



SPONSORED BY the Organic Trade Association

REQUEST FOR PROPOSALS

Multiple Contract Opportunities

Published: August 26, 2020

Proposal Submission Deadline: September 27, 2020

Anticipated Start Date: varies by position

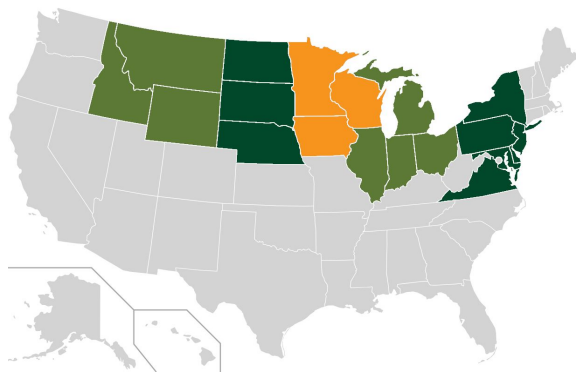
The [Organic Agronomy Training Service \(OATS\)](#) seeks to hire professionals and experts to assist in the development and implementation of our 2020-2021 training content and activities. This Request for Proposals contains multiple independent contract opportunities open concurrently. **Individual contractors are eligible and encouraged to submit a proposal for multiple positions and will receive full consideration for each so long as the scopes of work can be accomplished as proposed.**

Direct links to independent contractor position descriptions:

- [Organic Agronomy & Training Specialist](#)
- [Podcast Audio Engineer](#)
- [Videography and Video Editing Engineer](#)
- [Design and Communications Specialist](#)

Organization

OATS is a collaboratively managed, programmatically independent consortium of universities, NGOs, and industry representatives who envision a future where families, farms, and ecosystems are viable, healthy, and resilient. Our mission is to train agricultural professionals in the practices and principles of organic crop production so that every farmer has access to science-based agronomic support.



Our training programs focus on agricultural professionals who serve farmers on the organic spectrum, from considering, through transition, and maintaining certification. These professionals include agronomists, Certified Crop Advisors, agri-business and retail service, independent consultants, and university extension educators. We educate this audience through regionally adapted trainings across five agricultural production areas.

OATS is programmatically governed by a national Steering Committee who sets our strategic plan and program priorities. The National Program Director, under the supervision of the Steering Committee, oversees implementation of the strategic plan and is responsible for the day-to-day operations of the consortium. OATS is fiscally sponsored by the Organic Trade

Association who provides non-profit oversight, financial accounting and reporting, grant administration, and general guidance. The Organic Trade Association also serves as an anchor fundraiser for OATS programming activities through its industry-invested GRO Organic Voluntary Research, Promotion, and Education Program.

Proposal Submission

To apply, please submit the following in pdf format by email to training@organicagronomy.org:

1. Cover letter proposing how you would advance OATS' priorities and implement the scope of services for the position(s); Clearly reference the title of the position(s) for which you are submitting in your cover letter.
2. Resume
3. Work sample that demonstrates a strength or skill needed to accomplish the scope of work. This can take many forms depending on the role(s) you are pursuing, including links to past media, recorded presentations, curricula, campaigns, etc.
4. Fee proposal, including the basis for compensation (hourly, day rate, etc.), itemized costs, and estimated hours/days necessary to complete each element included in the scope of work; Do not include direct cost estimates for travel to/from on-site work.
5. Three professional references (name, title, organization, phone, and email)

Proposals must be submitted on or before the **deadline of September 27, 2020** to receive full consideration.

Proposal Review Process

OATS is committed to a thorough and objective review of all qualifying proposals. All submitted proposals will be reviewed and ranked by a hiring committee composed of the National Program Director and members of the OATS Steering Committee. A short list of candidates will be invited to interview by Zoom the week of September 28, 2020. The full Steering Committee will review the hiring committee's recommendation and make the final hiring decision by October 5, 2020. These dates are approximate and subject to change if needed. Consideration will be given to the following criteria, which are not necessarily exhaustive:

1. Qualifications and experience
2. Quality and timeliness of the proposal
3. Fee structure of the bid

OATS has multiple Requests for Proposals open concurrently. Contractors are eligible and encouraged to submit a proposal for multiple positions and will receive full consideration for each so long as the scopes of work can be completed as proposed. No penalty will be applied for submitting proposals to multiple open positions.

Contact Information

Applicants are encouraged to ask questions and learn more about the scope of work prior to submission. More information about OATS can be found at www.organicagronomy.org.

Mallory Krieger, OATS National Program Director
training@organicagronomy.org; 740-505-2033 (mobile)

POSITION: Organic Grain Agronomy & Training Specialist

Anticipated Start Date: October 5, 2020 (negotiable)

Location: Remote; Prefer submissions from within OATS service region; Some travel required

Position Responsibilities

The Organic Grain Agronomy & Training Specialist will serve as the lead content-area expert in developing and implementing OATS organic grain agronomy training programs throughout the five training regions. In close collaboration with the National Program Director, the Specialist will create and curate content for inclusion in OATS training materials and curriculum. The Specialist will serve as a trainer and facilitator at OATS' distance-learning and in-person training events, in conjunction with local experts and content contributors. In addition to these responsibilities, the Specialist will execute other assorted tasks required to fulfil the OATS mission and implement its strategic plan.

A major segment of the Organic Grain Agronomy & Training Specialist scope of work includes contributing to the development and execution of a new hybrid distance-learning/in-person course for agricultural professionals on organic grain production.

Description of Hybrid Distance-Learning/In-Person Course

This course will take an innovative approach to delivering content through a flipped classroom learning model. The course will consist of seven modules of engaging, high-production value video lessons on all aspects of organic grain production. Participants will be grouped into regional cohorts and meet by video conference to analyze and discuss each of the modules and build connections with each other. Participants will work through the content and lessons at their own pace and on their own schedule allowing them to take in the material when and how it will be most meaningful to them individually. Each module will include exercises that the participants will complete and submit to the course facilitator for review and feedback. The course will begin (and possibly also conclude) with an on-farm session where participants will see working examples of content from the online portion of the course, hear from farmers who are successfully managing organic acres, and engage in group learning activities.

The independent distance learning modules will be comprised of highly engaging, high-production value, video-based lessons organized into the following modules:

- National Organic Program regulations, structure, and history
- Certification and recordkeeping
- Soil Health: crop rotation, cover crops, and reduced tillage
- Pest and disease management
- Weed management
- Fertility management
- Marketing, economics, and profitability

Scope of Services

The Organic Grain Agronomy & Training Specialist position is a part time contract from October 5, 2020 through December 31, 2021 with possible continuation of the contract into 2022.

| Deliverable | Timeline | % of Time |
|---|-------------------------------------|-----------|
| Produce content for organic grain core curriculum to be used in hosting comprehensive in-person training events in all five regions | Deliver curriculum in Q4 2021 | 15% |
| Review resources for inclusion in online directory | Q4 2020 | |
| Advise and inform overall training strategy for agricultural professionals | Ongoing throughout term of contract | |
| Co-develop content for 6 episode podcast answering the 6 top questions that skeptical agronomists have of organic grain production; Assist with recruiting interviewees; Work with audio engineer to record and edit episodes | October & November 2020 | 10% |
| Develop script for 7 regionally adapted video modules contained in hybrid distance-learning/in-person course | October 2020 - February 2021 | 20% |
| Film and edit hybrid course video modules, in collaboration with videographer | March - October 2021 | 10% |
| Facilitate the delivery of hybrid course for each of the 5 regional cohorts, leading the training at the video conferencing and in-person sessions | June - December 2021 | 35% |
| Provide input into marketing and communications strategies to promote OATS programming | Ongoing | 10% |
| Assist the National Program Director as needed with tasks such as developing copy for blog articles, representing OATS at conferences and events, attending collaboration meetings, etc. | Ongoing | |
| Attend weekly team meetings and periodic project specific meetings | Ongoing | |
| Co-design and deliver training content at any in-person training intensives that may be held | Ongoing; none currently scheduled | TBD |
| Develop durable education resources, as needed | Ongoing | TBD |

Qualifications

Required

- Demonstrated commitment to advancing organic agriculture
- Expertise in science-based organic grain crop production systems (emphasis on corn, soybean, wheat, oats, rye, and barley)
- Thorough knowledge of NOP Regulations
- Ability to communicate complex information in an engaging way
- Excellent public speaking skills
- Proficiency with the following technical platforms: Zoom, Microsoft Word and PowerPoint, Google Suite including Docs, Sheet, Gmail, and Calendar

Preferred

- Experience providing consulting and advising services to farmers
- Experience leading workshops/webinars/field days for agriculture-based education
- Experience facilitating distance-learning agriculture-based education such as webinars
- Experience with educational program development
- Relationships with other content area experts and industry members within OATS service region

Desired

- Hold Certified Crop Advisor qualification
- Experience with curriculum development

Specifications

- 15-month part-time contract running October 5, 2020 - December 31, 2021, with possible renewal subject to quality of work product and funding
- Estimated time commitment of 1040 hours over 15 months
- Reports to the National Program Director
- Contractor to provide own office space, computer, phone, internet, and office supplies
- Legal status to work in the U.S.
- Travel required (subject to COVID-19 restrictions):
 - 9 to 15 one-day, in-person training events spread across all OATS service regions, July - October 2021
 - On-farm filming for several weeks duration spread out from April - October 2021
 - Filming locations include but are not limited to farms in Pennsylvania, Indiana, Illinois, Iowa, Wisconsin, Minnesota, North Dakota, and Montana

POSITION: Podcast Audio Engineer

Anticipated Start Date: October 5, 2020 (negotiable)

Location: Remote

Position Responsibilities

The Podcast Audio Engineer will support the development of a six episode podcast that will explore the six top questions that skeptical agronomists have about organic grain production. The podcast aims to address the misgivings and misperceptions that skeptical agronomists have about organics while simultaneously exposing them to the OATS mission and training opportunities. In close collaboration with the National Program Director and the Organic Agronomy & Training Specialist, the Podcast Audio Engineer will remotely capture interviews and dialogue in audio, mix, edit, and produce the content into a high quality set of episodes. The Podcast Audio Engineer will also advise the OATS team during the script development phase of the project.

Scope of Services

| Deliverable | Timeline |
|--|---|
| Record and edit 6 podcast episodes (20-45 minute length each) featuring a conversation and interview-based structure; the end product will be high quality production value (see Radio Lab for an example of the format) | Record and edit: October & November 2020 Publish: Nov/Dec 2020 |

Qualifications

Required

- Expert skills in recording and editing high quality audio
- Ability to communicate complex information in an engaging way
- Proficiency with the following technical platforms: Zoom, Microsoft Word, Google Suite including Docs, Sheet, Gmail, and Calendar

Preferred

- Experience providing services to agriculture industry clients
- Experience creating engaging podcast episodes
- Demonstrated commitment to advancing organic agriculture

Specifications

- Project-based contract with final product delivered by December 1, 2020
- Reports to the National Program Director
- Contractor to provide own office space, computer, phone, internet, equipment, and supplies
- Legal status to work in the U.S.
- No travel anticipated

POSITION: Videography and Video Editing Engineer

Anticipated Start Date: Mid-October 2020 to advise project team during project development; filming and editing April-October 2021

Location: Remote; Some travel required

Position Responsibilities

The Videography and Video Editing Engineer will support the development of a set of video education modules that will comprise the lessons for a hybrid distance-learning/in-person course on organic grain agronomy for agricultural professionals. In close collaboration with the National Program Director and the Organic Agronomy & Training Specialist, the Videography and Video Editing Engineer will film interviews, on-farm scenes and demonstrations, and explanatory presentations, and potentially create simple explanatory animations. The Videography and Video Editing Engineer will edit the video lessons in collaboration with the project team. The Engineer will also advise the OATS team during the script development phase of the project. The end product will be an engaging, high quality, and high production-value set of video-based lessons that will instruct the learner on all aspects of organic grain production.

Scope of Services

| Deliverable | Timeline |
|--|------------------------------|
| Attend regular project meetings, approximately 1 hour/week | October 2020 - November 2021 |
| Advise project team on filming practicalities and production considerations during the script development phase | October 2020 - February 2021 |
| Film video lessons - includes explanatory presentations, interviews, on-farm scenes and demonstrations | March - October 2021 |
| Develop simple explanatory animations for inclusion in video lessons | February - October 2021 |
| Edit content into high quality, high production value lessons (see The Market Gardener for an example of the format) | October - November 2021 |
| Deliver finished video lessons on a scheduled rolling basis | October - December 2021 |

The hybrid distance-learning/in-person course will take an innovative approach to delivering content through a flipped classroom learning model. The course will consist of seven modules of engaging, high-production value video lessons on all aspects of organic grain production. Participants will be grouped into regional cohorts and meet by video conference to analyze and discuss each of the modules and build connections with each other. Participants will work through the content and lessons at their own pace and on their own schedule allowing them to take in the material when and how it will be most meaningful to them individually. Each module will include exercises that the participants will complete and submit to the course facilitator for review and feedback. The course will include an on-farm session where participants will see

working examples of content from the online portion of the course, hear from farmers who are successfully managing organic acres, and engage in group learning activities.

Each lesson will run from 2-20 minutes with the number of lessons and total run time to be determined during script development. The video lessons will be organized around general topics into the following modules:

- National Organic Program regulations, structure, and history
- Certification and recordkeeping
- Soil Health: crop rotation, cover crops, and reduced tillage
- Pest and disease management
- Weed management
- Fertility management
- Marketing, economics, and profitability

The production concept for this course is in an early stage of development. Filming, production, and run times will be substantially informed by the contractor serving in this position. We are seeking a contractor who is eager to develop the course concept alongside the other project team members. The successful applicant will demonstrate a vision and willingness to co-design this course in their application materials.

Special Submission Instructions

We recognize that this Request for Proposals does not contain the specifics needed to draft a comprehensive Fee Proposal for the Videography and Video Editing Engineer. Many aspects described in the Scope of Services for this position will be co-designed by the hired contractor as part of the contract. Therefore, we ask that the Fee Proposal for this scope of services be based on the filming and editing of one example module called “Weed Management”. Details for this module are below.

| Services | Details |
|---|---|
| Weekly Project Meetings | 56 hours (approx.) |
| Hourly Consulting to advise on filming practicalities and production considerations | 22 hours (approx.) |
| Filming “Weed Management” Module (25 video lessons) | <p>Core Content: Ten 5-10 minute videos</p> <p>Regional Content: Five 5-10 minute videos tailored for each of three regions (total of fifteen 5-10 minute videos)</p> <p>Recording voiceover content for each video, script provided, 25% of run time</p> |
| Travel | <p>5 days on-site filming at farms near:</p> <ul style="list-style-type: none"> ● Kutztown, PA ● Champaign, Illinois ● Bozeman, MT |

| | |
|---|--|
| <p>Post-production "Weed Management" Module</p> | <p>Logging and organizing cell phone video from project participants for inclusion in the videos</p> <p>Source and incorporate needed stock video, sound effects, and music and licensing</p> <p>Edit compiled content into twenty-five 5-10 minute videos</p> |
|---|--|

Qualifications

Required

- Expert skills in recording and editing high quality video
- Ability to communicate complex information in an engaging way
- Demonstrate vision for the project and a willingness to co-create the production concept
- Proficiency with the following technical platforms: Zoom, Microsoft Word, Google Suite including Docs, Sheet, Gmail, and Calendar

Preferred

- Experience providing services to agriculture industry clients
- Experience creating engaging educational videos
- Demonstrated commitment to advancing organic agriculture

Specifications

- Project-based contract with final product delivered on a rolling basis October - December 2021
- Reports to the National Program Director
- Contractor to provide own office space, computer, phone, internet, equipment, and supplies
- Legal status to work in the U.S.
- Travel required:
 - On-farm filming for several weeks duration spread out from April - October 2021
 - Filming locations include but are not limited to farms in Pennsylvania, Indiana, Illinois, Iowa, Wisconsin, Minnesota, North Dakota, and Montana

POSITION: Design and Communications Specialist

Anticipated Start Date: November 2, 2020 (negotiable)

Location: Remote

Position Responsibilities

The Design and Communications Specialist will assist OATS organic grain agronomy training programs by providing graphic design and communications support. In close collaboration with the National Program Director, the Specialist will graphically design copy provided by the OATS team for inclusion in OATS training materials and curriculum. The Specialist will also develop and implement communications and promotional strategies and assets to market OATS programs.

Scope of Services

The Design and Communications Specialist position is a part-time contract from November 2, 2020 through September 30, 2021.

| Deliverable | Timeline | % of Time |
|--|-------------------|-----------|
| Develop a marketing and communications plan for promoting OATS to our target audience and raising the brand awareness of the program | Q4 2020 - Q1 2021 | 25% |
| Design and implement a promotional campaign and assets for the OATS podcast | Q4 2020 | 5% |
| Design and implement a promotional campaign and assets for the hybrid course | Q2 & Q3 2021 | 15% |
| Design and implement a promotional campaign and assets for OATS' online services (resources directory, directory of agricultural professionals, etc) | Q4 2020 | 5% |
| Provide graphic design support for OATS training materials | Ongoing | 35% |
| Attend regular team meetings and periodic project specific meetings | Ongoing | 15% |

Qualifications

Required

- Excellent graphic design and layout skills
- Experience creating marketing and promotional campaigns
- Ability to communicate complex information in an engaging way
- Proficiency with the following technical platforms: Zoom, Microsoft Word and PowerPoint, Google Suite including Docs, Sheet, Gmail, and Calendar

Preferred

- Experience providing services to agriculture industry clients
- Demonstrated commitment to advancing organic agriculture
- Understanding of OATS target audience of agricultural professionals and network

Specifications

- 13-month part-time contract running November 2, 2020 to December 31, 2021, with possible renewal subject to quality of work product and funding
- Approximate 300 hour time commitment
- Reports to the National Program Director
- Contractor to provide own office space, computer, phone, internet, equipment, supplies, and graphic design programs
- Legal status to work in the U.S.
- No travel required