

Statement of Work

Strength Maintenance Division Select Internet Services

PROJECT TITLE: Strength Maintenance Division Internet Services Program

1. PURPOSE: The purpose of this Statement of Work is to provide for the continuation of current Internet services. Upon being awarded this contact, The Contractor must have all of the required personnel in place to continue performing daily operations and development on the Army National Guard, Strength Maintenance Division (NGB-ASM) websites.

2. REQUIREMENTS. This Statement of Work (SOW) covers broad requirements for Internet services and supplies to support the Army National Guard, Strength Maintenance Division mission. The Contractor shall provide technical and program services on a task order basis to include, but shall not be limited to:

a. ARNG Internet/Intranet Services:

(1) Provide qualified personnel to meet ARNG Internet Services Program requirements. The contractor shall provide personnel with technical expertise in the following range of specialized programming disciplines and software applications (latest versions):

(a) Personnel Disciplines: Web programming, Internet Graphics Designing, Multimedia Development, Internet Application Development, Database Development/Management, Network Engineering, System Documentation and Content Management, and Help Desk Personnel.

(b) Programming languages: HTML, DHTML, Microsoft .NET programming, Active Server Pages (ASP), XML, Java, Perl, CGI, VBScript, JavaScript, Visual Basic, SQL, SQL Stored procedures, SQL triggers, Macromedia Action Script, and Microsoft C++.

(c) Software Applications: Microsoft Windows Server, Microsoft Internet Information Services Server, Microsoft SQL Server, Microsoft FTP Server, HTTPS/SSL, Flash, Illustrator, Quark Xpress, Acrobat, Photoshop, Dream Weaver, Microsoft InterDev, Microsoft FrontPage, or similar ASP/ HTML development programs.

(2) Upon being award the contract, assume responsibility for the daily operations of the www.VirtualArmory.com and potentially additional sites as directed by NGB-ASM. The contractor shall be responsible for comprehensive web site activities, including, but shall not be limited to, the following:

- (a) Domain and SSL certificate registrations
- (b) Hosting, security, and active monitoring
- (c) Adding, updating, and removing content areas/web applications
- (d) Monitoring and maintaining network infrastructure, web servers/services, internet applications and application servers, file servers and database servers (i.e., when necessary load new software, service packs, patches, etc.).

(e) Providing monthly web site analysis reports which shall address a variety of concerns, including, but shall not be limited to, the following topical areas:

- Site traffic
- User profiles
- Trends
- Hot topics
- Usage
- Link history
- How visitors go to the site
- Most visited areas

(f) Providing on-line management and analysis.

(g) Providing on-line and telephone help desk services.

(h) Recommending and implementing changes to improve site usability.

(i) Providing full-time HTML programmers to support daily operations.

(j) Conducting data capture and analysis for each site

(k) Adding, updating, and maintaining the Digital Library for Regulations, policies, clipart, photos, etc.

(l) Providing FTP services.

(m) Scanning all relevant Internet sites for linking other sites to the ARNG sites.

(n) Maintaining site links.

(o) Purchasing all required hardware, software, and copyright licensing.

(p) Coordinating web leads dissemination to Recruiting and Retention Force through the leads fulfillment center (MCRB).

(q) Registering and updating links, content, and key words with the most common used Internet search engines.

(r) Developing and advertising web ads/banners to communicate with the unique audiences for each web site.

(3) Continuously develop redesign and enhancement proposals. At a minimum, the redesign and enhancement proposals must meet the existing website functionality. The proposals shall include, but shall not be limited to the following:

(a) A design map (full documentation of the VA site and all sub-sites contained within the VA), upgrade, and/or redesign (as required) of each ARNG web site.)

(b) The contractor shall ensure that all subcontractor requirements for web hosting, text, art, audio, video or other media forms are included in the proposal.

(c) Each web site shall be continuously redesigned to keep pace with current technologies, or as required by the government.

(d) The contractor shall use links to connect the ARNG web sites, and the www.VirtualArmory.com will be the gateway.

(e) The redesign proposal shall account for ARNG approved web site content and features.

(f) The contractor shall recommend the addition or removal of web features based on any combination of usability statistics, studies, site analysis or as required by the government.

(g) Emphasis shall be placed on using new Internet technologies to enhance the functionality of the web site.

(h) Ensure that web pages are optimized to load in 30 seconds or less on a 56k modem connection.

(i) Add HTTPS/SSL security technology to critical content and data capture areas in order to prevent unauthorized access.

(j) Ensure the web sites are compatible with Microsoft Internet Explorer 5.5, and Netscape 4.0.

(k) Ensure that the creative strategy is consistent with approved campaign strategy or as identified by the government.

(j) Establish an electronic link from the web sites to the ARNG leads fulfillment center.

(l) In addition to the existing web applications/features, the following (as required by NGB-ASM), but not limited to, shall be added to the web sites:

- Web e-mail
- Analytical and tracking tools
- Security features
- Database management
- Dynamic user content posting, editing, and deleting
- Search engine
- Forums
- Frequently Asked Questions and Answers
- Audio/Video streaming
- Bulletin Board
- Digital Library for regulations, policies, clipart, images, etc...
- Interactive calendar
- Active web site monitoring
- On-line help desk
- News

(4) Provide on-going services consisting of, but shall not be limited to, the following:

(a) Ensuring the web sites meet DOD security standards.

(b) Ensuring creative strategy will be consistent with approved campaign strategy or as identified by the government.

(c) Ensuring public web sites are registered with the most popular search engines to increase visibility.

(d) Ensuring that web applications are scalable to meet the future needs of the ARNG.

(e) Maintaining continuous communications with all approved content providers.

(f) Ensuring that all content areas and web applications are updated in a timely manner.

(g) Planning, coordinating, and conducting web site usability studies.

(h) Arranging, as needed, training opportunities for ARNG personnel to include, but shall not be limited to, computer training, seminars, conferences on emerging technologies and all other related subjects.

(i) Exploring, and synchronizing with the appropriate web site, all Internet advertising options.

(j) Personnel requirements are as follows:

1. Internet Program Manager
2. Two - Graphics Artists
3. Two – Lead Web Developers
4. Four – Internet Web Developers
5. Two – Internet Art Directors
6. Network System Configuration Engineer
7. GIS Engineer/Web Developer
8. Senior Business Process Re-engineering Specialist
9. Business Process Re-engineering Specialist
10. Software Engineer

All other personnel requirements required to design/redesign and sustain the web sites shall be contracted on “as needed” basis. Key Personnel are the following:

- Internet Program Manager
- Lead Web Developers
- Network System Configuration Engineer
- GIS Engineer/Web Developer

(k) Developing documentation for each web site contained in this Statement of Work.

(5) Description of Services:

(a) Function – **Customer Interface**

Scope – Respond to customer e-mail or phone inquiries.

Task – Monitor and answer inquiries.

Standard – Respond to customer inquiries within 24 hours and maintain copies of help desk questions – include the most frequently asked questions on the FAQs portion of the website (s)

Workload – Perform daily.

(b) Function -- **Hypertext Markup Language (HTML) maintenance.**

Scope – Ensure that HTML coding receives periodic maintenance.

Task -- Update HTML files

Standard – Comply with Web Policy Letter and instructions from ARNG project

officer.

Workload – Perform daily.

(c) Function – **Web Site Content Development.**

Scope – Develop web site content in response to guidance from the Army National

Guard.

Task – Provide ideas on how to improve productivity and increase the performance of the Virtual Armory.

Standard – Comply with written or verbal instructions from the ARNG project officer.

Workload – Perform as needed.

(d) Function -- **Hypertext Markup Language (HTML) development**

Scope – Ensure that web sites contain HTML coding that conforms to ARNG standards, accessible to contractor, for font size, framing and color.

Task -- Write HTML code.

Standard – Comply with Web Policy Letter and instructions from the ARNG project officer.

Workload – Perform as needed.

(e) Function – **Web-based Application Analysis and Development.**

Scope –Based on requirements from customers, determine whether a need exists.

Task – Update existing applications or design and develop new applications.

Standard – Comply with instructions from the ARNG project officer.

Workload – Perform as needed.

(f) Function – **Web site security management**

Scope – Ensure that the web sites conform to accepted security practices.

Task - Maintain security system to authenticate individuals upon log-in and grant them access based upon user and group permissions.

Standard – Comply with DoD, DA and NGB directives, regulations and policies with guidance from ARNG project officer.

Workload – As needed.

(g) Function – **Hardware analysis.**

Scope – Ensure that servers operate with optimum efficiency.

Task -- Monitor and maintain application, load balancing, mirror and database servers. When necessary, load new software, service packs, patches, etc.

Standard – Comply with guidance from the ARNG project officer.

Workload – Perform as directed.

(h) Function – **Web site analysis.**

Scope --Ensure that web sites operate with optimum performance and, when necessary, recommend life cycle changes and upgrades.

Task – Monitor site information, including links, to ensure timeliness, accuracy and security.

Standard – Coordinate with designated the ARNG project officer.

Workload – Perform monthly.

(i) Function **Business Process Improvement.**

Scope -- Assist ARNG to develop a map of their current business processes to help identify bottlenecks and other work steps that do not add value to the overall process. Enhance operational efficiencies through use of new or alternative technologies.

Task – Prepare, submit, and implement a five-year Strategic IT Plan for NGB-ASM. Conduct business process improvement studies to enhance and/or improve current business processes and operations.

Standard – Coordinate with designated the ARNG project officer.

Workload – Perform as directed.

b. Deliverables for ARNG Internet Services:

(1) Deliverables shall include, but shall not be limited to, the following:

- (a) Proposals
- (b) Performance reports
- (c) Project timetables

- (d) Progress reports
- (e) Analysis reports
- (f) Usability studies
- (g) Staff workload reports
- (h) HTML code
- (i) Graphic artwork in its original format
- (j) Government owned hardware/software inventory
- (k) Licensing hardware/software report
- (l) Print ads and poster related promotions for the web sites
- (m) Flow diagram for each web site
- (n) CD-ROM with the completed HTML code, original images, and all related web applications for each web site and all associated advertising products.

(2) Hosting hardware and software. The hosting section of the proposal must include all the hardware and software costs required to make the web servers operational. The government requires that all hosting hardware and software be upgraded to meet or exceed the current commercial standards. The following items must be included in the hosting section on the proposal, but not limited to:

(a) Current hosting architecture. The following items must be included in the current hosting architecture documentation:

- Hosting architecture diagram
- Function of each computer (web server, database server, etc...)
- Hardware specifications of each computer
- Software load on each machine
- Status of each machine – managed or co-located
- Costs associated with each machine, must include all hardware, software, and leased/purchased.

(b) Proposed hosting architecture. The following items must be included in the proposed hosting architecture documentation:

- Hosting architecture diagram
- Function of each computer (web server, database server, etc...)
- Hardware specifications of each computer
- Software load on each machine
- Costs associated with each machine, must include all hardware, software, and leased/purchased.

(c) Hosting facility - must include all the services provided by the hosting facility and their associated costs.

3. Government furnished property (GFP) or materials: Any GFP provided for Contractor use in the execution of this statement of work shall be subject to desktop audits at any time. The Government will make periodic inspections without prior notice. This applies only to Government Furnished Equipment and not to any other Contractor assets. As Government property, this equipment is subject to the same policies for use as those of the Reserve Component Automation System.

4. Place of Performance: The Government office space that was previously provided is no longer available. As such, all work required by this SOW will be performed off-site at the Contractor's facilities. Contractor's facilities **MUST** be within a five-mile radius of the NGB Strength Management Division located at 1411 Jefferson Davis Hwy, Arlington, VA 22202.

5. This contract will require vigilant handling of a variety of sensitive/personal data, which may come from the government and/or private citizens. Contractor will be held to the highest standard of maintaining security of this data among its personnel, both full-time/permanent and as-needed hires, as well as any other subcontractors that may be required to meet the government requirements. All personnel with access to sensitive/personal data provided by the government will sign a statement acknowledging this requirement. In no instance will sensitive/personal data be saved to any sort of media and transported out of the EBS work area without written permission of the project officer. Any event of sensitive data being mishandled (willfully or through contractor negligence), such as loss/sale/rental/unauthorized duplication and/or distribution may be cause for the immediate termination of the contract.

6. COORDINATION: Strength Maintenance Division will be responsible for internal NGB coordination.

7. MILESTONE SCHEDULE: As determined throughout contract year.

8. POC is 1LT Lawrence A. Emmons.