



STATEMENT OF WORK

ED-NAG-13-R-0005

**World Wide Web Services for the
National Assessment Governing Board**

July 12, 2013

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1. Introduction

The National Assessment Governing Board (hereafter referred as the Governing Board) is an independent, bipartisan board that sets policy for the National Assessment of Educational Progress (NAEP), also known as “The Nation’s Report Card.” NAEP is a nationally representative, continuing assessment of U.S. student achievement in key academic subjects. Since its authorization by Congress in 1969, NAEP has provided an independent measure of achievement in reading, mathematics, science, writing, U.S. History, civics, economics, geography, the arts, and other subjects while also assessing student educational progress over time. NAEP results are reported nationally and, depending on the subject, by state and in 21 large urban districts at grades 4, 8, and/or 12. Through results of NAEP assessments, the public, including policymakers, educators, media, and business and parent leaders are informed about the academic achievement of elementary and secondary students in the United States.

NAEP is a congressionally authorized project within the Institute of Education Sciences of the U.S. Department of Education. It is administered by the National Center of Education Statistics (NCES). NAEP results provide objective information on student performance to policymakers and the public at the national, state, and local levels. NAEP has served an important role in evaluating the condition and progress of American education for almost four decades. The independent and objective information provided by NAEP has led to its reputation as the “gold standard” for monitoring student achievement.

The National Assessment Governing Board, created by Congress in 1988, comprises 26 members, including governors, state legislators, local and state school officials, educators, researchers, business representatives, and members of the general public. Members of the Governing Board are appointed by the U.S. Secretary of Education. The Governing Board sets policy for the National Assessment of Educational Progress (NAEP), also known as “The Nation’s Report Card.” NAEP is a nationally representative, continuing assessment of U.S. student achievement in key academic subjects.

In overseeing the Nation’s Report Card, the Governing Board identifies subjects to be tested, determines the content and achievement levels for each assessment, approves all test questions, takes steps to improve the reporting of results, and plans and executes initial releases of NAEP Report Cards. The Governing Board works to inform the public about the Nation’s Report Card by communicating NAEP results to a wide range of audiences including elected officials, educators, and the media. Additional information on the Governing Board’s work is at www.nagb.gov.

2. Legislative Authority

The National Assessment Governing Board supports the Government Paperwork Elimination Act (GPEA) by providing a technology infrastructure for cost-effective deployment of electronic versions of business process transactions via its website—www.nagb.gov, also accessible at www.nagb.org. The website meets the legislative requirements of the Clinger-Cohen Act of

1996¹ and Section 508 of the Rehabilitation Act of 1973², which establish goals for improving the efficiency and effectiveness of operations and delivery of services to the public through the best use of information technology. Further, the federal government’s Digital Government Strategy released on May 23, 2012,³ is designed to accomplish three goals:

- Enable the American people and an increasingly mobile workforce to access high-quality digital government information and services anywhere, anytime, on any device.
- Procure and manage devices, applications, and data in smart, secure, and affordable ways.
- Unlock the power of government data to spur innovation across our Nation and improve the quality of services for the American people.

The strategy takes a coordinated, information, and customer-centric approach to changing how the Federal Government works and delivers services to the American people. It requires that the government must be able to deliver information and services to the American people anytime, anywhere and on any platform or device. The Governing Board needs to improve its digital services and thrive in the fast-paced, ever-changing world of technology. Public access to data and embracing the use of web APIs will deliver information and services rapidly and cost effectively through the use of better technologies and mobile platforms.

Pursuant to this strategy, and in accordance with the Governing Board’s legislatively mandated duties, which include taking appropriate actions to improve the form, content, use and reporting of assessment results by “developing a process for review of the assessment which includes the active participation of...concerned members of the public”; and “developing guidelines for reporting and disseminating results,”⁴ the Governing Board needs to significantly improve its delivery of NAEP information to the public. The Board’s mandated responsibility to plan and execute the initial public release of National Assessment of Educational Progress reports is an important one, as members of the public and educators have great demand and interest in learning on how our students are performing and what we can do to improve student achievement, especially in this globally competitive world.

These responsibilities require rapid and cost efficient strategies in communicating with the public. In Fiscal Years 2014-2018, the proposed contract period, the Governing Board is planning to make greater use of digital communication technologies and strategies to improve our communications and information dissemination, reach targeted audiences rapidly and cost effectively, and provide information on the Governing Board’s work as established by our congressional mandate.

¹ Formerly called Information Technology Management Reform Act (ITMRA) (P L. 104-106, §§5001-5703)

² As amended, 42 U.S.C § 794d

³ <http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html>; see also <https://cio.gov/building-a-21st-century-government/>

⁴ P.L. 107-279, Signed by President Bush November 5, 2002, which amended P.L. 107-110, Signed by President Bush January 8, 2002, see <http://www.nagb.gov/naep/naep-law.html>

3. The Governing Board's Website

The Governing Board utilizes its website to conduct its work, share information and resources with the public, and conduct its work for NAEP reporting and dissemination. Initial releases of NAEP Report Cards are increasingly conducted via the web, and information and tools on NAEP and the Governing Board's work are provided electronically to the Board's targeted audiences. There is an important need to continue expanding the Board's outreach and dissemination work via the Internet and social media. These strategies reach targeted audiences by making information readily available to a broad array of audiences to include Governing Board members, constituents, and the public.

The Board's website has undergone several design changes over the years in order to make it more accessible and user-friendly to the general public. Based on feedback from stakeholders, the Governing Board is working on improving our outreach through the use of multiple platforms and applications so that users can access the website by multiple devices such as tablets and smartphone apps. There is a need to have fresh content to meet the needs of our users, improve access to data, and provide information that is accessible to users in accordance with Federal laws. Improved web page navigation and search functionalities are also critical.

4. Acquisition Objectives

Based on the Governing Board's legislative authorities and recognizing the need to use information technology to communicate the Board's work in innovative and cost efficient ways, the Governing Board seeks a contractor to maintain its current web infrastructure, and enhance and expand the site to improve the efficiency and effectiveness of the Governing Board's communication objectives to key audiences. The goals of the Governing Board website are as follows:

- Provide information on all aspects of the Board's work to members of the general public and other audiences, utilizing the latest web technologies, in rapid and cost-efficient ways;
- Provide interactive means of communicating with our audiences and responding to their requests promptly and efficiently;
- Deploy up-to-date technology and web infrastructure to provide information that is easy to find, user-friendly, and provided in accessible formats in compliance with federal laws and regulations;
- Provide streamlined content, to include data, publications, videos, audios, podcasts, and updates on the Board's work, utilizing graphics and images so visitors are not overwhelmed;
- Expand the Board's outreach work, particularly to audiences that find NAEP data and resources useful, by developing pages and tools for specific audiences;
- Improve current web content and functionality;
- Ensure the site's search engine enable users to quickly access information and search results based on key words and tags. Search engine functionalities need to be optimized to meet user needs and keep them engaged;
- Provide a forum to share documents securely for ongoing work; and

- Deploy innovative approaches to uses of the web technologies to increase the efficiency and effectiveness of the Board’s communications with the public.

Therefore, the Governing Board seeks World Wide Web support services for the National Assessment Governing Board’s (hereafter referred as the Governing Board) public website www.nagb.gov—as well as the secure website used only by Governing Board members and staff. The contractor shall adhere to quality control standards and Federal laws and regulations on web publishing standards, as detailed in Appendix A, and the Governing Board’s Design Guide, Appendix B, and Style Guide (currently in draft format), in conducting all web work.

5. The Governing Board’s Policy on Initial Release of NAEP Reports

In August 2006, the Governing Board developed policy guidelines to provide additional direction for the content and organization of the initial release of NAEP results.⁵ They include website promotion, with the expectation of the site being an important tool in informing the media and the general public about NAEP. Through releases of NAEP results and public outreach initiatives, the Governing Board informs the public about NAEP and assessment results, encourages wide public attention to NAEP results, and assists the public in understanding the meaning and significance of NAEP results.

6. Current Web Architecture

The Governing Board’s original website was launched in the early 1990s and since then there have been several redesign efforts to make the site easier to navigate, searchable by key words and tags, and user friendly. Web content has also increased over the years, with multimedia content and access to many resources including NAEP-related resources. The website has a public facing site and a private password protected private site, both of which are hosted on external servers. Due to the collaborative work for the NAEP program, there is an active link to a targeted site for initial releases of NAEP Report Cards at <http://nationsreportcard.gov>. The contractor shall have responsibility for maintaining the public site and the private site, but not the www.nationsreportcard.gov site which is managed by a NAEP contractor. For the latter site, coordination will be required to update links and content as posted prior to NAEP Report Card releases.

A brief overview of the website architecture is provided below; the full public site map is available at <http://www.nagb.gov/toolbar/sitemap.html>.

⁵<http://www.nagb.org/content/nagb/assets/documents/policies/Reporting,%20Release,%20and%20Dissemination%20of%20NAEP%20Results.pdf>

The home page features a welcome message from the Executive Director; a drop down menu via six links organized by the following topical areas—Who We Are; What We Do; NAEP-Nations Report Card; News; Access to Information by Audience Type; and Publications and Policies. The page has a rotator with images and text that link to various pages, news and videos; a “Recent News” section that links to recent news items; a “Current Features” section that links to recent report releases and timely publications, a “Quick Links” section that takes visitors to a variety of Governing Board initiatives, resources, and other information; a graphic of rotating statistics; and links to the Governing Board’s Facebook, Twitter, and You Tube pages.

The site includes multimedia content that profile initiatives such as regional symposia conducted for 12th grade NAEP preparedness and the release events of the NAEP Report Cards. Those pages feature links to numerous documents, publications, video and audio components. The Governing Board also maintains a much smaller-scale, secure website only for Board members and staff to share and download secure and embargoed materials related to the Board’s quarterly meetings and general business. The site content includes documents for committee meetings and general sessions, member and staff directories, resources for conducting Board business such as travel information, embargoed reports, and multimedia content.

In 2012, the Governing Board created individualized pages for five distinct Board audiences in order to improve access to data and resources—policymakers, parents, educators, business leaders and media. The Board is open to suggestions for improving the current infrastructure and welcomes innovative ideas to improve our website to achieve project objectives.

7. Scope of Work

The Governing Board seeks a contractor to provide services for the Board’s website—www.nagb.gov using improved web technologies and cost savings to achieve project goals. Offerors are encouraged to suggest innovative and creative ideas to maximize the Board’s communication objectives via its website. Therefore ideas to use multiple platforms and innovative technologies to include web applications, improved content delivery systems, user friendly navigation, and targeted content are encouraged. It is also important to take into account the need to eliminate duplicative efforts with respect to web architecture and content, ensure fresh content, and achieve cost savings.

All web services and products must comply with Federal laws and regulations for publicly funded websites. Resources for compliance are detailed in Appendix A and include the following:

- Data integrity and quality
- Information assurance
- Web security
- Data management
- Privacy and Confidentiality
- Accessibility
- Records Management
- Cost efficiencies and elimination of duplicative and redundant content

8. Contract Tasks

The contractor shall provide a detailed work plan for each of the following support areas:

- Task 1: Attend kick off meeting in Washington, D.C.;
- Task 2: Execute a website transition plan;
- Task 3: Provide web hosting and maintenance services;
- Task 4: Provide website management services;
- Task 5: Provide a Project Management Plan that includes a Quality Assurance Surveillance Plan (QASP);
- Task 6: Provide ongoing support and maintenance for all aspects of web operations, including web page design, update content, improve navigation, accessibility and ensure data accuracy and quality; and
- Task 7: Provide a secure file transfer site to allow Board members and staff to exchange large files for collaboration via the web securely, rapidly, and efficiently while improving productivity;
- Task 8: Provide Records Management Services for Web Content.

Task 1: Kick-Off Meeting

The Contractor shall meet with the Contracting Officer (CO) and Contracting Officer's Representative (COR) at the Governing Board offices in Washington, D.C. within ten business days of contract award for a kick-off meeting. The purpose of the meeting is as follows:

- Introduce project staff and identify roles and responsibilities;
- Establish a clear and mutual understanding of the contract requirements with an overview of contract terms and conditions to include financial reporting;
- Review the project plans and milestones;
- Review the transition plan and schedule with key milestones;
- Discuss communication protocols, project management and reporting, including discussions on the Quality Assurance Surveillance Plan;
- Establish procedures for managing web content and tracking requests and changes.
- Address challenges, and discuss project constraints unique to this acquisition. Plans for identifying risk mitigation actions for the most probable/highest impact risks shall also be discussed.
- Respond to contractor questions

The contractor shall provide a summary of the discussions and mutual agreements reached at the meeting within 5 business days after the meeting.

Task 2: Website Transition Plan

Offerors shall propose a transition plan to migrate the current website. It will be necessary for the contractor to provide all hardware and software to support the web infrastructure. Proprietary applications deployed by the current contractor shall not be included in the migration. It is critical that offerors propose a transition plan that takes into account all anticipated requirements for a smooth transition and ensure that web services do not experience any disruption. A technical work plan and schedule for the website migration and deployment will need to be provided in detail to ensure that the transition is seamless and is undertaken within two months of contract award.

Task 3: Web Hosting and Maintenance Services

The current web statistics and hosting environment for the Governing Board's website are detailed in Appendix C. In response to the federal government's Cloud Computing Strategy,⁶ the National Assessment Governing Board has a requirement to migrate hosting services to the cloud. The advantages to cloud computing include the following:

- Lower IT operating costs
- Faster IT adoption and implementation
- Ease of use
- Data security and control
- Cloud-First and sustainability compliance
- Built-in interoperability
- Increased productivity

Proposed solutions must be based on the Federal Risk and Authorization Management Program (FedRAMP) which offer a standardized approach to initiating, assessing and authorizing and leveraging. Offerors shall propose hosting options that include a review and analysis of hosting requirements, based on current and future needs and submit a roadmap for cloud deployment and migration. The roadmap shall prioritize services that have high expected value, maximize benefits, and minimize delivery risk.

The contractor shall provide full hosting and maintenance support services for the website through the contract period of performance. The hosting environment must comply with federal standards, as detailed in Appendix A, have system uptime of at least 97% (not including scheduled maintenance), ensure system availability 24 hours a day, 7 days a week, and assure routine back up processes to assure data availability through the web lifecycle.

Task 4: Website Management

The contractor shall provide the full range of services for the website to include the following:

⁶ http://www.whitehouse.gov/sites/default/files/omb/assets/egov_docs/federal-cloud-computing-strategy.pdf

- Domain registration and renewal services;
- Content management;
- Application life cycle development and maintenance;
- Server software administration;
- Site monitoring;
- System evaluation and planning;
- Customer service to Board staff and external customers, including responding to webmaster emails;
- System security;
- Acquisition of hardware/software; and
- Project management, including short and long-term planning and coordination.

The contractor shall review and submit an assessment of the public facing website and propose suggestions to enhance the site for reporting and disseminating the Board's work, communicating with targeted audiences, and utilizing the site more effectively. Following contract award, the contractor shall also review the Governing Board's private secure site for members and staff to suggest enhancements that can improve the organization and listing of materials and resources.

Issues that a contractor will need to address for both websites include visual appearance, graphics usage, links, postings, navigational ease, site content, organization, accessibility, and overall appearance and functionality of the website. The goal of enhancements will be to provide rapid, cost effective, and efficient mechanisms to attain the Board's communication objectives with its targeted audiences.

The design process may be conducted in phases to meet the Governing Board's requirements and goals, which will be communicated via a series of meetings and feedback from key Governing Board staff. Final plans will be documented and serve as a design document. A blueprint specifying how the site pages will be developed, implemented and deployed in the production environment (including hardware, software, and structure), how content will be managed (content creation, editing, and publishing), and how web content will be monitored (reporting features) will guide the implementation work. The contractor shall develop, implement and test the updated site per the design specifications. The contractor shall also provide support to the Board staff for managing and maintaining the site directly for minor updates, and generate reports and tabulations. Other support areas may include providing information on the site to its visitors, government agencies, and stakeholders once a new site is launched.

Consistent with the federal government's "Digital Strategy," the website design, content, and maintenance shall be optimized to render the website on computers, tablets and smartphones.

Task 5: Project Management and Reporting

A key element for project success requires an effective project management plan that provides for regular monitoring of contract work and contract costs. Offerors shall propose a comprehensive project management plan that will achieve website objectives, ensure quality control and cost efficiencies. A Quality Assurance Surveillance Plan (QASP) detailed below,

shall be utilized to serve as a monitoring tool for accomplishing successful project management. Minimum reporting requirements are detailed below:

8.5.1 Weekly Reviews

The contractor will monitor web usage and review freshness of web content on a weekly basis, including inspections of the website to verify that links to posted content and other sites are not missing or broken. As necessary and appropriate, the contractor will alert the COR more often than weekly, based on the severity of the issues, and submit a proposed plan to rectify the issues, as needed.

8.5.2 Monthly Reports

The contractor will perform a comprehensive analysis of web site usage based on log files, topical page views, downloads, social media channels, e-mail notification, click-throughs and visitor input, and submit a monthly activity report. The report will also include activity and trends on the Governing Board's Facebook, Twitter, and You Tube pages, as well as an executive summary with actionable recommendations and will be provided in electronic format in Microsoft Word 2010-compatible document and/or PDF.

Each monthly activity report will include the following, at minimum:

- A report of the weekly work completed;
- Summary of site hits and user actions;
- Web performance metrics which shall include page view summaries: page views, average number of views per day, pages most frequented, and average number of views per visit etc.;
- Visit summary: the average number of visits per day, the average and median duration of visits, and the origins of visits (outside sites, search engines, national vs. international);
- Most popular documents visited and downloaded;
- Most popular topical pages viewed and exit pages from the NAGB site;
- Social media account activity (Facebook, Twitter, You Tube), including hits and postings, as well as links, postings and forwards from other users connecting to the sites;
- Most requested database searches;
- Unsuccessful database searches or those searches yielding no results, which could point to information/resource gaps.

8.5.3 Special Reports

The contractor shall also, occasionally and as requested by the COR, perform a website usage report on a specific page or trend, or for a specific time range.

8.5.4 Annual Reports

For each contract year, and option year if exercised, the contractor shall submit an annual report highlighting work performed during the contract year and provide overall recommendations for the option year/s.

8.5.5 Quality Assurance Surveillance Plan

It is necessary to ensure that the project adheres to quality control, cost controls and meets contract requirements. Attachment E to the Request for Quotes provides a Quality Assurance Surveillance Plan (QASP) to ensure that the following key objectives are met:

- adherence to contract budget through proper cost controls;
- high quality and accurate deliverable products;
- timely submission of all deliverable products.

The Contractor shall expand or propose additional metrics to the QASP and submit the proposed QASP with their responses. A final QASP shall be submitted to the Governing Board five working days following the kick-off meeting.

Task 6: Provide Ongoing Support for Web Operations

Based on the Governing Board's work requirements, content shall be updated as needed on an ongoing basis. While it is not possible to anticipate the frequency of all requests in advance, there are typically several content updates at regular intervals as described below:

- Release of NAEP Report Cards (see Appendix D)
- Quarterly Board meeting materials updates (see Board calendar at <http://www.nagb.gov/what-we-do/calendar.html>)
- Updates when the Board posts publications
- Yearly updates on Board membership

The contractor shall provide the following ongoing services:

8.6.1 Post New Content on the Website

The Contractor shall post new web content or provide updates to existing content, as needed, on both the Board's public site and internal site. The web content needs to be posted accurately and in a timely manner. Turnaround time varies depending on the needs of the Board. Some materials, particularly news releases, may need to be posted before the end of the working day. Other materials, such as documents for our Report Card release pages (public site) and embargoed Board meeting materials (secure site) may be posted within 3-5 working days of the request, as directed by the COR.

Ongoing content to be posted varies, but includes press releases, publications such as NAEP Frameworks [<http://www.nagb.org/publications/frameworks.html>], videos, audio podcasts,

pictures, links to outside sites and documents, and multimedia event pages with numerous documents and links for such events as our NAEP Report Card release events [<http://www.nagb.org/economics2012>], the Board's call for solicitations for Board member nominations [www.nagb.org/nominations2013], and the Board's 12th Grade Preparedness Commission [<http://www.nagb.org/what-we-do/commission.html>]. The contractor shall convert documents to HTML and develop multimedia material that will be posted.

The schedule for release of NAEP Report Cards is determined by the Board. An online calendar [<http://www.nagb.org/what-we-do/calendar.html>] lists the schedule of assessments, as well as quarterly Board meeting dates and recent NAEP Report Card releases. The Governing Board hosts a splash page on its site with release event details, including day, time, and panelists; graphic headers, pictures, and other visuals; and links for registering for the event webinar (the main mode of release) or occasional in-person event. The Board posts an event page immediately after the release event with a press release, panelist statements and biographies, links to outside resources and, several days afterward, an archived webinar or video of the event. NCES hosts a separate NAEP site [<http://nationsreportcard.gov/>] that includes the actual report and all data and accompanying graphics (to which the Board site links). It is important for the contractor to have the capability to provide quick turnaround of these work requests, which are time sensitive.

The contractor will receive direction from the COR on the content to be posted and a proposed timeline for posting. The COR and other Board staff will review and approve the posting at a staging/developmental site to ensure the correct placement and accuracy of the content. The contractor is expected to employ quality control procedures to include proofing of content descriptions, verifying URLs for all content, and ensuring correct placement of material.

8.6.2 Enhance and Develop Web Page Designs

The Governing Board seeks to provide a website that utilizes up-to-date technology and visual enhancements to maximize the user experience and provide data and resources in ways that are easily accessible to visitors. To that end, the contractor shall propose tools, programs, and methods that best organize and present web content. This task would include the development of an app(s) that would synthesize concisely major features of the Governing Board site for access on mobile devices.

The contractor, from direction by COR, shall also suggest and make edits to current content and propose new content that fulfills the Board's goals and needs. For the Board's internal site for members and staff, the contractor shall propose visual enhancements and tools to better organize information and resources to make the site more accessible for members and staff.

8.6.3 Conduct Web Quality Control Checks

The contractor shall maintain quality control procedures for ensuring accuracy and eliminating errors in both content and software and ensure that it meets the requirements of the Board and reflect best industry practices. The contractor shall also ensure date-sensitive areas of the website that must be updated on a regular basis, including news items, announcements of upcoming reports and links to contract bids and awards, are automatically checked and maintained at minimum on a weekly basis. For each request, the COR shall communicate the level of editing

and quality control expected of content before delivery for final checking and before posting on the developmental server for Board approval. The offeror shall describe its plan for establishing and adhering to quality control standards for posting content and applications, addressing grammatical correctness, typographical errors, and missing or inconsistent data. The contractor shall test application software for web page navigation and ensure adherence to industry standards and the requirements of the Governing Board. The offeror shall describe in detail the plan for maintaining this quality control function for performance of all task areas identified in the Statement of Work.

8.6.4 Provide Customer Feedback

To meet NAEP's mandate to communicate with a broad array of users and achieve project objectives, it is necessary to periodically conduct usability studies for web content and accessibility. This could be through focus groups or discussion groups with key audiences, and may include collecting feedback from Board members or NAEP contractors as well.

Feedback topics may include an evaluation of the needs of a particular group of users to determine if the information on the website is available in the best format, if content is readily accessible and whether the content is appropriate for user needs. Questions may include: Can visitors easily find desired information? Is the information adequate or are users having to go through many "clicks" to find the information? The scope of work for this subtask will be determined as needed and issued as a work request. The contractor shall be required to respond to a technical work plan, proposed timeline and budgets as appropriate. A budget for this task does not need to be proposed at this time; however, a general level of effort may be proposed for seeking feedback for a focus group of 9 participants for two hours, and a telephone and online survey of nine respondents, with spans under 15 minutes.

It is to be noted that a request for identical information from 10 or more members of the public requires additional approval. The Paperwork Reduction Act of 1995 requires that these information collections be approved by the Office of Management and Budget. Information collections can include customer satisfaction surveys, applications, and online forms. However, requests for general comments that do not ask for responses to standard questions do not require clearance.

8.6.5 Assistance for Annual Nominations

As noted above, the Board is comprised of 26 members who are widely representative of our nation. Board members serve four-year terms which are staggered. As vacancies occur, new members of the Board are appointed by the Secretary from among candidates forwarded to the Secretary by the Board, after broad outreach to organizations and individuals. For each vacant position, the Board must nominate at least six persons who, by reason of experience or training, are qualified to serve as a Board member in a particular category. Current members of the Board who have not completed two full terms, and who are otherwise eligible, may be re-nominated.

Additional information on the Board's nominations work is at <http://www.nagb.org/what-we-do/Board-works.html#nomination>).

Contractor assistance is required for posting the web announcements seeking nominations. A dedicated web page must be designed for this annual effort. The page would include information on the nominations process and content that includes press releases, Board testimonials and multimedia products to describe the nominations process and detail requirements for submission of nominations. Content shall be designed for optimal visual appeal, clarity and organization. To see a recent example of a nominations page, visit: <http://www.nagb.org/what-we-do/2013-nominations.html>.

The contractor shall work with the Board's outreach contractor to Post the web content. A variety of reports shall be provided periodically on the nominees such as the number of nominees per category, demographic information, and other data as needed. Candidate information will need to be exported to Excel formats for submission to the Governing Board for further action.

Task 7: Provide File Transfer Protocol Services

In order to support work productivity and increase efficiencies, the Governing Board has a need for services to move and manage data rapidly, securely and efficiently via a File Transfer Protocol (FTP) site. The contractor shall propose a centralized and self-managed solution that will integrate with our workload automation tools. The need for exchanging large files, especially for reviewing and collaboration purposes makes it necessary for Board members, staff and our contractors to have access between legacy and distributed applications.

It is imperative for the site to comply with SSL standards and provide encryption and data authentication capabilities. User names and passwords will need to be established and encrypted and managed via the Governing Board's Contracting Officer's Representative. Data authentication shall also ensure that files are delivered uncorrupted, transferred without interruption or manual intervention, and are complete. File Transfer activities are to be maintained in a central repository and made available for auditing and reporting purposes. The site must be stable, user friendly, and intuitive to use.

Task 8: Provide Records Management Services for Web Content

In accordance with National Archives and Records Administration (NARA) regulations, 44 U.S.C. Chapter 21 - National Archives and Records Administration and the U.S. Department of Education's records management directives, the Governing Board is currently in the process of assessing its records management needs as it pertains to all Board records. It is to be noted that federal agencies are required to maintain all permanent records electronically by 2019. The Contractor shall assist the Governing Board in attaining this goal as it pertains to all web content categorized as a permanent record, in accordance with NARA requirements.

The Contractor shall propose a strategy for accomplishing our records management for all web content. An electronic recordkeeping system must meet National Archives and Records Administration requirements⁷ and be able to:

- Collect, organize and categorize records;
- Facilitate the preservation, access controls, retrieval, security, backup, disposal, use, retention and disposition of records.

The permanent records management system must permit records to be transferred to NARA and comply with the Federal Records Act, as detailed at <http://www.archives.gov/records-mgmt> and records management as detailed at <http://www2.ed.gov/notices/records-management/index.html>. Services must meet the Governing Board's requirements for access to the records as historical archives on short notice. Offerors shall propose a strategy to meet the requirements to ensure that web content meets legislative mandates. A proposed plan for meeting the Board's goals, and a proposed budget for accomplishing task objectives shall be submitted within 6 months of contract award.

9. Deliverables

Contract deliverables shall be submitted in formats determined for each task order --hard copy or electronic, Adobe Acrobat Portable Document Format (PDF) and/or Microsoft Word as appropriate with the same layout and pagination as the printed version. Accessible formats shall be required for all deliverables. Deliverables that are created specifically for the web and do not have published counterparts in print form shall follow the same guidelines.

Deliverables shall be submitted to Contracting Officer (CO) with a copy to the COR in accordance with the schedule below.

⁷See 36 CFR 1234.2

DELIVERABLE	DUE DATE
<p>Task 1: Kick-off Meeting</p> <p>(a) Planning Meeting</p> <p>(b) Meeting Minutes</p>	<p>(a) Convened within 10 working days of contract award</p> <p>(b) Five working days after the kick-off meeting</p>
<p>Task 2: Website Transition Plan</p> <p>(a) Detailed web migration plan with a project schedule as a GANTT chart</p> <p>(b) Deployment of the migrated website</p> <p>(c) Transition reports</p>	<p>(a) Within 10 working days of contract award</p> <p>(b) Within 2 months of contract award</p> <p>(c) Weekly reporting; final transition report within 3 months after contract award</p>
<p>Task 3: Web Hosting and Maintenance</p>	<p>Ongoing, with monthly and annual reporting</p>
<p>Task 4: Review and Analysis of Current Site (including recommendations for a site redesign and a budget for proposed changes)</p>	<p>90 working days following contract award</p>
<p>Task 5: Web Reports</p> <p>(a) Weekly Reviews</p> <p>(b) Monthly Activity Reports</p> <p>(c) Special Reports</p> <p>(d) Annual Reports</p>	<p>(a) Weekly</p> <p>(b) Monthly</p> <p>(c) As determined by mutual agreement</p> <p>(d) 30 calendar days after each contract year</p>
<p>Task 6: Ongoing Support for Web Operations</p>	<p>Ongoing maintenance via work requests, schedule to be determined as needed</p>
<p>Task 7: File Transfer Protocol Site</p>	<p>Within 30 days working days of contract award</p>
<p>Task 8: Records Management Plan and Budget</p>	<p>Within 6 months of contract award</p>

List of Appendices

Appendix A: Web Publishing Standards

Appendix B: NAGB Graphics Standards Manual

Appendix C: Web Statistics and Hosting Details

Appendix D: NAEP Report Card Releases