

DRAFT PWS -----DRAFT PWS-----DRAFT PWS

NAVAL POSTGRADUATE SCHOOL - CENTER FOR EDUCATIONAL DESIGN, DEVELOPMENT, AND DISTRIBUTION (CED3) DISTRIBUTED LEARNING INITIATIVE STATEMENT OF WORK TECHNICAL AND FUNCTIONAL SUPPORT

1.0 INTRODUCTION

The purpose of the Naval Postgraduate School (NPS) “CENTER FOR EDUCATIONAL DESIGN, DEVELOPMENT, AND DISTRIBUTION (CED3), DISTRIBUTED LEARNING INITIATIVE” for technical and functional services acquisition is to provide the NPS a responsive, efficient, and reliable means of obtaining temporary contract labor support services to meet the NPS educational objectives.

2.0 BACKGROUND

The Naval Postgraduate School (NPS) located in Monterey, California supports the U.S. Navy, other U. S. military branches, and foreign military services with postgraduate education for selected personnel through resident online learning and distributed learning programs. Additionally, NPS provides significant research capabilities to the Department of Defense.

NPS’ Center for Educational Design, Development, and Distribution (CED3) provides all NPS Schools and Departments support services in all areas of online and distributed learning (DL), and is responsible for the management and resourcing of those support services. NPS’ CED3 offers a variety of resources, including but not limited to instructional design, course architecture consultation, graphics design, analysis of new technologies, multimedia assistance, student support, logistical support, programmatic marketing, data analytics, administrative support, and a wide variety of courseware authoring expertise. Personnel with the requisite knowledge in online and distributed learning, learning architecture, web production, course/learning management systems, instructional design, course architecture, graphics design, analysis of new technologies, multimedia assistance and development, student support, logistical support, programmatic marketing, courseware authoring expertise, data analysis, administrative support as well as thorough knowledge of NPS and Navy distance learning programs and strategies, are required to provide the variety of CED3 services at NPS. A full listing of NPS curricula can be found at:
<http://www.nps.edu/Academics/Admissions/Registrar/AcademicCatalog/index.html>

3.0 SCOPE

The non-personal services to be provided include a wide-range of administration, instructional design, graphic design, new technologies review and analysis, multimedia development, audio production, video production, programmatic marketing, courseware authoring expertise, data analytics, application programming, and technology knowledge in support of the activities of NPS’ CED3 and NPS’ online and distributed based learning initiatives. Contractor will provide required services to support the activities of CED3 and to carry out the current NPS online and Distance Learning (DL) mission of providing global access to education in unclassified environments. Currently there are approximately 1200 students enrolled in NPS’ distance learning programs and NPS has the physical infrastructure to support 4000 DL students.

3.0.1 Programmatic Support Services

Contractor shall be responsible for providing support services to applicants to and students in NPS’ distance learning programs. This support includes but is not limited to:

- 3.0.1.1 Managing student course matrices
- 3.0.1.2 Arranging orientation and graduation events
- 3.0.1.3 Initiate applicant processing and student orientation planning
- 3.0.1.4 Assembling and coordinating for the delivery of student orientation materials
- 3.0.1.5 Answering e-mail, telephone calls, and letters from distance learning applicants and students.
- 3.0.1.6 Reserving classroom space and finding local hotel space.
- 3.0.1.7 Uploading advertisement and application instructions on the NPS DL website
- 3.0.1.8 Tracking and monitoring the student application process
- 3.0.1.9 Serving as point of contact (calls, e-mail, letters) for student inquiries regarding NPS Distance Learning

programs.

3.0.1.10 Conducting analysis of NPS activities to develop and recommend logistical support improvements.

3.0.2 Instructional Design (ID) Services

Contractor shall be responsible for providing Instructional Design services to NPS faculty. This support includes but is not limited to:

- 3.0.2.1 Applying new developments in the discipline of instructional design and existing technologies to support effective NPS instruction
- 3.0.2.2 Applying smart instructional design principles, learning theory, educational theory, concepts, and techniques to develop new and revise existing online courses, create web materials, and the create online learning applications to support student learning
- 3.0.2.3 Planning, developing, recommending, and facilitating the execution of video project plans, scripts, storyboards, and videotaping for distance learning and classroom use.
- 3.0.2.4 Providing training and assistance to promulgate smart educational practices
- 3.0.2.5 Considering Instructional Design best practices and the needs of the faculty and students, creating job aids, quick-start guides, screen demos, and tutorials for faculty and student training.
- 3.0.2.6 Applying appropriate project management techniques to all projects to include but not limited to goals, timelines, and required resources.

3.0.3 Programming and Media Development (PMD) Services

Contractor shall be responsible for providing programming and media development services to NPS faculty. This support includes but is not limited to:

- 3.0.3.1 Developing original online educational applications, graphic material, audio material, and video material.
- 3.0.3.2 Providing design and development of high quality interactive media,
- 3.0.3.3 Creating prototypes using new technologies.
- 3.0.3.4 Creating online instructional (educational) tools for computer, tablet, mobile, and emerging devices
- 3.0.3.5 Developing, maintaining, and updating Distance Learning (DL) websites to ensure most up to date website information
- 3.0.3.6 Developing, managing, and maintaining inventories and archives of materials for reuse across projects
- 3.0.3.7 Drafting online tutorials and training examples.
- 3.0.3.8 Managing installation and administration of CED3 servers.
- 3.0.3.9 Drafting original graphic design and materials to improve student understanding and programmatic promotion:
- 3.0.3.10 Designing and producing web pages, brochures, newsletters, banners, navigation, animation, completion certificates, marketing material, course material, and presentation slides and multimedia elements
- 3.0.3.11 Transcribing audio from recorded materials and provide "voice over" service
- 3.0.3.12 Providing editing and review services
- 3.0.3.13 Applying appropriate project management techniques to all projects

3.0.4 Programmatic Marketing (PM) Services

Contractor shall be responsible for providing Programmatic Marketing (PM) services to NPS. This service includes but is not limited to:

- 3.0.4.1 Drafting NPS programmatic marketing (PM) material
- 3.0.4.2 Creating market analysis

- 3.0.4.3 Drafting marketing strategy and tactics
- 3.0.4.4 Developing and execute a programmatic marketing plans.
- 3.0.4.5 Drafting and providing high quality marketing and promotional services and products
- 3.0.4.6 Drafting brochures, flyers, social media, e-mail, and online materials to promote NPS programs.
- 3.0.4.7 Establishing and maintaining NPS Alumni communities of interest
- 3.0.4.8 Promoting the benefits of Distance Learning and smart course design practices among NPS faculty
- 3.0.4.9 Investigating and using new marketing methods of promoting NPS programs

4.0 DELIVERABLES

Monthly Status Report - Monthly technical status reports shall be prepared with every monthly invoice to document activities completed under each task order and cost data, such as hours expended, labor categories, total amount expended, and total funded. Monthly status report(s) shall be due fifteen (15) working days after the end of the reporting month. The reviewer/acceptor shall be the Deputy Director or Administrative Officer.

Monthly Financial Status Report - Monthly financial status reports shall be prepared with monthly invoices to document (1) current financial status and (2) projected financial status at end of funding period and end of current Fiscal Year (FY). Monthly financial status report(s) shall be due fifteen (15) working days after the end of the reporting month. The reviewer/acceptor shall be the Deputy Director or Administrative Officer.

4.0.1 Quality Assurance Surveillance Plan

4.0.1.1 PURPOSE

This Quality Assurance Surveillance Plan (QASP) provides a standard of surveillance for the CED3 support contract and a systematic approach for conducting surveillance over the performance aspects of the effort. The QASP is for the use of government CED3 COR personnel to insure standards of the contract are being met.

The QASP provides a systematic method to evaluate the services that the Contractor is required to furnish, but not the details of how the Contractor accomplishes the work. This plan uses inspection as the primary evaluation criteria. This surveillance assures the Government that the Contractor's performance is acceptable.

The Contractor not the Government is responsible for management and quality control actions to meet the terms of the contract. The methods of surveillance recognize that unforeseen and uncontrollable problems do occur. Effective management and use of a quality control plan will allow the Contractor to operate within the specified surveillance requirements. The CED3 COR is expected to be objective, fair, and consistent in evaluating Contractor's performance against the standards.

4.0.1.2 PROCEDURES

4.0.1.2.1 Quality Assurance Schedule

The Contractor's performance will be evaluated every month.

4.0.1.2 .2 Surveillance

In accordance with the Statement of Work the contractor shall submit a "Monthly Status and Financial" reports to the COR. CED3 COR may conduct inspections before or after completion of services. Maximum allowable variance from standard before the Government rejects services is 5%.

Monthly Status Report - Monthly technical status reports shall be prepared with every monthly invoice to document activities completed under each task order and cost data, such as hours expended, labor categories, total amount expended, and total funded. Monthly status report(s) shall be due fifteen (15) working days after the end of each calendar month. The reviewer/acceptor shall be the Deputy Director or Administrative Officer.

Monthly Financial Status Report - Monthly financial status reports shall be prepared with monthly invoices to document (1) current financial status and (2) projected financial status at end of funding period and end of current Fiscal Year (FY).

Monthly financial status report(s) shall be due fifteen (15) working days after the end of the reporting month. The reviewer/acceptor shall be the Deputy Director or Administrative Officer."

All inspections made by CED3 COR will be recorded on a Government or locally devised form. Documentation will record the Contractor's past performance. The completed form(s) becomes the official Government record of the Contractor's performance.

When surveillance detects unacceptable service, the CED3 COR will record the information on the checklist and request the Contractor to verify via email the unacceptable service. The Contractor will be required to re-perform the required work. The results will be recorded on the checklist.

4.0.1.2.3. Method of Surveillance

Sampling

The CED3 COR or representative will review the monthly report. Random inspections may occur at any time to ensure quality.

5.0 PERIOD OF PERFORMANCE

The base period of performance is from August 1, 2015 through July 31, 2016. The government may exercise the following option years:

Option year 1 - August 1, 2016 through July 31, 2017

Option year 2 - August 1, 2017 through July 31, 2018

Option year 3 - August 1, 2018 through July 31, 2019

Option year 4 - August 1, 2019 through July 31, 2020

6.0 PLACE OF PERFORMANCE

Work will be accomplished at Naval Postgraduate School, Monterey, CA, at San Diego, CA and Norfolk, VA Outreach offices, and at any additional Outreach offices that may be required during the period of performance (POP).

7.0 TRAVEL

Travel that is required shall be authorized and approved by the CED3 Director or Deputy Director. Travel shall be conducted in accordance with applicable Joint and Federal Travel Regulations.

8.0 CLASSIFICATION/SECURITY

U.S. Citizenship is preferred for all personnel on this task. Privacy Act Information acquired or generated on this Task Order is subject to the Privacy Act. All work is unclassified.

9.0 ACCEPTANCE OF DELIVERABLES/TECHNICAL POINTS OF CONTACT

TBD

Director

Naval Postgraduate School

Center for Educational Design, Development, and Distribution, (Code CED3)

411 Dyer Rd., KN-105

Monterey, CA 93943

TBD

Administrative Officer

Naval Postgraduate School

Center for Educational Design, Development, and Distribution, (Code CED3)

411 Dyer Rd., Kn 120

Monterey, CA 93943

10.0 GOVERNMENT FURNISHED PROPERTY

The government will provide workspace, ergonomically safe office furniture as well as telephone, computer hardware, and

telecommunications connections. The contractor shall procure materials, when authorized by the Government, to be charged as Other Direct Costs (ODCs), as required for performance on this statement of work.

11.0. NON-PERSONAL SERVICES STATEMENT

Contractor employees performing services under this order will be controlled, directed, and supervised at all times by management personnel of the contractor. Contractor management will ensure that employees properly comply with the performance work standards outlined in the statement of work. Contractor employees will perform their duties independent of, and without the supervision of, any Government official or other Defense Contractor. The tasks, duties, and responsibilities set forth in the task order may not be interpreted or implemented in any manner that results in any contractor employee creating or modifying Federal policy, obligating the appropriated funds of the United States Government, overseeing the work of Federal employees, providing direct personal services to any Federal employee, or otherwise violating the prohibitions set forth in Parts 7.5 and 37.1 of the Federal Acquisition Regulation (FAR). The Government will control access to the facility and will perform the inspection and acceptance of the completed work.

12.0 INVOICE SCHEDULE Contractor to invoice monthly in arrears. See Section G, WAWF.

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