

STATEMENT OF WORK ANG LIVE CHAT

1.0. PURPOSE. -- The Air Guard desires to extend the current contract for the online Live Chat function with no additional services or operators from 24 Sep 08 thru 31 Jan 09; contract #W9133L07F0130.

2.0. SCOPE OF SERVICES -- The contractor shall be required to provide all professional and technical personnel necessary to perform various technical, planning and documentation efforts in order to comply with the laws, regulations and policy directives. All technical consultants required for this contract shall be provided by the contractor and shall be required to provide expert witness testimony, if necessary. Expert witness testimony is not part of this contract, but shall be negotiated separately in the event such testimony is necessary. The contractor shall provide all necessary labor, facilities, equipment, materials, transportation and supplies necessary to perform the required services below:

1. Contractor shall continue to plan and maintain creative solution for the Air Guard's Online Live Chat program on the national recruiting website, GoANG.com. The following will be included:
 - a. A third party live chat application analysis
 - b. Integration with Air Guard online services
 - c. Full chat infrastructure management
 - d. Hardware, software and hosting as necessary for this application
 - e. Chat Program Management
 - f. Quality assurance
 - g. Pricing
 - h. Retention of retired ANG recruiters to operate Live Chat
2. Provide any management fees for project of applicable.
3. Visit applicable sites and all state, federal and local agencies necessary to complete the work.
 - a. Coordinate with the NGB/RS prior to the site visit to obtain as much information as practicable that is specific to the proposed action and the affected environment.
4. Provide news releases or conduct media interviews concerning the work performed under this contract
 - a. All media inquiries should be directed to the National Guard Bureau Public Affairs Office, or the Installation Public Affairs Office.
5. Handle classified materials, although not anticipated for this delivery order, in accordance with all applicable regulations of the Air Force and ANG
 - a. Separate documentation as appropriate, shall be prepared in conjunction with the deliverables as required.
6. Additional Requirements
 - a. Contractor will ensure client approval for all materials produced
 - b. Contractor will maintain consistent Live Chat hours of operation:
 - i. Monday through Thursday: 10:00am – 11:00pm EST
 - ii. Friday through Sunday: 12:00pm – 10:00pm EST
 - iii. Operators – 4 weeks/month at 40 hrs/week for 160 hrs/month

- c. There is no Live Chat Operation during US Federal Holidays
- 7. Contractor will provide six retired ANG recruiters to operate Live Chat rooms.
 - a. 40 hr/week assignment
- 8. Contractor will assign project/support manager specifically for Live Chat management
 - a. 20 hr/week assignment
 - b. Project manager will generate reports and analysis on monthly basis and recommend strategic changes to improve performance and quality of leads
- 9. Contractor will assign Live Chat administrator to provide agreements, payroll and HR duties

3.0. PERFORMANCE REQUIREMENTS. The contractor must have proven experience and expertise in the following areas:

- Expert proficiency in web communication: “internet savvy”
- Demonstrated ease with chat disciplines
- Demonstrated familiarity with the Air Guard brand and the objectives of Air Guard recruiting
- Proficiency applying industry’s best recruiting practices
- Ease with military organizational structure

4.0. DELIVERABLES -- Deliverables shall be submitted in accordance with Table 1 – Schedule of Deliverables.

TABLE 4.1 – SCHEDULE OF DELIVERABLES BASED ON TASKS

DELIVERABLES	NGB/RS
Task 1 – Hardware/Software/Bandwidth maintenance	
Task 2 – User License Renewal	
Task 3 – Monthly Reports	
Task 4 – Live Chat Training	
Task 5 – Overall Sustainability	

Deliverable Notes: Monthly Progress Reports will be submitted to NGB/RSA Project Manager by email.

5.1. TIMING AND SCHEDULE OF DELIVERABLES: Baseline Schedule of deliverables will be contingent upon finalization of Content/Design plan. By mutual agreement between the contractor and NGB/RSA, visit dates may be moved, traded, or modified for any reason. This includes timing of reports. The Contractor shall meet suspense dates established and approved by NGB/RSA.

5.2. TIME LIMITS ON FINAL DELIVERABLES: Time limits of deliverables will be established based on reasonable assessment of time needed to complete tasking.

5.3. MATERIALS: All material, including notes, gathered and/or developed in the performance of the tasks listed in the contract shall be returned to and become the property of the government and shall not be used or distributed by the Contractor without specific written permission of the ANG. The original copies of the final documents and all intellectual property shall become the property of the ANG.

5.4. DISPUTES: Disagreement by the Contractor with any review comment will be brought to the attention of the ANG project manager within five working days of comment receipt. This disagreement will be in the form of written rebuttal. Disputes that cannot be resolved by the two parties shall be resolved by the Contracting Officer.

6.0. SPECIAL CONSIDERATIONS.

6.1. The contractor shall make maximum use of existing environmental data.

6.2. The designated contractor representative for this effort, or persons employed by or in any way responsible to the contractor shall make themselves available for technical issue discussion, evaluation, and solution. The technical issues are perceived to be any operational or structural difficulties encountered in understanding procedures and programs developed as a component of this effort. This availability is limited to meetings and telephone conferences directly responding to specific issues of concern that involve analysis performed by the contractor.

6.3. All documents produced will be closely scrutinized to ensure internal consistency. Any deviations or updates will be explicitly identified and explained in the text.

6.4. The contractor shall designate one individual employee, by name and title, who will be the central point of contact for all taskings accomplished under the auspices of this work effort.

6.4.1. Quality and timeliness of contractor's prior work in this area will be primary basis for selection.

6.4.2. The contractor shall, without additional expense to ANG, be responsible for obtaining any necessary access, licenses and permits and for complying with any Federal, State and local laws, codes and regulations applicable to the performance of this work.

8.0. PERIOD OF PERFORMANCE AND CONTRACTOR PERFORMANCE MONITORING:

8.1 THE PERIOD OF PERFORMANCE (POP) for this effort is 12 months, start date to be determined pending award with provisions at government's option to extend the period by written task order or contract modification. The contractor shall, no later than sixty (60) days prior to the end of the POP, notify *the government* of any project activities that will not be completed within this timeframe.

8.2 CONTRACTOR PERFORMANCE MONITORING: NGB/RS will monitor and evaluate the quality and timeliness of contractor work by reviewing each final deliverable.

9.0. SECURITY ACCESS AND HANDLING OF OFFICIAL MATERIAL

Analyst will be granted access to all buildings and work area deemed appropriate by the COR. These areas may include the NGB/RSA and other offices at Andrews AFB, MD, ANG offices located at JP-1, Crystal City, VA, and the Pentagon. Furthermore, the analyst is required to

handle and use Official Use only material protected by AFI 91-204 Safety Privilege, Privacy Act, and other source documents.

9.1. ACCESS TO SAFETY PRIVILEGE AND OFFICIAL DATA: IAW AFI 91-204, contractor has an official requirement to hold an Air Force email account, LAN access, CAC card, and other internet and computer access as deemed necessary by the COTR or COR. Additionally, contractor will be provided with access to Air Force Portal and AFSAS safety information systems.

9.2 QUALITY CONTROL: The Contractor shall establish, implement and maintain a complete and comprehensive Quality Control Plan to ensure compliance with all aspects of the contract at all times. The Contractor Quality Control plan shall include an inspection system that covers all aspects of the contract and specifically covers every line item listed in the Service Delivery Summary. The Quality Control Plan shall identify an inspection schedule, indicate who is responsible to do the inspecting, note actions taken to correct any deficiencies found, and indicate management steps necessary to ensure problem areas remain corrected.

10.0 DESIGNATION OF COR AND COTR: The following are fully trained and qualified to perform COR/COTR duties as required and specified in the DFARs.