

Contract Title: The Navy Chief of Information (CHINFO) Contract	
Contract Number: N00189-09-D-Z039	Contract Type: Cost Plus Fixed Fee
Period of Performance: Begin: 04/2009 End: 04/2017	
Contract POCs:	
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Description of Relevant Work	

FSA Technology, LLC (FSATech) is a subsidiary of Fort Sill Apache Industries, LLC (FSAI), a wholly-owned tribal small business specializing in providing exceptional infrastructure services and solutions. FSAI acquired assets from Tessada & Associates, Inc (TAI), an established and successful Federal contractor, in July 2014, augmenting our core capabilities and past performance in multiple areas. FSATech, as a subsidiary of FSAI, is allowed to use FSAI past performance for procurement opportunities.

Description of Services: Professional Services in the areas of communication integration & strategy, media relations, community outreach/relations, visual information systems and imagery marketing, Public Affairs professional and community development, capabilities integration development, Communication Information Environment (CIE) management and training, and public information materials development and production for The Navy Chief of Information (CHINFO) Headquarters and Navy Office of Community Outreach (NAVCO).

Delivery Order 1 – Meetings and Symposium – Provided planning, management and logistics support to annual Navy Public Affairs (PA)/Visual Information (VI) Training Symposium consisting of more than eighty (80) plenary and breakout sessions over a four (4) day period and accommodating up to four hundred (400) PA and VI military and civilian professionals; and provided similar support to the biannual PA Leadership Meeting consisting of specialized topics and working groups concentrating on immediate Navy communication integration and/or community issues and accommodating up to one hundred (100) PA/VI senior community military and civilian leaders. The scope of tasks included the following functions:

- Meeting and Conference Planning and Support
- Event Execution
- Information Technology Support and Analysis
- Development of Print, Audiovisual, Web-based and other Information Products
- After Action Support (e.g. conduct post-Symposium analysis and provide a written report, to include but not limited to documenting lessons learned, successes and failures, adequacy of venue, prepare feedback forms in advance of Symposium, and draft personalized follow-on letters, emails and other communications with speakers, presenters and key personnel for each event.

Delivery Order 2 – Naval War College Web Content Refresh – Planned, researched, wrote, edited and managed content for the Naval War College website for all audiences. The provided content for the website included but was not limited to:

- Optimization for web readability, reading level, audience and search
- Ensured that content was current, relevant, user-focused and supported the overall objectives established by the Naval War College
- Ensured content met SECNAVINST 5720.47B, SECNAVINST 5720.44B and NWC requirements
- Assisted in the planning and led the development and implementation of new and existing functionality modules for the Naval War College website
- Reviewed and edited content submissions using a content management system
- Researched, wrote, edited, and produced content for the website
- Updated/wrote new content that was posted to the Naval War College website

Delivery Order 3 – Evaluating the Relevance and Direction of Navy Medicine Magazine and Aligning Navy Medicine with Current Information Products – Supported the Director, Bureau of Medicine and Surgery Communications Directorate by:

- Conducting a content evaluation of the magazine to determine how the content reflected the dual mission of Navy Medicine and the SG's strategic goals
- Conducting a content evaluation of the magazine to determine how the content reflected the medical needs/support to the Commandant of the Marine Corps
- Conducting a content evaluation of the magazine to determine how the content reflected the role of the Navy Medicine Enterprise aligned with the CNO's Maritime Strategy
- Evaluated the layout and design in terms of content, presentation and effectiveness
- Evaluated the web presentation of the magazine in terms of content, presentation and effectiveness
- Conducted a product comparison of at least three other publications with similar budgets
- Conducted at least three local focus groups of potential Navy and Navy Medicine readers
- Reviewed the editorial policy and publication process of the magazine
- Reviewed the distributions mechanisms for effectiveness in reaching audiences
- Reviewed the current and proposed budget
- Provided a formal report with recommendations to align the magazine with Navy Medicine mission, vision and strategic goals within the COMS DIR budget constraints

Delivery Order 4 – Public Relations, Marketing and Editing – A Cooperative Strategy for 21st Century Seapower OPNAV N3N5 – Providing a comprehensive and professional edit with the general public as the audience for the approximate 6,000 words publication called 'A Cooperative Strategy for the 21st Century Seapower (CS21R)'. The primary task is to provide a professional edit focused on readability and communication to the general public of the document. The secondary task is to provide sample documents for government viewing of the edited final document. Tasks includes:

- Conducting an initial kick-off meeting with the government client upon task order award
- Analyzing the audiences for CS-21 and develop strategic communications program(s) CS-21; identifying audiences for the strategic communications; executing the strategic message; developing objectives, themes and messages; synchronizing related communication events across command, echelon, agency and governmental lines; establishing measures of performance and measures of effectiveness; developing strategies, plans and tactics; monitoring execution of the strategic communications program
- Evaluating the visual information content received from the field for potential media interest, researching potential on media markets, and opportunities for Navy to promulgate its strategic messages related to CS-21
- Conducting a professional edit of the Draft CS21R which includes line-in and line-out edits to the documents with focus on the general public and other external Navy stakeholders, and Navy staffs as primary audience for this document
- Edit was due NLT 10 business days from task order award in both hard copy and electronic formats
- Perform layout of content and pictures, delivered NLT 20 business days from the date the government provides the draft document
- Create communications/media documents and presentations based on the final product

- Produce and deliver a multi-media display “booth” for Current Strategy Forum and International Seapower Symposium
- Concept for the communications/media deliverables due NLT 30 business days from the date the government provides the draft document and upon dates provided by USG