

Request For Proposals (RFP)

JBFC VIRTUAL LEARNING & TEACHING PLATFORM

A large scale virtual site to distribute the original and groundbreaking curricula that is designed at the Media Arts Lab.

November 8, 2010

Jacob Burns Film Center
Media Arts Lab
405 Manville Road
Pleasantville, NY 10570

Jacob Burns Film Center

In less than a decade, the Jacob Burns Film Center (JBFC) has grown into the largest institution of its kind in the country. Located on a three building, 47,500 square foot campus in Pleasantville, NY, we make film a vibrant part of our community through a vision that uniquely and equally embraces film presentation and education.

The JBFC has built a cinematic profile that embraces differences through the power of film and dialogue. Our commitment to diversity is affirmed through year-round curated film programs that celebrate a diversity of cultures. Last year, we featured films from Germany, India, Iran, Israel, Italy, France, China, Japan, Russia, Argentina, Denmark, Afghanistan, among others. It is this rigorous approach to programming that our audiences, now close to 200,000 annually, have come to appreciate and expect from us. We welcome over 120 filmmakers a year to present their works and reach out directly to audiences for feedback and dialogue.

Our education initiatives have truly broken new ground in the area of 21st Century learning. Since 2001, the JBFC has developed and implemented curricula for more than 75,000 students in Pre-K through Grade 12 throughout the region. Programs based at our Media Arts Lab and in schools and community centers are designed to teach students to communicate with visual and aural media while also engendering the life skills of collaboration, innovation, problem solving, cross cultural understanding and risk taking. In addition to direct student services, the JBFC has been a leader in professional development for teachers, which we recognize as an essential area for creating change in the education system. Several of our programs have been successfully replicated, both in the United States and South America, demonstrating the need, appropriateness and portability of our curriculum outside of our home base of the New York metropolitan area.

The demand for our education programs and their success over the past ten years confirm the need for innovative curricula incorporating 21st century digital tools on a wider scale. As we look to the next ten years, we seek to strengthen our commitment to serve students of all ages throughout our region, while creating a delivery mechanism for our courses which will have national and international impact. For more information on JBFC please see <http://www.burnsfilmcenter.org>

The Project:

The JBFC is looking for a team to assist in the development of a *Virtual Teaching & Learning Platform (Platform)*. This educational platform is envisioned for a Web 3.0 world based on a model that does not yet exist and will come to fruition through the engagement of forward thinking creators. The *Platform* is separate from the organization's main website (www.burnsfilmcenter.org), which is designed for a different community of users (ticket buyers, members and donors), though may be linked to it in a variety of ways.

The *Platform* will be interactive, resource rich, and will provide actual tools for collaboration and production while leveraging our unique position as both film presenters and educators.

Features of the Platform:

- Online delivery of the JBFC's pre-k – Grade 12 curricula directly to students
- Web-based production and on-line collaboration tools, such as editing, photo manipulation, sound recording and sharing
- General modules on how to critically view and create media
- Interactive lesson plans
- Live-streaming of film and video content, paired with lesson guides on how to incorporate the content into academic curricula
- Live-streaming of classes, events and professional development
- Featured screening spaces
- Community spaces for teachers to connect and share ideas and inspiration
- Community spaces for students to share ideas and screen work
- Rubrics for evaluation and assessment of student work
- Home activities for parents
- Interaction with emergent media including gaming, machinima, and programming
- Interconnectivity with mobile devices such as smart phones, iPads, etc.
- Webinar delivery
- Powerful search engine to allow multiple points of entry to content
- Ideally available with multi-lingual access

Anticipated users:

- Pre-K – Grade 12 learners in conventional “bricks and mortar” schools
- Pre-K – Grade 12 learners in distance learning environments
- Home-schooled and self-driven learners
- Assistant Superintendents
- Curriculum Designers
- Technology and Media Specialists in Pre-K – Grade 12 schools
- Classroom teachers in Pre-K – Grade 12 schools
- Community youth organization program directors and educators
- Parents of Pre-K – Grade 12 students
- Lifelong learners

*Users will come from a variety of settings and environments, with a range of broadband connection speed. We will also need to address the issues with firewalls in schools.

The Look and Feel of the Platform:

- Extends the culture and aesthetic of the JBFC’s Media Arts Lab- the physical hub of all of our education programs
- Engages all of the users’ senses
- Vivid, clear and easy to navigate
- Full and immediate interactivity
- Aesthetic association with www.burnsfilmcenter.org
- Dynamic and evolving content and technology

The Business Model:

- Spaces and functions that are open source
- Select resources will be fee based, for which schools and organizations will be charged an annual subscription fee
- We will maintain our commitment to ensuring access for underserved communities and school districts. Therefore subscription fees will be waived for organizations that meet our criterion of working with underserved communities.

- The Platform will be an advertising free space, supporting itself via subscription fees, foundation fees and government based support.

*A small scale example for the screening side is the Danish Film Institute's online viewing platform that provides streaming of more than 700 films with teacher resources to schools in Denmark. Established less than three years ago, they currently have 1,700 subscriber schools paying an annual fee of 350 Euros for access. See <http://www.dfi.dk/English/Children-og-Youth/Film-education.aspx> <http://www.filmstriben.dk/> - (only in Dutch)

The project is to be developed in four phases:

- Planning and building infrastructure (Year 1)
- Pilot (Year 2)
- Implementation (Year 2 and 3)
- Recommendations and evaluations for future refinements to the Platform (Year 3)

The JBFC aims to have a platform that can be primarily maintained and updated in house and allows for dynamic, sustainable use. The delivery mechanism for the content will be arrived at through the collaboration and innovation of the Programmer/Design team with the JBFC.

The designers and developers will be closely collaborating with:

- JBFC's Director of Educational Innovation, Director of Education Programs, and Art Director
- A full-time Project Manager, hired by the JBFC
- A Technical Manager, hired by the JBFC

Preferred due date for RFP's is by **Friday, December 23, 2010**. Please submit via email only to Holen Kahn, Director of Educational Innovation at hkahn@burnsfilcenter.org
Please address questions/concerns to the above email address or call 914.773.7663 x. 447