We have plenty of students as well as film technician students who would be willing to participate. We will need releases from them however.

15. QUESTION: Would you be open to a two stage development of the map? You would have a phase one rollout and phase two would be produced in winter 2015, with feedback from fall users.

ANSWER: That is a possibility. However; this digital book and online course are scheduled for delivery in Fall 2014, so we need an engaging first stage map. This is not CNM’s first option to “feedback” on the map. We are not interested in doing a prototype map as a draft, then having users assess it for usability and clarity.

16. QUESTION: We're trying to save you money wherever we can. Would it be possible to use a university vehicle at times when we are in NM? If so, how would this work?

ANSWER: No. Only CNM Employees who have taken the Defensive Driving course can drive college vehicles.

Bidders are required to acknowledge receipt of this Amendment in the space provided in Section E. The RFP due time and date of on or before 4:00 PM Mountain Time, March 25, 2014 and all other specifications, terms and conditions remain unchanged. This amendment may be downloaded from CNM’s website http://www.cnm.edu/purchasing/proposals.php.