

**Performance Based Statement of Work
Web Content Strategist
Information Technology and Communications Services
Naval Postgraduate School**

- 1.0 Background/Introduction:** The Naval Postgraduate School (NPS) located in Monterey, California supports the U.S. Navy, other military branches, and foreign military services with postgraduate education for personnel. Additionally, NPS provides significant research capabilities to the Department of Defense (DoD). The Information Technology and Communication Services (ITACS) Department at NPS provides information technology (IT) support to the entire school.
- 2.0 Scope:** The Web Content Strategist will perform content migration duties for new and existing NPS websites (www.nsp.edu and intranet.nps.edu). The tasks will include moving content from static HTML pages in Dreamweaver and existing Content Management System (CMS), Rhythmyx into a new Liferay CMS. The contractor will work with end users to set migration schedules, identify outdated content, migrate content, and support end users in their migration effort.
- 3.0 Tasks:** The contractor shall perform the following task(s) as follows:
- 3.1 Migrate legacy websites (www.nps.edu and intranet.nps.edu) to Liferay
 - 3.1.1 Work with end users to complete migration, including participating in planning, migrating content, training, and basic end user customer support.
 - 3.1.2 Manually move content into Liferay.
 - 3.1.3 Build web content, including the application of page layout and visual presentation, incorporate embedded multimedia, and troubleshoot presentation issues as needed.
 - 3.2 Provides support for overall content management and basic Liferay Support:
 - 3.2.1 Works with individual site owners to ensure that there is a content management plan for each page and site, including an optimal content organization strategy.
 - 3.2.2 Works with Site Owners to identify content issues and prepares informed recommendations for changes.
 - 3.2.3 Work with end users to identify and troubleshoot content related issues associated with Liferay CMS.
 - 3.2.4 Provides high level and ad hoc training for new site owners, content contributors on best practices and governance as well as techniques for implementation
 - 3.2.5 Promotes user adoption of Liferay to meet business needs by reaching out to the user community to provide coaching, improve awareness and provide learning documentation.
 - 3.2.6 Provides consultation and advice to potential Site Owners regarding the most effective ways of leveraging Liferay to achieve their business objectives

4.0 Deliverables:

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

Performance Measurement - Quality Assurance Plan

Task	Deliverable that will be inspected	Acceptable Quality Level (AQL)	Method	Frequency
3.1	Existing legacy websites (www.nps.edu and intranet.nps.edu) that have been migrated to Liferay	Content identified to be migrated by content owners is migrated and supporting pages are created and migrated content complies with Section 508 accessibility	Contractor will provide a bi-monthly report on site migration status, work in progress, short term goals and other relevant project information.	Bi-monthly

3.2	Provides support for overall content management and basic Liferay Support.	Jira tickets and forum questions are updated and/or responded to within one business day.	Respond to customer questions in Liferay Support forum; respond to Jira ticket request for support and training requests.	As needed.
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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 Minimum Technical Requirements:

- Web Content Migration Specialist
 - 2 years of experience in web content administration in a Content Management System environment
 - 1 year experience with Liferay Portal
 - 2 years experience with HTML, CSS, Bootstrap, JQuery, and Javascript.
 - Past performance in accessible web development (Section 508 Compliant)

6.0 Period of Performance: The period of performance is for a period of one year commencing from the date of the award.

7.0 Place of Performance: Work will be performed at Naval Postgraduate School, Monterey, CA 93943.

Government Furnished Property: The Government shall provide computer resources including access to workstations, printers, software, data, communication networks, etc. They shall provide initial guidance, technical information, subject matter orientation and documentation such as reference manuals and appropriate publications. The Government will provide the contractor access to systems and software required to complete the assigned tasks. The contractor shall identify and notify the Government of system documentation necessary for the proper performance of this task.

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.

8.0 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.

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
Christmas Day

Fourth Thursday in November
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

9.0 Travel: No travel is required in support of this requirement.

10.0 Security Requirements: Sensitive Unclassified. Security clearance is not required. U.S. citizenship is required.

11.0 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”).”

12.0 Identification of Contractor Employees:

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. Contractor personnel will be required to obtain and wear badges or other visible identification for meetings with Government personnel to provide a clear distinction between service contractor employees and Government personnel. In addition, contractor personnel shall appropriately identify themselves as contractor employees in telephone conversations and in formal and informal written correspondence. They must also ensure that all documents or reports produced by contractors are suitably marked as contractor products or that contractor participation is appropriately disclosed.

13.0 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.