



Outreach and Dissemination Services

ATTACHMENT A: STATEMENT OF WORK

ED-NAG-13-R-0006

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1. The National Assessment Governing Board and its Responsibilities

The National Assessment Governing Board is an independent, bipartisan board that oversees and sets policy for the National Assessment of Educational Progress (NAEP), also known as The Nation's Report Card. Created by Congress in 1988, the Governing Board is made up of 26 members, including governors, state legislators, local and state school officials, educators, test and measurement specialists, curriculum specialists, business representatives, and members of the general public. Governing Board members are appointed by the U.S. Secretary of Education. More information on the Governing Board is available at www.nagb.org.

The Governing Board was initially authorized by Congress under the National Assessment of Educational Progress (NAEP) Improvement Act of 1988 (P.L. 100-297), and was reauthorized under the National Education Statistics Act of 1994 (P.L. 103-382), in 2002 under the No Child Left Behind Act of 2001, and later in 2002 under the NAEP Authorization Act (P.L. 107-279), which expired at the end of FY 2009.

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 for Education Statistics (NCES) in accordance with policy set by the National Assessment Governing Board. NAEP results provide objective information on student performance to policymakers and the public at the national, state, and local levels. It has served an important role in evaluating the condition and progress of American education for four decades. NAEP assessments are administered periodically using frameworks that change about every 10 years to reflect current approaches to instruction and educational assessment.

Components of NAEP include:

- National NAEP assessments, which provide results for students at grades 4, 8, and 12 in reading, mathematics, writing, science, U.S. history, geography, and other subjects;
- Long-Term Trend assessments, administered since the early 1970s, which are given nationally every four years to students at ages 9, 13, and 17 in reading and mathematics.
- State-by-State assessments, which began in 1990 and are administered to students at grades 4 and 8 in reading, mathematics, writing, and science, and grade 12 reading and mathematics (beginning in 2009);
- Trial Urban District assessments, which began in 2002, and report on the achievement of 4th and 8th grade students in urban school districts that voluntarily participate in assessments of reading, mathematics, writing, and science.

State participation in all NAEP assessments is voluntary, except for reading and mathematics tests in grades 4 and 8, in which states receiving Title I funds are required to take part every two years under the No Child Left Behind Act of 2001 (i.e., the Elementary and Secondary Education Act (ESEA) of 1965, as amended). Students participate in NAEP on a voluntary basis. NAEP is prohibited from maintaining or reporting information on individual students or schools.

In overseeing the Nation's Report Card, the Governing Board's responsibilities include setting policy for NAEP, identifying subjects to be tested, determining the content of the NAEP

assessments, setting achievement levels for subjects assessed, approving assessment questions, and releasing NAEP results. The Governing Board also works to inform the public about The Nation's Report Card by communicating results to a wide range of audiences such as legislators, policy makers, educators, researchers, parents, and members of the general public. The Governing Board's legislative responsibilities can be found at <http://nagb.org/naep/naep-law.htm>

The Board's congressionally mandated responsibilities are essential for reporting to the public, Congress, state and local policy makers, parents, and others on the academic performance of U.S. students. The policy and oversight responsibilities for NAEP and the Board's additional responsibilities outlined in detail below are necessary for NAEP operations. They are also of increasing importance in an era in which education accountability in the nation, states, and districts is at the forefront of the nation's education reform efforts.

The Board conducts its work at regularly scheduled quarterly meetings, through its standing committees and through ad hoc committees, appointed by the Board as needed. The calendar of quarterly meetings is at: <http://www.nagb.org/what-we-do/calendar.html#Boardmeeting>.

2. The NAEP Schedule of Assessments

The work undertaken by the National Center for Education Statistics (NCES) for the NAEP program is closely tied with the Board's work. The Governing Board provides policy guidance for the NAEP program. One of the Board's legislative mandates is to select the subjects that NAEP assesses. The Board has established a NAEP Schedule of Assessments which determines the subjects, grades, and year in which each NAEP assessment is conducted. The NAEP Schedule of Assessments is available at <http://www.nagb.org/naep/assessment-schedule.html>. The schedule lists NAEP assessments from 2005-2017. Results of NAEP assessments are typically released within a year following the assessment. The proposed release dates of upcoming Report Cards in FY 2014 as described in Appendix A.

3. Legislative Authority

The Governing Board's congressionally mandated responsibilities with regard to reporting and dissemination in P.L. 107-279 include the following:

- (a) Plan and execute initial release of NAEP Report Cards
- (b) Take appropriate actions needed to improve the form, content, use, and reporting of NAEP results; and
- (c) Develop guidelines for reporting and disseminating NAEP results.

Implementation of this mandate requires that the Governing Board play an integral role in reporting and disseminating NAEP results and conducting outreach work with NAEP's audiences to further develop the value and utility of the NAEP.

(a) Plan and Execute Initial Release of NAEP Report Cards

The NAEP Assessment Schedule determines the reporting schedules for subjects assessed by NAEP. The types of reports released are based on the types of data collected-- national, state or large urban district. In order to reach large proportions of the targeted audiences across the nation, and in order to reduce costs, release events are largely coordinated through live, interactive webinars. These events utilize live interactive participation, with the ability for participants to view the slides with accompanying data and graphics, and ask questions about the data. Occasionally, an in-person release event is planned for reports that appeal to specific audiences. Additionally, to extend the utilization of the NAEP data reported, post-event strategies such as web and social media chats, public seminars, conference calls, local and national conference presentations, town hall meetings and focus groups are conducted for special interest groups. The goal is to make the results more accessible and relevant to diverse audiences.

Each report card release event includes press releases, media advisories, panelist statements, and other materials in the subject area, distributed to journalists and the general public. A variety of dissemination efforts are conducted, including satellite video feeds, internet webcasts, audio podcasts, national conference calls for media, videos, archived webinars, and social media promotion. These dissemination efforts are designed to ensure that these important data are communicated broadly to the public.

Subsequent to the release events, the Governing Board monitors and analyzes print, broadcast, online and social media coverage to determine the extent to which the NAEP results have been disseminated to the public. This evaluation is aimed improving dissemination of future NAEP results. NAEP reports are also analyzed to provide the Governing Board advice on ways to improve the form, usefulness, and comprehensibility of NAEP reports to the public.

In accordance with the NAEP assessment schedule, reports planned for release in FY 2014 include three separate releases for the results of the reading and mathematics assessments. The first report includes results at the national and state levels for grades 4 and 8; the second report includes results also for grades 4 and 8, but for 21 large urban school districts; and the third report includes results for grade 12 on a national level and for 13 states. Additionally, there will also be a special analysis of the reading and mathematics achievement of African-American 8th graders in the nation.

In FY 2015, the Governing Board will release three social studies reports with a focus on national results for 8th graders – U.S. History, Geography, and Civics. The Board will also release the results of the inaugural Technology and Engineering Literacy assessment, which will measure how well 8th graders understand and apply technological principles in a real-life context.

(b) Plan and Take Appropriate Actions to Improve the Form, Content, Use, and Reporting of NAEP Results

The Governing Board will continue expanding its outreach and dissemination work via the Internet and social media. This strategy will reach targeted audiences by making information readily available to a broad array of audiences that includes Governing Board members, constituents, and the public. 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. The National Assessment Governing Board's web site—www.nagb.gov has undergone a redesign to make it more accessible and user-friendly to the general public. Based on continuing feedback from stakeholders, the Governing Board is working on redesign tools with fresh content to further streamline content by audience type and improve navigation.

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.

The contractor shall work with the Board to improve the form, content, use and reporting of NAEP results to include the following activities:

- Provide information on all aspects of the Board's work to members of the general public and other audiences in effective and cost-efficient ways, utilizing the latest communications-related technologies to include the Board's website and social media;
- Provide effective means of regularly communicating with our audiences and responding to their requests promptly and efficiently;
- Deploy communication and outreach activities and strategies to successfully promote events and reach diverse audiences nationwide, providing information about NAEP and related Governing Board projects and activities;
- Expand the Board's outreach work, particularly to audiences that find NAEP data and resources useful, and develop tools and materials for specific audiences;
- Develop dynamic online publications, provided in accessible formats in compliance with federal laws and regulations, and print publications;
- Monitor NAEP and Governing Board's presence in media coverage and the public sphere, responding to trends and adjusting outreach strategies accordingly;
- Provide recommendations on ways to improve the annual solicitation conducted by the Governing Board for nominations of potential nominees for future Board members.
- Expand the Board's outreach work, particularly to audiences that find NAEP data and resources useful, by further developing pages and tools for specific audiences;

(c) Develop Guidelines for Reporting and Disseminating NAEP Results: Stakeholder Outreach

The Governing Board's Reporting and Dissemination Committee has responsibility for developing guidelines for reporting and dissemination NAEP results. The Committee's recommendations are acted on by the full Board. Based on Board policies in various areas of reporting and dissemination activities associated with initial NAEP releases, the Governing Board conducts outreach activities with various constituencies such as policy officials, stakeholder groups, educators, media, parents, and business leaders. The purpose of this outreach is to promote widespread understanding of NAEP results utilizing NAEP products (such as data, test questions, test frameworks, the NAEP website, etc.) and ongoing NAEP policies (such as improving the inclusion of students with disabilities and with limited English proficiency, and reporting and ongoing research on 12th grade student preparedness). A second, equally important, purpose of the Governing Board's outreach activities is to provide a mechanism for seeking feedback from NAEP's key audiences.

Audience input is sought in subject areas related to NAEP. Outreach is conducted via presentations at national and regional conferences, seminars, press conferences, briefings with journalists, and events held in conjunction with quarterly Board meetings to which major education, policy, business and leaders are invited. Briefings and webinars are provided via Board members and staff to stakeholders that include individuals and organizations affiliated with education, state and local policymakers, and the business community. The Governing Board has also organized a series of symposia in major cities to inform education, policy, and business leaders about the Board's 12th grade preparedness research. An overview of this effort can be found at: <http://www.nagb.org/what-we-do/commission.html>.

These outreach activities are in direct response to the needs of NAEP audiences to learn and know more about the value and utility of NAEP. The Governing Board uses these activities to collect feedback from participants who represent target audiences for NAEP and refine outreach methods accordingly. The Governing Board also works to disseminate the importance of understanding NAEP and using NAEP resources to improve student achievement and close achievement gaps.

4. Acquisition Objectives

NAEP, or The Nation's Report Card, is considered the gold standard for monitoring the academic progress of U.S. students. It receives vast media coverage, yet there is a lack of familiarity with NAEP and its purpose among many members of the general public. There is a need for a clearer understanding of the purpose of and results reported by NAEP, and the tools and resources available to the public. There is also a need to refine current communications strategies and create new ones that are able to successfully target audiences such as parents, educators, policymakers, and business and community leaders to show how NAEP data, tools, and resources can be utilized to improve student achievement and close achievement gaps.

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 for its outreach and dissemination requirements and 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 the proposed contract period, the Governing Board is planning to make greater use of digital communication technologies and social media 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.

5. Overview of Requirements

The Governing Board seeks a contractor to support the Board's work for NAEP reporting, dissemination, and outreach to diverse audiences comprehensively, effectively and cost efficiently. Proposed work areas include the following:

5.1 Conduct Stakeholder Outreach

- Plan, develop, and execute initial releases of NAEP Report Cards through live webinars and in-person press briefings and other related events such as online chats;
- Develop and foster media relations for continuous and effective media coverage of NAEP releases and other Board events,
- Execute strategies to disseminate advisories, releases, invitations, and other materials for targeted audiences;
- Assist the Governing Board with outreach activities to inform diverse audiences about NAEP and Governing Board activities;
- Utilize effective web and social media strategies to reach audiences by subject areas
- Develop multimedia products to include audios, podcasts , videos, and other products to reach audiences based on subject matters of interest to the Board;
- Evaluate coverage of communication efforts and make recommendations for improvement
- Support mass communications by generating and maintaining targeted mailing lists; and
- Assist the Governing Board with its annual process of soliciting nominees for Board member appointments to open positions.

5.2 Prepare Materials and Publications

- Develop materials such as press releases, media advisories and electronic invitations to accompany NAEP releases and prepare other dissemination materials;
- Provide publications support to include editorial and design services for Governing Board publications, in accordance with the Board's style guides and manuals and ensure compliance with Federal and U.S. Department of Education web and print publishing standards; and
- Develop ancillary materials for posting on the Governing Board web site.

5.3 Support Ongoing Board Operations

- Provide ongoing support for the Governing Board's quarterly meetings and outreach efforts related to the Board meetings;
- Assist the Board's work for the Reporting and Dissemination Committee via the Contracting Officer's Technical Representative;
- Provide administrative services related to the Board's work on reporting and dissemination;
- Provide quick turnaround services such as reproduction and courier services; and
- Provide other administrative support services as a necessary part of the Governing Board's ongoing work as it relates to outreach and dissemination services.

The proposed work will require close coordination and cooperation between the contractor and the Governing Board's Contracting Officer's Representative (COR), NCEC staff, other Department staff and NAEP contractors. In response to the Request for Quotes (RFQ), offerors are encouraged to suggest a wide variety of approaches targeted to specific audiences to achieve project goals.

6. Contract Orders

The Governing Board's scope of work will vary each contract year based on specific needs. The overview provided above illustrates the range of activities anticipated during the contract year. The Governing Board intends to award specific orders with the contract award for the base period of performance as detailed below. Offerors shall propose a budget for each ten tasks identified below.

- Task 1: Kick-Off Meeting
- Task 2: Communications Plan and Recommendations for Improvement
- Task 3: Support Services for Initial Releases of NAEP Report Cards:
 - *NAEP Reading and Mathematics Report Card: Grade 12*
 - *Performance of Grade 8 Black Male Students on NAEP*
- Task 4: Stakeholder Outreach
- Task 5: Monitor Use of NAEP Data in Public Domain
- Task 6: Board Nominations Outreach and Dissemination
- Task 7: Quality Assurance Surveillance Plan
- Task 8: Administrative Support Services
- Task 9: Governing Board Publications

6.1 Task 1: Kick-Off Meeting

The Contractor shall meet with the Governing Board staff at its 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 contract work and communications;
- 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; and
- 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.

6.2 Task 2: Communications Plan and Recommendations for Improvement

The contractor will undertake a thorough review of current Governing Board outreach and communications work to assess what improvements need to be made to reach targeted audiences in effective ways for all aspects of Board communications. In order to conduct this review, the contractor will need to meet with the Governing Board staff to gather information on what is currently being done with regard to Governing Board communications. Some of the information on our communications work that is visible to external audiences is posted on our website.

Following this meeting, the contractor shall document current and proposed communication plans and provide recommendations that are innovative, cost efficient, and effective in reaching intended audiences. These recommendations will include the following items:

- (a) Release plans for Initial Releases of NAEP Report Cards: The contractor shall develop a customized, overall strategic dissemination plan for NAEP Report Card releases and formulate measurable communications objectives and appropriate strategies for meeting those objectives, both short and long term. The most recent NAEP Report Card releases, as well as a listing of press materials and statements completed for each event, can be found at <http://www.nagb.org/newsroom/naep-releases.html>.
- (b) Outreach work: The contractor shall propose overall communications and outreach strategies that attain project objectives within the Board’s legislative authorities;
- (c) Nominations work: The contractor shall conduct an assessment of current nominations work done (as described in detail below) and make recommendations on ways to improve the Governing Board’s nominations work;
- (d) Other work: The contractor may propose innovative ideas and cost savings solutions to effectively accomplish the Board’s mission and legislative mandates using tools such as social media to disseminate NAEP results to the general public.

A written report of the review and proposed recommendations for future approaches shall be submitted to the Governing Board no later than 30 days following contract award.

6.3 Task 3: Initial Releases of NAEP Report Cards

In recent years, the Governing Board has been utilizing electronic means to disseminate NAEP results. Release events for NAEP Report Cards are conducted via webinar. The Governing Board sends advance electronic invitations to the media and stakeholders so that they can register in advance of the event. Dedicated “splash pages” for each release event are hosted on the Board’s website with information on the Report Card to include the report, a press release, panelist statements and biographies, and supporting publications. For each release, the Governing Board selects a panel to undertake the release event. Panelists use presentations to highlight the results following which participants (approximately 250-600) submit questions electronically which are responded to by the panelists. The webinar is also posted on the web page following each event. An example of a recent splash page, featuring the release activities around the NAEP 2012 Economics Report Card can be found at: <http://www.nagb.org/economics2012>. A link to the NAEP releases is available at <http://www.nagb.org/newsroom/naep-releases.html>

The contractor shall assist the Governing Board in providing assistance for planning and executing all aspects of the release events. For each release of a NAEP Report Card, the contractor shall plan and execute all aspects of the releases under the technical direction of the COR, and other Board staff as appropriate. Activities required for planning each event typically include the following:

- Develop and execute an overall event schedule, including timeline and delivery dates for materials and major activities;
- Coordinate the webinar and all technological and logistical aspects required, including development of PowerPoint slides to be used during the webinar event and registration of webinar attendees
- Develop a national media and stakeholder contact list for the proposed release;
- Create electronic invitations and media advisories to send to contact list and distributing these materials to the database contacts;
- Develop content for the web page promoting the release event;
- Formulate, edit, and proof a press release, panelist statements, biographies, and other materials as directed by COR;
- Develop an overall outreach strategy for event promotion, including use of social media. This requires contacting national, regional and local media and selected stakeholders;
- Coordinate and facilitate access for Members of Congress and staff, State Department of Education representatives, Governor's offices, and media to an online site with embargoed data, available 48-72 working hours before the event. Work would include crafting invitations researching and creating current and accurate contacts, and coordinating with NCES and its contractors on embargo site content and access;
- Assist with post-release events and strategies to extend the visibility of the report and its findings after the traditional 24-hour news cycle;
- Coordinate media conference calls before the event and disseminating materials to the general public after the event;
- Provide a report of traditional, online, and social media citations as well as an analysis of trends and coverage; and
- Provide a written assessment of the event and the approaches employed in the planning and execution of the event, to be received by the Governing Board no later than 30 days following the event.

The successful contractor will be required to support the following releases in the base year and of the contract period:

- *Subtask 3.1: 2013 NAEP Reading and Mathematics Report Card Grade 12, see Appendix B*
- *Subtask 3.2: Performance of Grade 8 Black Male Students on NAEP, see Appendix C*

Task Orders for each of these releases, with specific work requirements and schedule and dates of deliverables, are included in Appendices A and B. Offerors are requested to submit a proposed budget for each of these subtasks, in accordance with the labor rates in the Pricing Schedule, Attachment F, of this RFQ.

6.4 Task 4: Stakeholder Outreach

The contractor shall support the Governing Board in communication activities and strategies outside of NAEP Report Card release events to reach diverse audiences nationwide to inform them about NAEP and related Governing Board projects and activities. Strategies should find effective and creative ways to reach new audiences and translate NAEP and Board activities into easily consumable methods and materials that speak to those not very familiar with NAEP or testing and assessment in general. Strategies could include, but should not be limited to, online and print materials, webinars, conferences, seminars, summits, traditional and social media campaigns, audio podcasts, and videos. Strategies should also demonstrate how to effectively promote NAEP and the Governing Board to the general public amid general anti-testing sentiments and other high-profile national assessments, such as the Common Core State Standards Initiative.

6.5 Task 5: Monitor Use of NAEP Data in Public Domain

The contractor shall monitor the use of NAEP data in the public domain throughout the duration of this contract, as events occur. Print, broadcast, online and social media coverage of NAEP and the Governing Board shall be undertaken on a routine basis and electronic copies of media citations shall be tracked and sent to the Governing Board. Media citation reports shall be conducted after every release event and on a regular monthly and annual basis, with each featuring a summary of media coverage trends in no more than two pages before the list of full citations and clips. Media monitoring reports on a particular subject of interest or event (that is not a NAEP Report Card release event) may be requested of the contractor so Governing Board staff can follow trends in coverage of important education topics. All reports should also offer a summary and analysis of the coverage and trends in the reporting on NAEP and the Governing Board.

Media reports for events are due no later than 15 days following a release or event, or as soon as the events occur, based on the type of coverage. Monthly reports are due no later than the 15th of each month, and annual reports are due no later than 60 days after the end of the calendar year. Reports for a particular topic or subject are due 15 days after the request is finalized.

6.6 Task 6: Board Nominations: Outreach and Dissemination

The Governing Board conducts an extensive and thorough process to nominate Board members, who are appointed by the U.S. Secretary of Education. First, the Governing Board conducts a broad-based search for nominees nationwide, in the Board categories prescribed by law. The search includes posting the call for nominations on the Board's Web site usually in August and mailing letters to more than 1,400 groups and individuals. In any given year, there are usually four to six openings on the Board, in specific categories such as elementary school principal, business representative, or local school board member.

Then the Governing Board's Nominations Committee receives the nominations and conducts independent ratings of candidate resumes. Based on the independent ratings, the Nominations Committee recommends a slate of six finalists to the full Board for action. The finalists' resumes are submitted to the Secretary for each open category. Finally, the Secretary's office conducts a thorough review of the submitted candidates and usually announces Board appointments in the fall, for terms beginning October 1 of that year. Board appointments are usually for a 4-year term.

The contractor shall support the Board's communications and outreach work in soliciting new members in its annual nominations process, with the goal of seeking qualified candidates for open categories who are ultimately appointed by the U.S. Secretary of Education. For the nominations efforts needed to yield candidates for appointment in 2015, the contractor shall assist the Board in finding candidates for these open positions: local superintendent, testing and measuring expert, chief state school officer, 12th grade teacher, state school board member, and curriculum specialist. To see efforts employed for seeking nominations for positions that were appointed in fall 2013, visit: <http://www.nagb.org/what-we-do/2013-nominations.html>.

The work will involve the following key activities:

- Propose a comprehensive strategy to secure nominations from a diverse set of major education, policy, business, community, and parent groups and associations across the country, which can yield high-caliber candidates for nominations consideration. Based on the categories of open positions, the contractor shall devise a plan to best reach potential candidates, taking into account diversity by state or geographical area. Strategies should utilize social media and audio and/or video promotional tools. Generally, the time between the initial announcement of the Board seeking nominations and the due date for submissions is about two months.
- Update the existing database of stakeholders ensuring accuracy of the mailing lists, and updating it as needed. The contractor shall augment the database with additional contacts in order to reach targeted audiences for nominations in the open categories.
- Develop a web "splash" page dedicated to the solicitation of nominees. This work shall include assisting Board staff in developing text, designing the page layout and content, including audio podcasts submitted by Board members. The web page has to ensure compliance with accessibility requirements of Section 508.
- Prepare required materials to include a press release, solicitation letter inviting nominations for open positions, and other materials such as current and former Board member testimonials.
- Produce a 60-second video featuring Governing Board Chair who will impart a message on the Board's search for nominees for the FY 2015 cycle. This work shall include filming, editing, and producing the video with closed-captioning and compliant with the requirements of Section 508 for web posting and distribution.
- Disseminate electronic invitations via tools such as Constant Contact to reach targeted recipients. The contractor shall also disseminate a press release of the nominations outreach through PR Newswire and increase outreach by encouraging organizations to recommend nominations. Messages shall also be developed and disseminated via social media.

6.7 Task 7: Quality Assurance Surveillance Plan

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

- Adhere to contract budget through proper cost controls;
- Ensure high quality and accurate deliverable products;
- Submit deliverables on time and within budget.

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.

6.8 Task 8: Administrative Support Services

The Board frequently requires administrative support services such as courier services; duplication services; onsite staff support for special events; processing travel expenses for intermittent travelers and processing consultant expenses (in accordance with Federal Travel Regulations and Federal Acquisition Regulations); short-term meeting support services; and other administrative services that require quick turnaround. It is important for the contractor to have the ability to provide responsive services on short notice.

Due to the ad hoc nature of activities in this task order, at contract award, the Governing Board will allocate funds under this task order for supporting these services. Requests for services will be issued by the CO in writing via email, and copied to the COR. Services provided under this task shall be billed at contracted labor rates. It is important for the contractor to ensure that all administrative requests are fully documented in the contract file. It is anticipated, based on prior contract expenditures under this type of task order, that support work under this task will not be extensive with regard to costs. The threshold for requiring a formal contract budget to undertake work within this task will be over the micro purchase threshold, currently \$3,500.00. Work conducted under this task shall be tracked via a tracking system and numbering by task and subtask. The monthly reports shall detail all activities conducted under this task, together with costs incurred for undertaking this work.

6.9 Task 9: Publication Services

The contractor shall prepare publications on an ongoing basis, as needed. Services required include design, editorial, and other services for print and online publications. Publications prepared should be user friendly and targeted for specific audiences. Publication support requirements typically include the following types of publications, which can also be found on the Governing Board web site:

- NAEP Frameworks (full and abridged versions)
<http://www.nagb.org/publications/frameworks.html>;
- Reports of Governing Board consultants, commissions or expert panels
<http://www.nagb.org/publications/reports-papers.html>;

- Color flyers and brochures. Examples include a brochure on 12th grade preparedness (<http://www.nagb.org/content/nagb/assets/documents/publications/preparedness-one-pager.pdf>) and a double-sided one-pager on NAEP and the Governing Board (<http://www.nagb.org/content/nagb/assets/documents/newsroom/PDFforOverviewSection.pdf>).

The general scope of work will require the following:

- Editorial services via track change in Microsoft Word in accordance with APA style and the Governing Board's style guide, with two rounds of reviews;
- Design services, with two rounds of review;
- Preparing camera ready packages with all required documentation for GPO printing.

The contractor does not need to submit a budget for this task at this time. When the Board has a publication that needs to be prepared, a task order will be issued with detailed requirements. The contractor shall propose a technical work plan and work schedule which will be reviewed and approved by the Governing Board prior to commencing work. Prior to undertaking work for each publication, the contractor shall meet with Governing Board staff to discuss the scope of work and agree on a proposed budget and timeline for each product.

7. Deliverables

The table below summarizes deliverables for each task area. Each deliverable shall be submitted to the Contracting Officer with a copy to the Contracting Officer's Technical Representative. The delivery schedule of products is provided below.

DELIVERABLE	DUE DATE
Task 1: Kick-off Meeting (a) Planning Meeting (b) Meeting Minutes	(a) Convened within seven (7) working days after contract award (b) Five working days after the kick-off meeting
Task 2: Review Communications Plan and Make Recommendations for Improvement (a) Planning Meeting (b) Written report of review and recommendations for improvement	(a) Convened no later than seven (7) days after contract award (b) No later than 30 days following contract award
Task 3: Initial Releases of NAEP Report Cards	See Appendices B and C for deliverables and due dates for each release
Task 4: Monitor Use of NAEP in Public Domain	As needed and following each release; see Appendices B and C for the first two scheduled releases
Task 5: Stakeholder Outreach	As needed and following each release; see Appendices B and C for the first two scheduled releases
Task 6: Board Nominations Outreach and Dissemination	May 2014- August 2014
Task 7: Quality Assurance Surveillance Plan	Final QASP no later than five (5) days after kick-off meeting; ongoing submission of reports as detailed in the QASP.
Task 8: Administrative Support Services	Ongoing, with monthly reporting as detailed in the task.
Task 9: Design, Edit and Prepare Governing Board Publications	Task order will specify deliverables and dates

8. The Governing Board's Current Contract Details

The Board's current contract for outreach and dissemination services is currently held by J. R. Reingold & Associates, Inc., of Alexandria, VA. The contract is an Indefinite Delivery, Indefinite Quantity (IDIQ) contract and was awarded on September 27, 2009. The contract expires on September 26, 2013. The current contract value is \$3,911,265.55. Average annual expenditures are approximately \$900,000 per year.

9. Regulatory Guidance and Resources

The contractor shall be familiar with and comply with the following:

1. The Privacy Act of 1974 (5 U.S.C. 552a),
2. Confidentiality Information Protection and Statistical Efficiency Act (CIPSEA) of 2002(P.L. 107-347, Title V, Subtitle A, “Confidential Information Protection”),
3. Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. 1232g; 34 CFR Part 99),
4. The Freedom of Information Act (5 U.S.C. 552),
5. Part C of the Education Sciences Reform Act of 2002 (P.L. 107-279),
6. Part E, Section 183 of the Education Sciences Reform Act of 2002 (P.L. 107-279),
7. No Child Left Behind Act (20 U.S.C. 70),
8. USA Patriot Act of 2001 (P.L. 107-56),
9. Office of Management and Budget (OMB) Federal Statistical Confidentiality Order of 1997,
10. OMB Guidance of 7/12/2006 on the Reporting of Incidents Involving Personally Identifiable Information (M-06-19),
<http://www.whitehouse.gov/OMB/memoranda/fy2006/mo6-19.pdf> ,
11. OMB Guidance of 5/22/2006 on Safeguarding Personally Identifiable Information (M- 06-15) <http://www.whitehouse.gov/omb/memoranda/fy2006/m-06-15.pdf>,
12. Federal Information Security Management Act (FISMA) of 2002 (P.L. 107-347, Title III),
13. Any new legislation that impacts the data collection through this contract.

The contractor shall maintain the confidentiality of all documents, data, and other information supplied by the Governing Board and NAEP staff or acquired in the course of performance of this contract, except for any documents or other information specifically designated as non-confidential. The contractor shall take such measures as are necessary to maintain the required security and protection of confidential information (see section Data Security Plan). The contractor shall be prepared to develop compliance procedures in cooperation with the COR for the contract period of performance.

10. Governing Board Resources

The Governing Board’s web architecture can be found at <http://www.nagb.org/toolbar/sitemap.html>

How the Board Works: <http://www.nagb.org/what-we-do/board-works.html>

Board Meeting Dates: <http://www.nagb.org/newsroom/b-meeting-date.html>

Outreach and Partnerships: <http://www.nagb.org/what-we-do/outreach.html>

Link to NAEP Report Card Results: <http://nationsreportcard.gov/>

Social media links:

Facebook: <https://www.facebook.com/TheGoverningBoard>

Twitter: <https://twitter.com/GovBoard>

You Tube: <http://www.youtube.com/user/governingBoard>

Web pages for targeted audiences:

Policymakers: <http://www.nagb.org/information-for/policymakers.html>

Parents: <http://www.nagb.org/information-for/parents.html>

Educators: <http://www.nagb.org/information-for/educators.html>

Business Leaders: <http://www.nagb.org/information-for/business.html>

Media: <http://www.nagb.org/information-for/media.html>

Multimedia Products:

The Board has created and disseminated videos to promote such activities as the upcoming 2014 TEL assessment [<http://www.youtube.com/watch?v=N3ZrK76wez4>]

Research program on how NAEP can be an indicator of 12th grade preparedness [<http://www.youtube.com/watch?v=HitZnkyomNw>].

11. Appendices

Appendix A NAEP Report Card Releases

Appendix B: Order 1: Task 3.1 NAEP Reading and Mathematics Report Card Grade 12

Appendix C: Order 2: Task 3.2 Performance of Grade 8 Black Male Students on NAEP

Appendix D: NAGB Graphics Standards Manual

NAEP REPORT CARDS RELEASE SCHEDULE: 2013-2014*

The NAEP Schedule of Assessments at <http://www.nagb.org/naep/assessment-schedule.html> lists recent upcoming and recent NAEP assessments from 2005-2017. Results of NAEP assessments are typically released within a year following the assessment. The proposed release dates of upcoming Report Cards in FY 2014 are documented below.

Reports	Estimated Release Dates
2013 NAEP Reading and Mathematics Report Card, Grades 4 and 8 (national and state results)	October 2013
2013 NAEP Reading and Mathematics Report Card for the Trial Urban District Assessments (TUDA), Grades 4 and 8 (results for 21 urban school districts)	December 2013
Performance of Grade 8 Black Male Students on NAEP	Winter 2014
2013 NAEP Reading and Mathematics Report Card Grade 12 (results for the nation and 13 states)	April 2014

* The 2013 NAEP Reading and Math Report Cards and the 2013 TUDA Report Cards will not need to be budgeted by offerors



**TASK ORDER REQUEST
(Time and Materials Task Order)**

Task Order 1: Base Year 1

Outreach and Dissemination Activities for the National Assessment of Educational Progress (NAEP) 2013 Reading and Mathematics Report Cards, Grade 12¹

SCOPE OF WORK

The purpose of this task order is to request services for outreach and dissemination activities for public release of the NAEP 2013 Reading and Mathematics Grade 12 Report Card. These NAEP assessments were conducted at the national level and in 13 states: Arkansas, Connecticut, Florida, Idaho, Illinois, Iowa, Massachusetts, Michigan, New Hampshire, New Jersey, South Dakota, Tennessee, and West Virginia. The release will also include findings from the Governing Board's ongoing research of using NAEP Grade 12 results as an indicator of academic preparedness.

Under the provisions of this task order, the offeror shall devise a comprehensive and strategic plan to address the needs of a release event and media and stakeholder outreach described below. The public release of the study will require an online, webinar-style release with embargoed data and materials provided to members of the U.S. Congress and staff, and senior officials in the offices of state governors and superintendents. The Board has not yet set the release date, but the estimated release date is sometime in April 2014.

¹ Please note that the due dates for deliverables shall be proposed by the offeror and finalized approximately 60 days prior to each event. The release location should be planned for the Washington DC area but may be subject to change.

I. Release Event

Panelists for the event will include the following:

1. Jack Buckley, National Center for Education Statistics (NCES) Commissioner
2. Governing Board member or staff moderating
3. Governing Board member serving as panelist
4. External expert on reading and mathematics
5. External expert on issues regarding 12th grade preparedness

Stakeholder Databases and Invitations

To promote the webinar release, the offeror shall develop a comprehensive nationwide database in Microsoft Excel 2010 of print, broadcast, and online media, as well as relevant groups, foundations, associations, and leaders in K-12 education, mathematics and reading education and assessment, policy, and business.

The offeror shall also create HTML email invitations to send to stakeholders in the database. All invitations should contain a link to a dedicated web page on www.nagb.org, the information hub for the event, and links that re-direct to the Governing Board's Facebook and Twitter pages. The execution of each targeted email series will include an initial invitation, a reminder sent one week prior to the release day, and a last call reminder the day before the release. The offeror shall maintain an internal registration system to capture all RSVPs and questions submitted online by stakeholders for the release event panelists. Additionally, the offeror shall assist Board staff as needed in making phone calls to 100 key stakeholders to encourage participation in the webinar and promotion of the event.

Requested Deliverable(s)	Estimated Due Date(s) proposed by offeror
Invitation list, including any added national higher education groups and media contacts, in Microsoft Excel 2010 format	TBD
Content and design for HTML emails	TBD
Design and creation of RSVP function and question collection option	TBD
HTML e-mail transmissions and reminders	TBD
Phone calls to 100 key stakeholders for webinar attendance	TBD
E-mail program reports (and updates of incorrect emails)	TBD

Materials Development

The offeror shall work with the Governing Board staff to develop required materials for the webinar event. This will include the press release (no more than two pages), a one-page list of talking points for Board members for the report, and panelist statements. Offeror staff will also design and edit all materials and create PDFs of all final documents (in required Section 508 accessible formats) for posting on embargo sites and web sites.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Press release of report's main findings	TBD
Editing and proofing panelist statements and bios	TBD
Talking points of report's findings for Board members	TBD
PDFs of all materials for web posting, printing and disseminations	TBD

Webinar Production and Integration

The offeror shall conduct a webinar using an appropriate platform for event hosting and implementation. The webinar should allow attendee participation through computer audio and video, with the capability to submit questions electronically. Offeror staff shall serve as the primary contact with webinar program personnel. A pre-event practice (dry run) of the webcast with all participants shall be conducted no less than 24 hours before the webcast event. The offeror shall also secure a closed-caption, 508-compliant version for posting on nagb.org. For the webinar, the offeror shall create slides in Microsoft PowerPoint 2010 to include an agenda, panelist pictures and bios, data slides with text and data figures from panelist statements.

Requested Deliverables	Estimated Due Date(s) Proposed by offeror
Coordination of all aspects of the webinar with project plan	TBD
Draft and final invitations list in Microsoft Word and Excel 2010	TBD
Dry-run of webinar with a sample of webcast participants	TBD
Final webinar archive (with closed-captioning) for posting	TBD
PowerPoint slides for the webinar	TBD

II. Media and Stakeholder Outreach

To encourage media coverage of the report and facilitate interviews and access to embargoed documents, the offeror shall assist in coordinating outreach efforts and opportunities for media to receive materials, ask questions, and write or produce stories on the report. The offeror shall also assist in the creation of social media and multimedia content to package the report and encourage

participation and dissemination from media and various groups, associations, leaders and other stakeholders. Specific areas and deliverables are outlined below.

Media Conference Call and Embargoed Access

The offeror shall coordinate a media pre-call 24 hours in advance of the release event to allow Q&A from media outlets to discuss data and materials. The offeror shall work with the Governing Board to manage the media requests for embargoed access, as well as NCES offerors that maintain the embargo site and work with the governing Board to post materials (described above) and process invitations for approved access. Forty-eight hours before the webinar, media that have requested embargoed access will be granted access to the embargo web site, maintained to further explore the report card results and prepare questions.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Manage embargo approval process and documents with NCES staff and participants	TBD
Planning and executing a national media pre-call	TBD

Media Outreach

The offeror shall assist Governing Board staff in reaching out to media outlets nationwide, especially those that cover K-12 education issues. The outreach will consist of a mix of email and phone calls. This will be supplemented by distribution of the press release via multiple mechanisms, including PR Newswire, media advisories and alerts sent through a mass e-mail program. Additionally, the offeror shall develop an internal strategic messaging document for media outreach to assist with media pitching, including proposed social media strategies.

The offeror shall also assist in post-release documents or engage in activities designed to further the exposure of the report, included but not limited to development of multimedia content. The materials will include statements from panelists on the results that could be disseminated on the Board’s web site, or via e-mail and social media channels.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Media alerts and advisories through Constant Contact and PRNewswire	TBD
Strategic messaging for media outreach, facilitation of media inquiries and requests, press release and post-release materials, and incorporation of multimedia content into release events	TBD
Conduct media outreach to key K-12 education news and features reporters nationwide.	TBD

Web Site Splash Page and Social Media

The offeror shall assist in designing an event “splash page” and coordinate placement of materials with the Governing Board’s web offeror. All release documents will be hosted on this web page, which will serve as the hub for registering for the event and receiving more information. Promotion activities will include a link to the splash page to encourage participants to visit and access information on the event, and allow sharing information electronically.

The offeror shall also assist in developing content for posting on the Board’s Facebook and Twitter pages to build awareness in the social media arena on this report. Requirements include drafting daily posts, as well as reaching out to the social media pages of relevant groups to encourage linking and distribution of content.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Content development and design recommendations for the splash page	TBD
Development of daily content for Facebook and Twitter	TBD
Reaching out to stakeholders via social media	TBD
Execute live tweeting of approved posts during event	TBD

Stakeholder Outreach and Promotion

The offeror shall identify organizations representing targeted audiences in the field of education and policy, and assist Governing Board staff in reaching out to these groups via personal phone calls and emails to encourage participation in the release. The offeror should also create social media copy and identify 100 stakeholder groups to request inclusion of such text through their social media sites to promote the event.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Identify 100 stakeholder organizations for outreach	TBD
Develop social media copy for stakeholder outreach	TBD

III. Embargo Site Coordination

Embargo Invitations and Access

The offeror shall coordinate access to the embargo site for Congressional members and staff as well as senior representatives of state superintendents and governors in each state. For Congressional members, the duties include researching and developing a list of about 110

Congressional key staff with Board staff guidance; drafting a ‘Dear Colleague’ letter; and sending e-mails to this list. For senior representatives of state superintendents and governors, duties involve drafting an invitation and embargo agreement and coordinating with the Council of Chief State School Officers and the National Governors’ Association to. For all three groups, the offeror shall work with Board staff and NCES offerors to track member access to the embargo site and facilitate the posting of materials (requested above) to this site, which will be up and running 72 hours before the release event.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Develop a Congressional outreach database and provide it to the Board in Microsoft Excel 2010 format	TBD
Generate letters to staff of U.S. House and Senate members	TBD
Generate invitations to state superintendents and governors	TBD
Send e-mails to Congressional staff	TBD
Track embargo site access and coordinate material posting.	TBD

IV. Post-Release Activities

Stakeholder Event

The Governing Board typically coordinates a follow-up event or strategy after a NAEP report release to extend the life of the report beyond the immediate 24-hour news cycle. Thus, the offeror will be called upon to develop and coordinate a post-event strategy that would further promote report findings and feature elements to distinguish this activity from the webinar release event. Previous examples include a webinar, conference presentation, seminar, and online chat.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Post-release strategy (TBD)	As needed



**TASK ORDER REQUEST
(Time and Materials Task Order)**

Task Order 2: Base Year 1

Outreach and Release Activities for the National Assessment of Educational Progress Performance of Grade 8 Black Male Students²

SCOPE OF WORK

The purpose of this task order is to request offeror services for outreach and release activities for public release of a special National Assessment of Educational Progress (NAEP) analysis, Performance of Grade 8 Black Male Students on NAEP. The release will provide data on the academic performance and trends of African-American 8th graders who were assessed in NAEP reading and mathematics. The offeror shall devise a comprehensive and strategic plan to undertake the release event and media and stakeholder outreach described below.

The public release of the study will require an online, webinar-style release with embargoed data. Embargoed materials will be provided for members of the U.S. Congress and staff and senior officials in the offices of state governors and superintendents. The Governing Board has not yet set the release date, but the report is estimated to be ready for release sometime in the winter of 2014.

² Please note that the due dates for deliverables shall be proposed by the offeror and finalized approximately 60 days prior to each event. The release location should be planned for the Washington DC area but may be subject to change.

I. Release Event

Panelists for the event will include the following:

1. The National Center for Education Statistics (NCES) Commissioner
2. Governing Board member or staff moderating
3. Governing Board member serving as panelist
4. External expert on minorities in education

Stakeholder Databases and Invitations

To promote the webinar release, the offeror shall develop a comprehensive nationwide database in Microsoft Excel 2010 of print, broadcast, and online media, as well as relevant groups, foundations, associations, and leaders in K-12 education, minority affairs, civil rights, mathematics and reading education and assessment, and education policy.

The offeror shall also create HTML email invitations to send to stakeholders in the database. All invitations should contain a link to a dedicated web page on www.nagb.org, the information hub for the event, and links that re-direct to the Governing Board's Facebook and Twitter pages. The execution of each targeted email series will include an initial invitation, a reminder sent one week prior to the release day, and a last call reminder the day before the release. The offeror shall maintain an internal registration system to capture all RSVPs and questions submitted online by stakeholders for the release event panelists. Additionally, the offeror shall assist Board staff as needed in making phone calls to 100 key stakeholders to encourage participation in the webinar and promotion of the event.

Requested Deliverable(s)	Estimated Due Date(s) proposed by offeror
Invitation list, including any added national higher education groups and media contacts, in Microsoft Excel 2010 format	TBD
Content and design for HTML emails	TBD
Design and creation of RSVP function and question collection option	TBD
HTML e-mail transmissions and reminders	TBD
Phone calls to 100 key stakeholders for webinar attendance	TBD
E-mail program reports (and updates of incorrect emails)	TBD

Materials Development

The offeror shall work with the Governing Board staff to develop required materials for the webinar event. This will include the press release (no more than two pages), a one-page list of talking points for Board members for the report, and panelist statements. Offeror staff will also

design and edit all materials and create PDFs of all final documents (in required Section 508 accessible formats) for posting on embargo sites and web sites.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Press release of report's main findings	TBD
Editing and proofing panelist statements and bios	TBD
Talking points of report's findings for Board members	TBD
PDFs of all materials for web posting, printing and disseminations	TBD

Webinar Production and Integration

The offeror shall conduct a webinar using an appropriate platform for event hosting and implementation. The webinar should allow attendee participation through computer audio and video, with the capability to submit questions electronically. Offeror staff shall serve as the primary contact with webinar program personnel. A pre-event practice (dry run) of the webcast with all participants shall be conducted no less than 24 hours before the webcast event. The offeror shall also secure a closed-caption, 508-compliant version for posting on nagb.org. For the webinar, the offeror shall create slides in Microsoft PowerPoint 2010 to include an agenda, panelist pictures and bios, data slides with text and data figures from panelist statements.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Coordination of all aspects of the webinar with project plan	TBD
Draft and final invitations list in Microsoft Word and Excel 2010	TBD
Dry-run of webinar with a sample of webcast participants	TBD
Final webinar archive (with closed-captioning) for posting	TBD
PowerPoint slides for the webinar	TBD

II. Media and Stakeholder Outreach

To encourage media coverage of the report and facilitate interviews and access to embargoed documents, the offeror shall assist in coordinating outreach efforts and opportunities for media to receive materials, ask questions, and write or produce stories on the report. The offeror shall also assist in the creation of social media and multimedia content to package the report and encourage participation and dissemination from media and various groups, associations, leaders and other stakeholders. Specific areas and deliverables are outlined below.

Media Conference call and Embargoed Access

The offeror shall coordinate a media pre-call 24 hours in advance of the release event to allow Q&A from media outlets to discuss data and materials. The offeror shall work with the Governing Board to manage the media requests for embargoed access, as well as NCES offerors that maintain the embargo site and work with the governing Board to post materials (described above) and process invitations for approved access. Forty-eight hours before the webinar, media that have requested embargoed access will be granted access to the embargo web site, maintained to further explore the report card results and prepare questions.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Manage embargo approval process and documents with NCES staff and participants	TBD
Planning and executing a national media pre-call	TBD

Media Outreach

The offeror shall assist Governing Board staff in reaching out to media outlets nationwide, especially those that cover K-12 education and minority affairs and civil rights issues. The outreach will consist of a mix of email and phone calls. This will be supplemented by distribution of the press release via multiple mechanisms, including PR Newswire, media advisories and alerts sent through a mass e-mail program. Additionally, the offeror shall develop an internal strategic messaging document for media outreach to assist with media pitching, including proposed social media strategies.

The offeror shall also assist in post-release documents or engage in activities designed to further the exposure of the report, included but not limited to development of multimedia content. The materials will include statements from panelists on the results that could be disseminated on the Board's web site, or via e-mail and social media channels.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Media alerts and advisories through Constant Contact and PRNewswire	TBD
Strategic messaging document for media outreach, facilitation of media inquiries and requests, press release and post-release materials, and incorporation of multimedia content into release events	TBD
Conduct media outreach to key K-12 education and minority affairs reporters nationwide.	TBD

Web Site Splash Page and Social Media

The offeror shall assist in designing an event “splash page” and coordinate placement of materials with the Governing Board’s web offeror. All release documents will be hosted on this web page, which will serve as the hub for registering for the event and receiving more information. Promotion activities will include a link to the splash page to encourage participants to visit and access information on the event, and allow sharing information electronically.

The offeror shall also assist in developing content for posting on the Board’s Facebook and Twitter pages to build awareness in the social media arena on this report. Requirements include drafting daily posts, as well as reaching out to the social media pages of relevant groups to encourage linking and distribution of content.

Requested Deliverables	Estimated Due Date(s) proposed by offeror
Content development and design recommendations for the splash page	TBD
Development of daily content for Facebook and Twitter	TBD
Reaching out to stakeholders via social media	TBD
Execute live tweeting of approved posts during event	TBD

Stakeholder Outreach and Promotion

The offeror shall identify organizations representing targeted audiences in the field of education and policy, and assist Governing Board staff in reaching out to these groups via personal phone calls and emails to encourage participation in the release. The offeror should also create social media copy and identify 100 stakeholder groups to request inclusion of such text through their social media sites to promote the event.

Requested Deliverables	Estimated Due Date(s)
Identify 100 stakeholder organizations for outreach	TBD
Develop social media copy for stakeholder outreach	TBD

III. Embargo Site Coordination

Embargo Invitations and Access

The offeror shall coordinate access to the embargo site for Congressional members and staff as well as senior representatives of state superintendents and governors in each state. For Congressional members, the duties include researching and developing a list of about 110 Congressional key staff with Board staff guidance; drafting a ‘Dear Colleague’ letter; and

sending e-mails to this list. For senior representatives of state superintendents and governors, duties involve drafting an invitation and embargo agreement and coordinating with the Council of Chief State School Officers and the National Governors’ Association to. For all three groups, the offeror shall work with Board staff and NCES offerors to track member access to the embargo site and facilitate the posting of materials (requested above) to this site, which will be up and running 72 hours before the release event.

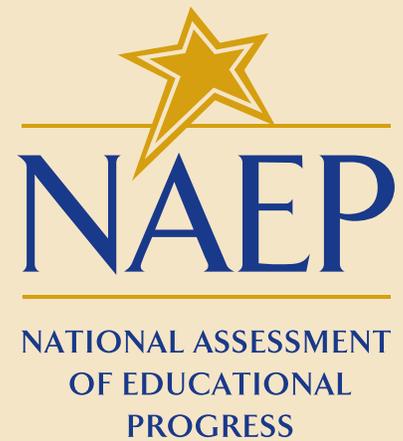
Requested Deliverables	Estimated Due Date(s)
Develop a Congressional outreach database and provide it to the Board in Microsoft Excel 2010 format	TBD
Generate letters to staff of U.S. House and Senate members	TBD
Generate invitations to state superintendents and governors	TBD
Send e-mails to Congressional staff	TBD
Track embargo site access and coordinate material posting	TBD

IV. Post-Release Activities

Stakeholder Event

The Governing Board typically coordinates a follow-up event or strategy after a NAEP report release to extend the life of the report beyond the immediate 24-hour news cycle. Thus, the offeror will be called upon to develop and coordinate a post-event strategy that would further promote report findings and feature elements to distinguish this activity from the webinar release event. Previous examples include a webinar, conference presentation, seminar, and online chat.

Deliverable	Deadline/Materials Due
Post-release strategy (TBD)	As needed



Graphic Standards

MANUAL

STANDARDS AND GUIDELINES FOR USING THE
**NATIONAL ASSESSMENT OF
EDUCATIONAL PROGRESS**

FAMILY OF LOGOS

DRAFT – NOVEMBER 10, 2006

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Sample and Minimum Sizes	11
Correct and Incorrect Usage	12
Guidelines for General Usage	13

OVERVIEW

This graphic standards manual has been developed to guide the use of the National Assessment of Educational Progress family of logos, including the identity marks for The Nation’s Report Card, the National Assessment of Educational Progress (NAEP), and the National Assessment Governing Board.

The consistent and accurate use of logos is critical to building a stronger identity for The Nation’s Report Card, NAEP, and the Governing Board within key audiences. The manual presents a set of standards and guidelines to ensure that the components of the NAEP family of logos are used accurately in any environment, and to support organizations and individuals charged with conducting NAEP-related outreach or producing NAEP-related communications and informational materials in print, electronic, and other formats.

This manual has been developed by the National Assessment Governing Board and will be updated as necessary.

National Assessment Governing Board

800 North Capitol Street, N.W.

Suite 825

Washington, DC 20002

Phone: (202) 357-6938

Fax: (202) 357-6945

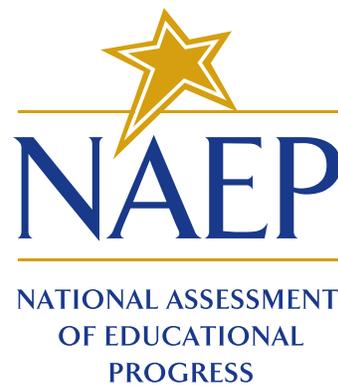
www.nagb.org

MAIN IDENTITY ELEMENTS

The **The Nation's Report Card** logo has two basic components: the star and the "The Nation's Report Card" typographic signature.



The **National Assessment of Educational Progress** logo has three basic components: the star, the NAEP acronym and the "National Assessment of Educational Progress" typographic signature. All components are centered.



The **National Assessment Governing Board** logo has two primary components: the central star and the "National Assessment Governing Board" text which encircles the star. The star should be centered along with the accompanying text.



Elements of the logos should not be separated or altered under any circumstances. When enlarging or reducing, all components should be resized proportionally.

COLOR PALETTE

The official colors used for The Nation’s Report Card, the National Assessment of Educational Progress and the National Assessment Governing Board logos are specified below to maintain consistency.

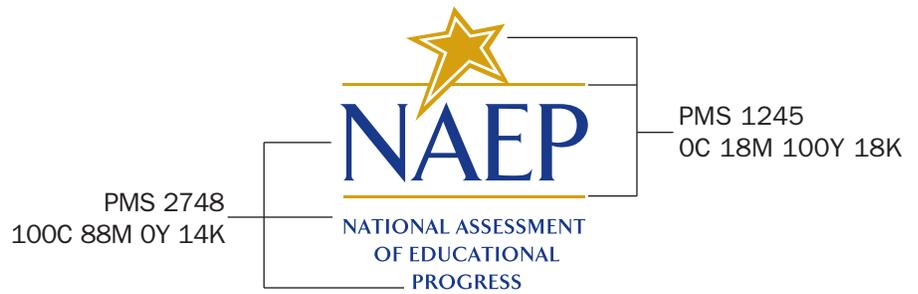
Formal applications of the family of logos are reproduced in 2 colors, using the Pantone® Matching System (PMS)¹ or CMYK² colors shown on the right. If necessary, a one color version using PMS 2748, its CMYK equivalent, or black is acceptable.

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. Use PMS, CMYK, and RGB³ values as identified.

¹ PMS: Pantone Matching System — an industry standard color ink system, used for matching colors

² CMYK: Cyan, Magenta, Yellow, Black — the color system used in offset printing for full-color documents

³ RGB: Red, Green, Blue — color system used for computer screens, Web sites, and TVs

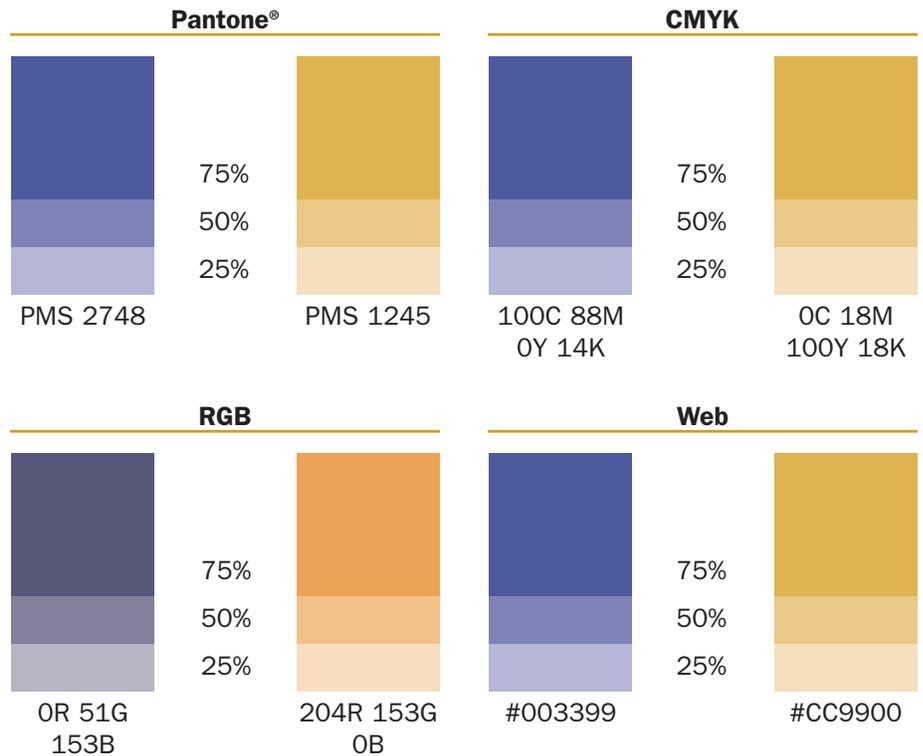


Pantone®		CMYK	
			
PMS 2748	PMS 1245	100C 88M 0Y 14K	0C 18M 100Y 18K
RGB		Web	
			
OR 51G 153B	204R 153G 0B	#003399	#CC9900

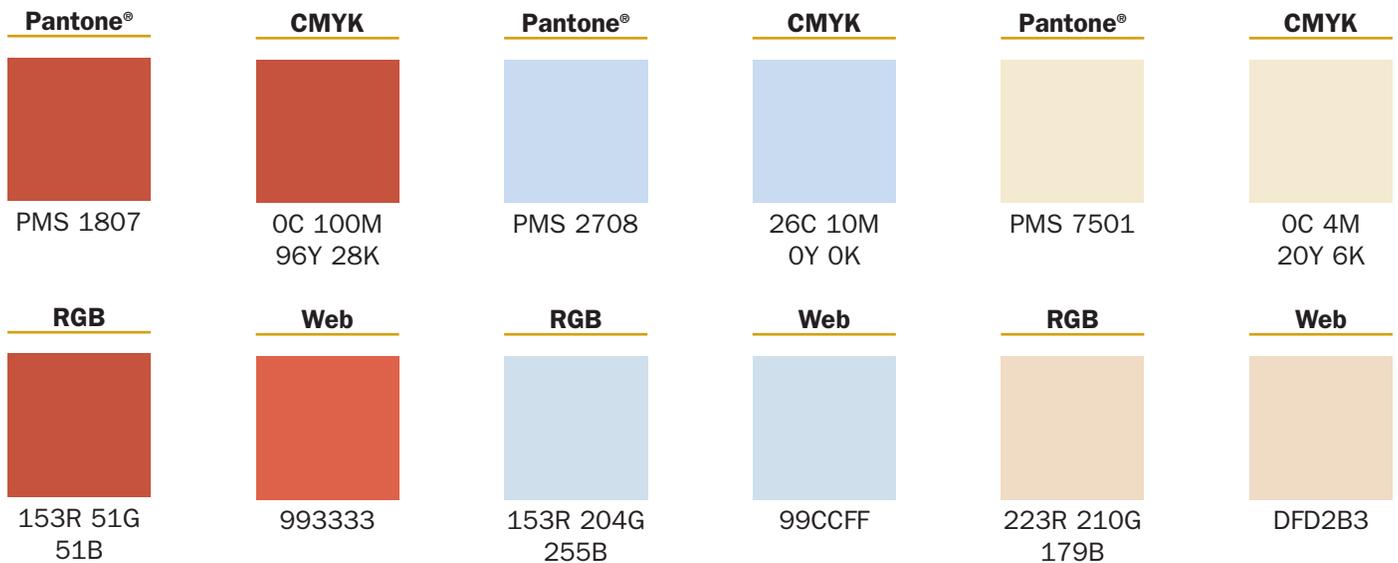
COMPLEMENTARY COLOR PALETTE

When using the logos in four-color environments, every effort should be made to employ the use of additional colors that are complementary to the official logo colors. This page includes a number of recommendations that can be considered for these purposes. Additional colors not included here may also be considered. When using complementary colors, the design should support and enhance the visual appearance of the official logos.

Tints of the Primary Logo Colors



Other Complementary Colors



TYPEFACES

The Arrow typeface family has been used in the creation of the NAEP family of logos.

Arrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"'#\$%^&*()

Arrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"'#\$%^&*()

COMPLEMENTARY TYPEFACES

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
opqrstuvwxyz 1234567890!?"'#\$%^&*()

Franklin Gothic Book Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 1234567890!?"'#\$%^&*()*

Franklin Gothic Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 1234567890!?"'#\$%^&*()**

Franklin Gothic Demi Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk
lmnopqrstuvwxyz 1234567890!?"'#\$%^&*()*

Franklin Gothic Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghij
klmnopqrstuvwxyz 1234567890!?"'#\$%^&*()**

Franklin Gothic Heavy Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghij
klmnopqrstuvwxyz 1234567890!?"'#\$%^&*()*

Franklin Gothic Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!?"'#\$%^&*()

Franklin Gothic Demi Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890!?"'#\$%^&*()**

Franklin Gothic Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrs
tuvwxyz 1234567890!?"'#\$%^&*()**

Franklin Gothic Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!?"'#\$%^&*()

POSITIVE AND REVERSE USAGE

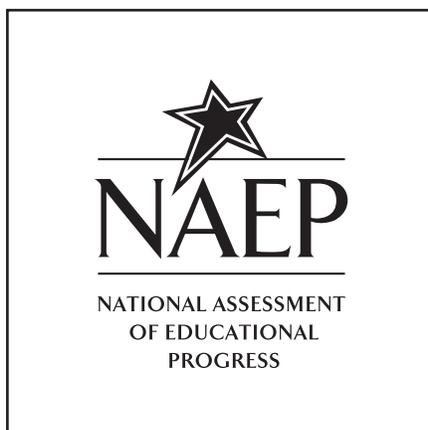
Where appropriate, the logos may be used in positive (black) or reverse (white) formats.



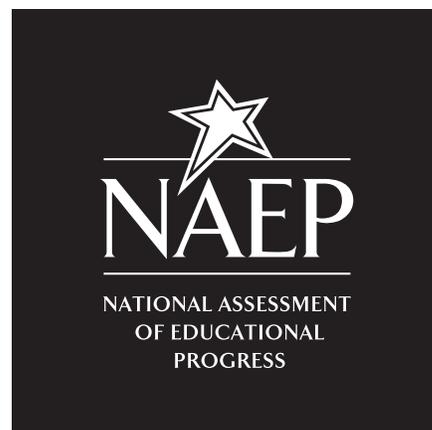
Positive



Reverse



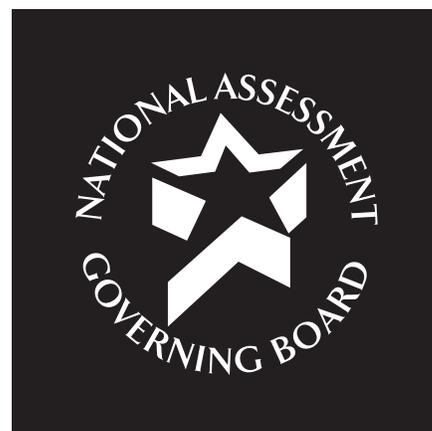
Positive



Reverse



Positive



Reverse

BACKGROUNDS

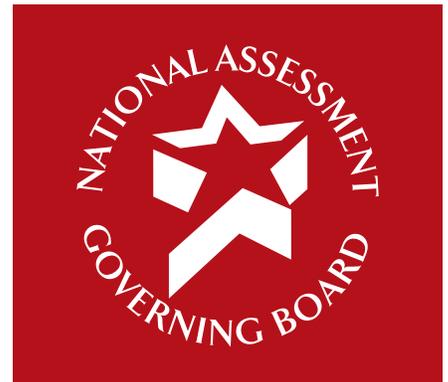
Color

Color versions of the logos should be used on white or neutral backgrounds. In some cases, the color logos can be used on color backgrounds, provided that the colors are complementary and that the logo can achieve visual prominence in the color setting.



Positive & Reverse

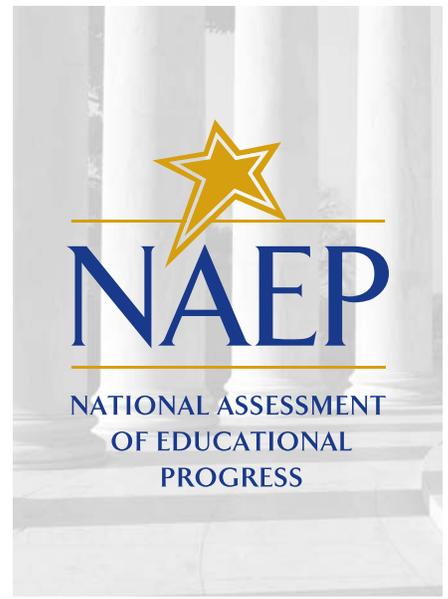
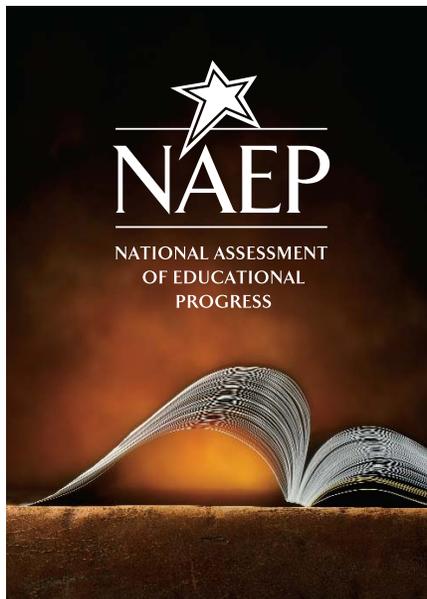
For all other backgrounds, the positive (black) and reverse (white) should be used accordingly.



Photographic Backgrounds

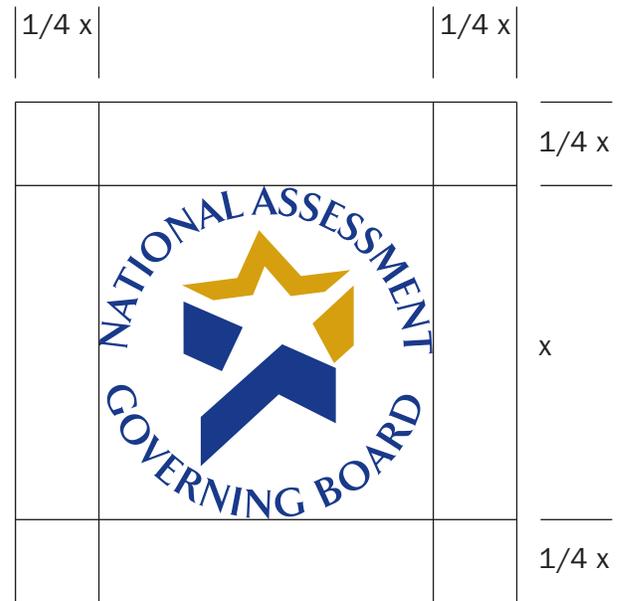
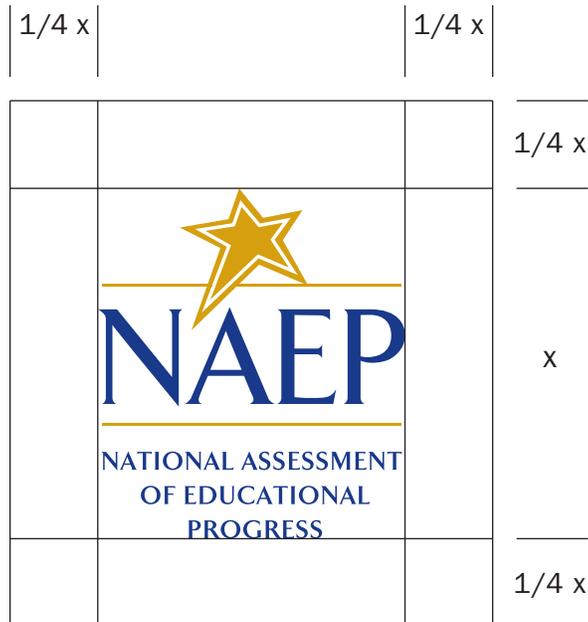
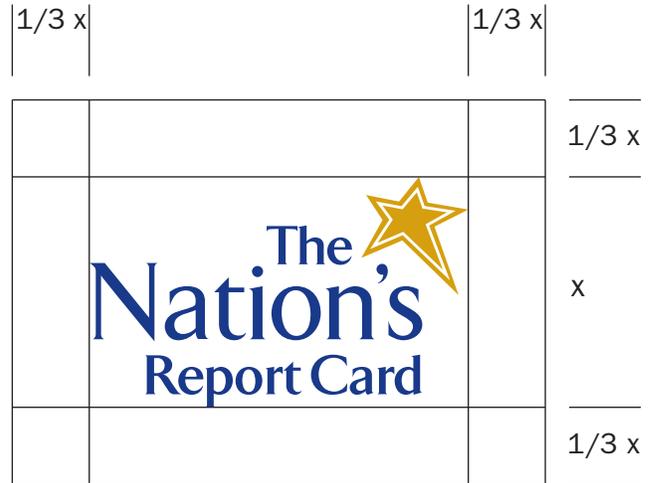
The positive and reverse logos may be placed on a photographic background, provided that the logo is not positioned in a busy part of the photo where it could be de-emphasized, and that there is enough contrast to ensure that the logo is easily identifiable.

Color versions of the logos are not recommended for use on photographic backgrounds. However, this type of application may be permissible in some cases, provided that the background is black & white and is screened down enough to support visual prominence for the logos.



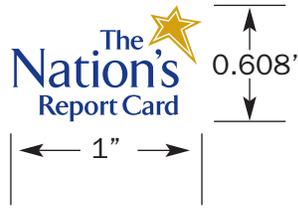
CLEARSPACE

Clearspace is the area around the logos that is free of other visual elements in order to avoid confusing visual elements and to ensure the prominence of the logos. For The Nation’s Report Card a clearspace of one-third of the logo’s height is recommended. For the National Assessment of Educational Progress a clearspace of one-quarter of the logo’s height is recommended. For the National Assessment Governing Board a clearspace of one-quarter of the logo’s height is recommended.



SAMPLE AND MINIMUM SIZES

The **Nation's Report Card** logo must never be smaller than the minimum reproduction size of 1" wide and 0.608" high.

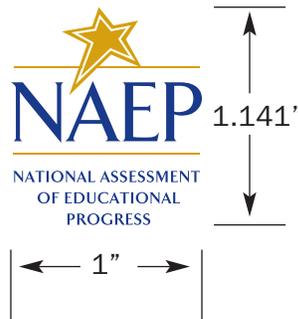


Minimum Size

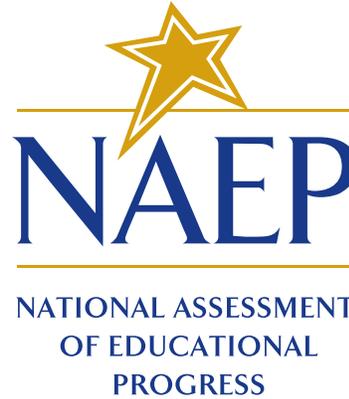


Sample Size

The **National Assessment of Education Progress** logo must never be smaller than the minimum reproduction size of 1" wide and 1.141" high.

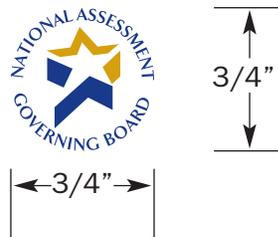


Minimum Size



Sample Size

The **National Assessment Governing Board** logo must never be smaller than the minimum reproduction size of 3/4" wide and 3/4" high.



Minimum Size

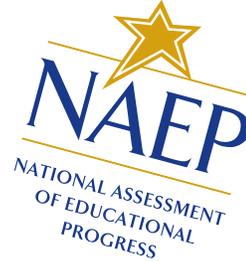


Sample Size

CORRECT AND INCORRECT USAGE

Correct and consistent usage of the family of logos is important to ensure that they have the greatest possible impact. To the right are examples of incorrect usages of each logo. Even if the color, typeface, and proportions do not vary from the guidelines, the logos should not be rotated, outlined, distorted, or complicated by any additional effects. Further, the background should not distract from the logo or weaken its color scheme, and the relationship between the logo and the typographic signatures, where applicable, must not vary from the previously described guidelines.

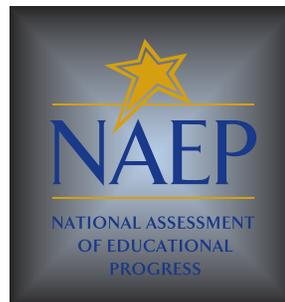
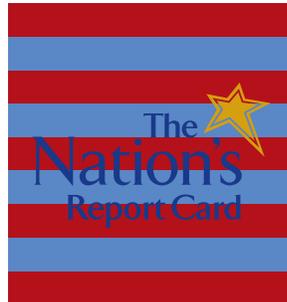
Do Not Rotate Logos



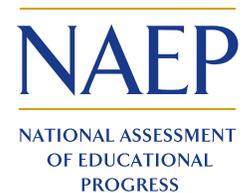
Do Not Distort Logos



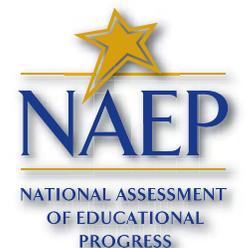
Do Not Place Logos Over Backgrounds That Interfere with Legibility



Do Not Move or Remove Elements from the Logos



Do Not Add Special Effects to the Logos



GUIDELINES FOR GENERAL USAGE

These official logos should only be used on materials produced by or for the National Assessment Governing Board or the National Center for Education Statistics. As a general rule, the various identity marks should not be used in close proximity to each other, in order to avoid confusion or competition among visual identities. Therefore, only one logo should be used for any application. If more than one logo must be used, there should be enough separation between the logos to avoid confusion, and if possible, one logo should be de-emphasized to afford the primary logo as much prominence as possible.



The **Nation's Report Card** logo should appear prominently in any and all publications and materials associated with initial public releases (on the

cover of reports, kit folders, signage, etc.). In addition, The Nation's Report Card logo should be the largest and most dominant visual used in initial release materials, and should be given appropriate placement and size to ensure that the logo is significantly more prominent than any other logo, visual entity, title, or text. The logo should be used on The Nation's Report Card Web site main page. The logo should not be used on any NAEP reports that are not initial public releases or are not approved by the National Assessment Governing Board.



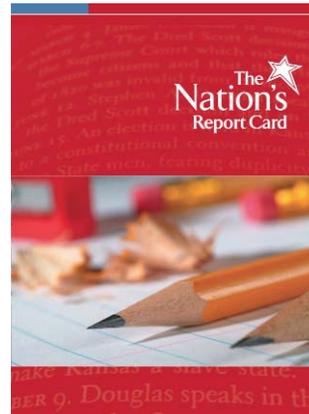
The **National Assessment of Educational Progress** logo should be used for any and all NAEP-related publications and materials except for initial public releases, where the NAEP logo should never be used, in order to avoid confusion with The Nation's Report Card

logo. The logo could be used on secondary The Nation's Report Card Web site pages that refer to National Assessment of Educational Progress information, but should not be used on The Nation's Report Card Web site main page.



The **National Assessment Governing Board** logo should be used for any and all official Governing Board publications and materials. The logo should also appear wherever organizational descriptions and board member lists are provided. However, the

Governing Board logo should not appear in materials or signage created for initial public releases. If the Governing Board logo must be used for initial public release materials, it should be de-emphasized and separated completely from The Nation's Report Card logo in order to avoid competition between the logos. An example of this is The Nation's Report Card press kit folder, where the Governing Board logo is included alongside the organizational description on the inside panel.







Outreach and Dissemination Services

Attachment B Instructions to Offerors: Request for Quotations

ED-NAG-13-R-0006

July 29, 2013

Submission Requirements to the Requests for Quotations (RFQ)

Technical and Business Proposals, and Past Performance Report

Offerors are required to follow the submission format as detailed below. Responses shall include three separately packaged proposals: a technical proposal, a business proposal, and past performance information as described in detail below. Six copies of each volume shall be provided, together with electronic copies of each volume on a CD, DVD or portable drive. Please ensure that all media formats are certified as clean, free from all security threats. The quotation must be submitted by an official authorized to bind your organization. Responses to the RFQ shall be evaluated in accordance with the RFQ requirements, together with evaluation criteria provided in Section M of the RFQ.

Technical Proposal

All information necessary to judge the technical soundness and the capabilities of the offeror shall be contained in the technical response to the RFQ. The technical response shall not exceed **30 pages**, printed on 8.5" by 11" paper size, double-spaced, and in a 12-point font. The Table of Contents and cover page do not count toward the 30 page limitation. Resumes and other supporting material may be provided in appendices and shall not be included in the 30 page count. Offerors may provide additional materials of their choice, not specifically requested support of responses to the RFQ. Each resume shall be **single-spaced** and should not exceed **2 pages**. The technical proposal must not contain reference to specific costs, but resource information may be included so that the offeror's understanding of the scope of the work may be evaluated. The technical proposal shall be organized as follows:

Table of Contents

The Table of Contents shall outline the contents of offeror's response to the Request for Quotations.

Summary and General Approach

The Governing Board encourages creativity in responding to the requirements identified in the Statement of Work, Attachment A. Approaches that are thoroughly described and supported by effective management and implementation plans are most likely to contribute to the overall efficiency and success of accomplishing project goals.

This section shall provide an overall understanding of the requirements outlined in the Statement of Work. This will include a summary of the offeror's qualifications and unique strengths related to the requirements detailed in the Statement of Work. In addition, an overview of the general plan to accomplish the work and the rationale for the proposed approach will be provided in this section. Offerors must demonstrate an understanding and experience in providing outreach and dissemination services to targeted audiences, and have knowledge and experience in federal government contracting, providing effective quality control and cost-saving strategies, and complying with all federal requirements for data security and privacy, and adhering to federal

standards for print and web publishing as detailed in the Statement of Work.

Technical Work Plan

The technical work plan shall provide a detailed discussion of how the offeror intends to provide the required services as detailed in Attachment A of the Request for Quotations. Approaches recommended for achieving project goals will need to be clear and responsive to the requirements. The work plan should detail how each task area will be undertaken to attain project goals. A Gantt chart shall be provided to depict the project timeline and key project milestones. This chart may be included as an appendix outside the 30 page technical proposal limit, providing reference is made to the Gantt Chart in the response to the RFQ.

Management Plan

The management plan shall describe how work will be accomplished for each task and identify staff members who will play a major role in task execution. A successful project requires an effective management system that enables the contractor to complete tasks on schedule and within budget. The system shall include procedures for coordinating and controlling project personnel and tasks; ensuring adherence to schedules and deadlines; ensuring high quality products and outcomes; identifying potential problems early; maintaining security of data and materials and confidentiality of information; maintaining close, effective communication with the Contracting Officer's Representative (COR); and accounting for and controlling project expenditures. Offerors must verify the resources and technology, in-house and through outside consultants or subcontractors, if necessary, to undertake the project.

Offerors shall identify a single person as the Project Director to provide leadership and direction to the contractor's project staff. This person shall serve as the contractor's primary contact with the Governing Board. The offeror must also propose personnel with the necessary level of expertise to support the task activities and requirements in the Statement of Work. All personnel shall be identified and their positions in the contract's management structure detailed in a staff organization chart. This chart shall depict clear lines of authority and responsibility for all persons involved in the execution of this project. The labor hours of proposed staff, in relation to other project commitments, shall also be provided.

Offerors shall propose a plan to ensure quality control and expand or propose additional metrics to the Quality Assurance Surveillance Plan (QASP), Attachment E to this RFQ.

Related Experience of Proposed Staff

This section of the technical proposal shall identify proposed staff, their educational background, and their expertise relevant to the proposed work. Proposed staff shall have qualifications appropriate for the labor category in which role they will perform work. Vitae of proposed staff shall document knowledge, skills, abilities, and relevant training associated with the position proposed.

The proposed Project Director, a key position in the contract, must have demonstrated project management skills that include successful project planning and execution, with effective contingency planning. The Project Director shall have a Bachelor's degree in a field related to the requirements. Successful oversight for project cost controls is essential to the contract. Any changes or substitutions of key personnel will require written advance approval by the Contracting Officer.

To plan, conduct, and complete the work successfully, offerors shall propose staff with the following knowledge and experience:

- Expertise in managing effective outreach and dissemination strategies to achieve project objectives and impact;
- Experience in deploying creative strategies to reach targeted audiences;
- Utilizing multiple pronged strategies to communicate messages, using print and electronic media as well as social media;
- Experience in conducting research to undertake project goals;
- Experience in communicating effectively with diverse audiences;
- Ability and experience in organizing and categorizing significant amounts of content, including publications, data, text, graphics and images in a streamlined manner;
- Publications expertise with digital, print and other tools targeted to specific audiences;
- Ensuring quality and accurate products for all web based communications;
- Knowledge and experience in managing government contracts and adhering to federal regulations; and
- Managing projects on time and within budgets.

Related Organizational Experience

The Related Organizational Experience section shall describe the offeror's corporate experience in providing services similar to those required by the Governing Board to include communication strategies, undertaking media events, and engaging audiences with specific messages. This section shall include a summary of general qualifications to carry out required tasks and organizational ability to respond to the requirements detailed in the Statement of Work. Further, the organization undertaking the work must demonstrate low staff turnover, adherence to high quality control standards and budget limitations, and demonstrate the ability to meet project timelines. Offerors shall provide three samples of work in the task areas described in the Statement of Work to demonstrate experience in relevant areas. The samples can include items such as media kits, sample publications, sample press releases, and targeted messages.

Past Performance

Responses to the Request for Quotations shall include submission of past performance information to substantiate offeror's capabilities in performing work of similar scope. Short abstracts of related work, for four previous projects completed during the past three years that identify clearly both the names of staff members who were participants and the name, current

affiliation, and current telephone number of the sponsor's project officer should be provided. These project officers may be asked to report their experience with the offeror on relevant projects with regard to the size, problems (if any), cost overruns (if any), responsiveness, flexibility, and project quality. A form for filling in the Past Performance Report is provided as Attachment D to the Request for Quotations to facilitate the review of past performance information. The Offeror shall submit the Past Performance Reports form(s) to support the past performance abstracts provided in the past performance volume. The Offeror shall document its previous experience supporting the communications activities of at least one (1) federal agency, including pertinent products, designs, and (2) tools that demonstrate capability to perform the tasks in the SOW and (3) fulfill federal requirements, such as compliance with the requirements of Section 508.

Use of Subcontractors

Proposals may include plans to subcontract parts of the work, provided evidence is presented that the proposed subcontractor has agreed to participate and is fully capable of performing the assigned tasks and that the offeror will have effective control of the subcontractor's work on the project. Offerors are encouraged to make use of subcontractors for specialized tasks where subcontractor expertise would strengthen the offeror's proposal. Contracts that include subcontractors shall be executed in accordance with the requirements of the prime contract and as stated in the RFQ. Offerors who propose subcontracting plans may propose past performance information from both the prime and subcontractor, not to exceed a combined total of four previous projects completed during the past three years.

Business Proposal Submission Requirements

Contract Type and Period of Performance

The Governing Board intends to issue a hybrid type of contract with Time and Materials (T&M) tasks as well as Firm Fixed Price tasks. The contract period of performance is one base year plus four (4) option years. Due to the federal mandate to reduce travel costs, it is recommended that offerors be located within a 35 mile radius of the Washington, D.C. metropolitan area to minimize travel costs for frequent project meetings. If offers are submitted from entities outside the 35 mile radius, travel costs for all in-person meetings shall be borne by the organizations, and shall not be billed to the Governing Board.

Business Proposal Submission

The business proposal shall include information requested in the RFQ and provide a proposed budget for each task specified in the Statement of Work. Offerors shall include the following with the business proposal submission:

1. A Pricing Schedule for each year of the GSA negotiated schedule contract year. The Pricing Schedule shall provide labor rates, as negotiated under the GSA Schedule Contracts (identified by contract number and labor category, and discounted as offered in Response to the Request for Quotations).
2. A project budget with proposed labor hours based on negotiated GSA schedule rates for each task area, with a cumulative total. Attachment F contains two spread sheets—a Pricing Schedule that shall detail labor rates for each contract year, and a budget submission template that details task areas. The budget needs to be provided in both print, as well as electronic Microsoft Excel format (with formulas). Please note the instructions on the budget submission with respect to tasks that should be budgeted as Firm Fixed Price and tasks that should be budgeted as Time and Materials. Offerors may use their same own budget formats as long as the requested information is provided. Please submit both PDF and Excel formats for the proposed budgets.
3. All other cost reductions or rebates shall be provided as Best and Final as it is likely that negotiations shall be very limited; an award may be made without any cost negotiations.

Contract Award

Contract award shall be made to the responsible Offeror whose offer, in conforming to this RFQ, provides an overall best value to the Government, technical evaluation factors, and cost considered. The Government's objective is to obtain the highest technical quality considered necessary to achieve the project objectives, with a realistic and reasonable cost. The technical evaluation factor is significantly more important than cost or price. Selection of the firm to perform this contract will be based on the Government's assessment of the best overall value. In the event quotes are evaluated as technically equal in quality, price or cost will become a major consideration in selecting the successful Offeror.

This RFQ does not commit the Government to pay any cost for the preparation and submission of a quotation. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition. It is understood that your quotation will become part of the official contract file.



Outreach and Dissemination Services

Attachment C: Technical Evaluation Criteria

ED-NAG-13-R-0006

July 29, 2013

SECTION M – EVALUATION FACTORS FOR AWARD

The Government will make award to the responsible offeror whose offer conforms to the requirements stated in the Request for Quotes (RFQ), has no deficiencies, and is most advantageous to the Government, cost or price and other factors considered. For this RFQ, soundness of the technical approach will be a substantial factor in source selection, however, cost/price factors shall be evaluated and the Contracting Officer will determine whether the difference in quality is worth the difference in cost or price. Evaluation criteria are summarized and detailed below.

Summary Evaluation Criteria	Maximum Points
1. Technical Approach	30
2. Management Plan	20
3. Project Staffing	15
4. Organizational Experience	15
Total Technical Points	80
5. Past Performance	20
Grand Total	100

1. Technical Approach (30 points)

Reviewers will look for information that demonstrates the following:

- (a) An overall reporting, dissemination and communications strategy that will creatively and efficiently accomplish project goals;
- (b) A clear understanding of the scope of work required to undertake the work for each task areas identified in the Statement of Work ;
- (c) Clear and targeted innovative strategies to reach diverse audiences for each area of the Board’s work;
- (d) In-depth understanding of the magnitude and complexity of undertaking high level media events for releasing NAEP Report Card results;
- (e) Demonstrated understanding of conveying results via print and web-based reports using appropriate, attractive tables, charts, and other graphic displays to communicate the results clearly for a general public and/or technical audience;
- (f) An effective Quality Assurance Surveillance Plan (QASP) with special emphasis on quality control procedures and a commitment to protect the security and confidentiality of

- NAEP data prior to public release;
- (g) Time commitment of proposed staff; and
- (h) A clear understanding of federal laws and regulations for undertaking all aspects of the work.

2. Management Plan (20 points)

Responses will be reviewed for information that shows proposed staff have the education, training, knowledge, and experience to successfully carry out the project. Reviewers will look for information that demonstrates the following:

- (a) Requisite qualifications, experience, and time commitment of the Project Director and proposed staff;
- (b) Demonstrated ability of key staff to perform work assignments efficiently and in a timely manner;
- (c) Staff flexibility and commitment to perform work assignments on short notice based on changing task priorities; and
- (d) An effective quality control and cost monitoring plan that adheres to requirements specified in the Quality Assurance Surveillance Plan.

3. Project Staffing (15 points)

Each proposal will be reviewed for information that shows the potential capability and experience of the offeror to successfully undertake reporting, dissemination and communication services. Reviewers will look for the following capabilities and experience of proposed staff:

- (a) The proposed Project Director must have demonstrated skills in leading high level projects, and must have strong written and oral communication skills;
- (b) Key staff assigned to the project for each specific task area must have demonstrated skills for the areas of work assigned to them;
- (c) Proposed staff must evidence flexibility in undertaking work with quick turnaround and adapt to changing priorities, and be dedicated to customer service;
- (d) Proposed staff must have experience in utilizing engagement strategies using multiple methods of communicating with the public, including social media to communicate messages;
- (e) Staff must have experience in developing dynamic print and online publications.

4. Organizational Experience (15 points)

Offerors shall demonstrate the following:

- (a) Organizational capability and demonstrated experience in providing overall reporting, dissemination and outreach services to diverse audiences;
- (b) Experience in developing materials such as press releases, media advisories and electronic communications for national release events and other dissemination and outreach activities of similar scope and complexity;
- (c) Organizational capability and experience in employing communications strategies and creating action plans successfully tailored to reach targeted audiences;
- (d) Demonstrated experience in developing multiple products targeted to specific audiences (please provide samples of similar projects and campaigns); and
- (e) Ability and experience in instituting quality and cost controls, with effective project and financial tracking and reporting.

5. Past Performance (20 points)

Each offeror's past performance will be evaluated based on the sub-factors below. The past performance rating (worth 20 points) will be combined with the technical rating (worth 80 points) to produce a combined rating of a maximum 100 points. Past performance sub-factors are detailed below:

- (a) *Quality of Product or Service* – compliance with contract requirements as stated above – technical quality and excellence – responsiveness and accuracy of communication strategies – assignment of qualified and appropriate personnel – understanding of the magnitude and complexity of undertaking high level media events.
- (b) *Timeliness of Performance* – meets milestones and deadlines – quick turnaround time on requests – promptly communicates issues – reliable – stays on schedule – responsive to technical direction – completes tasks on time.
- (c) *Problem Resolution* – anticipates, avoids, or mitigates problems – proactive in accomplishing task activities – satisfactorily overcomes or resolves problems – prompt notification of problems – recommends viable solutions.
- (d) *Cost Control* – adhere to contract budgets – provides current, accurate, and complete billings – costs are properly allocated – unallowable costs are not billed – relationship of negotiated costs to actual costs – cost efficiencies.
- (e) *Business Relations* – effective management – accountability for employee performance – business-like concern for customer's interests – effective use of communications strategies including web communications – effective supervision of staff – reasonable/cooperative behavior – flexible – maintains high employee morale.

(f) *Customer Service* – prompt responses and communication – understands and embraces service and program goals – team approach with the customer – satisfaction with the contractor’s services – positive customer feedback — courteous interactions – initiative.

Evaluation Process for Past Performance

Past performance evaluation will be based on information obtained from the awards and references provided in the offeror’s responses to the RFQ, information from www.cpars.gov, information from other customers known to the Government, and other sources who may have useful and relevant information. Evaluation of past performance may be quite subjective, based on consideration of all relevant facts and circumstances. It will include consideration of the offeror’s commitment to attaining project goals as evidenced by prior performance ratings on other contracts of similar nature, customer satisfaction, and compliance with accounting standards, and federal laws and regulations.

Offerors shall be given an opportunity to discuss adverse past performance information, if the offeror has not had a previous opportunity to comment on the information. The contracting officer may review recent contracts to ensure that corrective measures raised in discussions have been implemented. If no relevant information on past performance is available for an offeror, the offeror will not be evaluated favorably or unfavorably on past performance, meaning half-credit will be given.

U.S. Department of Education

CONTRACTOR PERFORMANCE INFORMATION		
Contractor Name and Address (Identify Division)		1. Contract Number:
		2. Type of Contract:
		3. Contract Value (Current plus any unexercised options):
		4. Period of Performance (including any option periods):
5. Description of Requirement:		
6. Ratings. Summarize contractor performance and circle or type in the number below that corresponds to the performance rating for each category. Please see the attachment, which explains the rating scale.		
Quality:	0 1 2 3 4	Comments:
Problem Resolution:	0 1 2 3 4	Comments:
Cost Control:	0 1 2 3 4	Comments:
Timeliness:	0 1 2 3 4	Comments:
Business Relations:	0 1 2 3 4	Comments:
Customer Service:	0 1 2 3 4	Comments:
7. Total score:		

Evaluated by:

Agency/Organization _____ Date _____

(In accordance with the Federal Acquisition Streamlining Act, the following information will not be released to the contractor.)

Name and Title: _____ Telephone Number: _____

Signature: _____ E-Mail Address: _____

Please return this form to the following address:

U.S. Department of Education
National Assessment Governing Board
800 North Capitol Street, NW
Suite 825
Washington, DC 20002-4233

Or e-mail to: Tisha.Phillips@ed.gov
Or fax to: [202-357-6945](tel:202-357-6945)
Attn: [Tisha Phillips](#)
Contract #:

SOURCE SELECTION INFORMATION—SEE FAR 3.104

Information entered on this form will be used in source selection decisions and is protected under subsection 3.104 of the Federal Acquisition Regulation. Do not disclose information entered on this form to the contractor or to any other person except as authorized by the Department of Education contracting officer.

Supplementary Information:

To assist the Department of Education contracting officer, please provide additional comments you may wish to add related to the contractor's past performance:

Contractor Performance Evaluation

Instructions for Completing Contractor Performance Information Form

Based on the rating area elements presented below and the rating guidelines on the back of this sheet, please evaluate contractor performance in each of the rating areas. On the "Contractor Performance Information" form, circle (or type in the "Comments:" area) the rating from 0 to 4 that most closely matches your evaluation of the contractor's performance. Please add written comments for each rating. If you wish, you may attach additional comments or information. We would also appreciate your answers to the specific questions, if any, on the back of the form. Please return the form to the address indicated on the back of the form. Thank you for your time and your cooperation.

The Department of Education will use the information from this form to evaluate offerors competing for contract awards. We may release the information from this form to the contractor during negotiations or debriefings. If we release information from this form, we will not release your name to the contractor.

Elements within Each Rating Area

Quality of Product or Service

- Compliance with contract requirements
- Accuracy of reports
- Appropriateness of personnel
- Technical excellence

Problem Resolution

- Anticipates and avoids or mitigates problems
- Satisfactorily overcomes or resolves problems
- Prompt notification of problems
- Pro-active
- Effective contractor-recommended solutions

Cost Control

- Within budget
- Current, accurate and complete billings
- Costs properly allocated
- Unallowable costs not billed
- Relationship of negotiated costs to actual
- Cost efficiencies

Timeliness of Performance

- Meets interim milestones
- Reliable
- Stays on schedule despite problems
- Responsive to technical direction
- Completes work on time, including wrap-up and contract administration
- No liquidated damages assessed

Business Relations

- Effective management
- Use of performance-based management techniques
- Business-like concern for the customer's interests
- Effective management and selection of subcontractors
- Effective small/small disadvantaged business subcontracting program
- Reasonable/cooperative behavior
- Effective use of technology in management and communication
- Flexible
- Minimal staff turnover
- Maintains high employee morale
- Resolves disagreements without being unnecessarily litigious.

Customer Service

- Understands and embraces service and program goals
- Team approach with the customer
- Satisfaction of end users with the contractor's service
- Positive customer feedback
- Prompt responses
- Courteous interactions
- Effective escalations and referrals
- Initiative and proactive improvements
- Creative service strategies

Rating Guidelines

Quality of Product or Service

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Nonconformance jeopardizes the achievement of contract goals; default.
 Nonconformance requires major agency intervention to ensure achievement of contract goals; show cause or cure notices.
 Quality meets specifications in most cases, however, some agency intervention required to ensure achievement of contract requirements.
 Quality meets specifications in all cases.
 Quality exceeds specifications in some cases.

Problem Resolution

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Inadequately resolved problems jeopardize contract goals.
 Significant agency intervention required to resolve problems jeopardizing contract goals.
 Some agency intervention required to resolve problems jeopardizing contract goals.
 Successfully overcomes or resolves all problems and achieves contract goals with minimal agency intervention.
 Anticipates and avoids most problems and successfully overcomes all unforeseen problems.

Cost Control

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Cost increases jeopardize achievement of contract goals; or billings routinely include unallowable costs.
 Significant cost increases; or some inaccurate billings including some with unallowable costs.
 Minor cost increases; or some inaccurate billings, but a minimal (1-2) number with unallowable costs.
 Contractor performed within costs; but some late billings, none with unallowable costs.
 Costs were less than the amount cited in the contract; and billings accurate and timely.

Timeliness of Performance

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Delays jeopardize the achievement of contract goals.
 Other significant delays.
 Minor delays.
 All deliverables on time.
 All deliverables on time with some ahead of schedule; or stays on schedule despite unforeseen circumstances.

Business Relations

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Unethical or illegal business practices.
 Business practices are not attuned to customer support.
 Business practices are somewhat attuned to customer support.
 Business practices focus on customer support.
 Highly effective, proactive business practices focused on customer support.

Customer Service

- 0 - Unsatisfactory
- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Excellent

Response to service requests is routinely late, ineffective, or rude; customers express frustration or anger about many interactions; complaints are unresolved; contractor seems unaware of service issues.
 Response to service requests is often late, ineffective or rude; some complaints are resolved.
 Response to service requests is uneven in timing or effectiveness; customer interactions are tenuous; contractor is trying hard and understands service issues.
 Response to service requests is timely, effective and courteous; customers express positive feedback; delivery of service is smooth and organized; collects customer feedback; customer problems are resolved well.
 Response to service requests is timely, effective and courteous; the contractor is proactive in building good relations with customers, proposing new service strategies, analyzing and reporting on service loads and collecting and using customer feedback.



Quality Assurance Surveillance Plan (QASP)

Outreach and Dissemination Services

1. Purpose

In order to ensure compliance with the contract terms and conditions, and in accordance with the requirements of FAR Subpart 37.6 and FAR Subpart 46.4, this Quality Assurance Surveillance Plan (QASP) is established as a monitoring tool to ensure compliance with contract requirements throughout the contract lifecycle. The Contractor agrees to perform work in accordance with the performance metrics detailed in the contract and in this QASP in order to accomplish project objectives. While the standards of performance are specified in the QASP, offerors may propose additional metrics, as appropriate, to ensure attainment of project goals. The QASP will be an integral component of the contract.

2. Authority

Authority for issuance of this QASP is based on FAR Subparts 37.6 and 46.4; requirements specified in the Request for Quotations (RFQ), Section E – Inspection and Acceptance as agreed to under the contract terms and conditions, and the U.S. Department of Education guidelines for contract monitoring plans.

3. Scope of Work and Responsibilities

The contract provides reporting, dissemination and communications services, in accordance with the Statement of Work, Attachment A. To fully understand the roles and responsibilities of the parties, it is important to first define the distinction in terminology between Quality Control Plan and the Quality Assurance Surveillance Plan (QASP). The Contractor, and not the Government, is responsible for management and quality control actions necessary to meet the quality standards set forth under the contract.

The QASP on the other hand, provides Government oversight of the Contractor’s efforts to assure that services are provided in a timely and cost effective manner, and comply with all contract requirements.

4. Contract Summary (To be completed at contract award)

Program Office	National Assessment Governing Board
Contract Number	TBD
Contractor(s)	TBD
Start Date	TBD
Period of Performance	Base Year, and 4 option years
Contract Type	Hybrid contract: Firm Fixed Price and Cost Reimbursement
Estimated Contract Value	TBD
Funding considerations	Incremental Funding
Contract Framework	Full and Open (Federal Supply Schedule)
Ordering Rules	Task Orders under FSS

5. Government Resources

The following government resources are available for administering the QASP:

Contracting Officer - A person duly appointed with the authority to enter into (Contracting Officer) (CO) contracts and make related determination and findings on behalf of the Government. The CO for this contract is Munira Mwalimu. Contracting Officers are designated via a written warrant, which sets forth limitations of authority.

Contract Specialist: The Contract Specialist shall have authority to undertake contract administration responsibilities. Tisha Phillips shall serve as Administrative Contracting Officer and serve as the primary point of contact for all contract matters.

Contracting Officer's Representative (COR) - An individual appointed in writing by the CO to act as their authorized representative to assist in administering the contract. The COR for this contract is Stephaan Harris. The COR will be appointed in the resulting contract. The authority and limitations of the COR shall be provided in a written letter of appointment which will be executed by the CO, COR, and the contractor at contract award.

6. Responsibilities

The following Government officials shall have responsibility for the implementation of this QASP:

Contracting Officer – The Contracting Officer ensures performance of all necessary actions for effective contracting, ensures compliance with the terms of the contract and safeguards the interests of the United States in the contractual relationship. It is the Contracting Officer that assures the Contractor receives impartial, fair and equitable treatment under the contract. The Contracting Officer is ultimately responsible for the final determination of the adequacy of the Contractor's performance.

Contracting Officer's Representative – The COR is responsible for technical administration of the contract and assures proper Government surveillance of the contractor's performance. The COR is not empowered to make any contractual commitments or to authorize any changes on the Government's behalf. Any changes that the contractor deems may affect contract price, terms or conditions shall be referred to the Contracting Officer for action.

Contractor's Contract Administrators – The contractor administrator and the Project Director named in the contract shall have overall responsibility for reporting under the performance metrics identified in this QASP.

7. Methods of Surveillance

(a) Regular Contract Monitoring and Reporting – The contract deliverables include weekly, monthly, and annual reports and deliverables as detailed in the Statement of Work. These deliverables require the contractor to provide technical and cost information both of which will be utilized by the CO and COR to monitor ongoing work plans and ensure that the contractor and subcontractor (as applicable) comply with the contract terms and conditions.

(b) Periodic Meetings: The contractor shall meet with the CO, COR, and other Governing Board staff in person or via conference call, as project needs arise. These meetings will provide opportunity to address contract work needs, discuss or ongoing issues so that contract

requirements are fully discussed. It may also be necessary at times to conduct site visits in order to monitor contract reporting, including financial reporting.

(c) Contractor Performance Assessment Report System (CPARS) – The National Assessment Governing Board will provide input on the contractor’s performance at periodic intervals via the database at www.cpars.gov. Factors assessed shall include the quality of product or service, schedule, cost control, management, and customer service. The reports available via CPARS are important tools for government contract monitoring and can be very supportive for federal agencies when ascertaining a contractor’s ability and experience in performing work. The reporting system assesses multiple factors for contractor performance throughout the contract lifecycle. Positive or negative reporting can therefore be very powerful in determining contract awards by federal agencies. Web contract options shall be exercised for each contract year only when the contractor has satisfactorily met all performance metrics under the contract, as well as for other contracts held by the contractor with other federal agencies, as reported in CPARS.

(d) Measuring Performance via Specific Contract Tasks: The specific task activities that will be rated, performance standards, performance metrics, and surveillance methods are summarized below. Evaluation factors and rating criteria are also provided as detailed below.

QUALITY ASSURANCE SURVEILLANCE PLAN

Description	Standard (see specific tasks for requirements)	Performance Metrics (Please note that work statements will specify metrics in detail)	Surveillance Methods
Task 1 Kick off meeting Minutes	Submission is in accordance with the contract terms and conditions	Delivery of meeting minutes that succinctly and fully summarize meeting discussions and outcomes.	100% Inspection by COR and CO.
Task 2 Communications Plan & Recommendations for Improvement	The communication review is undertaken in accordance with the work plan and proposed timelines.	The plan is comprehensive and identifies strengths and weakness of the current plan. Recommendations for improvement are viable and cost effective.	Detailed review of deliverable by the COR with input from Board staff, and ultimately by the Reporting and Dissemination Committee and the full Board.
Task 3 Initial Releases of NAEP Report Cards	Release events are undertaken as described in the contractors work plans, and adheres to contracted timelines	The releases are successfully executed and media coverage is extensive as judged by the media coverage. Required deliverables are provided on time, are accurate as written, and do not require clarification or corrections.	100% Inspection by COR via reviews of each deliverable with input from Board staff and the Reporting and Dissemination Committee with reporting to CO.
Task 4 Stakeholder Outreach	Outreach activities are conducted as contracted.	Outreach is comprehensive and meets project goals via cost effective strategies.	Detailed reviews of outreach activities by the COR and Board staff upon completion of work and review of routine reports.
Task 5 Monitor Use of NAEP Data in Public Domain	Monitoring activities are routinely undertaken and reported promptly as agreed upon under the contract.	Monitoring is comprehensive and undertaken regularly and reported promptly.	Detailed reviews of reports by the COR (with spot checks) and Board staff upon completion of work and review of monitoring reports.

Description	Standard (see specific tasks for requirements)	Performance Metrics (Please note that work statements will specify metrics in detail)	Surveillance Methods
Task 6 Board Nominations Outreach and Dissemination	Each task activity as detailed in the Statement of Work is undertaken as contracted.	100% of required deliverables are provided on time, are accurate as written, and do not require clarification or corrections.	100% inspection by COR via reviews of the work (e.g. accuracy of mailing lists) and reports submitted by the contractor, with the COR reporting to CO as needed.
Task 7 Quality Assurance Surveillance Plan	Submission is in accordance with the contract terms and conditions for each task area.	100% of required deliverables for each task are provided on time, are accurate, and do not require clarification or corrections.	100% inspection by COR via work reviews with staff input, and reporting to CO as needed.
Task 9 Publication Services	Each activity for preparing publications is undertaken as contracted, with adherence to quality control procedures and deadlines.	Publications work is accurate, designs are targeted to audiences, products are delivered on time and within budget, and final packages for GPO printing are accurate and do not require remediation.	100% Inspection by COR as services are completed, with all publications prepared and delivered as contracted; input will be sought via Board staff.
Exercising each contract option year	Work is performed as agreed for each contract year and deliverables are submitted on time and within budget. Customer service is integral to satisfactory work performance.	Ratings shall be conducted using the evaluation factors and definitions as noted below for all contract work areas (as defined above). Contract options shall be exercised only if the contractor's overall performance rating is satisfactory or higher; continued determination of satisfactory contractor responsibility, and a determination and finding signed by the CO.	Regular reporting and reviews via CPARS by the COR and CO: <ul style="list-style-type: none"> - Interim Evaluation (6 months into each contract year) - Final Evaluation covering the previous 12 months. - Subcontractor reporting as required under the contract, via www.esrs.gov.

EVALUATION FACTORS AND DEFINITIONS OF RATINGS

EVALUATION FACTORS:

Quality of Product or Service – Assess the contractor’s effort to transform operational needs and requirements into an integrated solution. Areas of focus may include the planning and management of program tasks, the quality of support provided throughout all phases of contract execution, the integration of program management specialties, management of interfaces, and the management of a totally integrated effort of all program management concerns to meet cost, performance, and schedule objectives. Assess how successfully the contractor meets program quality.

Schedule – Assess the contractor’s adherence to the required delivery schedule by assessing the contractor’s efforts during the assessment period that contribute to or effect the schedule variance. Also address significance of scheduled events (i.e., design reviews), discuss causes, and assess the effectiveness of contractor corrective actions.

Cost Control - Assess the contractor’s effectiveness in forecasting, managing, and controlling contract cost. Is the contractor experiencing cost growth or under-run? If so, discuss the causes and contractor-proposed solutions for the cost overruns. For contracts where task or contract sizing is based upon contractor provided person-hour estimates, the relationship of these estimates to ultimate cost should be assessed. In addition, the extent to which the contractor demonstrates a sense of cost responsibility, through the efficient use of resources in each work effort should be assessed

Business Relations – Assess the timelines, completeness and quality of problem identification, corrective action plans, proposal submittals, the contractor’s reasonable and cooperative behavior, effective business relations, and customer (COR) satisfaction.

Management – Assess the contractor’s success with timely award and management of subcontracts, including whether the contractor met small/small disadvantage and women-owned business participation goals. Discuss the extent to which the contractor discharges its responsibility for integration and coordination of all activity needed to execute the contract; identifies and applies resources required to meet schedule requirements; assigns responsibility for tasks/actions required by contract; communicates appropriate information to affected program elements in a timely manner. Assess the contractor’s risk mitigation plans. If applicable, identify any other management areas that are unique to the contract.

Other areas – Assess additional evaluation areas unique to the contract, or that cannot be captured elsewhere.

EVALUATION RATINGS:

The Quality Assurance Review Process will evaluate the Contractor's performance as described above in the QASP. The COR will evaluate each event in accordance with the following definitions of contractor performance. Ratings shall be documented via the CPARS reporting as described above.

Exceptional – Performance meets contractual requirements and exceeds many to the Government's benefit. The contractual performance of the task and sub-task being assessed was accomplished with few minor problems for which corrective actions taken by the contractor were highly effective.

Very Good - Performance meets contractual requirements and exceeds some to the Government's benefit. The contractual performance of the task and sub-task being assessed was accomplished with some minor problems for which corrective actions taken by the contractor were effective.

Satisfactory - Performance meets contractual requirements. The contractual performance of the task and sub-task contain some minor problems for which corrective actions taken by the contractor appear or were satisfactory.

Marginal - Performance does not meet contractual requirements. The contractual performance of the task and sub-task being assessed reflect a serious problem for which the contractor has not yet identified corrective actions. The contractor's proposed actions appear only marginally effective or were not fully implemented.

Unsatisfactory – Performance does not meet most contractual requirements and recovery is not likely in a timely manner. The contractual performance of the task or sub-task contains a serious problem(s) for which the contractor's actions appear or were ineffective.

NATIONAL ASSESSMENT GOVERNING BOARD
RFQ: ED-NAG-13-R-0006
ATTACHMENT F: PRICING SCHEDULE TEMPLATE

Labor Category*	GSA Rate: Contract #	Base Year Discount	Base Year Rate	Option Year Discount	Option Year #1	Option Year #2 Discount	Option Year #2	Option Year #3 Discount	Option Year #3	Option Year #4 Discount	Option Year #4
Project Director	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #2	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #3	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #4	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #5	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #6	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #7	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #8	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #9	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%
GSA Labor Category #10	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%	\$ -	\$ -	0.00%

Notes:

* Please insert GSA contract number for proposed labor rates

* Labor categories proposed should match GSA Schedule contract rates; the categories provided are for illustrative purposes only

* Discounts are requested - No further negotiations will be conducted on discounts; please offer best and final pricing for labor rates for base year and each option year

NATIONAL ASSESSMENT GOVERNING BOARD
RFQ: ED-NAG-13-R-0006
ATTACHMENT F: PRICING SCHEDULE

Attachment F: Proposed Budget – Reporting, Dissemination and Communication Services; ED-NAG-13-R-0006*

OFFEROR:

DIRECT COSTS (Base Year)	GSA Contracted Labor Rates: Contract #	Task 1 Kick-off meeting (Firm Fixed Price)		Task 2 Current Communications Review and Recommendations for Improvement (Time and Materials)		Task 3 Support Services for Initial Releases of NAEP Report Cards (Time and Materials)		Task 4 Monitor Use of NAEP Data in the Public Domain (Time and Materials)		Task 5 Stakeholder Outreach (Time and Materials)		Task 6 Board Nominations Outreach and Dissemination (Time and Materials)		Task 7 QASP (Firm Fixed Price)		Task 8 Administrative Support Services (Time and Materials)		Task 9 Design Governing Board Publications (No budget submission at this time)		Total Budget	
		Rate	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours
(GSA CONTRACTED LABOR RATES)																					
GSA Labor Category #1	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #2	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #3	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #4	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #5	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #6	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #7	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #8	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #8	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #10	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #11	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
GSA Labor Category #12	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -	-	\$ -
TOTAL		0.00	\$ -		0.00	\$ -		0.00	\$ -		0.00	\$ -		0.00	\$ -		0.00	\$ -		0.00	\$ -
OTHER DIRECT COSTS																					
	Quantity	Rate	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost
Examples Only (Please edit as needed based on proposed budget)																					
Travel Expenses																					\$ -
Webinar Hosting																					\$ -
A/V and multimedia equipment expenses																					\$ -
Duplications Services																					\$ -
Shipping/Mailing																					\$ -
Transcriptions/Closed Captioning																					\$ -
PR Newswire																					\$ -
Mailing Services																					\$ -
Telecommunications																					\$ -
Consultants (as proposed if any)																					\$ -
Subtotal			\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -
Total			\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -

* Please confirm the accuracy of all formulas (this submission provides a sample of required budget data for submission)
 * Please specify cost assumptions in detail
 * Travel arrangements have to comply with Federal Travel Regulations at www.gsa.gov
 * Tasks 1 and 7 need to be budgeted as Firm Fixed Price, Tasks 2-8 will need to be budgeted as Time and Materials tasks, and Task 9 does not need to be budgeted at this time
 * The level of effort for Task 4 for the base year is projected at 200 hours and for Task 5 is projected to be 200 hours. Other Direct Costs for these tasks need to be under \$2,000 for each task for now and cost detail is not needed at this time
 * The level of effort for Task 5 for the base year is projected at 800 hours. Other Direct Costs are projected to be \$15,000; costs details are not needed at this time. Please note the reporting requirements for this task.