

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP#: 117

TITLE: Science Education Materials for Middle School Students, Teachers, and Parents

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

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Proposal Address:

Procurement Section, COB, DEA
 National Heart, Lung, and Blood Institute
 National Institutes of Health
 Rockledge Building 2, Suite 6042
 6701 Rockledge Drive
 Bethesda, Maryland 20892-7902

Billing Address:

Accounts Payable, OFM, NIH
 Bldg 31, Room B1B39
 Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE:

Base Period, Year One (1), Eighteen (18) Months
 1st Option Period, Year Two (2), Fourteen (14) Months
 2nd Option Period, Year Three (3), Fourteen (14) Months

C. PRICING METHOD: Cost Plus Fixed Fee pricing method is desired. The estimated level of effort for each year is as follows:

Labor Category	DIRECT LABOR HOURS		
	Base Year	1st Option Period	2nd Option Period
Project Director	500	500	500

Artist	400	50	50
Writer	450	100	100
Creative Director	50	25	25
Graphics Designer	200	25	25
Senior Programmer	50	15	15
Junior Programmer	350	30	30
Administrative Support	500	500	500
GRAND TOTAL, Direct Labor Hours	2,500	1,245	1,245

D. PROPOSAL INSTRUCTIONS:

Technical Proposals. Technical proposals should be no longer than thirty (30) pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and three (3) copies of the technical proposal and an original and three (3) copies of the cost proposal. Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. In order to meet the proposal response date and time, firms may submit proposals electronically in 'Acrobat' or a read-only format via e-mail to ClarksoM@nhlbi.nih.gov referencing the RFTOP number and the name of firm in the subject line, or via facsimile. However, hard copies must be received not later than the close of business on the next business day.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Cost / Business Proposals. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchase parts, shipping, indirect costs and rate, fee, and profit. The basis contract period will require approximately 1.3 person years of effort. The first option period will require approximately 0.66 person years of effort. The second option period will require approximately 0.66 person years of effort. (This should include professional and support personnel and based on 1,880 hours per person year.) The Contractor may use the direct labor hour estimates in their proposal. The Contractor's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

Request for Clarifications. All requests for RFTOP clarifications must be submitted accepted by Friday, March 21, 2003, at 4:00 p.m. Requests for clarifications are to be submitted electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. Responses will be provided electronically to all offerors by 4:00 p.m. Monday, March 31, 2003.

Proposal Intent. Upon review of the RFTOP, your intent to submit or not to submit a proposal is requested. Your intent may be furnished electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. *YOUR EXPRESSION OF INTENT IS NOT BINDING BUT WILL GREATLY ASSIST US IN PLANNING FOR PROPOSAL EVALUATION.*

E. RESPONSE DUE DATE: Proposals are due by 4:00 p.m., local time on Monday, April 21, 2003.

F. TASK DESCRIPTION:

I. BACKGROUND INFORMATION AND OBJECTIVES

A. Background Information

The National Institute on Drug Abuse (NIDA), a component of the National Institutes of Health, is the lead Federal agency for research on drug abuse and addiction. NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction. NIDA's Science Education Program, located in the Office of Science Policy and Communications, has as one of its goals the improvement of K-12 science education and literacy.

Improving science education and literacy has become a pressing issue for the scientific community. Studies have pointed out that the average adult American, in general, has poor understanding of the science behind medical research. Furthermore, American children have consistently scored poorly on tests of science literacy when compared to their international peers. To address this issue, NIDA has been developing materials and programs for K-12 children, their parents and teachers, and the general public for several years. The goal of these materials and programs is to use the science of drug addiction to generate excitement and enthusiasm for science by engaging children and adults in the process of science.

NIDA now has the opportunity to develop new materials specifically designed for middle school students and their parents and teachers, which makes use of the new National Science Education Standards. These standards, developed by the National Academy of Science, outline what all citizens should understand about science by the time they graduate from high school.

B. Objectives

The objective of this contract is to develop materials for middle school students, and their teachers and parents on behalf of the Office of Policy and Communications, NIDA. It requires the production of a CD-ROM and

print materials. It also includes a component for evaluating the materials.

II. SERVICES TO BE PERFORMED

A. General Requirements

1. Independently, and not as an agent of the Government, the contractor shall furnish all necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) and perform the work set forth below.
2. All work under this contract shall be monitored by the Government Project Officer, whose position is defined in Section G of this contract.

B. Specific Requirements

Specifically, the Contractor shall provide services in the development of science education materials for students, teachers, and parents at the middle school level. These materials will include both a CD-ROM and print materials. In addition, the Contractor shall provide services necessary for the development and implementation of an evaluation of the materials being developed through this contract as well as materials for grades K-5 (Brain Power: NIDA Junior Scientists). This shall include the preparation of an OMB clearance to conduct the evaluation. The contractor shall also develop and implement a dissemination plan for the materials. All work shall be monitored by the NIDA Project Officer in accordance with provisions of the contract. All materials developed through this contract will be the property of the Federal Government and therefore in the public domain. NIDA intends for the materials to be freely reproduced for classroom use. NIDA does not intend for the materials to be used by commercial organizations for sale or profit.

The Contractor shall provide NIDA with a CD-ROM and print materials that are age appropriate, interesting to the intended audience, colorful, and creative. These materials shall be designed in a format similar to NIDA's Brain Power Junior Scientist materials and in such a way that school districts may consider the Brain Power materials and the current materials to be part of one sequential unit on the brain and the biology of drug abuse. The Contractor shall also provide NIDA with a plan for conducting an evaluation and the materials necessary to submit an OMB clearance for the evaluation. During the development of the materials, the Contractor shall conduct formative evaluations that may consist of focus groups and field tests with students and teachers, as well as implementation of the materials in classrooms. This evaluation should also include ongoing feedback from teachers on the utility of the materials as well as the feasibility of implementing them in the middle school classroom. It is expected that the Contractor shall have sufficient expertise and experience in middle school curriculum development to produce materials that comply with the National Science Education Standards, fit in the usual middle school curriculum, and that provides creative learning activities applicable to all students nationwide. It is also

expected that the Contractor will have at least one active middle school teacher as part of their development team. It is also expected that the Contractor shall have knowledge of the biology of drug abuse or the availability of consultants with this knowledge. The project will also require experience in the development of materials for teachers and parents, the development of CD-ROMs for classroom use, and the testing and evaluation of educational materials in order to assess their effectiveness in meeting the learning objectives.

Task 1. Develop Management Plan. Within two weeks after contract award, the Contractor shall have a post-award strategy session at the NIDA offices with the Project Officer (P.O.) to discuss the specific tasks of the contract, the schedule of performance for the work assigned, and any aspects of the contract that needs clarification. At this time, the Contractor shall also become familiar with NIDA's existing science education materials, and the goals of NIDA's Science Education Program. The Contractor shall develop a draft management plan which shall describe and outline the tasks to be accomplished. The management plan shall be submitted to the P.O. within three weeks of the post-award strategy session. The P.O. will review the draft and provide feedback within two weeks of receiving the draft. The Contractor shall submit the final management plan within two weeks of receiving comments from the P.O.

Task 2. Develop and Implement an Evaluation Protocol. Within three months after a contract award the Contractor shall submit to NIDA a plan for evaluating the materials to assess their effectiveness in meeting the learning objectives. This evaluation plan shall include both formative and summative components. Implementation of summative evaluation will be discussed below in option year 1. The formative evaluation shall be used to guide the development of the materials and revise them as needed. The Contractor shall indicate in the evaluation plan how the materials will be incorporated into existing middle school curricula. The P.O. will review the plan and provide comments within two weeks. The Contractor shall revise the plan according to the P.O. comments and submit a final plan within four months after contract award. The Contractor shall implement formative evaluation components of the plan for each of the remaining tasks (4-7) during the first year of the contract. Contractors should note that OMB clearance must be obtained prior to the initiation of any data collection activities, although all other planning and development work in the design of the evaluation plan and in preparation of the OMB package can be conducted prior to obtaining clearance. It is expected that the Contractor will either utilize a professional evaluator on their staff or that they will use a professional evaluator as a consultant for this project for the formative evaluation. The summative evaluation is discussed in the sections on the option years.

Task 3. Prepare an OMB Clearance for Conducting the Summative Evaluation. The Contractor shall conduct all the research and prepare all the paperwork necessary to submit an OMB clearance to conduct a

detailed and thorough evaluation of the efficacy of the materials to be developed through this contract, as well as previously developed materials (Brain Power: NIDA Junior Scientists, materials for grades K-5). This evaluation shall measure several factors, including changes in knowledge related to science, neuroscience, and the biology of drug addiction, changes in attitudes towards careers in science, science as an enjoyable endeavor, and the use of animals in research. The evaluation should also determine if teachers are using the materials, and whether the materials are helping students understand the relationship between science and health. The evaluation shall also measure changes in perceptions of scientists that is changed from the stereotypic view of scientists as old men to scientists as all races, ages, and genders. The OMB clearance should reflect the items to be assessed through the evaluation. The evaluation shall include students, parents, and teachers. Because the materials to be developed through this contract are part of a series of materials for students from grades K-9, the summative evaluation shall also include previously developed materials for grades K-5.

Task 4. Develop a CD-ROM for Middle School Students and Teachers. The Contractor shall develop an interactive CD-ROM to be used in conjunction with print materials. The CD-ROM shall be complementary to the print materials and use the same information and concepts present in the print materials, but in an interactive format. It shall include hands on activities that make the concepts more engaging and exciting to the students. It shall also include experiments that can be done on the computer to reinforce important concepts. It shall focus on the biological effects of drugs on the body (with a special emphasis on the brain). Information on how the brain works as well as information on specific drugs (e.g. nicotine) shall be included, however in a format that is appropriate and understandable to the targeted age group. The contractor shall use animation or other special effects to make the CD-ROM interesting to the target age group. This task shall include concept development, scripting, the production of a rough version, and the production of a final CD-ROM. During the development of the CD-ROM, the Contractor shall conduct evaluations to ensure that the content and design are consistent with the goals of the project (see task 2). Changes to the CD-ROM shall be made in accordance with the evaluation results. The CD-ROM shall adhere to the principals outlined in the National Science Education Standards. The CD-ROM also shall be designed to fit within existing middle school curricula.

The Contractor shall provide the concept for the CD-ROM and an outline of the content within six months after contract award. If necessary, the Contractor shall hire consultants to aid in the development of the content. The P.O. will NOT develop the text. The P.O. will review the concept and outline for the CD-ROM and provide comments within one week. The Contractor shall provide a draft script within nine months of contract award. The P.O. will review the drafts and return comments to the Contractor within two weeks. The contractor shall provide a description of the formative evaluation results, including a description of how the CD-

ROM should be changed in accordance with these results no later than ten months after contract award. Using both the P.O.'s comments and the evaluation results, the Contractor shall make any necessary changes to the script and provide NIDA with a rough version within eleven months after contract award. The P.O. will review within two weeks. After approval, the Contractor shall submit a final version of the CD-ROM within eighteen months after contract award.

Task 5. Develop Print Materials for Middle School. The Contractor shall develop science education materials for students in middle school grades. These materials will be designed for use with the CD-ROM in task 3. Therefore, they shall also focus on the biological effects of drugs on the body (with a special emphasis on the brain). Information on how the brain works as well as specific drugs shall be included, however in a format that is appropriate and understandable to the targeted age group. This task shall include the design, development of content, and the production of camera-ready final products. During the development of the materials, the Contractor shall conduct formative evaluations to ensure that the content and design are consistent with the goals of the project (see task 2). Changes to the materials shall be made in accordance with the evaluation results. The materials shall adhere to principals outlined in the National Science Education Standards. They also shall be designed to easily fit within existing middle school curricula. These materials shall be designed to be four color and printed on 70-lb lithocoated paper. All materials that will be handed out to students will include a black and white master that can be Xeroxed. The materials will also be consistent in design and format to previous NIDA developed materials, "Brain Power: The NIDA Junior Scientists." They will be designed so that schools and school districts may seamlessly implement the "Brain Power" materials and the materials to be developed under this contract from grades K-9.

The Contractor shall provide the concept for the design and an outline of the content within six months after a contract award. If necessary, the Contractor shall hire consultants to aid in the development of the content. The P.O. will NOT develop the text. The P.O. will review the concept and design and provide comments within one week. The Contractor shall provide a draft of the text and artwork within ten months after a contract award. The P.O. will review the drafts and return comments to the Contractor within two weeks. The Contractor shall provide a description of the evaluation results, including a description of how the materials should be changed in accordance with these results no later than ten months after a contract award. Using both the P.O.'s comments and the evaluation results, the Contractor shall make any necessary revisions and provide NIDA with a final draft within fourteen months after a contract award. The P.O. will review within two weeks. After approval, the Contractor shall submit a final camera-ready version of the materials within eighteen months after a contract award. Upon acceptance of the camera-ready copy, the P.O. will coordinate printing with the Government Printing Office.

Task 6. Develop a Teacher's Guide. The Contractor shall develop a teacher's guide, including design and production of camera-ready artwork, consistent in content, theme and design to the materials in task 3. The teacher's guide shall be designed to facilitate use of the student materials in the classroom. It shall include information on implementing both the print materials and the CD-ROM. The Contractor shall use the science of drug abuse to develop cost-effective and simple suggestions for supplemental lesson plans and classroom activities designed to interest and educate students on the process of scientific discovery. Emphasis shall be placed on the development of a guide that is easy to use and minimizes the amount of time a teacher would need for preparation. Emphasis shall also be placed on presenting complex scientific information in a way that nonscientists are able to understand. During the development of the materials, the Contractor shall conduct evaluations to ensure that the content and design are consistent with the goals of the project (see task 2). Changes to the materials will be made in accordance with the evaluation results. As with the student materials, the guide shall adhere to the National Science Education standards. The guide shall be a minimum of 25 pages, and no more than 100, excluding the cover. It shall be designed to be two color and printed on 70-lb lithocoated paper. As with the student materials, the teacher's guide shall be developed as a sequence to the teacher's guide used in the "Brain Power" materials for grades K-5.

The Contractor shall provide the concept for the design and an outline of the content within six months after a contract award. If necessary, the Contractor shall hire consultants to aid in the development of the content. The P.O. will NOT develop the text. The P.O. will review the design concept and outline of the content and provide comments within one week. The Contractor shall provide a draft of the text and artwork within ten months after a contract award. The P.O. will review the drafts and return comments to the Contractor within two weeks. The Contractor shall provide a description of the evaluation results, including a description of how the materials should be changed in accordance with these results no later than ten months after a contract award. Using both the P.O.'s comments and the evaluation results, the Contractor shall make any necessary revisions and provide NIDA with a final draft within fourteen months after a contract award. The P.O. will review the final draft within two weeks. After approval, the Contractor shall submit a final camera-ready version of the material within eighteen months after a contract award. Upon acceptance of the camera-ready copy, the P.O. will coordinate printing with Government Printing Office.

Task 7. Develop a Parent's Guide. The Contractor shall develop a parent's guide, including design and production of camera-ready artwork. The parent's guide shall include information that is consistent in theme and content with the student materials. It shall include activities that parents can do with their children and a listing of resources. It shall also include any background information the parents will need to engage in discussion or activities with their children. The guide shall be a minimum

of ten pages and no longer than thirty pages. During the development of the materials, the Contractor shall conduct evaluations to ensure that the content and design are consistent with the goals of the project (see task 2). Changes in design, text, and artwork shall be made in accordance with results of the evaluations. The guide shall be designed to be one-color and printed on 70-lb lithocoated paper.

The Contractor shall provide the concept for the design and an outline of the content within six months after contract award. If necessary, the Contractor shall hire consultants to aid in the development of the content. The P.O. will NOT develop the text. The P.O. will review the design concept and content outline and provide comments within one week. The Contractor shall provide a draft of the text and artwork within ten months after a contract award. The P.O. will review the drafts and return comments to the Contractor within two weeks. The Contractor shall provide a description of the evaluation results, including a description of how the materials should be changed in accordance with these results, no later than ten months after a contract award. The Contractor shall make any necessary revisions and provide NIDA with a final draft within fourteen months of contract award. The P.O. will review the final draft within two weeks. After approval, the Contractor shall submit a final camera-ready version of the materials within eighteen months after a contract award. Upon acceptance of the camera-ready copy, the P.O. will coordinate printing with Government Printing Office.

Task 8. Develop a dissemination plan for making teachers aware of the availability of the materials. The Contractor shall develop a plan for notifying teachers of the availability of the materials. This may include the placement of advertisements in selected teacher's journals, direct mailings, and/or direct e-mailings. Other means of reaching teachers shall also be considered in the plan. After discussion of the various options with the PO, the Contractor shall implement those dissemination methods determined to reach the most number of teachers in a cost effective manner.

C. OPTION 1, 1ST Option Period, YEAR 2

If option 1 is exercised, the contract will be extended by 14 months. Specifically, the Contractor shall conduct an in-depth evaluation of the materials developed in the first year. This evaluation will be contingent on successful completion of the first section of the project and OMB clearance. See description in Base Period, Task 2. In addition to the evaluation described in Base Period, Task 2, the Contractor shall conduct a thorough summative evaluation of the materials developed for middle school students. The contractor will also conduct additional dissemination activities for the middle school materials and if needed, the grades K-5 materials.

Task 1 – Develop an in-depth Evaluation Protocol. The Contractor shall use a professional outside evaluator, such as the National Science Foundation, in designing and conducting the summative evaluation. The goals of the

summative evaluation are to determine if the materials are effective in accomplishing several variables, including: 1) have students learned and retained information on how drugs act in the brain; 2) have students attitudes towards learning science changed; 3) have students perceptions of scientists changed; 4) have students attitudes towards drugs of abuse changed; 5) do the materials help students understand the relationship between science and health; 6) are teachers using the materials; 7) have teachers been able to successfully implement the program in their classroom and if not, what barriers exist; 8) has teacher knowledge related to the neurobiology of addiction changed; 9) has parental knowledge of the neurobiology of addiction changed; 10) how well do the materials accomplish the goals of the National Science Education Standards; and 11) other questions to be recommended by the evaluator. It is expected that there shall be multiple testing sites and that participants will represent gender and ethnic diversity consistent with the U.S. population, as well as grade levels consistent with each set of materials.

Task 2 – Develop an instrument(s) appropriate for conducting the summative evaluation protocols developed in task 1. The Contractor shall develop and implement appropriate evaluation instruments for conducting an evaluation of the materials developed during year one of this contract. It is expected that the evaluators will use a mixed-methods approach that includes quantitative and qualitative data collection methods. To ensure data accountability, the evaluation study should consist of gathering, analyzing and interpreting data using multiple approaches. Such approaches would include but not be limited to identification and testing of comparison groups, collecting work samples, and informal interviews with teachers.

Task 3 – Implement the evaluation. The Contractor shall conduct a summative evaluation of the materials developed in year 1 of this contract using the instruments and evaluation protocols developed in tasks 1 and 2.

Task 4 – Produce a Comprehensive Report Summarizing the Evaluation Results, Including Recommendations for Improving Content, Uses, and Dissemination of the Materials. The Contractor shall summarize all evaluation results related to the questions in Task 1, with sections in the report on students, teachers, and parents. The Contractor shall include recommendations based on the results of the evaluation for improving the content, graphics, writing style, activities, and other items that may improve the effectiveness of the materials. The report shall also include recommendations for improving the materials to make them more classroom friendly if the evaluation results indicate that the materials are not being used in the classroom as intended. Finally, the report shall include recommendations for improving teacher awareness of the materials if that is perceived to be a problem.

Task 5 – Where Feasible and Necessary, work with NIDA Staff to Revise Content of the Materials and Make Improvements that will Increase Effectiveness of the Materials. The Contractor shall work with NIDA to

revise the materials and take other steps within our control to improve the materials based on the feedback from the evaluation.

Task 6 – Conduct additional dissemination activities as determined by the NIDA P.O. The Contractor shall conduct additional dissemination activities based on those proposed in the dissemination plan developed in the base year on the contract and the success of those conducted in the base year. Dissemination activities may include the middle school materials as well as the grades K-5 materials as needed.

D. OPTION 2, 2nd Option Period, YEAR 3

If Option 2 is exercised, the contract will be extended by an additional 14 months. Specifically, the Contractor shall conduct an in-depth evaluation of materials developed for grades K-5 (Brain Power: NIDA Junior Scientists). This evaluation will be contingent on successful completion of the first section of the project and OMB clearance. See description in Base Period, Task 2. The contractor will also conduct additional dissemination activities for the middle school materials and if needed, the grades K-5 materials.

Task 1. Develop and Implement an Evaluation Protocol for K-5 Materials. See Task 1 under Option Year 1, Year 2.

Task 2. Develop An Instrument(S) Appropriate For Conducting The Summative Evaluation Protocols Developed In Task 1. See Task 2 under Option Year 1, Year 2.

Task 3. Implement the evaluation of the grades K-5 materials. See Task 3 under Option Year 1, Year 2.

Task 4. Develop a Comprehensive Report Summarizing the Evaluation Results, Including Recommendations for Improving Content, Uses, and Dissemination of the Grades K-5 Materials. See Task 4 under Option Year 1, Year 2.

Task 5. Where Feasible and Necessary, work with NIDA Staff to Revise Content of the Grades K-5 Materials and Make Improvements that will Increase Effectiveness of the Materials. See Task 5 under Option Year 1, Year 2.

Task 6. Conduct additional dissemination activities as determined by the NIDA P.O. See task 6 under option year 1, year 2.

D. Delivery Schedule

Basis Contract Period of Performance				
Item #	Description	Quantity	Due Date	Place of Delivery

1.	Draft Management Plan	1 copy	5 Weeks After Contract Award (ACA)	Project Officer
2.	Final Management Plan Task 1	2 copies	9 Weeks ACA	Project Officer
3.	Progress Report on OMB Clearance Preparation	1 copy	2 months ACA	Project Officer
4.	Draft OMB Package and Process	2 copies	3 months ACA	Project Officer
5.	Draft Evaluation Plan	1 copy	3 months ACA	Project Officer
6.	Final Evaluation Plan	2 copies	4 months ACA	Project Officer
7.	Final OMB Package and Process	2 copies	4 months ACA	Project Officer
8.	Design Concept & Content Outline for CD-ROM & Print Materials	2 copies	6 months ACA	Project Officer
9.	Draft of CD-ROM Content	2 copies	9 months ACA	Project Officer
10.	Draft of Print Materials	2 copies	10 months ACA	Project Officer
11.	Formative Evaluation Results & Description of Impact on Project	2 copies	10 months ACA	Project Officer
12.	Rough Version of CD-ROM	2 copies	11 months ACA	Project Officer
13.	Final Draft of Print Materials	2 copies	14 months ACA	Project Officer
14.	Camera-Ready Copy Of Print Materials	2 copies	18 months ACA	Project Officer
15.	Final Reproducible Copy of CD-ROM	2 copies	18 months ACA	Project Officer

If the 1st Option Period, Year 2 and the 2nd Option Period, Year 3 are exercised, the deliverables shall be as follows:

1st Option Period, Year 2 and the 2nd Option Period, Year 3 Periods of Performance				
Item #	Description	Quantity	Due Date	Place of Delivery
1.	Draft of In-Depth Evaluation Protocol	2 copies	1 month ACA	Project Officer
2.	Final Evaluation Protocol	2 copies	2 months ACA	Project Officer

3.	Recommendations for Additional Dissemination Activities	2 copies	2 months ACA	Project Officer
4.	Draft of Evaluation Instrument(s)	2 copies	3 months ACA	Project Officer
5.	Final Evaluation Instrument(s)	2 copies	4 months ACA	Project Officer
6.	Report on Additional Dissemination Activities	2 copies	6 months ACA	Project Officer
7.	Draft Report on Evaluation Results	2 copies	9 months ACA	Project Officer
8.	Final Report on Evaluation Results	2 copies	10 months ACA	Project Officer
9.	Recommendations to Improve Materials	2 copies	11 months ACA	Project Officer
10.	Improvements to Materials	2 copies	14 months ACA	Project Officer

G. EVALUATION FACTORS:

Your proposal shall be evaluated on the likelihood of meeting the Government's objectives. The evaluation shall be based on the technical and administrative capabilities in relation to the needs of the project/task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that shall be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below:

1. Understanding the project - 20 points

The proposal will be evaluated on how clearly it demonstrates the offeror's thorough understanding of NIDA's Science Education Program, particularly the Brain Power materials, and NIDA's desire to improve science education and literacy by developing innovative science education programs and products. Evidence of this understanding will be supported by how well the offeror discusses the tasks to be performed and their complexity. The offeror's identification of potential problems which may be encountered and proposed solutions for their resolution, will be evaluated for depth of project understanding. The proposal will also be evaluated on how well the offeror understands the issues and complexities relating to evaluating the impact of science education materials as well as the dissemination of materials. Additionally, the proposal will be evaluated for the offerors understanding of the problems and limitations in conducting evaluations and how to overcome them.

2. Approach - 25 points

The proposal's discussion regarding development of science education materials and the National Science Education Standards will be evaluated for degree of offeror's expertise for each task and for the plan for accomplishing each of the tasks. The proposal will also be evaluated for its compliance with each of the requirements specified in the Statement of Work and for consistency with stated

goals and objectives. The approach for assuring the achievement of timely and acceptable performance should also be well documented and sound. The offeror's proposal will be evaluated for soundness, practicality, feasibility of the technical approach for accomplishing the development and evaluation of science education materials. This will include specific aims related to the development of science education materials for middle school students, dissemination of materials, and evaluation of science materials.

3. Management Plan - 20 points

The proposal will be evaluated on the soundness of its management plan to conduct, manage, administer and coordinate the resources needed. The proposal will be evaluated on how clearly an organizational chart depicting lines of authority and reporting responsibilities for staff and any consultants is presented; plans for coordination with NIDA and proposed consultants; plans for quality control and organizational backup; and on how clearly reports are presented, especially visual depictions of progress and milestones. The percentage of time each staff member will contribute to the project should be identified.

4. Key Personnel - 25 points

Proposed personnel, subcontractors, and consultants will be evaluated on the appropriateness of credentials, training, qualifications and experience to carry out the required tasks. Minimally, skills in middle school curriculum development, writing, editing, graphic design, CD-ROM production, and dissemination and evaluation of educational materials are required. Resumes will be evaluated for degree of expertise and how well they match the contract needs. Letters of commitment from consultants and personnel will be evaluated on the degree to which they ensure availability of individuals and expertise to this contract.

5. Facility - 10 points

The facilities and equipment of the offeror will be evaluated for the ability to perform each of the required tasks. The proposal should demonstrate the extent to which facilities are available to conduct the proposed projects.

6. Cost

Price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government. The cost proposal shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchase parts, shipping, indirect costs and rate, fee, and profit.

RFTOP#

TITLE:

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____ TO # NICS-

Contractor:
Points of Contact:
Phone:
Fax:
Address:

TOTAL ESTIMATED COST: Pricing Method:
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference #: _____
Appropriations Data: _____
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator Date