

## **STATEMENT OF WORK FOR Hispanic Engineering, Science and Technology Week**

### **I. INTRODUCTION**

In support of the Chief of Naval Operations Recruiting Policy, Navy Recruiting Command Diversity personnel will participate in the University of Texas Rio Grande Valley, Hispanic Engineering Science and Technology (HESTEC) Week during October 4-10, 2015. In our continued engagement with HESTEC, we are expanding the scope of our involvement, cementing our commitment to this organization and increasing Hispanic representation within our Navy; and strengthening our relationship with the organizations leadership.

HESTEC Week is organized by The University of Texas-Pan American, one of the country's top Hispanic serving institutions in conjunction with the Office of Congressman Ruben Hinojosa. This innovative program was created fourteen years ago to address the critical shortage of Hispanic scientists and engineers in the United States. Since inception, HESTEC has become a national model for promoting science, technology, engineering and math (STEM) careers among South Texas students who are predominantly of Hispanic origin.

### **II. OBJECTIVE**

In an ongoing effort to identify, and leverage talent from all qualified citizens, Navy is working to continue to develop a sustained relationship with HESTEC. Navy and HESTEC have independently identified the interrelationship between diversity, excellence in science and technology, our national capability and global competitiveness. Diversity is a key element that must be sustained and not episodic. Hispanic student STEM recruiting and outreach requires a Navy-wide approach. Educating the American public about the capability, importance and value of today's Navy is an essential responsibility of Navy Recruiting Command. Effective recruiting and outreach is also essential to creating positive awareness among influencers and youth; which also translates to greater understanding of the Navy and increases recruiting and retention across the nation and the Department of the Navy.

### **III. SOW/DELIVERABLES \$40,000.00**

- Opportunity for the Chief of Naval Operations (or designee), to give 3-5 minute remarks about Navy activities in STEM events at the Congressional Dinner on Sunday, Oct 4, (15 tickets to the HESTEC Congressional Dinner with high ranking officials & Corporate leaders on the evening of Sunday, Oct 4 = \$2K
  - Joint Services Presentation during the Congressional Dinner and Educator Day (5 seats)
  - Opportunity for the CNO or designee, to participate in the Congressional Roundtable on Monday, Oct 5
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- Opportunity for the CNO or designee, to speak for approximately 10 minutes during Educator Day on Monday, Oct 5
- Navy will lead SeaPerch Underwater Robotics Event. HESTEC will provide 30 individual high schools to participate in program. Sponsorship will include the SeaPerch kits, equipment for pool obstacle course, and awards for winning teams. UTRGV will provide use of pool venue; Friday, Oct 9 (\$15K)—31 kits (\$5,239) + 31 tool bags (\$7,285) = \$12,524, other expenses related to program implementation = \$2,476
- Two breakout sessions and/or STEM excursions for Educator Day present on Monday, Oct 5, \$4K
- One breakout session for Student Leadership Day presented two times (back to back) on Tuesday, Oct 6, \$1K
- One breakout session for Latina Day presented two times (back to back) on Wednesday, Oct 7, \$1K
- One 20' x 20' Booth during the Career Expo (TBD) (Interview booth set-up required for program interviews during Career Expo) \$1K
- HESTEC advertising will recognize Navy participation in marketing and printed materials, including campus map highlighting the location of Navy activities during Community Day on Saturday, Oct 10, \$1K
- Use of a venue for placement of Seal ATV, Navy promo trailer, and/or Navy STEM asset during HESTEC week \$5K
- Visibility opportunities (sponsor on main stage back drop, LED screen, looping of navy video on screens) – Navy video must be provided no later than Friday, Sept 18, for UTRGV AV team to test run video \$1K
- Scholarship information and promotional items placed in bags for Educator Day, Student Leadership Day, Latina Day and Robotics Day. Items must be provided nlt Friday, Sept 18, \$1K
- At least eight nuclear program classroom presentations to be conducted throughout HESTEC week at UTRGV campus, \$4K
- At least eight presentations (focus: medical, dental, and medical service) to be conducted throughout HESTEC week at UTRGV campuses. Five of which will be focused on civil engineer core content \$4K
- Navy co-sponsorship of Student Networking Social for university students, faculty and administrators, details of event are TBD
- Brief and question/answer session with deans and educators in the science, math, engineering and physics departments at the discretion of administration to discuss career and funding opportunities (to take place in the fall and spring)
- A 2-3 minute personalized Navy video production to report on HESTEC related activities. Video will be provided to the Navy nlt December 2015 and then showcased on the HESTEC Website in its video archives thereafter
- Office space for Navy personnel to conduct business
- Access to all events, socials, classrooms and the ability to recruit individuals for all Navy programs
- Navy logo to be displayed on HESTEC website with link to navy.com until December 2015, Logo must be provided nlt August 28

- Opportunity to show check presentation on HESTEC Community Day main stage on Saturday, Oct 10 if applicable at the time of the event

#### **IV. TRAVEL**

N/A

#### **V. PERIOD OF PERFORMANCE**

August 15, 2015 to May 31, 2016, DUNS # 069444511

#### **VI. SECURITY CLEARANCE**

Security clearances are not required in the execution of this contract.

#### **VII. PLACE OF PERFORMANCE**

Hosted by the University of Texas-Pan America (UTPA) in Edinburg, TX

#### **VIII. GOVERNMENT POINT OF CONTACT**

The project manager and technical point of contact is LT Joel Pena, USN, NRC, contact information at work (901) 874-7339.

#### **IX. HESTEC POC**

The Coordinator for HESTEC, Dr. Cynthia Brown, Interim Provost/Vice President Academic Affairs, 1201 West University Drive, Edinburg, TX. 78539, (956) 655-3361