



TERMS OF REFERENCE

PROJECT	:	DEVELOPMENT OF THE CAREER GUIDANCE ADVOCACY PROGRAM (CGAP) INFORMATION AND PROMOTIONAL AUDIO-VIDEO MATERIALS
PROPONENT	:	DEPARTMENT OF LABOR AND EMPLOYMENT – BUREAU OF LOCAL EMPLOYMENT (DOLE-BLE)
APPROVED BUDGET FOR THE CONTRACT (ABC)	:	Php 936,629.04

I. BACKGROUND/RATIONALE

The Career Guidance Advocacy Program (CGAP), as one of the convergent programs approved by the Human Development and Poverty Reduction (HDPR) Cluster of the Cabinet, aims to immerse parents and students on the realities of the labor market, and convince career advocates to use career guidance as an effective tool in addressing job-skill mismatch. Access to information and guidance about career options available to youth is an important factor in ensuring that they are able to make the most of the available opportunities. As a result, materials such as Career Guidance and Employment Coaching (CGEC) Modules were enhanced to support the key stakeholders in achieving full career development.

Relative to this, the Bureau deems it important to update its existing information/promotional video considering the importance of career advocacy activities particularly in the new normal as the usual career talks, career and job fairs, parents' orientation, and seminar-workshops on career decision-making are now conducted via online platforms. The updated videos shall also be used by the CGAP-Working Group member agencies to reach a wide range of beneficiaries relative to their respective advocacies/activities.

II. OBJECTIVES

- To develop audio-video materials promoting the significance of the CGAP to foster greater appreciation of the public on being immersed to the realities of the labor market and the use of career guidance as an effective tool in addressing job-skill mismatch; and
- To feature stories showcasing the CGEC implementers (i.e., PESO, CGEC Focal Persons, and Career Advocates) including their personal developments, achievements, and success stories relative to the significance of Career Guidance.

III. TARGET OUTPUT

One (1) video that will feature the CGAP and the activities during the 5th NCAC (5-7 minutes) on the importance of career guidance and employment coaching, and testimonies from CGEC implementers and students (3-5 minutes).

IV. SCOPE OF WORK

The Service Provider shall develop the CGAP information and promotional audio-video materials that will commence in October until November 2021 which covers the following:

1. Development of one (1) video featuring the CGAP, the activities during the 5th NCAC, and the testimonies from CGEC implementers and students. The video must have the highest quality, with at least optimal standards of 25p/1080.
2. Conduct of a desk review of CGAP's key documents including available stories, modules, data, events, videos and photos.
3. Based on the desk review, develop at least two (2) story boards and scriptwriting for the video.
4. Submission of work plan, in coordination with the BLE, of activities for completion within the period of engagement.
5. Set direction in the pre-production, production, and post-production of the video highlighting the CGAP.
6. Provide video content and photoshoots into the first draft and final publishable draft including subtitles as needed. Use animation, infographics, sketches, diagrams where appropriate.
7. Audio balance the final product and convert it in formats for use in TV, radio, and web.
8. Provide the final video in digital format.
9. Include appropriate DOLE-BLE branding and crediting of ownership for the produced videos.

V. RESPONSIBILITIES OF THE SERVICE PROVIDER

The Service Provider to be engaged for this project shall:

1. Ensure the timely delivery of project deliverables as enumerated in this Terms of Reference (TOR).
2. Provide for their own use, office space, computers, HD quality video camera, professional editing software, telephone and internet connections, electrical power connection, office equipment, and technical staff needed to undertake this project. Expenses needed to defray the cost of the acquisition, use, rental and engagement of the abovementioned resources, including the salaries of technical staff, shall be borne by the Service Provider.
3. Conduct or attend meetings and consultations with the BLE and other stakeholders to fine-tune details of the project.
4. Perform the full scope of video production tasks, including but not limited to, script writing, videography, audio balancing, sub-titling, format exporting, directing, producing and editing video productions, and archiving raw and edited work.
5. Submit to the BLE proof of accomplishment of the deliverables, as mentioned in this TOR.
6. Deliver all the digital format requirements and completed the final output of the CGAP information and promotional audio-video materials based on the specification mentioned in this TOR until end of November 2021 upon receipt of the Notice to Proceed (NTP).

VI. RESPONSIBILITIES OF DOLE-BLE

The BLE, through the Labor Market Information, Research, and Career Guidance Advocacy Division (LMIRCGAD) CGAP Team, shall provide the following: