



USAID Partnership for Higher Education Reform (PHER)

SCOPE OF WORK

National Consultant(s) for Video Production

I. BACKGROUND

The Partnership for Higher Education Reform (PHER) is a five-year initiative to help strengthen Vietnam's leading public universities. The project activities are funded by USAID to support targeted reforms to improve institutional leadership and administrative capacity, improve teaching practices to enhance student learning outcomes, elevate university research capacity to international standards, network Vietnamese researchers to maximize access to global knowledge, enable university graduates to better engage with the labor market, and help university faculty to leverage their research for innovation.

To achieve these objectives, PHER activities focus on :

Governance: This pillar supports the building and strengthening of institutional performance management systems based on agreed Key Performance Indicators (KPIs) supported by a comprehensive Management Information System (MIS) that provides consistent, reliable data for decision making and for accreditation of institutions and programs. This includes the establishment of a robust internal quality assurance (IQA) system at each of the target universities. Improved governance will help the leadership of public universities in Vietnam to make better informed decisions as they exercise greater autonomy and focus on academic quality.

Teaching & Learning: This pillar supports the growing of faculty professional development opportunities through the establishment of formalized Centers for Innovative Teaching and Learning (CITL) as well as supporting the work of less formal, more specialized faculty-driven affinity groups through Faculty Academies on Excellence in Teaching (FACET). The goals are to support expansion of faculty capacity to design state-of-the-art courses, digitize curricula, support the development of priority online courses and programs, improve student learning assessment techniques, and develop graduate students in the teaching profession. This pillar will also support technical assistance to help prepare faculty and administration for international accreditation reviews of academic programs and institutions. The objective is for improved teaching and learning at Vietnam's public universities to increase learning outcomes, enhance recognition of high-quality academic programs, and improve the employability of graduates.



Research & Innovation: This pillar supports the enhancing of research capacity so that the scientific outputs of public universities in Vietnam meet international standards, increase knowledge sharing among specialists, grow the number of publications in recognized journals, and align research activities to the social and economic needs of the country. This will take place through faculty exchanges, visiting scholar programs, research conferences, webinars, workshops, and short course training on research methodologies and academic specialties. The key vehicle for this pillar is the establishment of Vietnam International Academic Networks (VIAN) to help scientists across Vietnam to connect more readily with fellow experts from around the world. The objective is for VIAN activity to lead to greater knowledge sharing, broader promotion of research taking place in Vietnam, and enhanced opportunities for joint research and publications with partners abroad.

The PHER project also seeks deeper exploration of policy areas vital to the improvement of Vietnamese public higher education by supporting analytical work on the areas of technology and digitization, as well as gender equity. These cross-cutting policy areas are essential to success across the four pillars and to support the long-term sustainability of higher education reforms in Vietnam.

PHER focuses on reforms at three major Vietnamese public universities and their member universities and respective institutes and academic programs:

- Vietnam National University-Hanoi (VNU),
- Vietnam National University-Ho Chi Minh City (VNU-HCM), and
- The University of Danang (the UD).

II. OBJECTIVE OF ASSIGNMENT

The objective of this assignment is to produce one recap video for the project’s final learning event. The video seeks to summarize the project’s activities and showcase the results.

III. TIME AND LOCATION

The work is conducted remotely for video production. The assignment takes place tentatively between **late October** and **November 2024**. Further details are provided below.

IV. TASKS, DELIVERABLES, AND TIMELINE

See the table below for specific tasks, deliverables, and a tentative timeline for the assignment of the consultant(s):

Tasks	Deliverables	Tentative Timeline				
<ul style="list-style-type: none"> Develop a plan to produce the video (developing concept idea, collecting data from project team, developing detailed script, etc.) 	<ul style="list-style-type: none"> 01 video production plan 01 detailed script of the video 	October - November 2024				
<ul style="list-style-type: none"> Lead all steps in the process of video production to ensure timely delivery of the final video 			<ul style="list-style-type: none"> Produce a first version of the video. Responsibilities include video editing, color grading, producing graphics, processing footage, music, producing voiceover and subtitles... 	<ul style="list-style-type: none"> 01 final deliverable package including: <ul style="list-style-type: none"> 01 final project recap video* 01 subtitle file 01 voiceover file 	November 2024	<ul style="list-style-type: none"> Edit and finalize the video based on the project team's feedback (at least two rounds of feedback)
<ul style="list-style-type: none"> Produce a first version of the video. Responsibilities include video editing, color grading, producing graphics, processing footage, music, producing voiceover and subtitles... 	<ul style="list-style-type: none"> 01 final deliverable package including: <ul style="list-style-type: none"> 01 final project recap video* 01 subtitle file 01 voiceover file 	November 2024				
<ul style="list-style-type: none"> Edit and finalize the video based on the project team's feedback (at least two rounds of feedback) 			<ul style="list-style-type: none"> Ensure complete and timely transfer of all deliverables to project team 			No later than November 29, 2024
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The following will be provided by the project team to produce the recap video:

- General script idea
- Textual script for voiceover and subtitles
- Video footages and photos
- Branding guidelines

** The final recap video produced by the consultant(s) should have the specifications and meet the requirements as follows:*

- Estimated length: Around 5 minutes and no longer than 6 minutes
- Language: Voiceover in Vietnamese and subtitles in English
- File format: .mp4 or .mov
- Aspect ratio: 16:9
- Resolution: 1080p or higher
- Video codec: H.264
- Audio: 128 kbps or better
- Caption: .srt
- Voiceover: .mp3



- Compliant with the project's branding requirements

V. SUPERVISION AND REPORTING

The consultant(s) will work in coordination with and under the direction of the PHER team.

VI. BUDGET

Applicants should submit separate financial and technical proposals describing the approach to assignment along with the proposed consultancy fee.

VII. QUALIFICATIONS AND EXPERIENCES

- Demonstrated experience in video production, creativity or related fields
- Preferably having experience in producing videos for development projects or on education-related topics

VIII. APPLICATION

The application documents include:

- A cover letter
- A portfolio of the company or CV(s) of the individual(s)
- Technical proposal including:
 - A description of the planning and production process to be implemented by the applicant
 - Viewable links to at least three similar video products previously produced by the applicant
 - A tentative timeline to deliver the products as outlined in Section IV of this SOW
- Financial proposal including the breakdown of costs and total cost. The quote should be inclusive of all necessary costs, overheads, expenses, and VAT.
- Business registration certificate (if the applicant is a company)

Applications should be sent to pher@sangkienvietnam.org titled "Video Production Consultant Application" no later than **October 16, 2024** (Vietnam time). Only shortlisted candidates will be contacted.