PLEASE SEE "HELPFUL HINTS" AT END OF DOCUMENT.

Department of the Interior
U.S. Geological Survey

Communications and Outreach (C&O)

Statement of Need (SON) for FY07

I. Technical Agreement

Scope:

This document covers the statement of need for the United States Geological Survey (USGS) Communications and Outreach (C&O) task in the Common Services Project at the USGS Center for Earth Resources Observation and Science (EROS).

Within the C&O task are nine (9) subtasks:
1. Community Relations - responsible for communicating EROS capabilities, mission, and vision to public, other agencies, partners and visitors
2. Library Services - responsible for providing research and technical support to staff , visiting staff, other agencies, and the public
3. Video Services - provides support to EROS and USGS Headquarters by maintaining video archive, video support for special events, research, and training
4. Project/Task Management - responsible for the overall management of the C&O task
5. Public Affairs and Media Relations - initiate and respond to media requests
6. Internal Communications - responsible for communicating pertinent information to EROS staff and HQ
7. Visual Communications - oversee the production of any visual media and/or products that communicate the capabilities, mission, and goal of the Center
8. Publications Review and Approval - communicates and enforces USGS policy guidelines in the production of all published and/or visual products that are viewed by the public
9. EROS WWW - leads the content development and maintenance of the EROS web presence while adhering to all USGS policy guidelines

Deliverables (by subtask):

Community Relations
The mission of the EROS Communications and Outreach Community Relations subtask is to communicate USGS EROS capabilities and expertise using clear, concise, and accurate methods that leave visitors with a positive image and knowledge of EROS. Throughout the fiscal year, it is required that Community Relations activities are planned, coordinated, and scheduled with direction from USGS Task Leaders.

The following bullets represent the expectations to ensure proper levels of service:

- o Staff reception desk during normal business hours
- o Answer all incoming phone calls and direct to proper staff
- o Provide tours
- o Monitor audiovisual equipment in the auditorium and conference rooms
- o Check out laser pointers and microphones for auditorium
- o Highlight the science, products, and services that EROS provides or produces
- o Define and articulate EROS activities in lay terminology
- o Ensure tour script and self-guided tour booklet are accurate and up to date
- o Educate and inform the public about EROS activities and capabilities
- o Provide approved materials and presentations to visitors, the public, organizations, educators, and students.
- o Coordinate and support meetings and activities as required

Primary Products Planned (Deliverables):
- o Conduct tours of EROS each business day at 10:00 a.m. and 2:00 p.m. and schedule and/or conduct individual tours requested by groups and organizations
    - Conduct all EROS tours using approved script
    - Ensure all handouts and support materials are approved by Government sponsor
    - Coordinate and train volunteer tour guides
- o Support community and educational EROS outreach activities
    - As requested staff exhibit booths and provide Government approved materials
    - Prepare classroom presentations and materials, ensuring the information is accurate and approved by Government sponsors
    - Provide speakers for specific subject matter or special tour audiences
    - Coordinate and train volunteer classroom and tour support
- o Provide meeting support and logistics
    - Ensure auditorium and meeting rooms are prepared for high level meetings and supplied with required materials and equipment to include laser pointers, microphones, flip charts, etc.
    - Monitor audio visual equipment by ensuring equipment is on and functioning
- o Provide input to annual planning process

Library Services

The Don Lee Kulow Memorial Library provides research and technical support to EROS scientists, engineers, and professional staff by facilitating access to current and historical information in the fields of photogrammetry, remote sensing, and GIS; earth sciences; and information technology, software, and systems engineering. EROS employees have access to print and audiovisual collections housed within the EROS library, reference and research literature delivered over the Web through a host of electronic databases, and materials in libraries worldwide accessed through interlibrary loan services.

The Center Services librarian is responsible for developing, managing, and promoting library resources and services, including:
- o Conducting literature searches and other research as requested by EROS staff.
- o Developing customized reference databases using electronic research collections and bibliographic management systems.
- o Assisting staff with ProCite, the Center's networked bibliographic management system.
- o Locating and obtaining materials for staff that are not part of the EROS collections via interlibrary resource sharing, and database and Web searching.
- o Alerting staff to relevant new resources, including papers, journals, monographs, reference works, research databases, Web sites, etc.

- o Designing and delivering programs that promote the effective use of library resources and services, including EDC forums, Brown Bag workshops, and Science seminars.
- o Publicizing and promoting library resources and services via a monthly library newsletter and an annually updated information brochure.
- o Facilitating Web access to the library catalog and other electronic bibliographic tools, electronic journals and databases, and relevant Web materials.
- o Chairing the Library Advisory Committee, comprising EROS staff representing all Center teams, to ensure that the information and library-related service needs of all personnel are addressed.
- o Assisting EROS in the acquisition of journals, books, maps, documents, audio-visual materials, and electronic information sources required by EROS employees.
- o Monitoring library resources and services to determine collection needs; evaluating and recommending new resources and services to keep collections current and relevant.
- o Tracking and evaluating changes in advanced technologies appropriate for library management and for access to information resources; recommending new technologies that advance the library's mission.
- o Tracking the use of library resources and services; identifying and resolving problems limiting use.
- o Partnering and collaborating with other libraries, library networks, library associations, and library service providers to extend access to relevant information resources and services.

Primary Products Planned (Deliverables):
- o Chair Monthly Library Advisory Committee meetings
- o EROS Forum – as required to report new services/activities
- o Maintain technical reference material
- o Current events reference materials
- o Research service support
- o Inter-library support
- o Literature research/customized reference databases/bibliographies as requested by EROS staff.
- o Web page (internal), to include general library information, links to library resources and services, and updates to resources and services.
- o Programming to promote the effective use of library services (EDC forums, Brown Bag Workshops, Science seminars, etc.)
- o Monthly library newsletter.
- o Annually updated information brochure.
- o Annual report detailing library statistics, programming, and other relevant activities that illustrate library services and activities.
- o Three-Year Plan addressing anticipated library needs and goals (progress to be assessed in an annual report).

Project/Task Management

The purpose of the Project/Task Management subtask is the direct administration of the TSSC work, including oversight of project objectives, maintenance and execution of project plans, oversight and management of the budget with assistance from Financial Services Support Contract (FSSC) staff, guidance for TSSC staff, and development and maintenance of this Work Plan.

Primary Products Planned (Deliverables):
- o Lead Work Plan development and work with USGS Task Leaders on quarterly updates, as needed
- o Provide project deliverables, priorities and schedule to the TSSC staff
- o Manage the budget within the identified parameters set by the USGS Task Leaders
- o Prepare and provide financial reports as required

Public Affairs and Media Relations

This subtask is responsible for the communication of EROS capabilities to media outlets working through the USGS Communications Office.

Primary Products Planned (Deliverables):
- o Identify and write USGS Weekly Highlights monthly
- o Produce News Releases as needed
- o Identify and write subject matter for USGS communications tools such as Science Pics, Science Features, People, Land and Water
- o Support Headquarters for media interaction
- o Support Directors Office on congressional affairs requests
- o Initiate or respond to direct media requests working through Government. Project Task Leads
- o Prepare press packets for media or special meetings
- o Prepare, review and approve all EROS press releases

Internal Communications (COMAG)

This subtask has the responsibility for showcasing EROS internally as well as to USGS Headquarters by highlighting the science, products, and services that our employees provide or produce. An additional goal is to promote the capabilities and services of C&O staff by providing assistance and guidance as needed to EROS employees.

Primary Products Planned (Deliverables):
- o Internal Resource Page (design, produce, maintain and update)
- o Provide periodic reports – Quarterly and Annual
- o Support Director's Office
- o Prepare and distribute reports/documents to Geography Communications

Visual Communications

The Visual Communications subtask has the responsibility for the production of visual materials that aid in the communication of and increase visibility of USGS and EROS science, programs, services and activities by providing text, design and layout support for exhibits, visual displays, and publications.

Primary Products Planned (Deliverables):
- o Identify and Update Current Events board monthly or as required by events
- o Prepare written materials, exhibits, and graphics as required
    - ▪ Support Earth Observation/Stewart Udall activity
- o Design and produce new airport displays to be updated quarterly
- o Produce Hall of States traveling display
- o Draft design of hall displays in old section of building

- o Preliminary planning and design to update EROS Visitors Video
- o Oversee creative direction of communications materials
- o Graphic design support and maintenance for:
  - Matte and framing to meet C&O requirements
  - Support conference and special events – exhibits, handouts, interactive displays
  - Design and produce printed materials to be used by C&O and EROS staff when exhibiting, speaking to schools/groups/organizations
    - Brochures, booklets, bookmarks, trading cards, posters,

New value deliverables:
- o Refresh Earth As Art exhibits
- o Generate new exhibits
- o Create new handouts
- o Update existing handouts
- o Update EROS brochure (booklet and five-fold)
- o Create and print new bookmarks
- o Create new interactive displays
- o Support 35th Anniversary celebration
- o Stewart Udall/Earth Observation Day celebration
- o Update hall displays as needed

Publications Review and Approval

A principal responsibility of EROS Communications and Outreach is the oversight of USGS/EROS publications to ensure conformance with USGS publishing guidelines and processes. It is required that these guidelines are followed in the preparation of scientific reports, professional papers, data series reports, circulars, fact sheets, web text, and general information products such as pamphlets, postcards, posters, videos, teacher kits, CD/DVDs, bookmarks, interactive/motion displays, and exhibits.

The following bullets represent the expectations set forth to ensure the proper levels of copy editing, the maintenance of internal publication tracking database, the maintenance of hardcopy archive, the appropriate distribution of finalized publications, education and assistance to staff for publications development and the publication process.

- o Ensure documents are properly formatted
- o Ensure the proper level of edit/review is performed
- o Adhere to guidelines and standards set by USGS Publishing Network, the USGS Fundamental Science Practices, and the USGS Visual Identity
- o Provide expert advice and guidance to scientists and staff on all aspects of the publishing process including writing style, grammar, and content.
- o Edit copy in accordance with USGS standards
- o Assist authors in setting up pubs in EROS internal tracking database and monitoring progress
- o Assist and/or train authors to use the USGS Publishing Network guidelines and policies
- o Assist authors in publication development planning
- o Understand and educate staff on:
  - USGS Fundamental Science Practices requirements
  - USGS editing levels and policies (adherence to the USGS publishing style conventions contained in the Government Printing Office Style Manual, Suggestions to Authors, and other policy documents)

- USGS Publishing Guidelines, procedures and changes.
- USGS Visual Identity guidelines and how they will affect the final document
  - Maintain internal (EROS) web based publications database
  - Maintain an archive of reviewed, approved, and published papers that includes tracking documents, signature documents, peer review documents, and a copy of the final document
  - Work with EROS Communications staff to assist EROS Staff with Publishing Service Center

Primary Products Planned (Deliverables):
- Two EROS Forum presentations per year reporting USGS Publishing Network procedures and updates
- Maintain EROS publications database
- Communicate USGS pubs policies
- Conduct USGS level one copy editing
- Coordinate USGS review and approval process
- Assist/train staff on pubs process
- Assist staff on pubs development
- Distribute/route publications to USGS Pubs Warehouse staff
- Liaison with USGS Publications Service Center

EROS WWW

The EROS WWW (World Wide Web) subtask includes maintenance activities related to the performance of routine, preventative, predicative, scheduled, and unscheduled actions aimed at preventing equipment failure and service failure or decline with the goal of increasing efficiency, reliability, and web security. In addition, future activities represent significant improvements that would improve the services of WWW Communications to EROS including web security and applications security, Continuity of Operations Plan (COOP) and Certification and Accreditation (C&A) activities, architecture modernization, formal website content management, and PR/marketing support for web presence to better promote science and programs at EROS.

WWW has responsibility for the EROS External, Internal, and Intranet websites. The websites are described below:
- The EROS external web presence is the web front door to the Center and must appropriately represent the work, the staff, and the products found here. It should have the look and feel of a visit to the Center, so that visitors to the website come away with the impression that they have seen the Center, met the staff, and understand the work.
- The intranet site is the EROS presence in the USGS community. This site will contain information such as organization charts, charters, and other inherently governmental data that is not to be released on the external site. No contractor information is to be placed on the intranet site.
- The internal website is for the employees to use on a daily basis. It is not to be viewable outside the Center and thus may contain EAA information, calendar of events, cafeteria menu, and other contractor and government information that will assist employees with their daily tasks. This site can also be used to support individual project needs such as the outreach program, the work management requirements, timesheet links, and database support for procurement and publications tracking.

Primary responsibilities include:
- o Maintenance and new development of the three EROS websites – external, intranet, and internal.
- o Dissemination of new WWW requirements, advisories, and guidelines from Headquarters to EROS Web Developers.
- o Answering data calls from Headquarters as directed by the WWW Communications Task Lead.
- o Assisting EROS Office of the Chief with technical assistance as requested for GIO Enterprise Web activities (eWeb).
- o Coordinating web security scanning using Web Inspect and other appropriate applications and security tools with the MST security staff.
- o Coordinating with Communications and Outreach Team on content management and approval.
- o Investigating and, if approved, implementation of a content management system at EROS.
- o Successfully achieving Certification and Accreditation (C&A).
- o Participating and implementing the Continuity of Operations Plan (COOP).

Primary Products Planned (Deliverables):
- o Support EROS External Website
    - Maintenance of External website
    - Release of new EROS External web page
    - Coordinate review with Communications and Outreach of any changes
    - Convert .ASP applications to PHP (Windows to Linux)
- o Support EROS Internal Website
    - Maintenance of Internal website
    - Continued work on Internal website update
    - Convert .ASP applications PHP (as applicable)
- o Support USGS Intranet Website/EROS Section
    - Maintenance of Intranet website/EROS Section
    - Continued work on Intranet website update
    - Maintain USGS Bulletin Board until Reston can take responsibility, as applicable
- o Web Security/Applications Security for EROS External, Internal, and Intranet Websites
    - Web Scanning
    - Addressing issues found during Web Scanning
    - Documentation
- o ITS Support for WWW Servers and Desktop Systems
- o Migration of WWW applications from SilverStream to open source technology
- o System/Configuration Management
- o Contingency of Operations Plan (COOP)
    - Reconstitute WWW External website presence at Augie, or other site
    - Certification and Accreditation (C&A) Activity
    - Documentation for COOP and C&A
- o Web Security Support
    - Resource for assistance with Web Inspect
    - Resource for interpreting Web Inspect reports and remedial fixes to issues found during scanning

New value deliverables:
- PR/Marketing Support for Web Presence
  - Marketing Assistance to Better Promote Science and Programs at EROS
- Content Management System (CMS)
  - Conduct Trade Study on CMS
  - Purchase Package
  - Prototype a site with full content management capabilities

II. Performance Management Agreement

Communication:
Project communication consists of both formal and informal settings using varying venues in order to ensure effective communication between TSSC and USGS project management staff. Formal communications are denoted in the following bulleted list. In addition, the project's management team interacts informally on a daily basis in response to unforeseen requirements and requests and produces ad-hoc reports as required.

- Weekly status updates
- Monthly performance reports
- Quarterly accomplishments reports
- Additional meetings and reports as requested.

Evaluation:
Standard performance expectations for contractor support include:
- Providing task assignments on time
- Preparing and distributing deliverables on schedule
- Attending meetings as scheduled
- Preparing communiqués as needed in a timely manner
- Providing quality documents to work sponsors as needed
- Staying within the projected budget and spending plan

For TSSC evaluation purposes the TSSC staff in support of this SON will be evaluated, as appropriate, against the ten performance criteria in the TSSC contract with the USGS:

- **Work Performance**. Overall work performance includes customer satisfaction, quality of deliverables, cost, adherence to USGS guidelines accuracy of delivered information and timeliness. In addition, contributions of innovation are considered.
- **Cost Data**. Cost management is critical due to the limited budget available. The contractor is expected to contain actual costs within the budget allocated. Cost management is also demonstrated by cost saving initiatives, innovative solutions, budget planning, and budget accountability. Communication of budget issues is highly valued.
- **Work Management**: Work management practices that recognize and enable the USGS and TSSC to work jointly to identify problems and potential solutions for all involved, and implements accordingly. Use of appropriate project management practices in the planning and execution of major projects. TSSC's ability to include and address the required deliverables from all USGS areas is critical element.
- **Staffing:** The contractor shall assign the right staff resources to the right projects at the right time. Innovative and flexible approaches to staffing the work are desirable.
- **Contract Administration**: Not evaluated.

- o **Science Excellence**: Not evaluated.
- o **Engineering Processes**: Not evaluated.
- o **Communication**: The work sponsor will provide changes in required dates, scope of activity, and needed changes in concept as soon as need for change occurs. Expected delays in completion of deliverables or a change in the level of effort must be communicated to the work sponsor as soon as the delay or change is known. The TSSC is expected to communicate to the work sponsor any change in the level of effort. Verbal highlights and updates in the full C&O meetings are expected, plus ongoing, event-driven communication and meetings as needed to communicate across the USGS and TSSC. Ability to identify potential conflicts of skill and schedule and to negotiate appropriate solutions is highly valued.
- o **Quality and Process Improvement**: Products developed will be of high quality and complete in scope.
- o **Flexibility**: The ability to respond to higher priority tasks immediately. Maintaining cognizance of a total work environment and on-going activities at EROS is essential to maintain this flexibility. This means having staff on hand to be flexible.

Change Summary:
Content of this SON will be updated as aspects of the work agreement between the USGS and TSSC continue to be refined.

"HELPFUL HINTS" from the Seven Steps Interagency Team:

1. This document was not intended as a "performance work statement," but it does lay out the tasks that would have to be performed under a communications and outreach requirement.

2. There are no performance standards stated, although the document does express what things would be evaluated. In order to make this a true PBA, there has to be a performance management and measurement plan.