

## Request for Proposals (RFP)

**To** : Offerors  
**From** : Institute of International Education, Inc. (IIE)  
**Subject** : 2025 U.S. Scholar Recruitment Presentation Featuring Alumni Ambassadors

**RFP Issue Date** : Monday, August 4, 2025

**Deadline for submission of questions**  
: Monday, August 11, 2025

**Responses to questions released**  
: Wednesday, August 13, 2025

**RFP Closing Date** : Thursday, August 21, 2025

**RFP Closing Time** : 5:00 PM Eastern Daylight Time

**Semi-finalist interviews** : September 2 - 3, 2025

**Performance Period** : September 15 – November 30, 2025

Enclosed is a Request for Proposals (RFP). IIE invites qualified firms and organizations (“Offerors”) to submit a best-value proposal for the requested services. The Contract resulting from this award will be a **Contractor Agreement** Serving the below mentioned program.

Offerors are encouraged to read this RFP in its entirety (including any and all attachments), paying specific attention to the instructions and requirements included herein. Issuance of this solicitation does not, in any way, obligate the Institute of International Education (IIE) to award a contract, nor will IIE pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror(s) whose Offer will be the most advantageous to IIE in terms of cost, functionality, and other factors as specified in this RFP.

The required services are described in the “**Statement of Work**” in **Attachment A**. IIE encourages your organization to indicate its interest in this RFP by submitting a proposal according to the instructions in “**Proposal Preparation Instruction**”. Proposals will be evaluated based on the “**Evaluation Criteria**”.

All proposals are due by the dates and times stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

**Questions:** Any questions are to be submitted **in writing** via email to the email address listed below no later than the date listed above. No questions will be entertained if they are received by means other than the specified email address. No oral answers will be provided. Answers to questions IIE deems relevant to this RFP will be published on the date listed above on IIE’s website under Subawards and Procurement (<https://www.iie.org/Work-With-Us/Subawards-Procurements>).

Julie Taylor, Senior Director, Academic Relations  
Institute of International Education, Inc.  
Email: [jtaylor@iie.org](mailto:jtaylor@iie.org)

**Proposal Submission:** Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: [jtaylor@iie.org](mailto:jtaylor@iie.org). Be sure to include in the subject line: **2025 U.S. Scholar Recruitment Presentation Featuring Alumni Ambassadors**. IIE will not accept proposals received by fax.

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## **SECTION 1: BACKGROUND AND PURPOSE**

Background: Institute of International Education

The Institute of International Education (“IIE” or the “Institute”) is a New York not-for-profit corporation that is among the world’s largest and most experienced international education and training organizations. Founded in 1919, IIE promotes educational exchange around the world through a wealth of programs and services including Fellowship and Scholarship Management, Higher Education Institutional Development, Emergency Student and Scholar Assistance, and Leadership Development.

For more than 100 years, IIE has promoted educational exchange around the world. The Institute currently implements more than 200 programs benefiting 40,000 participants from 183 countries. Foremost among these programs is the world-renowned Fulbright Program, which IIE has had the honor to administer on behalf of the U.S. Department of State since the program’s inception in 1946. In addition to the U.S. Department of State, program sponsors include: major philanthropic foundations; private and public corporations; foreign governments; and individuals.

With IIE’s global headquarters in New York City, IIE has offices around the world, including offices in the United States (Washington D.C., Chicago, Houston and San Francisco) and staff in other countries.

### **Purpose of Request for Proposal**

The purpose of this Request for Proposal (“RFP”) is to invite qualified individuals and organizations to submit a proposal for [Program Name] outlined more fully in Attachment A.

The selected offeror will develop, film, and produce a series of professional videos for the Fulbright U.S. Scholar Program. These videos will be used in recruitment presentations and will showcase alumni experiences while highlighting the broader impact of the Fulbright U.S. Student Program administered by the U.S. Department of State’s Bureau of Educational and Cultural Affairs (ECA).

## **SECTION 2: RFP CONDITIONS**

IIE reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as a promise or representation by IIE. IIE does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential and shall return the RFP (without keeping copies) to IIE if the Offeror elects not to submit a proposal, or upon being requested to do so by IIE.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of IIE and will not be returned.

In submitting a proposal, you must agree that your offer shall remain firm for a period of no less than **120** days from the RFP closing date.

Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

The successful Offeror will be obligated to enter into an agreement containing the same or substantially similar terms and conditions found at: <https://www.iie.org/Work-With-Us/Subawards-Procurements/Solicitations-for-Goods-and-Services>. The terms and conditions may be changed, added to, deleted or modified by IIE prior to awarding the agreement. Other terms and conditions may be negotiated between IIE and the successful Offeror, at IIE's discretion. State Universities and Agencies should not expect or ask IIE to modify its Terms and Conditions to incorporate any State Regulations or Statutes.

## SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS

Proposals are expected to be comprehensive and include the information set forth below. Offerors are also invited to send any additional information or supplemental material they believe will aid IIE in properly evaluating their service offerings. Please be sure to respond to each of the elements requested and frame your answers in direct response to the information being sought.

Include only your own work and no text copied from sources outside of your organization, unless those sources are adequately cited and credited. In order to be qualified for this RFP, all Offerors are requested to provide the following information, and format their proposal as follows:

### 1. Letter of transmittal, one page

### 2. Basic information, one page

- Legal name, registered address, and "Remit to" mailing address, if different from registered address
- Name of authorized representative for this RFP, with telephone number(s), and e-mail address
- General information about your organization and the services it offers

### 3. Qualifications and Capabilities, two pages

- Brief description of the organization/entity and experience in the field that illustrates overall services and capabilities to meet the terms of the RFP
- Years of relevant experience
- Any plans to outsource/subcontract the services or any part thereof

### 4. Past Performance and Experience

Document and summarize your proven track record of successfully implementing similar activities. Using the table format provided below, please list only the relevant projects you implemented within the past 3 years, a brief description of how each is relevant to the scope of the RFP, and the contact details for each previous client or donor. Include at least three projects and no more than five. Include at least two projects that are not with IIE or programs managed by IIE. You may also include recommendation/appreciation letters and certificates.

#	(a) Name of Organization	(b) Activity Title	(c) Locations of activity	(d) Synopsis of the activity and relevance to this RFP	(e) Performance period (date and duration)	(f) Cost for the activity	(g) Name & Contact Info (E-mail <u>and</u> phone)
1							
2							
3							

## 5. Implementation of the Statement of Work – five pages, maximum

- Detailed description of the services being offered and any information relevant to meeting the technical specifications stated in **Attachment A**. The description should address the following:
  - Production strategy
  - Timeline
- Methodology, and reasoning behind the methodology chosen
- Exceptions to the RFP, additional or different ideas, in the statement of work and other requirements should be expressly noted

## 6. Cost Proposal

- Submit a detailed cost proposal, in U.S. dollars, in the recommended format shown in **Attachment B**
- Include any additional cost items that the Offeror wishes to propose
- Total cost proposed

## SECTION 4: TERMS OF PAYMENT

Payment terms for the award shall be approximately net thirty (30) days after satisfactory completion of each deliverable or milestone agreed upon and established in the resulting agreement. Payment shall be made by the Institute of International Education (“IIE”) via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.

## SECTION 5: EVALUATION OF PROPOSALS

Item	Requirement	Points Available
Proposed Implementation of the Scope of Work	IIE seeks proposals that demonstrate an understanding of the Scope of the Work and a strong implementation plan.	40 points
Organizational Capabilities	IIE seeks proposals that demonstrate strong capabilities in developing, producing and filming videos. This includes past projects.	30 points
<b>Cost Proposal</b>	IIE’s review of the cost proposal shall determine if the overall costs proposed are realistic for the work to be performed, reflect a correct understanding of the project requirements, and are consistent with the Offeror’s technical proposal.	30 points
Total		100 points

## ATTACHMENT A STATEMENT OF WORK

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### **Fulbright U.S. Scholar Program 2025 U.S. Scholar Recruitment Presentation Featuring Alumni Ambassadors** **Scope of Work**

**September – November, 2025**

**Purpose** To develop, film, and produce a series of professional videos for the Fulbright U.S. Scholar Program. These videos will be used in recruitment presentations and will showcase alumni experiences while highlighting the broader impact of the Fulbright U.S. Student Program administered by the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA).

#### **Goals**

- Create one 7–10-minute recruitment video featuring Fulbright alumni. This video will be used by campus liaisons to present program highlights, benefits, eligibility criteria, application guidance, and website navigation.
- Produce four to five short (1–2 minute) testimonial videos featuring alumni stories and the long-term impact of the program on their careers, research, families, and institutions.

**Background** The Fulbright Liaison Network was created to ensure that each participating institution has designated representatives who can advise prospective applicants on the Fulbright U.S. Scholar Program and explain any relevant campus-specific policies and procedures. These liaisons play a vital role in encouraging participation, but their level of familiarity with the program and comfort presenting its details can vary widely.

To strengthen institutional engagement, liaisons will be asked to organize annual recruitment events on their campuses. While many institutions already host such events, others may need additional support to confidently deliver compelling presentations. This video initiative is designed to provide liaisons with consistent, high-quality content that simplifies that process. By featuring Fulbright alumni narrating key information — from program highlights to application logistics — alongside personal accounts of professional and scholarly growth, the videos will both inform and inspire.

The flagship recruitment video will be available on the Fulbright website, ensuring broad accessibility for potential applicants who may not have direct support from a campus liaison. Additionally, four to five short-form videos will be created for social media channels, each showcasing alumni testimonials that emphasize the long-term benefits of the program — including enhanced research opportunities, career advancement, and institutional impact. Together, these materials will offer a strong foundation for recruitment, bolster liaison outreach efforts, and showcase the Fulbright U.S. Scholar Program's distinct value across disciplines and academic institutions.

**Talent** Approximately 6–7 Fulbright alumni will participate in both individual and group interviews. They will narrate instructional content and demonstrate website and award search navigation. Interviews will be presented in a conversational, personal style and will reflect a range of disciplines, geographic locations, and experiences.

#### **Equipment Requirements**

- Multiple cameras to capture varied filming angles
- Additional cameras to enable concurrent interviews at different locations

- Potential use of mobile devices and remote filming instructions for alumni based abroad

### **B-Roll Concepts**

- Staged conversations among ambassadors
- Casual interactions in neighborhood settings
- Footage recorded by alumni in international locations

**Audience** General public, prospective Fulbright applicants, and Fulbright Scholar Liaisons

### **Deliverables**

#### *Phase 1: Pre-Production & Production*

- Plan, film, and edit one 7–10-minute recruitment video (potentially split into inspirational and instructional segments)
- Produce 4–5 short testimonial videos
- Secure filming venue
- Supply equipment and guidance for alumni filming abroad
- Collaborate with client on content and creative vision
- All videos must be provided in 16x9 and 9x16 versions

#### *Shooting Schedule*

- TBD
- TBD

#### *Phase 2: Post-Production*

- Deliver one recruitment video and 4–5 testimonial videos with finalized edits
- Apply color correction, sound adjustments, and provide SRT caption files
- Standard graphics package: title card, end card, lower thirds, text supers
- Include up to three rounds of client revisions

#### *Completion Timeline*

- Recruitment video: Due by November 2025
- Testimonial videos: Due by November 2025

## ATTACHMENT B COST PROPOSAL TEMPLATE

Submit a detailed, budget for the services described in the technical proposal. IIE's review of the cost proposal shall determine if the overall costs proposed are: realistic for the work to be performed, reflect a correct understanding of the project requirements, and are consistent with the Offeror's Technical Proposal.

The following is a format may be used as a guide to assist you in the preparation of the cost proposal. You may submit the cost proposal using this form or in the format of your choice (plain sheets, your own form, or a variation of this form). The Offeror may list any cost line items, but it is recommended that the Offeror follow the major categories listed below, breaking down all "lump sum" items as much as reasonably possible.

**Note: The estimated maximum amount available for this activity is \$60,000.**

Item No.	Description	Quantity	Unit (hours/days)	Unit Price (USD)	Total Price
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



## ATTACHMENT C - ADDITIONAL REQUIREMENTS

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### Third-Party IT Risk Management Process (TPRM)

An **IT Security Questionnaire** is required prior to signing a contract if the vendor will process IIE proprietary data or Personal Data according to GDPR's definition on behalf of IIE or connect to IIE's network.

- Vendors who can furnish evidence of an **ISO 27001 Certification** are asked to attach such documentation and to provide their up-to-date **System and Organization Controls (SOC) 2 Type 2 Attestation**.
- Vendors who cannot furnish IIE with ISO 27001 Certification evidence will be asked to provide a **SOC 2 Type 2 attestation** and complete a **security assessment that is mapped to the National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)**. NIST is a guidance, based on existing standards, guidelines, and practices for organizations to better manage and reduce cybersecurity risk. The NIST CSF consists of five concurrent and continuous Functions—Identify, Protect, Detect, Respond, Recover. When considered together, these Functions provide a high-level, strategic view of the lifecycle of an organization's cybersecurity risk management.
- If your organization does not wish to complete this request using the automated OneTrust platform, please visit the "Welcome" screen of the IT Security Questionnaire (using the emailed link from OneTrust) and click "*Complete Offline Using Excel*" to download the **Excel** version of the NIST CSF assessment. Please make sure to upload the completed file to OneTrust using the same path and **Submit**.

### Prohibition on certain telecommunications and video surveillance services or equipment

IIE cannot enter into a contract to procure or obtain equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Public Law 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

Covered equipment and services must not be part of your offer to IIE.