



State of New Jersey

DEPARTMENT OF EDUCATION

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To: All Interested Bidders
From: Office of Budget and Accounting
Date: November 6, 2025

Subject: Responses to Electronic Questions – Request for Quotes (26-004) Title 1, Part A
Parent and Family Engagement Virtual Learning Modules

Below are formal responses to bidder submitted questions related to Solicitation 26-004. These responses are intended to provide further clarification and detail regarding the requirements and expectations of this solicitation. Please review each response carefully, as they may contain information critical to preparing a compliant and competitive bid.

1. **How many total videos or modules are expected?**
The Department anticipates having up to fourteen (14) videos produced. The videos will cover seven topics and will be created in two versions, one for parents/families, and one for educators.
2. **What type of video style is envisioned — fully animated, stock footage, live-action with interviews, or a mix?**
The Department envisions having videos that are fully animated and/or include stock photos with voiceovers.
3. **Are on-screen presenters, actors, or green screen setups desired?**
No, these are not desired.
4. **What level of production quality is expected (simple explainer vs. cinematic/AI-enhanced visuals)? Is there any sample or reference video that reflects the state's goals for these modules?**
Simple explainer production quality is expected for these videos. Please see this link for reference: https://youtu.be/SgoRN4n0GGs?si=cYlxK3m0aleJ_VMx
5. **What's the expected turnaround time and delivery schedule for the approved scripts and final SCORM files?**
The anticipated project completion date is March 7, 2026.