

STATEMENT OF WORK

Web Content Management Services

Naval Postgraduate School

1.0 INTRODUCTION

The Naval Postgraduate School (NPS) Public Affairs Office (PAO) is responsible for a broad spectrum of communications on behalf of the institution both within NPS and externally. As the primary steward of the Naval Postgraduate School brand, the office is the official source of all public news and information produced for print, digital and video media, and maintains standards of oversight regarding all official communications produced from NPS. The purpose of this order is to provide necessary level of expertise for the overall operational objectives of the Naval Postgraduate School and the Public Affairs Office to ensure consistent and high-level content is generated in support of its core mission of communications.

The Naval Postgraduate School external website, at <http://www.nps.edu/>, serves as a primary source for these communications distributed via a web-based media. As a major educational institution, the site requires constant monitoring for consistency, relevance, security and accuracy. As the official source of communications, Public Affairs Office must lead the creation of new pages and content must be created consistently in support of the PAO mission. In addition, periodic assistance and coordination with sub-command level websites must be provided to organizations across the campus community.

Public Affairs Office is not only responsible for the content and monitoring of the NPS public website, but for the look and feel of the external website and incorporating the current NPS brand as well. As noted in current NPS instruction, the external website is to be treated primarily as a communications medium, used for outreach purposes and to provide information about NPS to all current and potential constituencies including, but not limited to, current and future students; current and future funding agencies; current sponsors; Department Of Defense (DOD), Department Of Navy (DON), Department of Homeland Security (DHS) and Department Of Energy (DON) among others; officials and local community members; local government and higher education representatives; and alumni.

With the same scrutiny and knowledge, PAO must also maintain an official Social Media site(s) presence that accurately represents the institution while also maintaining the highest of standards in quality, consistency and applicability to existing DON, DOD policy.

PAO must also be a leading organization in partnership with Information Technology as the university transitions to more robust systems of web content management. The potential for changes in technology will require a robust knowledge and support capability to position the PAO office to capably fulfill its required mission of communication and support of the NPS mission.

2.0 SCOPE

The contractor shall provide web content management support the NPS internal and external websites. Support will also encompass NPS official social media sites. The support provided shall be consistent with the NPS brand and PAO office objectives.

3.0 TASKS

Web content management services shall be provided as follows:

3.1 Internal and External Website Development, Design and Maintenance

3.1.1 Develop and maintain all PAO web pages. Post items to the website.

3.1.2 Identify content for posting to the web.

3.1.3 Develop new pages in support of the NPS NewsCenter, official PAO pages, and other sites. Work w/ ITACS web developers as needed to achieve completion of pages.

3.1.4 Design and incorporate professional quality web-based graphics in support of PAO web-based communications.

3.2 Social Media Maintenance

3.2.1 Maintain the official NPS social media presence on the following sites: YouTube, Twitter, Facebook, Google Plus and LinkedIn.

3.2.2 Assess new social media opportunities and make recommendations for NPS participation.

3.2.3 Provide support to individual campus organizations seeking to develop a social media presence.

3.3 Technical Knowledge Support to Advisory Group/Committees.

3.3.1 Participate, in as needed, Web Advisory subcommittee(s), assessing changes to the website, making recommendations for changes, prioritizing changes and providing reports to PAO leadership on group suggested changes to existing pages, technologies or implementation strategies.

3.3.2 Evaluate web sites of other comparative research universities to provide advisory support on web communications strategies and techniques to Director of Communications, and the PAO.

3.3.3 Assist through an active, participatory role in the implementation and deployment replacement web content and portal management technology. PAO requirements include redesign of NPS home page and supporting PAO pages and site elements, as well as revisions to existing training materials.

3.3.4 Quarterly policy and security reviews of all campus domain web space

4.0 DELIVERABLES

Deliverables for the Web Content Manager are listed below:

4.1 NPS internal and external websites need to be kept at a level of current relevance to support the NPS level of communicative information and branding.

4.2 NPS Social Media sites on Facebook, Twitter, YouTube, Google Plus and Linked In need to be kept a level of current relevance to support the NPS levels of communicative information and branding.

4.3 Working Report of Technical Knowledge Support and Implementation

4.4 Accurate and current updates on the technical progression of implementation of new web content management (WCB) system..

4.5 Accurate records of projects and assignments, metrics of website performance.

4.6 Quarterly review summary of campus domain web services

PERFORMANCE REQUIREMENTS SUMMARY

Task	What will be inspected	Acceptable Quality Level (AQL)	Frequency	Surveillance Method	Performance Below AQL
3.1	4.1 NPS internal and External Websites	NPS web sites are current, and are supporting pre-determined PAO strategic messaging goals. NPS website is current and in compliance with existing DON/DOD guidance and instruction	Continuous	Random periodic review	Re-performance of any work shall be performed at no additional cost to the Government
3.2	4.2 NPS Social Media Sites	Official Social Media sites are current, and are supporting pre-determined PAO strategic messaging goals	Continuous	Random periodic review	Re-performance of any work shall be performed at no additional cost to the Government
3.3	4.3.1. Working Report information specific to WCM	Report to contain detailed descriptions on issues, discussions, and proposed resolutions. Accurate, current report on progress of campus WCM implementation.	Continuous	100% Inspection Reviewed by Director	Re-performance of any work shall be performed at no additional cost to the Government
3.3	4.3.2 Working Report Specific to accurate records of projects and assignments, metrics of website performance.	Quality is to be of a clear and comprehensive professional quality	Weekly	100% Inspection Reviewed by Director	Re-performance of any work shall be performed at no additional cost to the Government
4.3	4.3.3 Quarterly review summary of campus domain web services		Quarterly	100% Inspection Director	Re-performance of any work shall be performed at no additional cost to the Government

5.0 Minimum Requirements for Contractor Personnel

- A minimum of five years experience in online communications, website development and design skills, to include an undergraduate collegiate degree in a web related content field of study.
- Demonstrated experience with web content management systems, including Percussion Rhythmyx
- Demonstrated expertise with other WCM and institutional portal software systems
- Demonstrated experience with enterprise-level collaboration, analytics, and project management systems, such as Atlassian Confluence, JIRA, Sharepoint, Urchin, and Google Analytics

- Experienced with Microsoft Office suite of software
- Demonstrated experience with the Adobe Creative Suite including Dreamweaver, Lightroom, Flash, Photoshop and InDesign.
- Demonstrated programming skills in web-based languages including HTML, CSS, ActionScript, JavaScript, and jQuery through previous experience.
- Demonstrated experience in current, within last 12 months, website design standards for both desktop and mobile platforms, including responsive design, user interface design, and search engine optimization
- Demonstrated experience in large-scale website transitional planning and content migration
- Marketing and branding strategy skills for collateral development
- 3 Samples of Professional website URL's

8.0 PERIOD OF PERFORMANCE

June 29, 2015 – June 28, 2015

9.0 PLACE OF PERFORMANCE

The work will be performed at Naval Postgraduate School, Monterey, CA 93943 Herrmann Hall, Room 130. Work to be performed 0800-1630, Monday through Friday.

10.0 TRAVEL

No travel is required or authorized in performance of this task order. Travel to and from NPS is not considered a travel requirement consistent with reimbursement under this contract. Any travel must be accordance with the Joint Travel Regulations.

11.0 WORK WEEK AND HOURS OF OPERATION

The Contractor shall provide services during normal working hours excluding federal holidays. Normal working hours are 0800-1630, Monday through Friday, unless requirements dictate otherwise. Exceptions can be permitted by the COR upon request and at the COR's discretion.

Work required on-site at NPS shall be performed by the Contractor, as required.

Following is a list of holidays observed by the Government.

<u>Name of Holiday</u>	<u>Time of Observance</u>
New Year's Day	1 January
Martin Luther King Jr. Day	Third Monday in January
President's Day	Third Monday in February
Memorial Day	Last Monday in May
Independence Day	4 July
Labor Day	First Monday in September
Columbus Day	Second Monday in October
Veteran's Day	11 November
Thanksgiving Day	Fourth Thursday in November
Christmas Day	25 December

If any of the above holidays occur on a Saturday or a Sunday, then such holiday shall be observed by the Contractor in accordance with the practice as observed by the assigned Government employees at the using activity

12.0 TRAVEL

No Travel is required

Travel to NPS is the responsibility of the contractor and will be in accordance with the Joint Travel Regulations (JTR) and will be reimbursed by the government on an as-incurred basis.

13.0 CLASSIFICATION UNCLASSIFIED, Must be a US Citizen

WAWF Inspection/Acceptance and Invoicing is Required

SUP 5252.232-9402 INVOICING AND PAYMENT (WAWF) INSTRUCTIONS (April 2008)

(a) Invoices for goods received or services rendered under this contract shall be submitted electronically through Wide Area Work Flow -- Receipt and Acceptance (WAWF):

(1) The vendor shall have their cage code activated by calling 866-618-5988. Once activated, the vendor shall self-register at the web site <https://wawf.eb.mil>. Vendor training is available on the Internet at <http://www.wawftraining.com>. Additional support can be obtained by calling the NAVY WAWF Assistance Line: 1-866-618-5988.

(2) WAWF Vendor "Quick Reference" Guides are located at the following web site: <http://www.acquisition.navy.mil/navyaos/content/view/full/3521>.

(3) Select the invoice type within WAWF as specified below. Back up documentation (such as timesheets, receiving reports etc.) can be included and attached to the invoice in WAWF. Attachments created in any Microsoft Office product are attachable to the invoice in WAWF. Total limit for each file is not to exceed 2MB. Multiple attachments are allowed.

(b) The following information, regarding invoice routing DODAAC's, must be entered for completion of the invoice in WAWF:

	<i>Routing Table</i>
WAWF Invoice Type	<i>2-in-1</i>
Contract Number	
Delivery Order Number	
Issuing Office DODAAC	<i>N62271</i>
Admin Office DODAAC	<i>N62271</i>
Inspector DODAAC (usually only used when Inspector & Acceptor are different people)	<i>N62271</i>
Ship To DoDAAC (for Combo), Service Acceptor DODAAC (for 2 in 1), Service Approver DODAAC (Cost Voucher)	<i>N62271</i>
Acceptance At Other	
Local Processing Office (Certifier)	<i>N62271</i>
DCAA Office DODAAC (Used on Cost Voucher's only)	
Paying Office DODAAC	<i>N68732</i>
Acceptor/COR Email Address	

(d) For each invoice / cost voucher submitted for payment, the contractor shall include the following email addresses for the WAWF automated invoice notification to the following points of contact:

Name	Email	Phone	Role
Riza Gandia	rcgandia@nps.edu	831-656-3458	Acceptor
Cynthia Vida	cvida@nps.edu	831-656-3676	LPO
			COR
Jennifer Lee	jlee@nps.edu	831-656-2034	Contracts Specialist

Privacy Act Statement

“Pursuant to Title 5 United States Code 552a(m)(1), the contractor and all employees of the contractor working under this contract are required to comply with the requirements of 5 U.S.C. 552a (“The Privacy Act of 1974”).”

Contractor Identification

In accordance with DFAR 211.106, there shall be a clear distinction between Government employees and service contractor employees. Service contractor employees shall identify themselves as contractor personnel by introducing themselves or being introduced as contractor personnel and displaying distinguishing badges or other visible identification for meetings with Government personnel. In addition, contractor personnel shall appropriately identify themselves as contractor employees in telephone conversations and in formal and informal written correspondence.

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 insure that employees properly comply with the performance work standards outlined in the SOW. 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, 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.

GOVERNMENT FURNISHED PROPERTY/INFORMATION

The government shall furnish work space, furnishings, telephone service, document reproduction capability, computer resources including access to workstations, printers, software, data, communication networks, etc. The Government will provide the contractor access to systems and software required to complete the assigned tasks. The Contractor shall coordinate with the COR to obtain necessary documents for performance of required tasks. Any Government-provided property and information shall be used for official Government business only. Any applicable documents that are authorized for use in performance of these services shall be provided, in accordance with security and contract terms and conditions.

Unlimited Rights to Data:

The Government acquires unlimited rights in the following data except for copyrighted works as provided in [27.404-3](#):

- (a) Data first produced in the performance of a contract (except to the extent the data constitute minor modifications to data that are limited rights data or restricted computer software).
- (b) Form, fit, and function data delivered under contract.
- (c) Data (except as may be included with restricted computer software) that constitute manuals or instructional and training material for installation, operation, or routine maintenance and repair of items, components, or processes delivered or furnished for use under a contract.
- (d) All other data delivered under the contract other than limited rights data or restricted computer software (see [27.404-2](#)).

SUP 5252.237-9400 - SUBSTITUTION OR ADDITION OF PERSONNEL (JAN 1992)

- (a) The Contractor agrees to assign to the contract those persons whose resumes; personnel data forms or personnel qualification statements were submitted as required by the RFQ to fill the requirements of the contract. No substitution or addition of personnel shall be made except in accordance with this clause.
- (b) The Contractor agrees that:
 during the contract performance period
 during the first days of the contract performance period
No personnel substitutions will be permitted unless such substitutions are necessitated by an individual's sudden illness, death or termination of employment. In any of these events, the Contractor shall promptly notify the Contracting Officer and provide the information required by paragraph (d) below.
- (c) If personnel for whatever reason become unavailable for work under the contract for a continuous period exceeding 30 working days, or are expected to devote substantially less effort to the work than indicated in the proposal, the Contractor shall propose a substitution of such personnel, in accordance with paragraph (d) below.
- (d) All proposed substitutions shall be submitted, in writing, to the Contracting Officer at least 15 days (30 days if a security clearance must be obtained) prior to the proposed substitution. Each request shall provide a detailed explanation of the circumstances necessitating the proposed substitution, a complete resume for the proposed substitute and any other information required by the Contracting Officer to approve or disapprove the proposed substitution. All proposed substitutes (no matter when they are proposed during the performance period) shall have qualifications that are equal to or higher than the qualifications of the person being replaced.
- (e) In the event a requirement to increase the specified level of effort for a designated labor category, but not the overall level of effort of the contract occurs, the Contractor shall submit to the Contracting Officer a written request for approval to add personnel to the designated labor category. The information required is the same as that required in paragraph (d) above. The additional personnel shall have qualifications greater than or equal to at least one (1) of the individuals proposed for the designated labor category.
- (f) The Contracting Officer shall evaluate requests for substitution and addition of personnel and promptly notify the Contractor, in writing, whether the request is approved or disapproved.
- (g) If the Contracting Officer determines that suitable and timely replacement of personnel who have been reassigned, terminated or have otherwise become unavailable to perform under the contract is not reasonably forthcoming or that the resultant reduction of productive effort would impair the successful completion of the contract or the delivery / task order, the contract may be terminated by the Contracting Officer for default or for the convenience of the Government, as appropriate. Alternatively, at the Contracting Officer's discretion, if the Contracting Officer finds the Contractor to be at fault for the condition, he may equitably adjust (downward) the contract price or fixed fee to compensate the Government for any delay, loss or damage as a result of the Contractor's action.

(End of Clause)

PAPERLESS CONTRACTING

All contractual documents (I.E. contracts, purchase orders, task orders, delivery orders, and modifications) related to the instant procurement are considered to be “issued” by the Government when copies are either deposited in the mail, transmitted by facsimile, or sent by other electronic commerce methods, such as e mail. The Government’s acceptance of the contractor’s proposal constitutes bilateral agreement to “issue” contractual documents as detailed herein.

NPS Contracting Directorate POC

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