

## **Statement of Work**

### ***Graphic Design Services Public Affairs Office***

#### **Naval Postgraduate School**

##### **1.0 Background/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 communications produced as official from NPS.

The Naval Postgraduate School PAO utilizes a broad portfolio of print material, serving as a primary source for communications distributed to all appropriate constituents including, but not limited to, current and future students; all service flag officers; current and potential research and funding agencies; current sponsors; DOD, DON, DHS and DOE officials, among other relevant government agencies; local government officials and community members; local business and higher education representatives; alumni, and much more.

As a Navy command, NPS print communications material requires a professional approach to consistency, relevance, security and accuracy. As a major graduate education institution, NPS print communications must also be of the highest quality in design, impact and strategic significance.

As the official source of communications, PAO must lead the creation of new publications, brochures, posters, and a broad variety of custom materials in support of the PAO mission. In addition, PAO must also be supportive to the campus community, providing access to professionally created communications materials to sublevel units, academic departments, schools, centers, etc. This not only provides the broader institutional community with competent communications materials, but also provides the PAO office with a vehicle to ensure the institutional brand is honored and consistently applied across all products.

PAO is also strongly committed to operating in the most cost-efficient means possible, while maintaining the highest levels of quality and attention to the successful execution of its mission. For the PAO office's print communications requirements, the division has acquired a quality digital press to allow all materials to be produced in house. At a fraction of the cost of procuring print materials through other official sources, PAO has the ability to fulfill its communication mission much more effectively and timely. In addition, PAO has extended these efficiencies to the broader campus community, providing sub-units with a highly cost-effective solution.

## 2.0 Scope

The scope of this task is to provide full-time support to the PAO in the area of graphic design and to support press operation. Graphic design support requires artistic talent and expert level knowledge of Adobe Creative Suite software package, including Adobe Acrobat, Illustrator, Photoshop, InDesign, Dreamweaver, Premiere, and After Effects, for the purposes of layout, photo work and placement, information graphics, posters, brochures, video support, and other promotional materials. Identifying and locating appropriate artwork for use in publications and elsewhere, as well as generating custom illustrations, is required for use in print and electronic media. Training will be provided in the support regarding press equipment requirements.

## 3.0 Tasks

The contractor shall perform the following task as follows:

- 3.1 Perform graphic design projects in support of the PAO at NPS, including various frequency publications, specialty publications, brochures, posters, flyers, and programs.
- 3.2 Provide graphic design support that is outputted to the appropriate formats for each instance; from commercial service providers, to digital press printing, to web or screen use.
- 3.3 Perform background research to develop professional infographics for use in the center spread of NPS' In Review magazine, as well as other digital and print media.
- 3.4 Develop interactive content for visual displays utilizing the existing display software procured for use in the NPS Welcome Center.
- 3.5 Provide template design support for various departments, research centers, and administrative units
- 3.6 Support operations of existing Canon ImagePress C6000 digital press, [or equivalent](#), including daily operation and print of all NPS required product, as well as user-required maintenance, Fiery Command print server operations, and more. Training to be provided.
- 3.7 Provide ongoing support to the development and implementation of the NPS Brand Style Guide to effectively communicate and promote consistency across all materials, and to implement NPS marketing strategies and objectives in accordance with NPS PAO mission.
- 3.8 Collect, edit and customize copy, for sub-unit newsletters, promotional materials or other documents.
- 3.9 Develop presentation template packages with all artwork included for campus use.
- 3.10 Develop photo gallery structure, content and utilization strategies for institutional use.
- 3.11 Ensure print materials, briefings and website information are up to date
- 3.12 Provide monthly reports of print and graphics support initiatives to the PAO

## 4.0 Deliverables

- a. Print and screen ready designs of publications, templates, and marketing materials.

- b. Accurate, informative, and well-researched Infographics in support of quarterly In Review magazine as well as for use in other digital and print media.
- c. Commercial quality cover designs integrating custom art or photography supporting specific issue themes or messaging for quarterly In Review magazine and additionally as required
- d. Template designs for presentations, newsletters, magazines, brochures, flyers, and programs.
- e. Monthly report of print and graphic design support to campus.

The contractor shall be responsible for preparing deliverables in support of the tasks identified in this SOW.

<b>Task</b>	<b>What will be inspected (State Task)</b>	<b>Acceptable Quality Level (AQL)</b>	<b>Method</b>	<b>Frequency</b>
1	Print- and screen-ready graphic design and layout	Completed designs must be consistent with the NPS Brand and Style Guide	Personal observation at NPS by GTPOC	Continuous
2	Support Printer operations and server workstation (training provided)	Maintain consistent operation of department digital printer and server workstation.	Personal observation at NPS by GTPOC	Continuous
3	Publications – newsletter, magazine, brochure, fact sheet, presentation	Completed products in accordance with NPS Brand and Style Guide	Personal observation at NPS by GTPOC	Continuous
4	Monthly summary of print and graphic campus support	Complete summary	Personal observation at NPS by GTPOC	Monthly
5	Develop info-graphics for use in digital and print media	Completed products in accordance with NPS Brand and Style Guide	Personal observation at NPS by GTPOC	Continuous

The surveillance method for the deliverables listed above will be personal observation at NPS. If performance falls below the AQL defined above, the Contracting Officer's Representative (COR) shall document the instance(s), coordinate with the Contracting Officer and advise the Contractor. The Contractor will be requested to review the documentation and provide a written response on how performance will be corrected in the future. Re-performance of any work for failure to perform in accordance with the specified AQL or task requirement shall be completed at the Contractor's own expense and at no additional cost to the Government.

### **5.0 Period of Performance**

August 1, 2015 – July 31, 2016

### **6.0 Place of Performance**

The work will be performed at Naval Postgraduate School, Monterey, CA 93943 Herrmann Hall, Room 062.

### **7.0 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

### **8.0 Government Furnished Property**

The government shall provide appropriate office space, supplies and equipment to perform tasks at NPS. 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.

### **9.0 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.

#### **Other Direct Costs**

iStock Photo Credits - The iStock Photo is prepaid credit to purchase stock photography from an official photography site.

### **10.0 Classification**

Unclassified

#### **10.1 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”).”

#### **10.2 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.

### **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 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.

## **12.0 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.

## **13.0 Invoice Schedule**

**Contractor may invoice monthly in arrears.**

Invoices shall be submitted once a month for services rendered and travel performed during the previous month. All invoices need to be submitted electronically via WAWF. Hard copy invoices cannot be accepted. Only one invoice may be submitted per month. Invoices must identify the invoicing period. If charges against more than one line item have occurred during the invoicing period, all charges must be combined into one invoice. If invoicing against travel, the invoice must contain a summary detailing the charges as well as an attachment of supporting documentation. The contractor's failure to include the necessary information or a more frequent invoice submission than authorized will result in invoices being rejected.

### WAWF

#### **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: (see next page for WAWF table)

<b>WAWF Invoice Type:</b>	<b>2 in 1</b>	
Contract Number		
Task Order Number		
Issuing Office DODAAC	N62271	
Admin Office DODAAC:	N62271	
Inspector DODAAC (usually only used when Inspector & Acceptor are different people):	NA	
Service/Supply Acceptor DoDAAC (for Combo), Service Acceptor DODAAC (for 2 in 1), Service Approver DODAAC (Cost voucher)		
Acceptance At Other	N62271	
Ship to /Extension	N62271	
Local Processing Office (Certifier)	N62271	
DCAA Office DODAAC (Used on Cost Voucher's only):	NA	
Paying Office DODAAC:	N68732	
Acceptor/COR Email Address	Contracts_Invoices@nps.edu	
<b>Send additional emails notifications to:</b>		
For each invoice / cost voucher submitted for payment, the contractor shall also email the WAWF automated invoice notice directly to the following points of contact):		
<b>Email</b>	<b>Phone</b>	<b>Role</b>
glflores@nps.edu	(831) 656-3567	Technical Point of Contact
rcgandia@nps.edu	(831) 656-3458	LPO Certifier
cvida@nps.edu	(831) 656-3676	Accepting Official
<a href="mailto:pmhirsch@nps.edu">pmhirsch@nps.edu</a>	(831) 656-2179	NPS Contract Specialist

(c) Contractors approved by DCAA for direct billing will not process vouchers through DCAA, but may submit directly to DFAS. Vendors MUST still provide a copy of the invoice and any applicable documentation that supports payment to the Acceptor/Contracting Officer's Representative (COR) if applicable. Additionally, a copy of the invoice(s) and attachment(s) at time of submission in WAWF must also be provided to each point of contact identified in section

(d) of this clause by email. If the invoice and/or receiving report are delivered in the email as an attachment it must be provided as a .PDF, Microsoft Office product or other mutually agreed upon form between the Contracting Officer and vendor.

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**NPS Technical POC:** Lieutenant Commander Greg Flores, Chief, Public Affairs Office, [glflores@nps.edu](mailto:glflores@nps.edu), 831-656-3567

**NPS POC for Acceptance of Deliverables:** Cynthia Vida, Contracts Admin. Specialist, [cvida@nps.edu](mailto:cvida@nps.edu), 831-656-3676

**NPS Financial POC:** Cynthia Vida, Contracts Admin. Specialist, [cvida@nps.edu](mailto:cvida@nps.edu), 831-656-3676

**NPS Contracting POC:** (to be filled out by NPS Contracting Office)