



Advocates for Justice and Education, Inc.

The Parent Training and Information Center for the District of Columbia

Published April 5, 2021

All Proposals Due by April 26, 2021

Request for Proposals IDEA Accessibility Project

Advocates for Justice and Education, Inc.

Founded in 1996, the mission of Advocates for Justice and Education, Inc. is to promote equality for children and youth with disabilities and special health care needs in the areas of education and health. AJE offers a wide variety of services, including individual advocacy, training, resources, support and legal representation. We seek to empower youth and parents to be effective advocates for themselves, their children and their community..

Advocates for Justice and Education, Inc. (AJE) is seeking the services of a graphic designer or illustrator to create culturally responsive and accessible whiteboard animation videos with printable equivalents in English and Spanish depicting processes described in Part B of the Individuals with Disabilities Education Act, Notice of Procedural Safeguards: Rights of Parents of Students with Disabilities ([available here](#)). AJE will provide English to Spanish translation services. All applications should be submitted in PDF format to information@aje-dc.org with the subject line "Proposal IDEA Accessibility Project" and contain samples of previous work. AJE reserves the right to accept or reject any and all proposals and/or any portions of proposals.

Request for Proposals

AJE is seeking proposals via email to establish a contract through negotiations for the purchase of graphic art and/or design work for whiteboard animation videos with printable equivalents. A key component of this project is having a connection with/or membership in the Washington D.C. community, the intellectual and developmental disabilities (I/DD) community, Communities of Color, and/or English Language Learners. The goal of this project is to create culturally responsive whiteboard animation videos with printable equivalents using accessible language for parents and young adults with I/DD regarding the special education process. **AJE is particularly interested in proposals from individuals who are members of historically marginalized groups and those individuals who are members of, or have a direct connection to, the I/DD community this project is intended to serve.** These whiteboard animation videos with printable equivalents will need to be developed or saved in various formats for use in online and print media to best distribute within the Washington D.C. community.

Design Requirements / Project Details

The Notice of Procedural Safeguards is a lengthy forty page document that contains information vital to parent's and youth's ability to understand their rights. However it is largely inaccessible to many members of the community, and particularly so for parents and youth with I/DD. Therefore AJE is hoping to transform the Procedural Safeguards into a series of approximately 10 whiteboard animation videos with printable equivalents. We anticipate that our team would need a total of 10 individual whiteboard animation videos with the goal of generating a total of 20 whiteboard animation videos with printable equivalents in order to provide them in both Spanish and English. The exact scope of the work will be determined in collaboration with the selected contractor.

Additionally, the whiteboard animation videos with printable equivalents must be consistent with AJE’s brand identity as found on AJE social media.

AJE’s budget for this portion of the IDEA Accessibility Project is \$7,000. Because we do not want previous lack of access to capital to be a barrier for bidding on and/or accepting this opportunity for qualified individuals who may need tools to complete the work (design software for example), we have earmarked \$1,000 of the total project budget to support such purchases. If those purchases are not needed, these funds can be used to contract for additional content from the selected contractor, for printing costs or other project expenses at the sole discretion of AJE.

This project is funded in part by a grant from the DC Developmental Disability Council.

Estimated Project Duration and Timeline

AJE hopes to have most, if not all, of the whiteboard animation videos with printable equivalents available to the general public in the Fall of 2021. We propose the following timeline

<u>Date</u>	<u>Project</u>
April 5th	Request for Proposals Published
April 26th	Deadline to Submit Proposal , no later than (NLT)
May 7th	AJE receives proposals, review and select illustrator NLT
May 7th- June 30th	AJE works with illustrators on the development of videos
July 1st-July 20th	Parents, youth, other organizational and community stakeholders will preview videos and provide feedback on quality, relevance and usefulness.
July 20th-August 10th	Illustrator to incorporate changes from feedback NLT
August 12th	Submit translation, if needed NLT
August 12th - 22nd	Second round of video previews.
August 23rd - September 5th	Incorporate changes from feedback, NLT
September 5th- 15th	Launch videos through our website, social media, newsletters to families and LEAs, and share with our network of organizational and government partners.
September 30th	last day for all activities to be done



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Scope of Work

The successful candidate will create branded (with required disclosures and funding acknowledgments) whiteboard animation videos with printable equivalents for use by the IDEA Accessibility Project and other AJE programs in collaboration with AJE staff. Products must be produced in an electronic format that can be easily modified by AJE if necessary.

Submission Information

AJE has been awarded funding by the DC Developmental Disability Council for this project and have budgeted \$7,000 dollars for the creation of this content. Submission in excess of the amount budgeted can not be considered. Submissions that are inclusive of translation costs are encouraged. Submissions of interest, including a cover letter, portfolio samples, hourly or per item rate, references and cost estimate must be received by information@aje-dc.org by **midnight April 26th, 2021**. Submissions should use “**IDEA Accessibility Project**” as the subject line for their emailed submission.

For Additional Information or Clarification

Please contact Maria Blaeuer at maria.blaeuer@aje-dc.org or (202) 678-8060 ext. 213.