STRATCOMM
strategic communications

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CAPABILITIES STATEMENT

StratComm, Inc. is an award-winning project management and content development firm specializing in logistics management, website and graphic design, editorial services, and web-based training and testing solutions.

We distribute our content through virtually all mediums, including high-quality web-based publications, illustrated print publications, structured documentation, and interactive virtual training and testing platforms.

Our GSA contracts, substantial past performance, and high-level government clearance enable us to work for all branches of the Armed Forces and government agencies.

Since 1978, StratComm has earned many major editorial and design awards and two Pulitzer Prize nominations.

CORE COMPETENCIES

PROGRAM DEVELOPMENT AND PROJECT MANAGEMENT

We assess organizations' needs to develop efficient programs and manage our clients' projects from start to completion, so they can focus on what's important to them. Our staff of seasoned project leaders can direct all aspects of your program.

CONTENT DEVELOPMENT, EDITING, GRAPHIC DESIGN, AND PRINTING

We research, write, edit, and design content, and provide printing services for the government, Armed Forces, and the private sector. We are highly skilled in simplifying complex narratives for general consumption. Our editorial and design staff have experience with virtually every market, from financial services, IT, and healthcare to manufacturing, pharmaceuticals, and energy.

WEB-BASED TESTING AND VIRTUAL TRAINING

StratComm provides web-based solutions for online training, testing, and education. We help organizations reach large audiences, launch products, and leverage cutting-edge virtual technology. We have extensive experience providing skills testing, virtual e-learning module creation, customized portal design, programming, development, and implementation.

WEBSITE AND APP DEVELOPMENT

Our full-service web and mobile app development team brings decades of experience. Using cutting-edge technology and following Section 508-compliance standards, our services include design and development of websites and apps, as well as database-driven applications. Our clients comprise both the private and public sectors, including more than 17 federal agencies and all branches of the Armed Forces.

COMPANY SNAPSHOT

DUNS number: 093291644
CAGE code: 5LRB0
Primary NAICS code: 541990
GSA Schedules: 541/00CORP (GS07F407AA)
76 (GS02F0105Y)

BUSINESS CLASSIFICATION

Service-Disabled Veteran-Owned Small Business (SDVOSB)

CONTACT

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CLIENT LIST

Babson College
Catholic Relief Services
Congressional Medal of Honor Society
Farm Credit Administration
FHI360
Goldman Sachs
IBM
Indian Health Service
Massachusetts Department of Transportation
National Geographic Society
National Institutes of Health
    National Library of Medicine
RTI International
Rolls-Royce Naval Marine
Social Security Administration
University of Notre Dame
USAID
U.S. Air Force
U.S. Department of Agriculture
U.S. Department of Education
U.S. Department of Labor
    Bureau of Labor Statistics
    U.S. Department of the Interior
    Bureau of Land Management
    National Indian Gaming Commission
    National Park Service
U.S. Department of the Treasury
U.S. Department of State
    Bureau of Human Resources
    Bureau of International Information Programs
    Bureau of Oceans
    Office of Overseas Employment
    Office of the U.S. Global AIDS Coordinator
U.S. Department of Veterans Affairs
U.S. Environmental Protection Agency
    Gulf of Mexico Program
U.S. National Guard
U.S. Naval History and Heritage Command
U.S. Navy
VMware

SeaPort-e

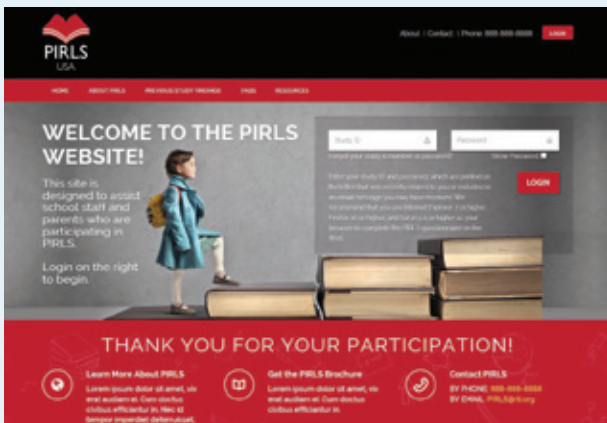GSA Contract Holder

SDVOSB

PORTFOLIO

Program Development

StratComm manages a multimillion dollar program for the Social Security Administration to manage Verbatim Hearing Recorders for SSA's Offices of Disability and Review. We oversee recruiting, hiring, and training for hundreds of court recorders across the United States. We have created training and mentoring programs and introduced software to streamline scheduling and communications.

Program Management, Project Management, and Capacity Building

We incorporate our project management expertise into everything we do. StratComm's staff takes great pride in embracing large, complex logistical challenges. Our projects with USAID speak to that, as we have been tasked with multiple projects to print, ship, and distribute more than 10 million textbooks to schools throughout Tanzania, Indonesia, and Haiti.

Website and App Development

StratComm's web and mobile app development team are experts in standards-compliant HTML5, PHP, CSS3, and 508- and ADA-compliant design. We provide software development, responsive website and app design, maintenance, social media development, and cutting-edge technology solutions for mobile devices.
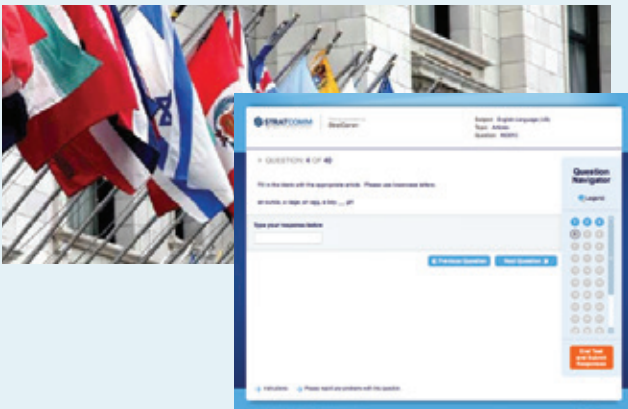

Content Development, Editing, Graphic Design, and Printing

StratComm creates content for an array of clients including government agencies, the Armed Forces, and Fortune 500 companies. We develop, publish, and print client-facing marketing materials, website content, and thought leadership pieces. We direct the conception, writing, editing, design, and project management, working collaboratively with our clients.

Virtual Training

StratComm developed the VA IT Campus, a $4.7 million program for the Department of Veterans Affairs. This state-of-the-art web-based training platform allows learners to experience instruction in live and recorded sessions, interact with instructors and students in real time, and access presentations wherever they have an Internet connection. We continue to deploy cutting-edge technology to service the virtual training requirements of our clients.

Web-Based Testing

StratComm implements training and testing programs for a variety of client needs, both online and in the classroom. We offer an extensive catalog of tests that assess the work skills of job applicants and identify skills gaps in existing workforces. We implement, manage, and provide technical support for all of our training and testing programs. StratComm recently developed a program for the U.S. Department of State to supply more than 200 embassies and consulates worldwide with an online skills testing system, ensuring fair scoring and hiring results for all test takers.

Technical Manuals / IETMs

StratComm publishes Interactive Electronic Technical Manuals (IETMs) and other technical publications on an ongoing basis for the military and defense contractors working on a multitude of projects, including the DDG-1000 and LCS-class warships for the United States Navy and the United States Air Force F-35 program. We publish IETMs and other technical documentation to all military specifications.

Boston Publishing Company

StratComm's Boston Publishing division publishes impressive hardcover books, such as *The Medal of Honor: A History of Service Above and Beyond.* The Boston Publishing portfolio includes the 25-volume book series *The Vietnam Experience*, which was twice nominated for a Pulitzer Prize by John Kenneth Galbraith.

SERVICES OFFERED

CONTENT DEVELOPMENT, EDITING, GRAPHIC DESIGN, AND PRINTING

- » Editorial planning and development
- » Content authoring and editing
- » Retaining and managing SMEs/writers
- » Simplification of complex materials
- » Instructional design and development
- » Marketing and communications strategy
- » Document remediation
- » Section 508 compliance
- » Printing and distribution
- » Infographics
- » Translations

WEBSITE AND APP DEVELOPMENT

- » Software development, hosting, and maintenance
- » Responsive design
- » Section 508 compliance
- » Mobile application development
- » Content Management System (CMS) implementation and training
- » Website design and development
- » Search engine optimization (SEO)
- » Email marketing
- » Social media consulting and development
- » Database creation and management
- » Data migration

WEB-BASED TESTING AND VIRTUAL TRAINING

- » Multi-user virtual environments (MUVE)
- » Production services
- » Speaker coaching
- » Learning Management Systems (LMS)
- » Live and recorded webcasting
- » Interactive virtual environments
    - » Career fairs
    - » Learning and testing environments
    - » Conferences, Summits and expos
- » Instructional design services
- » Cross-platform eLearning module creation
- » Online employment skills testing and ATS integration
- » Skills gap analysis
- » SCORM compliance

TECHNICAL PUBLICATIONS

- » Interactive Electronic Technical Manual (IETM) publishing from data modules using military (S1000D) and commercial standards
- » S1000D Data Module Requirements Lists (DMRL) design
- » Darwin Information Typing Architecture (DITA) structuring for commercial data
- » Data module and technical illustration tagging
- » Computer Graphics creation and support
- » Metafile (CGM) illustrations linked to data modules through clickable hotspots
- » Maintenance, Repair, and Operations (MRO) material creation

PROGRAM DEVELOPMENT AND PROJECT MANAGEMENT

- » Assessment of organizational needs
- » Innovative, tailored solutions to strengthen existing programs, or to develop new ones
- » Communications strategies
- » Personnel management and staff augmentation
- » Process analysis improvement
- » Manage critical international educational programs
- » Expertise analyzing local in-country capacities
- » Large-scale logistics and program management, both domestically and internationally

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