

## REQUEST FOR QUOTE

# YouTube/Vimeo Video Replacement

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**Issued by:** Michigan Virtual | **Issue Date:** April 20, 2026 | **RFQ #:** 04202026

## I. Introduction

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*Michigan Virtual* is releasing this Request for Quote (RFQ) to identify and engage qualified service providers capable of producing high-quality replacement instructional media for Michigan Virtual-owned student courses that currently contain embedded YouTube and/or Vimeo video links. By releasing this RFQ, *Michigan Virtual* makes no guarantee of any awards of work to any respondents now or in the future.

The anticipated contract term(s) is up to three (3) months (July 2026 – September 2026), with Michigan Virtual retaining ultimate discretionary authority over vendor selection and the relative value of each deliverable criteria reflected in each proposal. All media, transcripts, and related deliverables produced under this engagement will become the property of *Michigan Virtual* upon delivery and acceptance.

## II. Background of Michigan Virtual

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*Michigan Virtual* is a 501(c)(3) nonprofit organization located in Lansing, Michigan, established by the State of Michigan in 1998 to expand the use of learning technologies in service of the K-12 community. Today, *Michigan Virtual* operates the *Michigan Virtual Learning Research Institute*®, the Professional Learning Portal, and the Student Learning Services (SLS) Portal, which hosts a catalog of online asynchronous courses serving high school students across Michigan.

*Michigan Virtual's* Student Learning Services courses are currently hosted in Brightspace (D2L), with lesson content managed in CourseArc (integrated into Brightspace via LTI). Media files are hosted in Yuja, Michigan Virtual's media platform. As part of an ongoing course audit and recertification cycle, *Michigan Virtual* is seeking to replace externally hosted YouTube and Vimeo instructional videos across its course catalog with originally produced media assets that can be hosted on *Michigan Virtual's* own infrastructure.

## III. Description of the Request

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*Michigan Virtual* is seeking a qualified service provider to audit, plan, produce, and (optionally) implement replacement media for YouTube and Vimeo videos currently linked or embedded in one or more Michigan Virtual-owned student courses. The initial project will be limited to revisions made to a single course per vendor contracted, with the option to negotiate subsequent contracts for equivalent work to be conducted in other courses within a mutually agreed upon timeline.

## Project Scope and Phasing

**July – Aug 2026** — Trial Contract for Audit and Revision of a Single Course: One or more service provider(s) may be awarded a short-term contract to conduct a structured audit of existing YouTube/Vimeo links within a single course selected by Michigan Virtual, propose tiered replacement solutions for each identified video (see **Replacement Solution Tiers in Section V**), and produce the new media and accompanying course revisions necessary to implement the proposed substitutions to course content within Michigan Virtual’s online delivery platforms. The purpose of the short-term contract for a single-course audit, revision plan, and media productions is to demonstrate the provider’s workflow, rationale for design-related decisions, the format and quality of media and accompanying lesson script deliverables, and to gauge market pricing for instructional design services and related media production.

## Estimated Video Inventory

Based on current reporting, Michigan Virtual estimates approximately 9,000 total video links requiring replacement across the active course catalog (approximately 120 semester-length course segments -- See **Appendix C** below), calculated as follows:

- Approximately 5,710 YouTube links identified via course content audit (CourseArc lesson pages)
- Approximately 2,047 additional unique YouTube URLs identified in Brightspace tools
- +15% margin applied for Vimeo links, alternate URL formats, and links embedded in file attachments
- Estimated average of 75 videos per semester-length course segment

*NOTE: These figures represent an estimated ceiling; actual counts may be lower.*

## Target URL Formats for Replacement

The following YouTube and Vimeo URL formats and embed patterns are within scope for this project:

- [http\(s\)://www.youtube.com/](http(s)://www.youtube.com/) | [http\(s\)://youtube.com/](http(s)://youtube.com/)
- [http\(s\)://m.youtube.com/](http(s)://m.youtube.com/) | [http\(s\)://youtu.be/](http(s)://youtu.be/)
- [http\(s\)://vimeo.com/](http(s)://vimeo.com/) | [http\(s\)://player.vimeo.com/](http(s)://player.vimeo.com/)
- <iframe> embeds using any of the above domain formats

## IV. Technical Requirements

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All media produced under this contract must conform to the following requirements:

### Media Production Standards

- Video length: Less than 5 minutes based on a speaking rate of 150–160 words per minute; ideally under 3 minutes
- Aligned to lesson- or assessment-level learning objectives
- Fits the context of the target lesson content page or assessment activity instructions
- Includes a title page, scene headings, and other relevant on-screen text; incorporates relevant images when additive to meaning

- Avoid burned-in (always-on) closed captions
- All media must conform to WCAG 2.2 accessibility guidelines at an AA level or higher
- Transcripts must use the Michigan Virtual-provided .docx template for transcript and attribution files, to be linked in the LMS or CMS to accompany each media asset

## Acceptable Media Production Platforms

Vendors should assume the cost of subscription-based access to professional audio and video production software applications. If vendors intend to use AI-assisted media production tools, they should assume access to subscription-based AI video and audio creation software.

Acceptable AI platforms include (but are not limited to):

- Video production: Heygen, Synthesia, Vyond, Media Maker, or equivalent
- Audio production: ElevenLabs, or equivalent

Michigan Virtual will provide examples of currently approved media assets across all tiers to establish quality expectations that should inform per-unit pricing. See **Appendix A — Media Quality Standards and Examples** below.

## Platform and Systems Access

Vendor responses and quoted prices must address the level of proposed access to Michigan Virtual systems and the degree of implementation provided therein, including any optional alternative pricing proposed for a higher (Maximum) degree of access and implementation. Minimum and maximum access scenarios are described below:

- **Minimum:** View-only access to Brightspace DEV course copies to identify and evaluate video links; all deliverables handed off to Michigan Virtual staff for upload and implementation
- **Maximum:** Full editing/builder access to Brightspace, CourseArc, and Yuja to directly execute all replacements

## V. Key Deliverables and Tiered Pricing Structure

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Quotes must define per-unit pricing within a tiered schedule of replacement solutions, ranging from least to most intensive production work. The following tiers define the range of deliverables:

### Replacement Solution Tiers

1. **Tier 1 – Remove Without Replacement:** Identify and script any necessary text edits for impacted content or assessment pages, and delete the video link. No replacement media produced.
2. **Tier 2 – Replace with Licensed Image:** Locate a suitable Public Domain, CC-BY, or CC-BY-SA licensed image; verify licensing; provide the image file and an APA-format image citation; include any required text edits to the page.
3. **Tier 3 – Replace with Audio + Transcript:** Produce a .wav or .mp3 audio file and an audio-only transcript; include any required page text edits.
4. **Tier 4 – Replace with Short AI-Produced Video + Descriptive Transcript:** Produce a video under 3 minutes using AI-generated animation or visuals with voiceover. Include a

descriptive transcript covering on-screen text and descriptions of meaningful visual elements. Include any required page text edits.

5. **Tier 5 – Replace with Lengthier or Complex Video + Descriptive Transcript:** Produce an AI-assisted or manually produced video of 2.5 to 5 minutes. May include high-quality life-like avatars, multiple avatars in dialogue, curated or AI-generated images, animated imagery, and/or video-in-video elements. Suited for complex conceptual content, multi-step processes, or skill demonstrations. Include a descriptive transcript and any required page text edits.

## Distribution Targets by Tier

Proposals should demonstrate the ability to distribute replacement work across tiers as follows:

- Tiers 1–2 (Eliminate or replace with image): 25% or more of total identified videos
- Tier 3 (Audio replacement): 20% or more of total identified videos
- Tiers 4–5 (Original video replacement): Up to 55% of total identified videos

## Pricing and Invoicing

- Quotes must include a fixed fee associated with the short-term contract for a single-course audit, revision plan, and media productions to demonstrate the provider’s workflow, rationale for design-related decisions, and the format and quality of media and accompanying lesson script deliverables. [Michigan Virtual will select a course with below average quantity of YouTube videos to be replaced. See **Estimated Video Inventory** in Section III above.]
- Invoicing may be divided in up to three installments--(a) upon execution of the contract; (b) midpoint (i.e., 50% of deliverables received by Michigan Virtual); and (c) end of initial contract term (i.e., 100% of deliverables received by Michigan Virtual).

## Contract 1 Deliverables Summary

- Structured audit documentation of YouTube/Vimeo video locations for a single course selected by Michigan Virtual, including tool name, page title, or direct link for each identified video link
- Proposed tiered solution for each identified video link
- Documentation of proposed production workflow and platform access requirements
- The media files, transcripts and scripted text edits as described for each Tier below
- Per unit pricing for optional subsequent contracts, addressing tiered solution-based pricing and any discounted bulk pricing rates for contracts addressing multiple courses and/or a minimum quantity of media asset production

# VI. Quote Instructions

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## Quote Content and Format

In order to simplify the evaluation process and obtain maximum comparability, Michigan Virtual requires that all responses to this RFQ be organized in the manner and format described below. Any relevant supplemental information should be included as attachments.

1. **Nondisclosure Agreement (NDA).** All entities wishing to submit a response to this RFQ are required to sign and submit Michigan Virtual's Nondisclosure Agreement. The NDA is attached to this RFQ. Service providers intending to respond to the RFQ should communicate to Michigan Virtual their intent, along with the signed NDA, and request access to four artifacts selected from Michigan Virtual student courses to serve as a basis for their sample media production deliverables (See #2 below).
2. **Sample Original Media Production Deliverables.** Those who submit a signed NDA with the intent to prepare a quote for this RFQ will be provided with four artifacts selected from Michigan Virtual courses--two lesson passages, a set of assignment instructions, and a discussion forum prompt, each containing a link to a YouTube video. The quote should be accompanied by no less than two, up to four, original media production samples that would replace the respective YouTube videos in at least two of the course artifacts provided by Michigan Virtual as well as a description of the rationale for the tiered solution chosen for each case.
3. **Business Information.** Describe your business including legal business name, year the business was organized, legal status (corporation, partnership, sole proprietorship, etc.), and state of incorporation. Detail your organization's relevant experience, including prior work with nonprofits or K-12 education organizations.
4. **Qualifications and Deliverables Review.** Define how your organization satisfies the needs and requirements described in Sections III, IV, and V. Describe your proposed production approach, including tools, platforms, and quality assurance processes.
5. **Key Service Providers.** Identify the individuals who will provide services, including the main point of contact, project manager, video production staff, and any subcontractors or subject matter experts. Include full contact information.
6. **Client References.** Provide names and contact information for a minimum of three (3) similarly scoped clients as references. Preference given to references involving K-12 education or large-scale media production projects.

## Proposal Checklist

Proposals must include information responsive to each of the following:

- Signed NDA and statement of intent to provide a quote (submitted prior to the following):
- Cover letter and company overview
- Qualifications and relevant experience
- Proposed approach to implementing the course audit
- Proposed production workflow and platform access requirements (Minimum and Maximum, if offering optional Maximum pricing)
- Proposed invoicing and payment schedule
- Training or orientation plan (if applicable)
- Key Service Providers: names, roles, and contact information for all individuals who will provide services under this contract
- Completed Client References (minimum 3)
- Two to Four sample original media productions and a description of rationale for the media type(s) produced

## Selection Criteria

The following factors will be considered by Michigan Virtual in making the Award:

- Fit between the proposed solution and Michigan Virtual's needs
- Quality and relevance of prior media production work and references
- Vendor's ability to meet defined timeline and production volume requirements
- Accessibility compliance and quality assurance approach
- Value delivered in proportion to fees proposed
- Completeness of the Quote
- Preference given to Michigan-based businesses

*Michigan Virtual* reserves the right to make the Award to the Vendor of its choosing, reflective of our understanding of needs, the audiences served, and results desired rather than solely based on pricing or other combinations of factors. Further, this RFQ does not obligate *Michigan Virtual* to award any contract. Further, nothing in this RFQ may be construed as to guarantee that the project outlined herein will be completed in its entirety. If a contract is awarded to a Vendor, it will define the portion of the work and timeframe governed by the contract (e.g., an annual contract for a select subset of courses). We may choose to stop work on this project at the conclusion of the initial contract period or any subsequent contract period prior to the conclusion of targeted asset replacements in all course titles outlined herein. We also reserve the right to cancel the RFQ at our discretion.

## VII. Schedule

Date / Milestone	Item
<b>April 20, 2026</b>	RFQ issued. Vendor question period opens.
<b>May 1, 2026</b>	Deadline for vendor questions (5:00 PM EST). Questions submitted by email to the RFQ point of contact below.
<b>May 8, 2026</b>	Michigan Virtual responds to all submitted questions via email to all participating vendors.
<b>May 15, 2026</b>	Signed NDA, statement of intent to submit a quote and request the student course artifacts due to Michigan Virtual by 5:00 PM EST.
<b>June 5, 2026</b>	Written Quotes and all supporting materials due to Michigan Virtual by 5:00 PM EST.
<b>June 12, 2026</b>	Michigan Virtual communicates the selection of one or more service provider(s) to participate in contracted work or the delay or cancellation of the project.
<b>June 30, 2026</b>	Execute service contract agreement(s). Michigan Virtual and selected vendor(s) finalize contract terms and obtain all required signatures for initial short-term contracted work.

Date / Milestone	Item
July 13, 2026	Contract 1 commences. Vendor begins structured audit of YouTube/Vimeo video links, revision plan, media production, transcripts, and content modification scripts for a single course.
September 30, 2026	100% of Contract 1 deliverables due. See <b>Contract 1 Deliverables Summary</b> in section <b>IV</b> above.

## VIII. Confidentiality

Contents of quotes, proposals, and any future contracts are confidential and will not be disclosed to any parties outside of *Michigan Virtual* during or after the review process. *Michigan Virtual*, as a private nonprofit corporation, is not subject to the Freedom of Information Act (FOIA).

## IX. Questions, Due Dates, and Contact

Please direct all correspondence and questions related to this RFQ as indicated below.

1. Emailed questions are due no later than May 1, 2026, 5:00 PM EST. Michigan Virtual will respond to all submitted questions and distribute responses to all participating vendors within 1–2 business days, and no later than May 8, 2026.
2. Michigan Virtual may accommodate limited onsite visits or 30-minute virtual meetings to view course examples or discuss scope, subject to staff availability and a signed NDA. Contact the RFQ point of contact to schedule.
3. One (1) electronic copy of your Quote must be submitted by email to the contact below no later than June 5, 2026, at 5:00 PM EST.

The single point of contact for this RFQ is:

**Chris Ebsch**

Director of Curriculum

*Michigan Virtual*

cebsch@michiganvirtual.org

920 Municipal Way, Lansing, MI 48917

*Michigan Virtual* reserves the right to not consider late or incomplete proposals. Amendments to proposals will be included in our review only when they are received by the above deadline.

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## Appendix A — Media Quality Standards and Examples

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Michigan Virtual will provide vendors with access to examples of currently approved audio and video assets in use across student courses, representing each production tier. These examples establish the quality expectations that should inform per-unit pricing.

Examples include:

- Audio-only media files
- Simple animated video
- Single life-like narrator with voiceover and visuals
- Dual life-like avatars in dialogue with visuals
- Lengthier voiceover video with a curated set of open-source and AI-generated images

All examples will be shared with vendors who have submitted a signed NDA. Contact the RFQ point of contact to request access.

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## Appendix B — Technical and Accessibility Requirements

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- All media must conform to WCAG 2.2 accessibility guidelines at an AA level or higher
- Transcripts must be descriptive, covering on-screen text and descriptions of meaningful visual elements that convey meaning or add value to understanding spoken audio
- Transcript and attribution files must use the Michigan Virtual-provided .docx template
- Video files must be compatible with upload to Yuja and embedding in CourseArc and Brightspace
- Vendor must detail technical support provided for any media or workflow defects identified post-delivery
- Vendor must provide Voluntary Product Accessibility Template (VPAT) documentation for any proprietary platforms or tools used in production, including Section 508 and WCAG 2.1/2.2 conformance levels
- Vendor licensing commitment: The vendor will make a good faith effort to resolve any web accessibility issues pertaining to their deliverables arising from formal end-user complaints of ADA non-compliance. The vendor agrees to indemnify and hold harmless Michigan Virtual from claims arising from failure to comply with applicable federal disability laws, including those pertaining to web accessibility.

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## Appendix C — Course Recertification Schedule by Fiscal Year (FY2027–FY2031)

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The following tables list the current Michigan Virtual Student Learning Services courses tentatively scheduled for audit and recertification preparation in each fiscal year **following** the proposed, short term Contract 1 period, as drawn from the current 5-Year SLS Course Audit and Recertification Prep Schedule. These tables demonstrate the potential scope of subsequent contracts pertaining to video replacement work on an annual basis. \*Course counts and course

titles are subject to change based on based on (a) removal of select courses from the schedule due to retiring courses or placing them in an inactive status; (b) potential future decisions to exclude select courses from this treatment if the course is deemed to require a continued use of select YouTube assets (e.g., external partnership requirements, inability to recreate equivalent content, or special use cases, subject to the approval of Michigan Virtual); and (c) based on the assumption that any new course builds in FY27 and beyond that will no longer use YouTube/Vimeo videos as instructional material.

**FY2027 (October 1, 2026 – September 30, 2027)**

Course Name	Length	Sem. Segments	Subject Area
AP Computer Science Principles	YR	2	Career and Tech
AP Chemistry	YR	2	Science
AP Physics C	YR	2	Science
Future Proud Michigan Educator	SEM	1	Career and Tech
Chemistry	YR	2	Science
Employability Skills	SEM	1	Career and Tech
French 2	YR	2	World Languages
German 2	YR	2	World Languages
Medical Terminology	SEM	1	Science
AP World History: Modern	YR	2	Social Studies
Bioethics	SEM	1	Science
Pre-Calculus	YR	2	Math
Composition	SEM	1	ELA
Mathematics in the Workplace	SEM	1	Math
TOTAL	14 courses	22 segments	

**FY2028 (October 1, 2027 – September 30, 2028)**

Course Name	Length	Sem. Segments	Subject Area
Physics	YR	2	Science
Civics	SEM	1	Social Studies
Psychology	SEM	1	Social Studies
U.S. History and Geography	YR	2	Social Studies

Economics (Dual Credit)	SEM	1	Social Studies
Social Media	SEM	1	Career and Tech
Spanish 1	YR	2	World Languages
Study Skills	SEM	1	Career and Tech
Algebra 2	YR	2	Math
Criminology	SEM	1	Social Studies
Anatomy and Physiology	YR	2	Science
World Literature	SEM	1	ELA
British Literature – English 11–12	YR	2	ELA
AP Physics 2	YR	2	Science
Forensic Science	SEM	1	Science
<b>TOTAL</b>	<b>15 courses</b>	<b>22 segments</b>	

### FY2029 (October 1, 2028 – September 30, 2029)

Course Name	Length	Sem. Segments	Subject Area
AP U.S. Government and Politics	SEM	1	Social Studies
Video Game Design w Java	SEM	1	Career and Tech
Spanish 2	YR	2	World Languages
Middle School Math 8: Pre-Algebra	YR	2	Math
AP Macroeconomics	SEM	1	Social Studies
Business Ethics	SEM	1	Career and Tech
Algebra 1	YR	2	Math
AP Microeconomics	SEM	1	Social Studies
Environmental Science	SEM	1	Science
Middle School World History and Geography	YR	2	Social Studies
AP Physics 1	YR	2	Science
Journalism (Introduction)	SEM	1	ELA
Mathematics of Personal Finance (Dual Credit)	SEM	1	Math
<b>TOTAL</b>	<b>13 courses</b>	<b>18 segments</b>	

### FY2030 (October 1, 2029 – September 30, 2030)

Course Name	Length	Sem. Segments	Subject Area
Career Planning	SEM	1	Career and Tech
Digital Photography	SEM	1	Visual Performing Arts
AP U.S. History	YR	2	Social Studies
American Literature – English 11–12	YR	2	ELA
Music Appreciation Odyssey	SEM	1	Visual Performing Arts
American Sign Language 1	YR	2	World Languages
Sociology	SEM	1	Social Studies
Astronomy	SEM	1	Science
Careers – Find Your Future	SEM	1	Career and Tech
English 10	YR	2	ELA
Geometry	YR	2	Math
Japanese 1	YR	2	World Languages
Film Studies: American Film Survey	SEM	1	Visual Performing Arts
AP African American Studies	YR	2	Social Studies
AP Psychology	YR	2	Social Studies
Investigations into Society (Project-based Learning)	SEM	1	Social Studies
<b>TOTAL</b>	16 courses	24 segments	

### FY2031 (October 1, 2030 – September 30, 2031)

Course Name	Length	Sem. Segments	Subject Area
German 1	YR	2	World Languages
French 1	YR	2	World Languages
American Sign Language 2	YR	2	World Languages
English 9	YR	2	ELA
Personal Finance	SEM	1	Social Studies
Earth Science	YR	2	Science

AP Calculus BC	YR	2	Math
AP Environmental Science	YR	2	Science
World History and Geography	YR	2	Social Studies
Visual Art Comprehension I	SEM	1	Visual Performing Arts
Japanese 2	YR	2	World Languages
Mathematics of Baseball	SEM	1	Math
Health Education	SEM	1	Health/Physical Education
Personal Fitness	SEM	1	Health/Physical Education
Entrepreneurship	SEM	1	Career and Tech
Oceanography	SEM	1	Science
Investigations in the Sciences (Project-based Learning)	SEM	1	Science
AP Comparative Government and Politics	SEM	1	Social Studies
AP Precalculus	YR	2	Math
IRM 221 – Principles of Insurance and Risk Management	SEM	1	Career and Tech
IRM 252 – Personal Insurance	SEM	1	Career and Tech
IRM 253 – Commercial Insurance and Ethics	SEM	1	Career and Tech
TOTAL	22 courses	32 segments	

*\* Course counts and segment assignments are subject to change per the conditions noted above in Appendix C.*