

Request for Information (RFI) Response

Diversity Candidate Outreach for the Department of the Air Force (DAF)
Office of Diversity and Inclusion (OD&I)

Due: June 16, 2022

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Founded in 2012 / 10 years of experience as a Service Disabled Veteran Owned Small Business •
CVE Certified Service Disabled Veteran Owned Small Business (SDVOSB) • Virginia Certified
Small Veteran Owned and SWaM Business • Cage Code: 7LPG7 | DUNS Number: 080176755

Statement of Interest: BrennSys Technology LLC

BrennSys is a customer-oriented, mission-focused contractor firm that provides commercial entities and government agencies flexibility and availability of expertise without the expense and commitment of sustaining in-house staff. Our firm focuses on public-sector staffing specializing in temporary and permanent placement of positions for federal agencies. BrennSys provides project-specific and purpose-built assignments, in addition to long-term and outsourced arrangements. We offer recruiting, security screening, on-boarding, on- and off-site personnel management, benefits and other back-office services so agencies may focus on the mission — with the assurance that its personnel are first-class. BrennSys is interested in participating in this procurement as a prime contractor; we are expert at providing talent to federal agencies, and are supported by a number of potential subcontract teammates.

BrennSys Technologies LLC has the personnel and experience to develop plans, programs, and procedures to conduct outreach to specific communities, with the goal of serving as liaison and

coordinator to increase an organization's messaging to the targeted group. We specialize in outreach marketing — a strategy that involves reaching out to special interest group members, potential customers, influencers, and the served community with the goal of developing a strong relationship with the target audience. To do this, we search for these influencers, study them, and send outreach messages.

One specialty is “outreach.” a marketing strategy aimed at achieving diverse goals such as: Driving brand awareness; Promoting products or services; Lead generation; Search Engine Optimization (SEO) outreach for backlinks (e.g. to bloggers); Data gathering (through studies and surveys); and, Brand partnerships and collaborations. In many cases, outreach marketing from BrennSys can involve reaching out to people and individuals to help with collaboration and the “network” effect of spreading a campaign strategically — thus avoiding looking like spam. BrennSys is well suited to:

- Serve as a liaison between target underrepresented minority groups, increasing brand awareness regarding Air and Space Force careers in STEM-related job series.
- Increase access to the Air and Space Force via direct communication, presence, mentorship programs, and additional activities as determined to be appropriate.
- Boost underrepresented minority groups' interest in pursuing STEM careers with the Air and Space Force, and thus increase the pool of underrepresented minority and women applicants for available jobs in the Air Force and Space Force, targeting STEM, and
- Help provide access on demand to applicants for internships and full time jobs regarding STEM career fields.

Following, we match our capabilities cross-referenced to the Draft PWS to identify how our expertise would be used to accomplish each task.

For 2.1 Task 1. Develop Plans to Conduct Targeted Outreach. Provide Baseline Program Plans. We apply Industry Methodologies – and our current business methodologies showcase your technical capabilities. Promote Content. Creating great content is not a guarantee that the right people will see it. And yet content creation and distribution play a huge role in helping drive your marketing and business goals. That's why you must leverage strategies like outreach marketing to promote every piece of content you create. How do we promote our customers' content using outreach marketing? One of the best (and an industry best practice) ways of incorporating outreach marketing into your content strategy is to promote new content to your audience. Show them you value them by asking for their opinion. You can also ask them to help you spread the word by sharing your content with their network. We do our best to strengthen relationships to turn them into brand advocates. Build Relationships/Collaborations. Another outreach marketing strategy you can use is to build relationships or collaborations. Establishing strategic marketing

and product collaborations with other brands in your circle (but not competitors) is a great marketing strategy. It can help you reach a bigger audience that's likely to be interested in your product. It's also cost-effective as you can use your audience, not your marketing budget, as cross-promotional leverage.

2.2. Task 2. Create, Schedule and Present OD&I Presentations to Interest Groups. How do we build effective collaborations? Find suitable organizations to partner with. These may not be obvious ones, but we are great at finding the niche groups who help spread a message so it goes viral and that complement yours. In most cases, you would share a similar audience.

2.6 Task 6. Implement Air Force Recruiter Presentations and Application Submission Clinics. We reach out to potential partners, over Zoom/Teams or other video conference platforms, or by in-person meetings. Once we determine potential partners, we design an outreach marketing campaign to pitch the message, including the PowerPoint, QuickTime and other Digital Video and Media to get the message across. We make sure to craft the messaging in such a way that highlights goals and benefits to the targeted audience. Whether it is candidate searches or outreach collaboration, our strategic marketing is the way to achieve it.

2.4 Task 4. Create Outreach Web Page. We ensure the client has a Solid Online Presence with a web page. To be recognized when you contact an influential blog is one of the biggest leverages that you can have in the marketing world. The more they know you, the more probable it is that they're going to provide a response to your query. But the question is, how do you create that presence? Social media is just the tip of the iceberg here. Today, Facebook, Twitter, LinkedIn, Instagram and alike are all oversaturated with content made by influencers. The trick is to find the channel that can make your page stand out. For example, Twitter is the place where we get the most engagement for our blog and where we can leverage more outreach opportunities. Find New Candidates. Outreach marketing is an excellent way of acquiring new customers without having to dig deep into your pockets to pay for ads or running other types of marketing campaigns like public relations (PR). Distribute the outreach campaign. We create personalized messages tailored to your prospects and the platform being used to reach out to them. Because it's a highly efficient strategy, outreach marketing can help reduce customer acquisition costs (CACs), the key metric for gaging success.

2.5 Task 5. Intern Placement. We have partnered with many organizations to find placements for potential interns. We have successfully done this for various clients at the VA and other organizations. We support this with the ability to Onboard Existing Candidates. Studies show it's much easier to sell to an existing customer than to acquire a new one. That's why customer retention must play an integral part in an audience growth strategy. And our outreach marketing can help do just that. We run an outreach marketing campaign designed specifically to nurture customer relationships, resulting in higher candidate retention rates. For 2.7 Task 7. Outreach to STEM Focused Institutions and Third Party Organizations, look at how we have target

personalized outreach strategies for high-level blog and website editors, influencers, and writers, which only works if the message is genuine.

2.3 Task 3. Progress Assessments and Program Status. The Weekly Activity Report (WAR) helps align your focus. The idea is to keep your focus on this week's most important things and to be disciplined without being too formal. The idea is to pick the three most important things you want to accomplish in a quarter. Then break those down to help you focus on what you should be working on this month and this week, so when you are planning each day, you can make sure you are doing something that brings you closer to accomplishing your goals.

We use these methodologies because they work. Some of the industry standard methodologies we use include: Use a CRM to keep track of customer data. Tracking customer data will give you deep insight into critical data like buying patterns and their favorite products, among other things; Send tailored email campaigns. With the data you've collected about your customers, you can send your customers emails with hyper-relevant recommendations; Invite engaged customers to join a customer loyalty program. Sell this as an exclusive club where they get insights and rewards. We make it more enticing to participate by "gamifying" the process. We make sure to not take candidate loyalty for granted. Just because we have a message might they like isn't a guarantee that they will sign on. We are proactive in ensuring high retention rates by designing an outreach marketing campaign specifically to retain loyal followers.

Past Performance – Here we identify previous contracts which are relevant to the scope of the Draft PWS.

Customer	Project	Contract Info	Services Overview
VA Department of Health	Office of Emergency Medical Services Outreach	2018-2019; Prime	Social media outreach, targeted marketing campaigns
Department of Veterans Affairs	Media Development and Management	2018-2028; Prime	Promote public and private awareness of the VA's mission, goals, initiatives and objectives, Message communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements
Department of Veterans Affairs	Veterans Experience Office (VEO) Support Services	2021-2026; Prime	Customer experience (CX): real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers.

Customer	Project	Contract Info	Services Overview
Strategic Acquisition Center - Frederick Department of Veterans Affairs	AboutFace Outreach Program	#VA119A-17-D-0157 36C10X20N0151 ; 2020-2025; Sub	All aspects of new media development: video and multimedia from pre-production, production and post-production. Content development for website, enhancing design and information architecture, performing functional maintenance, ensuring 508 compliance, and produce other media and/or educational materials for the National Center for PTSD.

VA Department of Health – Office of Emergency Medical Services Outreach. In the spring of 2019, we worked with the Virginia Department of Health Office of Emergency Medical Services, which needed a marketing firm to assist in sharing resources and information to help first responders deal with the mental health impacts that occur as a result of their experiences on their very stressful jobs. As part of the project, we ensured that social media platforms were being appropriately utilized and reached the right audiences when they needed to be there. We also compiled a list of all the fire, EMS, law enforcement and dispatch locations, and ensured that they receive a targeted print campaign. The project required biweekly reports, and was completed in 2019.

Department of Veterans Affairs – Media Development and Management. We are currently working with the Department of Veterans Affairs on a contract that runs from September, 2018 until September of 2028. Our services include developing materials to promote public and private awareness of the VA's mission, goals, initiatives and objectives. We work to develop and disseminate marketing materials and services which will increase public understanding of the complex and technical aspects of the VA. Some of our services are determining the advertising objective, specifically defining and creating materials with the specific message we are working to communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements.

Department of Veterans Affairs - Veterans Experience Office (VEO) Support Services. We provide the VA VEO with Graphic Design Services. The Veterans Experience Office (VEO) is VA's lead organization for customer experience (CX) at VA and reports directly to the Secretary. VEO supports VA in the Department's modernization efforts to become a premier CX organization by bringing industry best practices to VA service design and delivery. VEO accomplishes this through four core CX capabilities: real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers.

Strategic Acquisition Center - Frederick Department of Veterans Affairs - AboutFace Outreach Program. In the private sector, we recently contracted with AboutFace Web Design to provide services from October of 2020 until October of 2025, including media production, website maintenance, social media clips, website and YouTube channel maintenance, production

of videos of veteran interviews, topic pages, user guides and education, CMS migration and site redesign.

AboutFace is a documentary website that features multimedia stories of Veterans who have experienced posttraumatic stress disorder (PTSD), their family members, and VA clinicians. By watching the videos on AboutFace, viewers can learn about PTSD, explore treatment options, and get advice from others who have lived with the disorder. AboutFace is produced by the VA's National Center for Posttraumatic Stress Disorder (NCPTSD), the world's leading center for PTSD research and education. BrennSys works with NCPTSD to further develop AboutFaces' mission while maintaining and advancing the role it plays in reducing stigma and informing Veterans and their loved ones how PTSD treatment can turn lives around.

This contract includes all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, 508 compliance, etc.). We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks. Working with the National Center for PTSD providing services that include all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, 508 compliance, etc.).

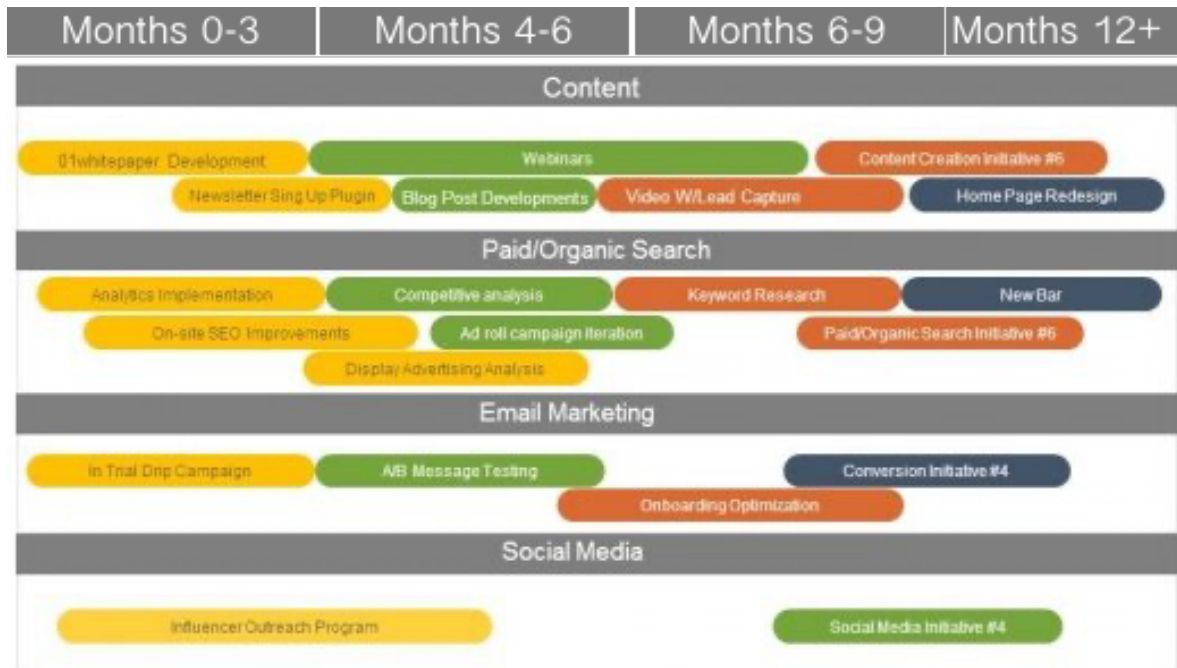
We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks.

Employee Qualifications – We believe the following performance standards address completing the attached Draft PWS: the KPIs we recommend would be measurable values to track whether or not they are achieving their objectives: increasing candidate applications, website referral traffic, and cost-per-click. Following summarizes the bench support BrennSys can provide for this type of work.

Role/LCat	FTEs	Years Experience	Expertise, Degrees/Certifications
Recruiters	5	5+	Writing clear job descriptions and posting them online, sourcing and screening potential candidates, communicating with the Manager and staff, reviewing job requirements, conducting interviews, assisting with onboarding, and helping with any other recruitments. Work experience equivalent to a BA/BS.
Senior Recruiter, Project Manager	3	10+	Planning, executing, monitoring, controlling, and closing projects. They're expected to deliver a project on time, within the budget, and brief while keeping everyone in the know. The senior recruiter manages the recruiters, as well. PMP, MBA
Media Specialist	2	3-5	In charge of creating content that will attract new customers and help keep existing ones engaged on various platforms, done through designing advertising and outreach campaigns. BA or BS

Role/LCat	FTEs	Years Experience	Expertise, Degrees/Certifications
Graphic designer, multimedia specialist, video producer, UI/UX and information architects	5	up to 5	Designing and producing attractive multimedia content according to website specifications. Creating digital images, video animation, and textual animations. Creating original artwork for digital image processing. Creating animated sequences using computer animation software. MA, BA, BS or equivalent work experience.

Timeline – The timeline for mobilization of this requirement and additional details are represented below. Overall, we would recommend an 18-36 month period of performance.



Strategic Sourcing Vehicles – We recommend VA VECTOR. Our general feedback would be for the government to tighten requirements around staffing. Otherwise, a pitfall might be poor service delivery — which may fall behind schedule or below expectations. We would encourage the government to address requirements for confidentiality and security — which may be at risk in these days of challenges cyber security. One question to consider: is there a lack of flexibility as related to the three tasks? The contract could prove too rigid to accommodate change, leading to management difficulties.