

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

RFTOP#220

TITLE: Development of the Interactive Genetics and Genomic Careers DVD

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

**A. Point of Contact Name:**

Phone: 301-594-0632

Proposal Address:

NHGRI, NIH  
Building 31, Room 4B09  
9000 Rockville Pike  
Bethesda, MD 20892

Maggie Bartlett

Fax: 301-402-2218

Billing Address:

NHGRI, NIH  
Building 31, Room 4B09  
9000 Rockville Pike  
Bethesda, MD 20892

**B. PROPOSED PERIOD OF PERFORMANCE:**

One day after award through December 15, 2004

**C. PRICING METHOD:** Firm Fixed Price

**D. PROPOSAL INSTRUCTIONS:**

Electronic Word file plus two hard copies with required samples.

**E. RESPONSE DUE DATE:** September 17, 2004

**F. TASK DESCRIPTION:**

**Statement of Work**

**National Human Genome Research Institute  
Education and Community Involvement Branch and Communications and Public Liaison  
Branch**

**Title:** Development of the Interactive Genetics and Genomic Careers DVD

**1.0 Mission**

The National Human Genome Research Institute (NHGRI) is one of the institutes of the National Institutes of Health (NIH), the world's premier biomedical research organization.

As part of the NHGRI, the mission of the Education and Community Involvement Branch (ECIB) is to implement public education programs and to develop community involvement programs to engage a broad range of the public in understanding genomics and accompanying ethical, legal and social implications. In accordance with this mission, ECIB (1) advises the institute director and senior staff on a broad range of issues regarding public education and community involvement matters; (2) develops and implements public education programs; (3) evaluates public education activities; (4) conducts and coordinates public education initiatives.

As part of NHGRI, the Communications and Public Liaison Branch (CPLB) is responsible for the dissemination of information to the public and scientific community by a variety of methods, i.e., publications, news releases, exhibits, visual media, and the institute's web site.

**2.0 Project Background**

Many resources are available to assist students in making career decisions. Few resources, however, provide information about careers in genomic science. It is proposed that NHGRI develop an interactive multimedia Genetics and Genomic Careers DVD designed to be a “premier” tool to assist students who have an interest in learning more about and possibly pursuing careers in these rapidly expanding fields of science.

### **3.0 Objectives for Project**

The NHGRI Interactive Genetics and Genomic Careers DVD will define, educate, inform, and involve the target audience in understanding what “genomics” is, and the wide range of careers that exist now and may arise in the future in this highly active field of science. This resource will be content-rich and user-friendly tool for discovering careers in genetics and genomics.

The primary audience for this product includes: students in ninth grade through sophomore in college, high school science teachers, and high school guidance counsellors. Secondary audiences may include teachers from other disciplines, parents and college academic advisors.

#### Specific Aims:

The NHGRI Interactive Genetics and Genomic Careers Resource DVD aims to:

- inform students about possible careers in genetics and genomics
- provide a resource for career counsellors, parents, students and teachers
- provide an interactive way to learn more about such careers
- have a product shelf life of approximately five years
- present a basic understanding of important information about genetics and genomics research
- expose the audience to professionals doing cutting edge science
- expose the audience to the breadth of genomic careers
- be a portal to current information available about genetics and genomics linking to monitored web pages specifically designed to accompany the DVD, allowing for updates to information

### **4.0 Scope of Project**

The contractor will work with NHGRI staff to refine the concept and to develop the production plan for a multi-media, web-enabled DVD for use by a variety of audiences interested in careers in genetics and genomics. This planning effort will produce a detailed, comprehensive and implementable project plan for this multi-media product.

### **5.0 Required Tasks**

1. Work with NHGRI staff to develop the initial overall concept of the project and creative dissemination strategies for reaching appropriate audiences. This will include a requirement that the contractor present the initial recommendations to advisory groups for this project, and revise treatment one time, if necessary. On-site meetings at NIH’s Bethesda, Md., campus will include:
  - a. Initial brainstorming meeting between contractor and NHGRI staff to clarify project.
  - b. Meeting with NHGRI curriculum development staff.
  - c. One joint meeting with two advisory groups.

2. Coordinate with NHGRI curriculum development staff and coordinate with NHGRI production staff. This will be separate from the contractor point-of-contact.
3. Brainstorm the methods of interactive multi-media presentation on the DVD (e.g., text, audio, still images, narrative film; documentary; animation; gaming).
4. Develop the initial concept of the multi-media content.
5. Design method for testing sample content and develop questions for focus testing (age-appropriate and racially and ethnically diverse group of individuals; size of group, 8-10 individuals). Focus group testing site should allow NHGRI staff to discreetly observe the session.
6. Perform focus group testing. Ideally, there will be three focus groups:
  - a. Science teachers
  - b. Average students
  - c. Honors or AP science students
7. Finalize content concepts, informed by focus group testing.
8. Develop a detailed treatment, storyboard and shooting script, including defining and mapping the multi-media navigation and web interactivity.
9. Provide technical advice about the best ways to implement the presentation on the DVD, especially regarding playing on a computer, playing on a set-top box and linkage to the Internet.
10. Provide final production planning, including scheduling of production, post-production (editing), and multi-media DVD authoring.
11. Actual production is beyond the scope of this current project. Contractor is not expected to develop look and feel of the final product nor any packaging recommendations.

## **6.0 Deliverables**

1. Provide summary of meetings, with action plans and task lists approved by the project officer.
2. Focus group results
  - a. Audio record focus testing session
  - b. Written report of focus group analyses
3. Initial and revised written detailed treatment, storyboard and shooting script, including defining and mapping the multi-media navigation and web interactivity.
4. Presentation of written treatment and storyboard, including technical advice on technologies needed for implementation.
5. Production time line (or schedule) and specific production steps for all components.

## 7.0 Government Furnished Equipment

None

## 8.0 Specific Qualifications

Contractors must have demonstrated experience in the field of multi-media production for educational products and audiences. Previous work experience in scientific communications is highly desirable. Contractor must provide production samples.

## 9.0 Period of Performance

September 21 – December 15, 2004

Proposals due: **September 17, 2004 (NOON)**

Selection of contractor: September 21, 2004

Initial meeting: Week of September 27, 2004

Project completion: December 15, 2004

## 10.0 Payment Schedule

Invoices must be submitted once a month. Upon approval of the technical progress, the project officer will approve partial payments.

## G. EVALUATION FACTORS:

The evaluation criteria are used by the evaluation committee when reviewing the proposals. The criteria below are listed in the order of relative importance with weights assigned for evaluation purposes. Offerors are encouraged to keep their proposals thoughtful but succinct. Although the statement of work does go into detail in describing the tasks to be undertaken, it is assumed that all offerors know how to arrange meetings, write memos, produce reports, and accomplish the other routine functions of the task. Therefore, proposals should emphasize results rather than mundane methodologies.

Please note that this task order provides no training or start up funds. Proposals should address ways the offeror will hold to cost efficiencies in times of fiscal constraint.

<u>Criteria</u>	<u>Value of Criteria</u>
1. Experience of personnel	35
2. Understanding of project	30
3. Cost	25
4. Corporate experience	10
<b>Total</b>	<b>100</b>

1. Experience of personnel      35

The resumes of the proposed personnel will be evaluated for documented experience in two areas: 1) Experience and/or knowledge of content development of educational multi-media CDs/DVDs, specifically in the science-related area, for the specified target audiences; and 2) Technical knowledge of planning and managing the development of educational, interactive, multi-media products.

Submit samples of educational interactive CDs/DVDs that the proposed personnel have planned, coordinated, managed, or produced.

Availability of proposed staff and their designated responsibilities on the project will also be evaluated. Include resumes of contingent hires or potential subcontractors. A person loading chart and an organizational chart delineating the lines of authority and reporting responsibilities for staff, as well as plans for quality control and organizational backup, will be evaluated for appropriateness. Please include the names of key personnel, but do not include the names of other staff on the chart, just the job categories. The chart should reflect the best approach to organizing the staff to achieve an appropriate and cost-effective contract, Please use job categories and other relevant titles and state whether the category includes 1 FTE, 2 FTS, etc.

## 2. Understanding the project 30

The proposal will be evaluated on how the offeror demonstrates an understanding of this project as described in the statement of work. The offeror's discussion of the objectives will be evaluated for familiarity with and understanding of NHGRI's desire to communicate genetic and genomic career opportunities to the target audiences in a compelling manner. The clarity, style, and format of the proposal will be considered as an indication of capability in the development of a plan, presentation of information, and clarity of expression.

## 3. Cost 25

Cost is important, but is not the sole factor in determining the winning proposal. The price of the contract should be a realistic assessment based on required tasks and experience of the staff members needed to accomplish the tasks. Along with other evaluation factors, realistic pricing costs will be used to determine which bid represents the best value for the government.

## 4. Corporate experience 10

Offerors will demonstrate their corporate qualifications by providing information about highly relevant examples of recent multi-media planning and production. Previous experience of the offeror in managing similar or related contracts of comparable size and complexity will be considered. If the offeror has corporate experience with a particular task, please identify each relevant project; identify the client for this service, and the name, telephone number and e-mail address so that we may verify that the company has successfully performed this task. For the proposed key personnel, indicate projects on which they have previously worked together as a team. Include any other relevant experience.

