**Request for Proposal Technical Response**

**Sol. No.** 36C10X22Q0181

**Veterans Administration General Mental Health Awareness   
and Education Outreach Support Services**

**Submitted**: August 11, 2022

**Submitted to**:  
Strategic Acquisition Center – Frederick

Department of Veterans Affairs

5202 Presidents Court, Suite 103

Frederick, MD 21703

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**Submitted by**:  
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Founded in 2016 / 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

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10 Aug 2022

Strategic Acquisition Center – Frederick

Department of Veterans Affairs

5202 Presidents Court, Suite 103

Frederick, MD 21703

Carey.Kauzlarich@va.gov

Subject: Proposal in Response to Solicitation Number 36C10X22Q0181

Dear Carey M. Kauzlarich,

BrennSys Technology LLC is pleased to submit a proposal in response to solicitation Number 36C10X22Q0181, VA General Mental Health and Suicide Prevention Awareness and Education Outreach Support Services.

BrennSys Technology LLC proposal complies with all the terms of Solicitation Number 36C10X22Q0181, VA General Mental Health and Suicide Prevention Awareness and and Education Outreach Support Services, its attachments, appendices, and amendments.

BrennSys Technology LLC, is a VIP Certified Service Disabled Veteran Owned Small Business (SDVOSB), headquartered in Ashburn, Virginia. BrennSys Technology’s client base consists of the federal government, state government, educational institutions and commercial industry.

BrennSys Technology LLC corporate information is as follows:

* Federal Tax Identification Number: 81-1138876
* SAM UEI# WPH4T2F5XXU7
* Data Universal Numbering System: 080176755
* Cage Code: 7LPG7

We look forward to providing services to the Department of Veterans Affairs. Please feel free to contact me at (571) 370-6760 and/or by email at laldrich@brennsys.com.

Sincerely,

image2.pngimage3.pngimage4.png

Larry A Aldrich

President and CEO

BrennSys Technology LLC (BrennSys) is fully capable of meeting the needs of the Veterans General Mental Health Awareness and Education Outreach Support Services contract. BrennSys is a customer-oriented, mission solutions contractor firm that provides commercial entities and government agencies flexibility and availability of expertise without the expense and commitment of sustaining in-house staff. We are joined with a select team of specialist subcontractors — together, we are “Team BrennSys.” We stand ready to meet the challenge with a cost-effective solution that ensures optimum results.

# OVERVIEW OF CORPORATE CAPABILITIES

|  |  |
| --- | --- |
| **Company** | **Relevant Qualifications** |
| image1.png | * BrennSys Technology LLC is a proven CVE certified SDVOSB technology company providing innovative and sustainable Marketing Communications and Advertising services. * BrennSys has significant VA Healthcare marketing experience. Relevant experience includes Digital Marketing, Advertising, Video production, Web Development and Migration to include maintenance, Graphic Design, Social Media, and Outreach to Veterans using traditional Marketing and Advertising and Strategic Communications. |
| A picture containing text, transport, wheel, gear  Description automatically generated | * Syms Strategic Group is a proven CVE certified SDVOSB IT company providing innovative and sustainable IT program management and delivery of systems and applications. SSG’s leadership has significant VA Healthcare IT experience, leading the development and deployment of 60+ VA systems. * Relevant experience includes VA Bed Management System (BMS), Emergency Department Integration Software (EDIS), MyHealth*e*Vet (MHV), and Enterprise Mobile Applications. SSG’s company leadership has 30+ years of military and Veterans Affairs leadership experience. SSG is currently performing work on the VA’s BAM PMO, Community Care Reimbursement System development, and Substance Use Disorder Treatment Proof of   Concept. |
| Picture 13 | * Anchor Trading is a independent, full service media buying CVE certified SDVOSB * Media buying, Print, Television, Out of Home |
| Digital Wave Video Productions | * Digital Wave provides the booming “wave” of technology and growth in the digital and video industries to meet the evolving needs of our customers with creative enthusiasm and cutting-edge technology * Videography, Still Photograph, Video Editing, Event and trade show videos, Behind the scenes, Brand and company culture videos, Training videos, Presentations, Webinars, Social media videos, Aerial photography (drone) |
| Picture 3 | * SingTone Technologies is a certified 8(a) Service-Disabled Veteran-Owned Small Business (SDVOSB). * IT program and project management, technical writing, configuration management, quality assurance and control, testing, service/help desk, and digital advertisement needs * SEO/SEM, social media, and digital marketing campaigns by creating, hosting, and supporting custom websites, customer relationship management (CRM), and enterprise resource planning (ERP) applications to help reduce overhead costs and automate processes * Websites, electronic records keeping databases, and e-commerce solutions in addition to hosting and supporting existing websites for healthcare professionals and organizations. * Create logos, responsive website templates, color schemes, buttons, icons, .pdf forms, and content to fulfill our clients’ requirements. * Uses ASP.net, C#, WordPress, HTML, PHP, Bootstrap, JavaScript, MSSQL, MySQL, and CSS to meet our clients’ requirements. * Perform automatic and manual backups weekly and daily, depending on requirements, in addition to search engine optimization (SEO) audits |

# TASK 1 - PROGRAM MANAGEMENT

Team BrennSys continually improves our internal control process controls to manage programs. We provide an audit trail for every task and expenditure, mapped to a contract’s line items and deliverables. Team BrennSys understands that the tasks under this potential effort are extensive and require a streamlined and efficient approach to manage personnel and deliverables. Our methodology to meet requirements and exceed acceptable quality levels whenever possible is based on the Project Management Body of Knowledge (PMBOK©) and refers to the five process steps of project management: initiating, planning, executing, controlling, and closing. It contains many processes and techniques of project management by which to evaluate or complete the way we run projects for our government clients.

Team BrennSys personnel management approach ensures best value is delivered to the Government. Team BrennSys charges our PM as the single-point-of-contact on the front line of customer interaction. We recognize this as a high profile/impact project that requires support during business hours each working day. Our trained, certified, and experienced PM will oversee this effort, and the staff undertaking the various services. This management team will use their combined corporate resources, including contract management, HR, finance, quality assurance/quality control (QA/QC) processes, and training to ensure every Task Order is executed on time and within cost. We will assign personnel with specific capabilities per task areas that will ensure comprehensive coverage and performance of contract requirements.

All deliverables are subject to three levels of quality control, based on the processes we will customize in our Quality Control Plan (QCP). We are adept at managing personnel so that end-user and stakeholder interaction with vital systems continue to operate smoothly, whatever the circumstance. To effectively manage and coordinate performance of efforts across the government, we emphasize a top down approach, starting with our PM, who is responsible for ensuring all activities related to managing, coordinating, and executing performance efforts under this contract flow down to the team members assigned for day-to-day execution.

From a personnel management perspective, our PM will coordinate contractual requirements through our Contracts Team using a variety of automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Project management Office (vPMO) contracts management site. We use automated accounting systems such as Deltek Costpoint to verify, approve, and process invoices, while vPMO and Teams serve as knowledge management, communication, and collaboration tools. Within each tool is embedded workflows and processes with checks/balances that enable progress tracking and quality measures. Team BrennSys brings additional value to the government because our technical and status reports are factually accurate and complete, reflecting our commitment to “white glove” quality, while we adhere to deadlines.

The BrennSys team will work with the government’s designated Contracting Officer’s Representative (COR) to monitor the status and progress of work, make adjustments in accordance with established priorities, and request guidance from the COR on major issues or problems that may arise. We will also estimate and report on expected milestones for the completion of tasks and maintain records of work accomplishments according to the deliverable schedules — using our online Virtual Program Management Office (vPMO) portal.

The management plan Team BrennSys follows is a blueprint for the way our organization will run this effort, both day-to-day and over the long term. Our plan includes standard methods for doing various IT-related task — defining software projects, handling issues, dealing with the actual work of the project, addressing the way our people do their jobs — and the overall intellectual framework in which these methods operate. The purpose of this plan is to clarify role and responsibilities, to divide work, to increase accountability, and to help us to define for the government a model to organize this effort. It is not uncommon to solicit stakeholders’ opinions when important decisions must be made — the CO/COR, end users, other government stakeholder, our technical team.

Our expertise in IDIQ management is reflected in our processes for managing this type of contract. We use vPMO for maintaining contractual opportunities and awarded TOs. Our PM and corporate liaison work together in the formulation of IDIQ execution policies, procedures, methods, operating practices, and performance standards. We manage the IDIQ as a portfolio of projects. We provide, via vPMO: an inventory of deliverables by task order, tracking against deadlines and budgeting with an integrated schedule. We trace customer requirements from individual Pos and verify deliverables against KPIs with our QA/QC processes. We report on risks, obstacles, and resolution of issues, through completion of TOs. The team’s vPMO tool provides a unified view of project, program, and portfolio status.

The contract performance model starts with our logging the initial contract file, then kicking off a task, recommending QA/QC KPIs, and, over the life of the effort, documenting performance. Invoicing is audited against the specifications, and, when the task is successfully completed, we close out the workflow. In addition, all resulting metrics will remain clear and focused to avoid misinterpretation and achieve reasonable, credible, and cost-effective results within the mission time frame. These measures provide a wealth of data for our PM to make decisions on future work and to determine where to put coaching, mentoring, and other services to use.

Communication, in person or electronically, cross management lines and, while people have different responsibilities, that doesn't translate to differences in status within the organization. Team BrennSys has found this model allows for more initiative, makes it easier and more pleasant for people to do their jobs, and is more likely to reflect the principles of our organization. While non-critical decisions may take longer to make, we have found consensus makes for better ones. And we have seen, at other government engagements, that our staff satisfaction leads to increased effectiveness, innovation, and a general sense of shared vision and purpose.

Communication and audit-able record keeping are key components of the Team BrennSys approach to managing this type of project.

**Post-Award Kickoff Meeting.** Upon award and prior to the beginning of any services, Team BrennSys will host a Kickoff Meeting with the CO and the VA COR/PM. The purpose of this meeting is to review schedule, transition planning, and any other necessary items related to database administration services.

**Status Meetings.** Team BrennSys will host quarterly performance reviews. The purpose of the review is to analyze our performance, receive quality improvement suggestions from Team BrennSys or other stakeholders, and identify opportunities for continuous improvement. These status meetings may be held in person at the job site, via teleconference or as otherwise directed by the CO and/or COR.

**Other Meetings.** We will attend any additional meetings (i.e., ad-hoc client meetings, joint stakeholder-contractor creative/development meetings, etc.) are at the discretion of the CO and/or COR/PM. Attendance by our PM will be mandatory at all meetings.

| Exhibit: Key Components of a BrennSys Task Management Plan | |
| --- | --- |
| **Component** | **Purpose** |
| Work Breakdown Structure (WBS) | Reflects the major work elements that will be performed with corresponding deliverables. |
| WBS Dictionary | Lists and defines each WBS element and indicates the resources required to produce it. |
| Project Schedule | Defines key activities and milestones for all major events and deliverables. |
| Quality Control Procedures | Details the review procedures needed to ensure adequate oversight and exceptional quality. |

**Reports**. All reports will be archived in our vPMO for access by the CO and COR, as well as any other authorized stakeholders. Reports and meeting minutes will be circulated via email on or before the due date.

Team BrennSys will utilize our own office facilities, equipment, computers and software. Our project management plan is based on Total Quality Management (TQM), which we find marries the processes of our Quality Assurance quite nicely to our vision for executing graphic design projects. This approach ensures strong management, and we will “hit the ground running” based on our previous experience with VA. Team BrennSys uses a management plan that seeks to integrate all organizational functions (customer interaction/support, graphic design, web content, and quality assurance) to focus on the VA’s objectives.

## Virtual Program Management Office (vPMO)

Team BrennSys has come to understand the various types of information systems that support the many processes needed to carry out clients’ business functions. Each of these information systems has a particular purpose or focus, and each has a life cycle of its own. The BrennSys team utilizes a virtual Program Management Office (vPMO) to help oversee tasks, personnel management, and issues response. This vPMO works with Microsoft Project, which will be incorporated for project status reporting and to track assigned task orders. More specifically, we ensure that the expertise and resources of project staff, organizational stakeholders, and relevant personnel can be effectively coordinated and focused to achieve all of a project's goals, objectives, and tasking. In addition to the reports required in the PWS, we will provide both weekly and monthly reports, through our vPMO.

We utilize automated time sheet management; Team BrennSys makes it simple and easy for our employees to use our vPMO to track hours spent on assigned tasks. The Program Manager and BrennSys senior corporate personnel can find what they kneed to know and what they need to track with automated approvals notification. For each task order, staff submit time sheets for approval based on the contract’s unique business processes, customized to the approval process workflow of this project, routing approvals. Our vPMO enables our team to track the progress of time sheet management and approvals, including leave tracking and vacation time, putting visibility and control back into the hands of decision makers. As a web-based portal, the vPMO provides users with the ability to enter time sheets and approvals online, anytime, anywhere, using a standard browser and an internet connection. We are able to manage time sheets to the level of detail required by each unique project, with real-time updating of project status and results against key deliverables. Meetings and Reportspasted-image.tiff

## Exhibit: Subcontractor Management Approach

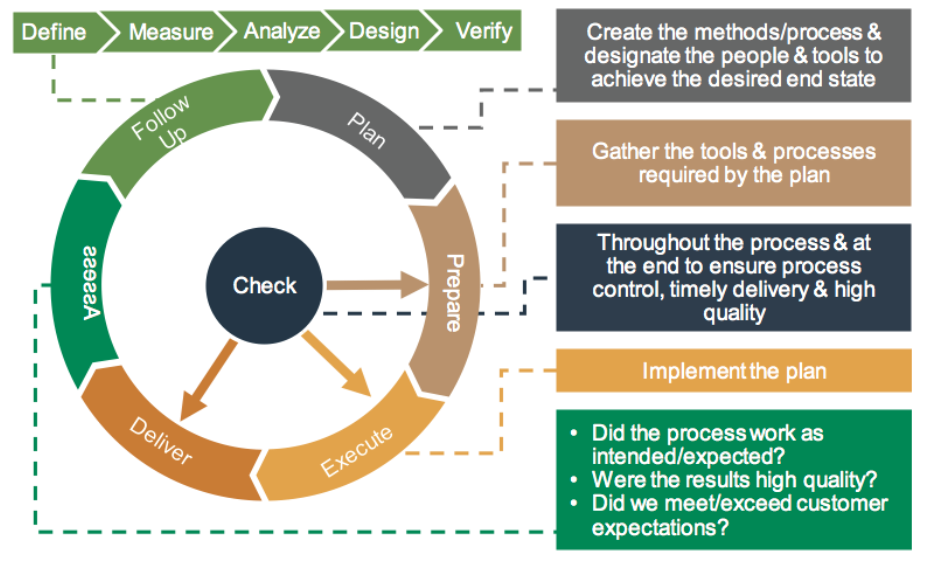
## Quality Assurance

The BrennSys team's program management approach incorporates quality assurance (QA), consisting of applying scientific and analytical disciplines to ensure outputs of our staff meet the quality requirements of the government. We assess capabilities to ensure a process solution functions effectively when required and that detection and correction of design deficiencies, weakness, and workmanship defects that affect personal performance and outputs are mitigated.

Nonconforming products and services are not acceptable, and our Quality Control Plan is designed to capture and subject these items to immediate corrective action before they can affect the project or come to the customer’s attention. ... Each deliverable will incorporate the Government’s comments and feedback, be grammatically correct, and reflect comprehensive research, to incorporate complete analysis. to the extent possible, all deliverables and documentation will be provided to VA in electronic form (MS Office Word, Excel, PowerPoint formats) and other standards, such as Adobe PDF. ... We accelerate the feedback process based on an agile methodology, by integrating customer feedback with SOO requirements and an issue management systems, such as Atlassian Jira, to enable traceability and continuously validate ongoing levels of risk.

When responding to potential problem areas, Team BrennSys’s PM will ensure compliance with the terms of each subcontractor teaming agreement (subcontract after award) and communicates through the BrennSys Contracts Office with our teammates’ corporate leadership to address any contractual or performance-related issues. The PM identifies and implements acceptable solutions and corrective actions to resolve work performance issues, employee challenges, or unsatisfactory quality results directly with the teammates designated POCs. We terminate any subcontractor with unresolved substandard performance from future TO consideration until all such problems are resolved to the satisfaction of the customer and Team BrennSys.

## Exhibit: Team BrennSys Quality Management System



Team BrennSys maintains a focus that ensures on-time delivery of quality products. At the end of each option period, and at the end of the contract, we execute closing operations including final invoices, reconciliations, and archiving in preparation for the next contract period or closeout. We used our Project Management Book of Knowledge management approach to execute multiple prime contracts and delivered products on time and within *Acceptable Quality Levels*. We use our QMS to measure effectiveness of management and technical performance. This confirms our system consistently measures success and self-corrects. These processes enable timely execution of all contract requirements, while responding to potential corporate and VA problem areas. All services will take into consideration the physical distancing requirements as a result of COVID-19. All our products will be compliant with Section 508 of the Americans with Disability Act for user interfaces and must include closed captioning, which includes descriptive captioning for videos; and accurately depict the benefits and services being portrayed.

# TASK 2 - NATIONAL COMMUNICATION AND OUTREACH SUPPORT

Team BrennSys will provide national level Veteran Service Organization (VSO), Community Based Organization (CBO), Non-governmental Organization (NGO), universities/colleges, and public/private entities support and outreach in accordance with the MTC OSOP. Team BrennSys will advance the strategy and message of the MTC campaign and general VA mental health resources. Team BrennSys will assist mental health clinicians in developing VSO and community organization relationships by distributing materials with the appropriate messaging to Veterans and others. The BrennSys team approach for this task includes: Identify target audiences and the key messages that will resonate with them; Develop clear and compelling content that engages audiences; Strategically disseminate content through the channels the audiences prefer; and, Measure reach and impact to ensure audiences are paying attention.

Team BrennSys will develop and design a series of outreach and training solutions based on the analyzed stakeholder needs so as to best outreach products to key audiences:

*Needs Assessment and Training Inventory*: BrennSys will conduct interviews with representatives of key audiences to determine each’s distinct information needs, existing gaps, and content or delivery preferences to help inform future training development. We will inventory existing training presentations to help VA identify which presentations required updating or editing.

*Design “101-Level” Training Programs*: We will design introductory training programs and associated reference training aid/fact sheets for complex topics. We will provide support for strategic outreach meetings at various VA Medical Centers (VAMC) within the continental United States, depending on direction from OMHSP leadership. We will facilitate face to face conversations with VAMC staff and local /regional entities on how VA mental health resources like MTC can be used as part of their overall education, training and communication efforts.

We will update existing training materials to add explanatory graphics and design elements that made the complex topics and regulations substantially easier to understand. Team BrennSys will assist mental health clinicians, to include: Local Recovery Coordinators (LRC) and Peer Support Specialists in developing and maintaining VSO and community organization relationships; and increasing the distribution of materials and messaging to Veterans and all applicable stakeholders. Based on national outreach assets, contact sheets/information/stakeholders, and relevant data provided by the current Contractor, Team BrennSys will continue to expand the multifaceted outreach campaigns nationally to VSOs, CBOs, NGOs, universities/colleges, and public/private entities. Team BrennSys will also continue to develop and maintain existing partnerships and relationships via link building, teleconferences/video conferences, or in-person meetings when travel is not necessary.

Outreach Plan and Product Tracker for Sound and Sensible Training Products: Team BrennSys will develop a database tool to help VA track the subject matter, audience, and level of completion of new training and outreach products as they are developed. We will also develop an outreach plan that involves a coordinated series of blog posts to release the new training and outreach products. As part of the outreach plan, we will conduct a review of any VA websites to determine the ideal location for new training materials and which pages should link to those materials to increase exposure. We will develop and implement a specific, focused campaign for Mental Health Month in May and develop and implement campaigns for Tobacco & Health, among others.

Social Media Content Development and Infographic Design: Team BrennSys will developed a series of blog posts to accompany new communications products as they are released, along with an introductory blog post focused on Military. To accompany such content—and also serve as a separate fact sheet—we will designed succinct infographics to provide an overview of the new outreach campaigns, how they support the VA’s mission, and how they would provide value to VA’s key audiences.

Team BrennSys will ensure the VA has a solid online presence with appropriate web pages. To be recognized when we contact an influential blog is one of the advantages that Team BrennSys bring to this effort. The more social media contacts know the messenger, the more probable it is that they’re going to promote our message. We answer the question is, how do we create a social media presence? Facebook, Twitter, LinkedIn, Instagram and alike are channels that can make a VA engagement web page stand out. For example, Twitter is the place where Team BrennSys gets the most engagement for blog posts and where we can leverage more outreach opportunities. Outreach marketing is an excellent way of acquiring new “eyeballs” without having to dig deep into the budget to pay for ads or running other types of public relations marketing campaigns. We create personalized messages tailored to the right audience and prospects, leveraging 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 engaging success.

Team BrennSys will provide support for outreach meetings at to-be-determined locations CONUS. Our outreach meetings will be actionable — the moment we secure agreement for a meeting over the phone, we immediately send an invite while the attendee is still on the line. We ask them to accept the meeting while we still have them engaged, using language such as, "I’ve sent you the invite, go ahead and accept it while we’re on the phone so we both have it on the calendar." The BrennSys team makes sure to schedule meetings as soon as possible after the call. We’ve found that meetings that occur within a week or so of the initial conversation are more likely to take place. Team BrennSys also supports multi-channel communications. For example, we created a video for another VA client to reinforce how outreach can help them and why personal meetings are a positive. For this strategy, we made sure the asset spoke to the prospect’s persona and was short and to the point.

We will create visual communication tools that increase awareness of VA’s broad array of resources and treatment for mental health issues to help improve conditions for Veterans and their families; stakeholder awareness of key warning signs of post-deployment stress, Post-Traumatic Stress Disorder (PTSD), substance abuse, depression, psychosis, and other common mental health and readjustment concerns and awareness of VA resources to seek help and treatment. Team BrennSys products will have the broadest reach feasible and ensure targeted audiences and locations are impacted (both metro and rural) and be applicable for use with a variety of social media resources, as appropriate. Of course, we will depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds, with a focus on the unique strengths and capabilities of Veterans.

# TASK 3 - EXPANDED OUTREACH TOOL KIT

Team BrennSys produces materials and documents to make information more accessible and understandable to stakeholders and the public; our graphic designed create visual assets and produces outreach materials such as presentations, brochures, fact sheets, posters, summaries, and maps; provides key support for maintaining content on the appropriate websites and intranet. Team BrennSys Visual Communications Specialists also coordinates with other communications–related team members to provide logistical support for regional events, conferences and meetings. Our team will provide graphics support and content editing for documents and materials, with the goal of a 90% materials completed within given timeframe. We will support development of appropriate and appealing materials for print, video, and the website.

We have broad experience with creating digital assets for use in print materials, websites, social media channels. Team BrennSys has supported creation of digital assets associated with naming, logo, identity design and tag lines, driven by brand guidelines. We incorporate appropriate JQuery, Dojo, HTML5, CSS, and Adobe PhotoShop UI approaches to facilitate the professional look and feel of a website. Our team provides the RSS Feed capability to websites in order for users to keep up-to-date on the updates of the site content items, which is the industry standard “Site Syndication” mechanism. Collaborative features like Blogs, Wikis, YouTube integration, and social media links are integrated into website to give rich user experience by using “Web 2.0 mash-ups.” We will also maintain a repository of digital assets either developed or acquired throughout the life of the contract. We support branding strategies by developing a style guide and branding strategy to promote VA services and messages and plan to adopt a similar approach through digital assets across offices and programs.

*Data Visualization*: A primary goal of data visualization is to communicate information clearly and efficiently via statistical graphics, plots and information graphics. Team BrennSys consolidates sources visually within a “source architecture” diagram and a robust spreadsheet/database. We leverage two types of data used in combination to support a meaningful analysis or visualization: First, a table contains quantitative data organized into rows and columns with categorical labels. It is primarily used to look up specific values. In this example, the table might have categorical column labels representing a person’s name (a qualitative variable) and age (a quantitative variable), with each row of data representing one person (the sampled experimental unit or category subdivision).

Second, a graph or chart is primarily used to show relationships among data and portrays values encoded as visual objects (e.g., lines, bars, or points). Numerical values are displayed within an area delineated by one or more axes. These axes provide scales (quantitative and categorical) used to label and assign values to the visual objects.

*Data Gaps Identification*: Team BrennSys identifies and documents data gaps identified during research and data development. We view the purpose of a data asset and gap analysis as discovering data that are available, their strengths and limitations, and what data are regarded as important but not available in order to answer essential questions. Team BrennSys uses this type of analysis to foster a better understanding of the relevance and impact of any data gaps identified, and to support discussions within the organization and across agencies regarding how to bridge data gaps and sustain data assets.

Team BrennSys will provide graphic artist/designer services to expand topics such as general mental health, Coaching Into Care, Tobacco and Health, SUD, Evidence-based Psychotherapy and Women and Minority Veterans, Mental Health Access, and Workplace Violence and MST. Our education and outreach toolkit products. Team BrennSys will develop or update a variety of products including, but not limited to: brochures, posters, fact sheets, ebooks, presentations, postcards and business cards, billboard signs, online products such as social media products, graphics, banners, badges, and icons, and other paid media/print advertising. In addition to updating existing materials, Team BrennSys will create outreach toolkits specific to the following: MST for Sexual Assault Awareness Month and VA Mental Health Summits. We will develop toolkits for: electronic billboards; “Save the date” post cards, flyers and brochures, infographics and social media pieces, as well as web banners and more. The products Team BrennSys creates will enhance existing materials with a focus on promotional items to positively reinforce calls to action.

# TASK 4 - MATERIAL FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE

The BrennSys team will leverage our successful experience and lessons learned from the VA Full-Service Shipping /File Bank Extraction (FBE) program, to continue defining and improving the logistics of managing claims related materials and entering data from these materials into VBA systems. The BrennSys team designed and developed the Source Material Tracking System (SMTS) for the VA Office of Business Process Improvement (OBPI), which allowed our Subject Matter Experts (SMEs) to accurately track all 1.6 million+ paper files the team extracted from 54 Regional Offices, including three OCONUS sites, through upload into VA systems, losing no files in the process. Our proven ability to keep all aspects (extraction, transportation, and scanning) of logistics accountable in handling Veteran data makes the BrennSys team the best option for mission success to provide ***fulfillment, tracking, and storage of collateral and other materials and assessment of effectiveness (Del. 7.4.1)***. Our approach for managing and identifying process improvements for managing end-to-end transportation, conversion, data capture, and storage of documents is detailed in the following exhibit***.***

| Exhibit: Improvements for managing end-to-end document management | |
| --- | --- |
| Phase | BrennSys Team Approach |
| Baseline | * Evaluate the current process to identify known bottlenecks and delays between VA facilities and vendor locations, to include interview stakeholders to collect anecdotal feedback and process pain points, to effectively deliver a sample of 50 copies to the PM/COR, within a week of receiving printing orders. * Assess chain of custody requirements and responsible resources and create a RACI chart based on these findings and create an “as-is” flowcharts, geographical maps, and process maps. |
| Model | * Leverage VHA approved or our tracking system to track all deliveries from point of origin to the point of intake. * Compare findings against delivery data to identify geographical/process constraints * Conduct shortest path routing analysis. |
| Optimize | * Document inefficiencies and recommend process improvements. * Update logistics plans. * Prepare workflow optimization report to include recommendations on potential permanent relocation of information resources to other sites to optimize transport logistics. |
| Audit | * Continue to leverage tracking system and the implementation of process improvements and provide reports, quantitative analysis. * Measure data against performance metrics to track if recommended improvements are working, to include cost analysis and security incident reports. |

# TASK 5 - METRICS EVALUATION REPORTING

The BrennSys team will leverage our understanding of outreach programs through our current work for the VA Benefits and Memorial (BAM) Program Management Office (PMO) program, where we effectively communicate and obtain data for the efficacy of specific projects that aid the Veterans. We will obtain Government provided data to effectively assess, recommend, and implement improvements of existing metrics. The BrennSys team will monitor and provide reports monthly on the results, status of the various activities of the campaigns via a dashboard, to include ***aggregate and refine metrics document, monthly web and social media dashboards and monthly PSA/paid media reports (Del. 7.5.1 A)***. Our team will establish feedback mechanisms to evaluate campaign effectiveness, regularly solicit stakeholder feedback on effectiveness and compile and share lessons learned and incorporate updates into Government approved templates and approaches.

The BrennSys team will leverage the current Nielsen SpotTrac tool to evaluate the PSAs for a period of six months from initial launch, to include working and collaborating with the Enterprise Content Management group to obtain data and feedback on the effectiveness and awareness of the mental health resources provided by both web-based and mobile based websites. We will also ***conduct up to 10 focus groups specific to mental health topics (Del. 7.5.1 B)***.

# TASK 6 - WEB SUPPORT AND MAINTENANCE

Team BrennSys will leverage our web design expertise and experience with our current support of several projects within the VA Benefits and Memorials portfolio, to effectively provide web oversight, content and graphic updates, server management for the MakeThe Connection.net/MHM website and ***migration to the new structure and overall support for web and mobile (Del. 7.6.1 A)*** and ***develop two website splash pages*** (***Del 7.6.1 B)***, to include the va.gov domain. We will adhere to VA web development and design policies that facilitate communication, secure information sharing, 508 compliance, interoperability, and collaboration on the World Wide Web.

Our team will utilize user-centered design (UCD) principles to effectively and constantly work on improving user experience and enhance adoption and outcomes, while making changes gradually as we gain more understanding about the target audience. We will collaboratively leverage the VA Enterprise Content Management System (ECMS), to effectively develop web content utilizing the OpenText Teamsite, to manage content across all websites, mobile platforms, email, social, composite applications, collaboration sites and portals. Team BrennSys, with VA stakeholders, and from a single interface, will author, test and target content, localize, manage media, design websites and mobile applications and publish content. We will provide further insights through analytics with integrated Google Analytics, to track performance and perform behavioral data analysis, including clickstream.

# TASK 7 - SOCIAL MEDIA MAINTENANCE AND MONITORING SUPPORT

The BrennSys team in collaboration with the ECMS, adherence to VA social media policy directive 6515, social media operating procedures, will provide support to ***monitor, maintain and develop MTC content by delivering 36 posts for YouTube, Facebook, and Instagram for the preceding month (Del. 7.7.1 A)***. We will use web-based collaboration tools and comply with 508 accessibility requirements, for example, for Facebook we will add captions to photos to ensure that individuals will understand what is going on in the picture, videos posted directly to Facebook will be closed captioned. This can be done by adding a SubRip file to the video after it is posted. For YouTube, we will ensure all videos have closed captions and audio description (or a link to a version that has audio descriptions). In addition, a full transcript (of captions and audio description) is useful for people who have both hearing and visual impairments including those who are deaf-blind.

We will leverage the use of free tools for video captioning, such as, Overstream, MAGpie and Subtitle-Horse. For Tweets, they will serve as a descriptive caption, to provide context for the item. The Tweet will link back to a website page that hosts a tagged photo, captioned video, or audio with full caption. As Instagram does not allow images to have alternative text, we will use a detailed caption describing the image and video, to include a transcript will be provided to explain the content. Additionally, we will ***develop 24 monthly unique content/postings to social media on the topics of mental health outreach, aligned to the MTC schedule (7.7.1 B).*** As part of crisis management, we will monitor and respond to direct questions, to include working with the VHA VCL to crisis content, comments, and posts. We will document all activities and provides ***updates to the social media strategy and implementation plan (7.7.1 C and D)***.

# TASK 8 - VIDEO AND PSA PRODUCTION, PHOTOGRAPHY, AND DISTRIBUTION

Team BrennSys supports the fill range of video production, PSA distribution, and still photography. Team BrennSys will oversee all aspects of video and still photography creative, planning, production and post-production Video production is simply everything that goes into the ideation, planning and execution of a video. Our services in video production involve three phases: Pre-production, Production and Post-production. We will ensure we obtain the proper VA 10-3203 release forms and DD-214s from Veterans, Service Members, and all others participating.

Team BrennSys covers Pre-Production, Production, Post-Production, and Marketing / Distribution with an expert production crew, script writers, visual communication artists, and video editors. Team BrennSys will capture a broad range of Veteran and family member interview, lifestyle, social media shorts and cut-downs, and b-roll type video at four film shoots for use on various MTC properties taking into account the unique audiences’ viewing nature on each MTC digital/social media platform (web, Facebook, YouTube, and Instagram). Video will support and maintain synergies with MTC video identity, subject matter, tone, style, and professional quality. Team BrennSys will anticipate multiple edit cycles per video by VA and plan for post-production editing, color-correction, and sound leveling per video. The BrennSys team will develop a detailed video plan detailing aggressive video production strategy and when/where necessary for content capture, a recruitment plan (which must be performed solely by Contractor team and not include any VA facilities, resources, or personnel) and shoot schedule (estimated three days per shoot/8-10 Veterans per day/weekends only, including Fridays). BrennSys will capture lifestyle, social media shorts and cut-downs, and b-roll video of commercial grade quality. Our speciality is ensure synergies with existing agency video identity, subject matter, tone, and style. Team BrennSys anticipates multiple edit cycles and plans for post-production editing, color-correction, sound leveling per video and storage (cloud and hard) of hundreds of terabytes of new and existing content.

Team BrennSys will implement a detailed PSA video plan which will account for two creative brainstorm sessions, and will take into PSAs. Additionally, plan address the need to distribute PSAs aged of Mental Health Month (May). The BrennSys team will develop, produce and distribute two professional quality 30 and 60 second formats and four additional footage to be used for social media platforms. BrennSys will develop, cast, and shoot all original footage/VFX for PSAs and will provide Behind-The-Scenes professional photography services for use in PSA packaging and promotional products and materials. Team BrennSys will use only Veterans or Service Members for roles determined to be Veterans or Service Members. Team BrennSys will use only professionals who provide voice over services. The TV quality PSAs will be created and cut at industry standard 30 and 60 seconds for widest possible distribution and play. Each commercial/PSA will be distributed according to the requirements below. Team BrennSys will provide each PSA in appropriate packaging with case and designed and printed label aligned with the product and its contents.

For shoots designated by government to be interview-style, recruiting will require six-eight weeks lead-time in which Team BrennSys will collect a list of potential Veterans. VA requires general post-interview background checks on all participants unless potential candidate raises red flags for Contractor or government, at which point a background check should be performed prior to booking potential candidate. Following pre-screen interview, Team BrennSys will provide a comprehensive write-up per potential participant outlining the overall story, which will align with the goals and vision of the government. For designated interview shoots, BrennSys will provide VA with a list of suggested venues/facilities which must be approved by VA and will be professional studio accommodations or similar. Team BrennSys will support activities during interview shooting such a: in-processing, still photography (see additional details below), off-shoot room for review of live interview via video feed, and live interview room. A BrennSys advantage is our fast one-stop information availability and delivery of services on-location, video post-production process and workflow automation, media upload/download including RSS, Podcasts, pictures, video, and sound, and leveraging platforms such as Vimeo and YouTube for video content distribution.

Team BrennSys will provide professional-grade post-production work. Our Video Graphic Specialists will provide expertise in the various aspects of multi-media design, creation, presentation, editing and cataloging of graphic design products. She will provide assistance converting ideas into easy to understand, high quality presentations, graphics, video productions and other visual representations by using technical expertise, specialized software, illustration and digital devices such as cameras, audio recording equipment, and lighting and printing equipment to create a product that is sophisticated and professional. They use software, such as Microsoft Office Suite, including PowerPoint, Publisher, Word, and Excel, the Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Lightroom, Dreamweaver, After Effects, and Bridge, Apple Final Cut Pro, and CorelDRAW Graphic Suite among others. All Team BrennSys graphic design and visual arts personnel are very knowledgeable in the use of Windows and Apple operating systems and software suites.

# TASK 9 - STILL PHOTOGRAPHY

Team BrennSys will hold photo shoots over multiple days. Team BrennSys will provide the necessary equipment, guidance and support to capture the right image for visual messaging. The photo shoots will be conceptual in nature with ten or more models per day to provide VA with a wide array of photo options, including metaphor (hands only, holding a brochure, a Veteran holding a keychain); setting (park/gym/school); support (hug, concern); and action (walking, working out). The models will be Veterans, active duty Service members (including National Guard or Reserve), individuals portraying a role (family, friends, healthcare profession) or dogs and will be from all available eras, branches, genders, and ethnicities. Selected models will accurately represent the various backgrounds and demographics of Veterans and Service members and take into account the serious tone, nature, and sensitivity of mental health topic. Each model will have various approved wardrobe options that are relevant to work environment or casual climate with family or other appropriate scenarios as required by the shot. Team BrennSys is responsible for all creative direction, which includes the shot-list for a wide variety of photos that will be used for material in toolkits.

We will provide images and relay the look needed for appropriate mental health and other materials, with a focus on Women and Minority Veterans. As part of pre-production, Team BrennSys will provide shoot location recommendations and options for multi day shoots and specific locations within major metropolitan areas, and handle all associated logistics and paper work. Team BrennSys video and photographic specials provide professional leadership in coordination/conjunction with photo and video shoots. Team BrennSys will recruit Veterans, active duty service members or family to participate in a photoshoot over five days in multiple locations within a major metropolitan areas. All PSA, education/awareness video shoots will have a behind the scenes photographer. Testimonial video shoots will depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds.

Team BrennSys will ensure appropriate photo shoot accommodations are available when securing a video/film shoot location, which includes a room no smaller than 15’ x 25' with ceilings no lower than 10' if indoor only. Electronic transfer of all photographs will be provided to each participant. Our photographer is able to display work on location monitor for real time viewing by the client, sharing pictures real time on an iPad.

# TASK 10 – PAID MEDIA PLANS AND MEDIA PLACEMENT

The BrennSys team will develop a media plan for each year starting the design first with consideration to previous years of paid media buying on general mental health and MTC plans.

Team BrennSys will speak with the individuals who manages the VA’s 1st party data in order to determine what type of 1st party data is available - for example CRM data or custom 1st party data segments created by the VA’s Data Management Platform (DMP), so that we can provide the right recommendation for the campaign. If data is physical addresses (first last name, and mailing address), email addresses, and/or encrypted files, which gets converted into cookie IDs (better known as CRM data), Team BrennSys team can upload this data into one of our DSPs directly which requires hashed/unhashed email/phone/address lists to be provided. Data can also be pushed through a LiveRamp seat and passed through to one of our DSPs (Google DV360 or AppNexus). If the VA has Custom 1st Party Segments via a DMP, the VA can easily just pass BrennSys team these segments into our DSP seat ID #’s. For example, the BrennSys team has a B2B client whose segments are housed in Bombora and these are piped into our DSPs by simply giving them our Seat #. Team BrennSys will provide media recommendation once we have an idea of what type of 1st party data is available for on-boarding.

Based on what 1st party data is available, Team BrennSys will supplement by building a list of 3rd party audience segments to ensure a highly targeted campaign to the exact audience the client is looking to reach, with minimal waste.

We utilize Google Analytics as a critical measurement tool to track website visitors and conversions across marketing channels, devices and platforms. Team BrennSys will apply audience analysis and specific benchmark tracking to ensure essential insights allowing for more informed decisions as the digital campaign runs. Google Analytics’ features allow for extremely accurate data and customizable reporting options that will ensure and efficient and successful marketing effort. An additional feature of Google Analytics is focused on mobile applications which provides simplified and accurate insights to mobile customers. Event tracking, cross-device data, and demographic data allows our clients to gather critical information on the target audience experience and user behavior. Another feature is the Tag Manager which allows for management of all tags across websites and applications. Team BrennSys reviews in detail our client’s tagging needs and develops a comprehensive plan to accurately track the data and meet their marketing objectives. Team BrennSys also applies social media marketing to compliment the overall media buy to enhance engagement with the target audience and to meet the marketing objectives. Social media provides feedback and allows for greater optimization of the overall campaign.

# TASK 11 - TRANSITION

A program kickoff meeting with VHA is scheduled within 10 days for consistent and timely discovery of possible risks, gap analysis, and early mitigation of issues concerning ***transition implementation plan (Del. 7.11.1)***. All key stakeholders are recommended to be in participation for initial face-to-face introductions and conversations (if possible). As an alternate or for remote participation, we will provide conference bridge capability and coordinate it between VA and the BrennSys team.

At the kickoff meeting Team BrennSys will present the Onboarding Presentation Transition-In Plan and will discuss key elements of our program plan and schedule for a combined team review. We will review transition components, highlight challenges, document new risks and issues, discuss next steps, and record action items. We also jointly develop meeting cadence as identified within our Communications Plan, including transition status reporting. These key elements are critical to a successful transition start so that all stakeholders understand what will occur on Day 1 and what will occur during the initial days of the transition—and so that accurate and timely information is communicated as soon as possible.

# ATTACHMENT - PORTFOLIO