

**ATTACHMENT A**  
**STATEMENT OF WORK**  
**(SOW)**

**RFP #NNG15487642R**

## Statement of Work (SOW)

### Programmatic and Institutional Knowledge Exchange Services (PIKES)

June 30, 2014

#### **BACKGROUND**

NASA Headquarters (HQ), Goddard Space Flight Center (GSFC), and other NASA Centers sponsor and host numerous events throughout the year to disseminate administrative, scientific, and technical information. They require logistical, coordination, and management support to successfully conduct these events which may be held at various locations including local, national, and international sites. The events are attended by subject matter experts and specialists from other agencies, state governments, private industry, research institutions, and universities and colleges throughout the United States, with frequent participation by persons from foreign countries. Events may include, but are not limited to: conferences, peer reviews, colloquia, symposia, workshops, and various meeting formats.

A **conference** is a meeting of people that "confer" about a topic. It is defined as a meeting held for consultation, exchange of information, or discussion. A conference includes having speakers or discussion panels focusing on topical matters of interest and involving participation of a range of topics and attendees from multiple agencies and/or non-governmental entities.

**Peer review** (also known as **refereeing**) is the process of subjecting an author's scholarly work, research, or ideas to the scrutiny of others who are experts in the same field. Peer review requires a community of experts in a given (and often narrowly defined) field, who are qualified and able to perform impartial review. Impartial review, especially of work in less narrowly defined or inter-disciplinary fields, may be difficult to accomplish and the significance (good or bad) of an idea may never be widely appreciated among its contemporaries.

A **colloquium** typically consists of a single lecture given to colleagues who work in the same or an allied field by a member of the academic community about his or her work. The audience is expected to ask questions and to evaluate the work presented. Colloquia provide scholars with the early stages of the development of new ideas.

**Symposium** refers to any academic conference, or a style of university class, characterized by an open discussion rather than lecture and question–answer format.

A **Workshop** is a brief intensive course, a seminar, or a series of meetings emphasizing interaction and exchange of information. A workshop usually is conducted among a small number of participants.

In a **meeting**, two or more people come together, often in a formal setting, for the purpose of discussing a (usually) predetermined topic such as business or community event planning. In addition to coming together physically (in real life, face-to-face), communication lines and equipment can also be set up to have a discussion between people at different locations, e.g., a teleconference, WebEx, or videoconferencing.

A **customer** is defined as the Government employee(s) initiating/requesting the services in support of their respective organization code.

An **Event Coordinator** is defined as a contractor employee(s) who works with customers to help define the scope of a variety of events. He or she manages all aspects of event planning from the time of the event to its completion. The Event Coordinator also provides planning support, logistical coordination, and post-event activities.

### **SCOPE**

The Contractor shall provide the personnel, services, and all materials necessary to support firm fixed price task order events, and shall plan, arrange, coordinate, negotiate, conduct, and close out each task order. If applicable, or as determined by the contractor, an attendee's registration information will be created, developed, and maintained for each event. Lastly, the Contractor shall provide services for planning of future events in which a task order may not be executed by a CO.

**PIKES shall include, but are not limited to, the following:**

#### **Pre-Planning Support**

- Coordinate input from customers to set meeting goals and objectives
- Develop needs assessment and statement of work
- Provide expert advice on the best methods of carrying out an event
- Submit task orders to the Task Monitor and COR with appropriate signatures
- Participate in conference calls and/or face-to-face meetings as required
- E-mail correspondence with the customer as necessary to finalize details
- Provide meeting estimates, complete planning forms and work orders
- Track timeline to ensure significant milestones and deadlines are met

#### **Site Selection/Contract Negotiation**

- Coordinate site selection, room setup, audio visual equipment and operators, and registration for meeting site managers (Section 508 Standards for EIT compliance required)
- Consolidate proposals and make a recommendation as to the most appropriate site venue that provides the best value to the government (three bids are required)
- Conduct a site visit, if appropriate
- Negotiate government rates
- Secure a written and signed contract for conference facility/site venue/hotel
- Contract shall include the appropriate room block and meeting space

#### **Logistics Support**

- Coordinate with HQ, GSFC, or other NASA Centers' security offices if badges are required
- Determine the conference room layout to best utilize the space and meet the program goals
- Coordinate and confirm audio visual needs and delivery
- Coordinate services required by vendor such as Internet access and equipment rental

- Prepare written specifications for meeting room arrangements, room sets, and audio visual needs
- Make any special arrangements as necessary
- Monitor room block and hotel reservation deadlines
  
- Prepare and distribute attendee lists
- Create and maintain event and hosting databases and web pages (Section 508 Standards for EIT compliance required)
- Post pertinent information to the site to provide conference logistics such as agenda accommodations, directions, and other requirements
- Monitor and update website information as needed
- Plan and develop agendas, invitations to speakers, calls for papers, and mailings
- Coordination, assembly, and shipment of conference-related materials
- Create and produce event materials such as proceedings and other event publications at customer request
- Develop name tags, signs, table tents, and event packets at customer request or with customer-provided materials
- Order attendee meeting supplies such as badge holders and other materials as required

### **Travel Support**

- Make reservations for lodging and meals in accordance with Federal Travel Regulations and the NASA Federal Travel Regulations Supplement
- Process invitational travel orders for non-civil servant participants through <http://etravel.gsfc.nasa.gov>

### **Onsite Meeting Support**

- Provide on-site meeting support at event location, overseeing meeting room arrangements, and troubleshooting
- Liaise with hotel partners to adjust space requirements as needed
- Conduct registration, photocopying, and word processing
- Record and transcribe meeting minutes as needed
- Provide an Interpreter upon request

### **Post Meeting Activities**

- Reimburse non-civil servant participants for honoraria, air fare, per diem, lodging, car rental, etc.
- Follow-up with participants to submit an expense form, receipts, and honorarium submission that is not provided within 5 days from the date of travel
- Examine and closely monitor all submitted expense reports for any unauthorized expenditures

- Submit any modifications that affect the scope of the original task order for additional requirements such as the number of participants, material and equipment, conference expenses and other miscellaneous items
- Provide a written review to include lessons learned and action items to the COR
- Arrange for a meeting with the customer or key player for a debrief
- Close out each task order

### **APPLICABLE DOCUMENTS**

The following NASA Policy Directives (NPDs), NASA Procedural Requirements (NPRs), and Section 508 Standards for Electronic and Information Technology (EIT) are applicable:

- NPD 9710.1W, Delegation of Authority-To Authorize or Approve Temporary Duty Travel on Official Business and Related Matters
- NPR 7150.2A, NASA Software Engineering Requirements
- NPR 9130.1, NASA Financial Information Systems
- NPR 9620.1, Payroll
- NPR 9700.1 Travel (w/Change 3) dated September 12, 2011
- NASA Administrator Memorandum, "Planning Agency-Sponsored Events," November 16, 2005
- The Chief Financial Officer Memorandum, "FY 2014 Guidance for Conference Attendance and Travel," March 5, 2014
- NASA Style Guide, <http://communications.nasa.gov/content/nasa-comm-guidelines>
- Software Applications and Operating Systems (1194.21)
- Web-Based Intranet and Internet Information and Applications (1194.22)
- Video and Multimedia Products (1194.24)
- Self-Contained, Closed Products (1194.25)

The most recent version of all NASA policy documents can be accessed at:

<https://gs279gdmsias.gsfc.nasa.gov/GDMSv2/login.htm>

All other most current versions of the aforementioned documents can be accessed at:

<http://www.access-board.gov/sec508/guide>

Enclosures:

- A-1, Programmatic and Institutional Knowledge Exchange Services (PIKES) Event Planning Worksheets
- A-2, NASA Administrator Memorandum, dated November 16, 2005
- A-3, PIKES Task Order
- A-4, PIKES Firm Fixed Price Worksheet
- A-5, PIKES Internal Worksheets
- A-6, PIKES Annual Report
- A-7, PIKES Monthly Status Report

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