

MEMORANDUM FOR TRADOC Deputy Commanding General/Chief of Staff  
(DCG/CofS)

SUBJECT: TRADOC Strategic Initiatives Group (SIG)

1. **Purpose.** To obtain approval to continue the SIG contract.

2. **Discussion.**

a. Statement of Work (SOW) is at Enclosure 1.

b. Reason for contract. HQ TRADOC does not have a single conduit within TRADOC to coordinate, integrate and synchronize strategic communications throughout TRADOC. The SIG was established to coordinate, integrate and synchronize strategic communications from the TRADOC perspective. SIG establishes processes, linkages and products to support effective strategic communications between TRADOC stakeholders, both internal and external. The SIG provides research, analysis, planning and communications expertise. SIG also links the TRADOC staff, subordinate, and higher commands to ensure a centralized, integrated and synchronized communications planning, with decentralized execution.

c. Objectives. Develop strategic communication plans and products for Board of Directors Conferences, two annual AUSA Conferences and Symposia, 15 annual Army Transformation Wargames, exercises and experiments, FM 7.1 Battle Focused Training manual, talking points for 12 annual key strategic outreach events, annex and products for strategic communications plans for TRADOC Transformation, Strategic Readiness System (SRS) process for strategic communications, review, update and maintain web-based collaboration tools and perform Research and Analysis. These events will support HQ TRADOC's Transformation effort supporting the Army Transformation Vision. The products for these events will be fully coordinated and developed plans, themes, messages and talking points, speeches and briefings, for TRADOC leadership, as part of an overall strategic communications plan to support TRADOC's vision. See enclosed SOW for detailed descriptions of task and products.

d. TRADOC SIG Mission. SIG serves as the HQ TRADOC action agent for strategic communications. Establishes processes and

linkages to enable the leadership to coordinate and communicate strategically, including monitoring and updating the TRADOC Strategic Initiatives Management System (TSIMS) and Online Senior Leader Communications Resource (OCAR) web sites. Serves as TRADOC's action agent to provide immediate and comprehensive crisis communications management planning and process execution using the Crisis Communications Management Plan.

e. I certify that a literature search was conducted using the Defense Technical Information Center (DTIC) database online services and have found no other contract that can perform the required work as indicated by the SOW. This contract will replace the current contract that is supporting the TRADOC Strategic Initiatives Group contract. Initial contract was awarded to support HQ TRADOC requirement to have an office that supports TRADOC strategic initiatives as it relates to the Army Transformation Vision. This is the only office within HQ TRADOC that supports the HQ TRADOC Command Group in developing and researching strategic communications products.

f. I certify that the service is not an inherently governmental function and currently cannot be performed in-house.

(1) This contract is appropriate and will assist the TRADOC Command Group to achieve maximum effectiveness and efficiency with regards to TRADOC Transformation. This contract will provide advice to the TRADOC Command Group in reaching the TRADOC goals in support of the Army's Vision of Transformation.

(2) Currently, there is not a government office that is resourced to perform this function of Strategic Communications for HQ TRADOC. The Public Affairs Office (PAO) is developing a proposal to civilianize this function within the next 6-months. This contract will support the TRADOC Command Group until the PAO proposal has been approved and implemented.

(3) A Cost estimate has been completed by TRADOC DCSR Program Analysis and Evaluation and indicates that the cost in paragraph (i.) is higher than their estimate. Due to the unavailability of personnel to support this contract and the need to have contractors with the expertise and knowledge required to support the Command, it is in the best interest of the government to continue this contract

until personnel and resources are available to support the proposed Strategic Communication cell as indicate in para (f.2).

g. Contract will be competed in the open market.

h. Description of control procedures.

(1) This contract is evaluated on the expertise and capabilities of the contractors to provide the TRADOC CG and CofS with timely, error free and accurate information in accordance with guidance provided by the TRADOC Command Group in support of the tasks identified in SOW. The products produced by the contractor will be in compliance with TRADOC Memorandum 1-11 and AR 25-50 Army Preparing and Managing Correspondence. The contractor will provide monthly reports to the COR in order to monitor and evaluate the contractor's performance.

(2) POC for this contract is MAJ Kevin S. Poates, TRADOC SGS Office, 788-4176.

(3) The Contract Officer Representative (COR) is the POC for this action.

(4) A contractor progress review will be conducted by the COR in accordance with enclosed SOW.

(5) As indicated by paragraph 8 of SOW, semimonthly IPRs will be conducted with contractor to validate and evaluate the deliverables being presented to TRADOC Command Group.

i. Current cost to support this contract to include contractor administrative costs and 8 personnel for 7 man-year worth of effort is 1.454 million dollars. This figure is based on a source directed contract that SIG is currently under.

j. Funds were approved to support this contract at the 17 Dec 02 Command Budget Briefing for an initial 1/2 man-year worth of effort. Recommend EOR code 2512. Fund cite is 2132020 0000 0 57 1001 32479800000 2512 CTXE1BWTE 0002295 XE1BCT 044019.

k. Recommend Federal Supply Class Code B541.

**3. Coordination.** SOW has been coordinated with TRADOC PAO office. POC is PAO Ms. Wallace, ext 3662.

**4. Recommendation.** Approve the requirement for a proposed contract for subject service.

Encl

JOE R. SMITH  
MG, U.S. Army  
Deputy Chief of Staff for  
Operations and Training

# STATEMENT OF WORK

## (Strategic Communications Support Services)

### 1. CONTRACT NUMBER:

**2. BACKGROUND:** The need for Strategic Communications has become a complex and growing endeavor considering the many requirements placed on TRADOC and the changes associated with The Army Vision and Army Transformation. This challenge is even more complicated considering the many audiences that the TRADOC Command Group must reach. The success of TRADOC and The Army to successfully achieve the Army Vision hinges on TRADOC's ability to educate and inform audiences who can help attain its goals. To meet these challenges, the TRADOC Command Group requires communications support services which assist in timely dissemination of accurate information to multiple and diverse audiences, e.g. TRADOC Headquarters, major subordinate commands/schools/activities, The Army, other MACOMs, other Services, OSD, the joint community, Congress and the American people.

### 3. SCOPE:

The primary objective of this task is to establish and maintain strategic communication capabilities to assist the HQ staff in the development, coordination, integration, synchronization and implementation of internal and external strategic communication campaign products to effectively communicate TRADOC and Army strategic messages and themes to achieve The Army Vision. The goals are to provide MACOM-specific support of Army messages and themes; proliferate them to our audiences; establish a common understanding of why America needs this Army; set conditions for the acceptance of the strategic rationale for Land Power; and show TRADOC's value to the Army and national defense strategy.

The contractor shall provide a workforce with sufficient technical expertise, experience, skills and other necessary credentials to accomplish the tasks described below. The contractor is responsible for identifying personnel with the requisite technical expertise, experience, skills and for notifying the contracting officer of any real or potential deficiencies in personal availability. This does not, however, relieve the contractor of any performance requirements.

**4. TASKS:** Support will be provided in the conduct of the tasks as outlined below. Period of performance is from 15 May 2003 or date of award, whichever is later, to 14 Nov 2003 with four one-year options. Tasks may be assigned by the Command Group or the Contracting Officer's Representative (COR). For tasks assigned by the Command Group, the Contractor shall provide the COR with the specific task requirement to include suspense date(s).

#### 4.1 Develop strategic communication plans and products for Board of Directors Conferences

Develop plans with fully coordinated themes, messages and talking points, speeches and briefings, and provide (written) transcripts of meetings/talks for TRADOC leadership, as part of an overall strategic communications plan. These components are to enable a comprehensive, integrated effort utilizing information in various venues, synchronized events and activities; focused on key audiences, defined objectives, and measures of effectiveness.

Provide representatives to meetings, milestone reviews, integrated product teams, course of action development meetings relating to the TRADOC strategic goals and initiatives. Deliverables are coordinated and approved themes and messages, speeches, transcripts, briefings and documented measures of success, and all related data files documenting analysis, development and coordination and trip reports, as a result of the BODs.

Contractor will use TRADOC Memo 1-11 Staff Procedures, <http://www.tradoc.army.mil/tpubs/memos/m1-11/m1-11.htm>, in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.2 Develop strategic communication plans and products for two annual AUSA Conferences and Symposia**

Develop plans with fully coordinated conference themes, messages, talking points and agendas; prepare correspondence, speeches and briefings for TRADOC general officers, provide (written) transcripts of meetings/talks, and monitor for demonstrated measures of success, as part of an overall strategic communications plan. These components are to enable a comprehensive, integrated effort utilizing information in various venues, synchronized events and activities; focused on key audiences, defined objectives, and measures of effectiveness.

Deliverables are coordinated and approved themes, speeches, transcripts, briefings and all related data files documenting analysis, development and coordination and trip reports.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.3 Develop strategic communications plans and products for Army Transformation 15 annual Wargames, exercises and experiments.**

Develop plans with fully coordinated themes, messages and talking points, speeches and briefings, for TRADOC leadership, and monitor for demonstrated measures of success, as part of an overall strategic communications plan. These components are to enable a comprehensive, integrated effort utilizing information in various venues, synchronized events and activities; focused on key audiences, defined objectives, and measures of effectiveness.

Deliverables are coordinated and approved themes and messages, speeches, transcripts, briefings and all related data files documenting analysis, development and coordination and trip reports.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.4 Develop strategic communications plan and products for FM 7.1 Battle Focused Training**

Develop on a bimonthly basis until FM 7.1 is approved for release to the Army plans with coordinated themes, messages and talking points, speeches and briefings, for TRADOC leadership, and monitor for demonstrated measures of success, as part of an overall strategic communications plan. These components will enable a comprehensive, integrated effort utilizing information in various venues, synchronized events and activities; focused on key audiences, defined objectives, and measures of effectiveness.

Deliverables are coordinated and approved themes and messages, speeches, transcripts, briefings and documented measures of success, and all related data files documenting analysis, development and coordination and trip reports.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.5 Develop themes, messages, talking points for 12 annual key strategic outreach events.**

Develop fully coordinated themes, messages and talking points, and monitor for demonstrated measures of success, as part of an overall strategic outreach plan that supports the TRADOC Transformation and Strategic Goals.

Deliverables are coordinated and approved themes, messages, talking points and all related data files documenting analysis, development and coordination and trip reports.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.6. Develop annex and products for strategic communications plans for TRADOC Transformation.**

Develop annex and fully coordinated themes, messages and talking points, speeches and briefings, and monitor for demonstrated measures of success, as part of an overall strategic communications plan. The plans being developed will support 10 conferences annually that support the TRADOC Transformation effort. These components will provide a comprehensive, integrated effort utilizing information in various venues, synchronized events and activities; focused on key audiences, defined objectives, and measures of effectiveness supporting TRADOC Transformation.

Deliverables are coordinated and approved themes and messages, speeches, transcripts, briefings and documented measures of success, and all related data files documenting analysis, development and coordination and trip reports.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.7. Implement Strategic Readiness System (SRS) process for strategic communications.**

Identify and process measurable objectives for the Army-standard SRS in order to broaden scope of current objectives and result in more comprehensive measures of achievement.

Deliverables are additional strategic communications measures for achievement of command goals and objectives in support of TRADOC's mission in support of the Army's Transformation Vision.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.8 Review, update and maintain web-based collaboration tools.**

Review, update and maintain the web-based collaboration tools currently used by the TRADOC General Officer and senior staff. Provide recommendations and software updates, as required. Research and analyze the implementation and conversion of existing tools for use/integration in the TRADOC Knowledge Network (TKN). The contractor will provide a recommendation on transitioning current collaboration tools (TRADOC Strategic Initiatives Management System (TSIMS) and Online Senior Leader Communications Resource (OSCR)) for incorporation into TKN.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.9 Perform Research and Analysis**

Provide strategic communications research and analysis, and evaluate effectiveness of strategic communications plans as they relate to the TRADOC Transformation effort supporting the Army Transformation Vision and goals (quantitative, e.g. surveys, and qualitative, e.g. after-action reviews). Deliverables are all data files documenting research and analysis.

Contractor will use TRADOC Memo 1-11 Staff Procedures in its preparation and coordination of correspondence and other administrative actions, including conferences and briefings.

#### **4.10 Technical/Task Requirements.**

The government anticipates that this statement of work will require 4 man-years during the six-month base period using personnel with the requisite expertise, experience and skills to perform the described tasks. The Government anticipates that these personnel will likely include Senior Management/Analyst, Junior Management Analyst, Senior Administrator, Junior Administrator, and Graphic Artist.

## **5. TRAVEL**

In order to meet the requirements of this contract, the contractor shall perform periodic travel to meet with various TRADOC, DA, OSD and joint community subject matter experts and will be treated as cost reimbursable Contract Line Item Number. Contractor will prepare trip reports on all travel within 5 days to document purpose of travel, issues resolved and issues remaining. Travel will be in accordance with the Federal Travel Regulations (FTRs). Travel will be reimbursed in accordance with the applicable travel regulation and FAR 31.205-46.

**6. PERIOD OF PERFORMANCE:** Base Period: 15 May 2003 – 14 Nov 2003; Option 1: 15 Nov 2003 – 14 Nov 2004; Option 2: 15 Nov 2004 – 14 Nov 2005; Option 3: 15 Nov 2005 – 14 Nov 2006; Option 4: 15 Nov 2006 – 14 Nov 2007.

**7. GOVERNMENT FURNISHED DATA OR EQUIPMENT:** The government will provide the contractor with access to information including unclassified and classified documents, studies, reports, databases and other documents determined by the government as required to accomplish the tasks and perform the analysis specified in paragraphs 4-1 thru 4.9. The government will provide the workspace and office equipment determined by the government as required to accomplish the tasks.

Office equipment will include phone service, automatic data processing equipment (ADPE), (e.g. personal computers, printers, copiers and fax), software and electronic mail accounts. Use of government furnished equipment is limited to contract performance use only.

**8. IN PROGRESS REVIEW (IPR):** IPR will be held on a semimonthly basis to discuss status of deliverables as detailed by the delivery order.

**9. DELIVERABLES:** The deliverables are set forth on Exhibit A, Contract Data Requirements List (CDRL), DD Form 1423.

All deliverables shall be provided in hard copy and digital media as described on the CDRL. Briefings and graphics shall be provided in Microsoft Power Point 4.0, and other deliverables shall be provided in MS Word Version 6.0 (or the current operating equivalent versions), Arial Font, 12 point. Digital media shall be provided on a 3 1/2-inch floppy disk, zip disk and / or CD-ROM.

“The Government has unlimited rights to all documents/material produced under this task order. All documents and materials, to include the source codes of any software, produced under this contract shall be Government owned and are the property of the Government with all rights and

privileges of ownership/copyright belonging exclusively to the Government. These documents and materials may not be used or sold by the contractor without written permission from the Contracting Officer. All materials supplied to the Government shall be the sole property of the Government and may not be used for any other purpose. This right does not abrogate any other Government rights under the applicable Data Right clause(s).”

- 10. Security:** This project will require the Senior Management Analyst personnel to have a valid Secret clearance in order perform their duties.

All Contractor personnel will meet the security clearance requirements for ADP III personnel, as identified in AR 380-19 *Information Systems Security* ([http://books.usapa.belvoir.army.mil/cgi-bin/bookmgr/BOOKS/R380\\_19/CCONTENTS](http://books.usapa.belvoir.army.mil/cgi-bin/bookmgr/BOOKS/R380_19/CCONTENTS)) and AR 380-67 *Personnel Security Program* ([http://books.usapa.belvoir.army.mil/cgi-bin/bookmgr/BOOKS/R380\\_67/CCONTENTS](http://books.usapa.belvoir.army.mil/cgi-bin/bookmgr/BOOKS/R380_67/CCONTENTS)).

**11. Contractor Identification:** Contractor personnel shall be required to identify themselves as a contractor when attending meetings, answering government telephones, or making phone calls on behalf of the government. Contracted employees will also ensure individuals’ Email display name identifies them as a contractor and that the company name is provided in the Email signature block. The contractor will provide nametags to its workers identifying them as contractors with the following minimum requirements:

- a. Name
- b. Contractors Organization
- c. Picture
- d. Classification level

Contracted employees will ensure they obtain and maintain personal identification and vehicle registration IAW installation regulations.

**12. AGENCY SUPPORT AND ADDRESSES:**

- a. The Contracting Officer's Representative (COR) for this effort is Ms. Phyllis B. Wallace, TRADOC PAO, ATPA-PSC, Bldg 27, 66 Ingalls Road, Fort Monroe, VA 23651. Fax 757.788.3358. Phone 757.788.3662, Email: [wallacep@monroe.army.mil](mailto:wallacep@monroe.army.mil)
- b. Deliverable distribution address for CPG:  
HQ TRADOC Cdr’s Planning Group  
ATCG-P (COL Shwedo)  
Bldg 37  
7 Fenwick Rd  
Fort Monroe VA 23651-5000  
Cml: 757-788-2882

# CONTRACT DATA REQUIREMENTS LIST

Form Approved  
OMB No. 0704-0188

Public reporting burden for this collection of information is estimated to average 440 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503. Please DO NOT RETURN your form to either of these addresses. Send completed form to the Government Issuing Contracting Officer for the Contract/PR No. listed in Block E.

A. CONTRACT LINE ITEM NO. 0004		B. EXHIBIT A		C. CATEGORY: TDP _____ TM _____ OTHER _____	
D. SYSTEM/ITEM		E. CONTRACT/PR NO. PR WTE000-3048-N021		F. CONTRACTOR	
1. DATA ITEM NO. A001	2. TITLE OF DATA ITEM PROGRESS AND STATUS REPORT		3. SUBTITLE		
4. AUTHORITY (Data Acquisition Document No.)		5. CONTRACT REFERENCE SOW PARA 8		6. REQUIRING OFFICE PAO	
7. DD 250 REQ LT	9. DIST STATEMENT REQUIRED	10. FREQUENCY MONTHLY	12. DATE OF FIRST SUBMISSION Within 5 days EOM	14. DISTRIBUTION	
8. APP CODE		11. AS OF DATE END OF MONTH	13. DATE OF SUBSEQUENT SUBMISSION	a. ADDRESSEE	
16. REMARKS Contractor format acceptable, unless govt specifies format. Media: diskette, CD paper.				COR, PAO	
				NRCC	
				CPG	
15. TOTAL →				Draft	Final Reg Repro
COR, PAO		1		1	
NRCC		1		1	
CPG		1		1	
COR, PAO		1		1	
15. TOTAL →				3	
1. DATA ITEM NO. A002		2. TITLE OF DATA ITEM SPEECHES		3. SUBTITLE	
4. AUTHORITY (Data Acquisition Document No.)		5. CONTRACT REFERENCE SOW PARA 4.1 - 4.6		6. REQUIRING OFFICE PAO	
7. DD 250 REQ LT	9. DIST STATEMENT REQUIRED	10. FREQUENCY AS REQUIRED	12. DATE OF FIRST SUBMISSION	14. DISTRIBUTION	
8. APP CODE		11. AS OF DATE	13. DATE OF SUBSEQUENT SUBMISSION	a. ADDRESSEE	
16. REMARKS Contractor format acceptable, unless govt specifies format. Media: diskette, CD, paper. Timeline established in specific strat plan.				CPG	
				COR, PAO	
				CPG	
15. TOTAL →				Draft	Final Reg Repro
COR, PAO		1		1	
CPG		1		1	
COR, PAO		1		1	
15. TOTAL →				2	
1. DATA ITEM NO. A003		2. TITLE OF DATA ITEM BRIEFING CHARTS		3. SUBTITLE	
4. AUTHORITY (Data Acquisition Document No.)		5. CONTRACT REFERENCE SOW PARA 4.1 - 4.9		6. REQUIRING OFFICE PAO	
7. DD 250 REQ LT	9. DIST STATEMENT REQUIRED	10. FREQUENCY AS REQUIRED	12. DATE OF FIRST SUBMISSION	14. DISTRIBUTION	
8. APP CODE		11. AS OF DATE	13. DATE OF SUBSEQUENT SUBMISSION	a. ADDRESSEE	
16. REMARKS Powerpoint Format. Media: Diskette, CD, paper. Timeline established in specific strat plan.				CPG	
				COR, PAO	
				CPG	
15. TOTAL →				Draft	Final Reg Repro
COR, PAO		1		1	
CPG		1		1	
COR, PAO		1		1	
15. TOTAL →				2	
1. DATA ITEM NO. A004		2. TITLE OF DATA ITEM TRANSCRIPTS/CONFERENCE MINUTES		3. SUBTITLE	
4. AUTHORITY (Data Acquisition Document No.)		5. CONTRACT REFERENCE SOW 4.1 - 4.9		6. REQUIRING OFFICE PAO	
7. DD 250 REQ LT	9. DIST STATEMENT REQUIRED	10. FREQUENCY AS REQUIRED	12. DATE OF FIRST SUBMISSION	14. DISTRIBUTION	
8. APP CODE		11. AS OF DATE	13. DATE OF SUBSEQUENT SUBMISSION	a. ADDRESSEE	
16. REMARKS Contractor format acceptable. Media: Diskette, CD, paper. Timeline established in specific strat plan.				CPG	
				COR, PAO	
				CPG	
15. TOTAL →				Draft	Final Reg Repro
COR, PAO		1		1	
CPG		1		1	
COR, PAO		1		1	
15. TOTAL →				2	
G. PREPARED BY /S/ PHYLLIS B. WALLACE, COR		H. DATE 8 APR 03	I. APPROVED BY /S/ PHYLLIS B. WALLACE, COR		J. DATE 8 APR 03

17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

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17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

EXHIBIT A

# CONTRACT DATA REQUIREMENTS LIST

*Form Approved*  
OMB No. 0704-0188

Public reporting burden for this collection of information is estimated to average 440 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503. Please DO NOT RETURN your form to either of these addresses. Send completed form to the Government Issuing Contracting Officer for the Contract/PR No. listed in Block E.

A. CONTRACT LINE ITEM NO. <b>0004</b>				B. EXHIBIT <b>A</b>		C. CATEGORY: TDP _____ TM _____ OTHER _____				
D. SYSTEM/ITEM			E. CONTRACT/PR NO. <b>PR WTE000-3048-N021</b>			F. CONTRACTOR				
1. DATA ITEM NO. <b>A005</b>	2. TITLE OF DATA ITEM <b>TRIP REPORT</b>				3. SUBTITLE					
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE <b>SOW PARA 5</b>			6. REQUIRING OFFICE <b>PAO</b>				
7. DD 250 REQ <b>LT</b>	9. DIST STATEMENT REQUIRED	10. FREQUENCY <b>AS REQUIRED</b>		12. DATE OF FIRST SUBMISSION <b>5 DAYS AFTER TRIP</b>		14. DISTRIBUTION				
8. APP CODE		11. AS OF DATE		13. DATE OF SUBSEQUENT SUBMISSION		a. ADDRESSEE		b. COPIES		
								Draft	Final	Reg
18. REMARKS <b>Contractor format acceptable. Media: diskette, CD, paper</b>						CPG		1		
						COR, PAO		1		
15. TOTAL →								2		
1. DATA ITEM NO. <b>A006</b>	2. TITLE OF DATA ITEM <b>SOFTWARE DOCUMENTATION</b>				3. SUBTITLE					
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE <b>SOW PARA 4.8</b>			6. REQUIRING OFFICE <b>PAO</b>				
7. DD 250 REQ <b>LT</b>	9. DIST STATEMENT REQUIRED	10. FREQUENCY <b>AS REQUIRED</b>		12. DATE OF FIRST SUBMISSION		14. DISTRIBUTION				
8. APP CODE		11. AS OF DATE		13. DATE OF SUBSEQUENT SUBMISSION		a. ADDRESSEE		b. COPIES		
								Draft	Final	Reg
18. REMARKS <b>Contractor format acceptable. Media: diskette, CD, paper</b>						CPG		1		
						COR, PAO		1		
15. TOTAL →								2		
1. DATA ITEM NO. <b>A007</b>	2. TITLE OF DATA ITEM <b>THEMES, MESSAGES, TALKING POINTS FOR STRAT COM PLANS &amp; PRODUCTS</b>				3. SUBTITLE					
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE <b>SOW PARA 4.1- 4.6</b>			6. REQUIRING OFFICE <b>PAO</b>				
7. DD 250 REQ <b>LT</b>	9. DIST STATEMENT REQUIRED	10. FREQUENCY <b>AS REQUIRED</b>		12. DATE OF FIRST SUBMISSION		14. DISTRIBUTION				
8. APP CODE		11. AS OF DATE		13. DATE OF SUBSEQUENT SUBMISSION		a. ADDRESSEE		b. COPIES		
								Draft	Final	Reg
18. REMARKS <b>Determined by timeline est in specific strat plan. Media: diskette, CD, paper.</b>						CPG		1	1	
						COR, PAO		1	1	
15. TOTAL →								2	2	
1. DATA ITEM NO. <b>A008</b>	2. TITLE OF DATA ITEM <b>RESEARCH AND ANALYSIS</b>				3. SUBTITLE					
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE <b>SOW PARA 4.9</b>			6. REQUIRING OFFICE <b>PAO</b>				
7. DD 250 REQ <b>LT</b>	9. DIST STATEMENT REQUIRED	10. FREQUENCY <b>AS REQUIRED</b>		12. DATE OF FIRST SUBMISSION		14. DISTRIBUTION				
8. APP CODE		11. AS OF DATE		13. DATE OF SUBSEQUENT SUBMISSION		a. ADDRESSEE		b. COPIES		
								Draft	Final	Reg
18. REMARKS <b>Briefing or info paper. Media: diskette, CD, paper. Timeline est in specific strat plan.</b>						CPG		1		
						COR, PAO		1		
15. TOTAL →								2		
G. PREPARED BY <b>/S/ PHYLLIS B. WALLACE, COR</b>			H. DATE <b>8 APR 03</b>		I. APPROVED BY <b>/S/ PHYLLIS B. WALLACE, COR</b>			J. DATE <b>8 APR 03</b>		

17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

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A. CONTRACT LINE ITEM NO. <b>0004</b>		B. EXHIBIT <b>A</b>		C. CATEGORY: TDP _____ TM _____ OTHER _____			
D. SYSTEM/ITEM			E. CONTRACT/PR NO. <b>PR WTE000-3048-N021</b>		F. CONTRACTOR		
1. DATA ITEM NO. <b>A009</b>	2. TITLE OF DATA ITEM <b>STRATEGIC READINESS SYSTEM</b>			3. SUBTITLE			
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE <b>SOW PARA 4.7</b>		6. REQUIRING OFFICE <b>PAO</b>		
7. DD 250 REQ <b>LT</b>	8. DIST STATEMENT REQUIRED	10. FREQUENCY <b>AS REQUIRED</b>	12. DATE OF FIRST SUBMISSION		14. DISTRIBUTION		
8. APP CODE		11. AS OF DATE	13. DATE OF SUBSEQUENT SUBMISSION				
16. REMARKS <b>Objectives with Measures of success. Format est by govt. Media: Diskette, CD, paper. Timeline established in specific strat plan.</b>					a. ADDRESSEE <b>COR, PAO</b>	b. COPIES	
					Draft	Final	
15. TOTAL →					<b>1</b>	<b>1</b>	

  

1. DATA ITEM NO.		2. TITLE OF DATA ITEM		3. SUBTITLE			
4. AUTHORITY (Data Acquisition Document No.)			5. CONTRACT REFERENCE		6. REQUIRING OFFICE		
7. DD 250 REQ	8. DIST STATEMENT REQUIRED	10. FREQUENCY	12. DATE OF FIRST SUBMISSION		14. DISTRIBUTION		
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16. REMARKS					a. ADDRESSEE	b. COPIES	
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15. TOTAL →							

  

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16. REMARKS					a. ADDRESSEE	b. COPIES	
					Draft	Final	
15. TOTAL →							

  

G. PREPARED BY <b>/S/ PHYLLIS B. WALLACE, COR</b>		H. DATE <b>08 APR 03</b>	I. APPROVED BY <b>/S/ PHYLLIS B. WALLACE, COR</b>	J. DATE <b>08 APR 03</b>
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17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

17. PRICE GROUP
18. ESTIMATED TOTAL PRICE

ATCS

23 Apr 03

MEMORANDUM FOR RECORD

SUBJECT: Cost Estimate for Strategic Initiatives Group (SIG)  
Contract

1. Labor (rates incorporate overhead)

a. Sr. Manager Director (480 hrs @ \$174.97)	\$83,985.60
b. Senior Management/Analyst (1,040 X hrs @ \$95.41)	\$99,226.40
c. Admin Support - Jr (1,540 hrs @ \$54.81)	\$84,407.40
d. Admin Support - Sr (2,912 hrs @ \$67.96)	\$197,899.52
e. Graphic Artist (3,120 hrs @ \$46.00)	\$143,520.00
f. Management Analyst - Jr (480 hrs @ \$62.75)	\$30,120.00
h. Tech Writer/Pub (260 hrs @ \$68.40)	\$17,784.00
i. Supplies/Services	\$15,000
j. Travel	<u>\$30,000</u>
Total cost for initial six month contact	\$702,169.32
Yearly options cost (\$1,404,338.60) X 4 years	\$5,617,354.40
Total cost for 4 1/2 year contract	<u>\$6,319,523.72</u>

2. POC for this action is CPT Poates, ASGS, 4176.

//original signed//  
KEVIN S. POATES  
MAJ, AV  
Contract Officers Representative