

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

RFTOP# 271

TITLE: Redesigning the National Center for Research Resources (NCRR)
Communications Products

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact

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Billing Address:

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B. PROPOSED PERIOD OF PERFORMANCE: For six months from date of award.

C. PRICING METHOD: Firm Fixed Price.

D. PROPOSAL INSTRUCTIONS: Two hard copies of the proposals should be submitted to the above address and should include a description of the approach suggested for each task item, brief bios of proposed staff with relevant work samples completed by them, and an itemized budget for each task and deliverable listed. A signed task order form should also be included.

E. RESPONSE DUE DATE: Due to Mr. Larry Manning at 4:00 p.m. EDT on August 11, 2005.

F. TASK DESCRIPTION:

Background:

The National Center for Research Resources (NCRR), a component of the National Institutes of Health (NIH), provides critical resources to scientists working across the research continuum—whether their investigations are at the cellular level, with animal models, or involve patient-oriented clinical trials. These resources enable scientific advances in biomedicine, and help move newly discovered lifesaving drugs, devices, and therapies from the bench to the bedside.

Each year more than 35,000 investigators—supported by other NIH components, other federal agencies, and the private sector—use research resources developed and funded by NCRR.

Historically, NCRR’s activities have been divided into these four categories: [Biomedical Technology](#) program provides advanced technologies such as shared and high-end instrumentation, software development, and biomedical technologies. [Comparative Medicine](#) supports specialized research, animal models, biological materials, and training for veterinarians. [Research Infrastructure](#) develops institutional biomedical research capacities, constructs and renovates facilities, and funds research centers at minority institutions. Finally, [Clinical Research](#) provides specialized clinical research facilities, clinical-grade biomaterials, and career development for clinical researchers. For more background information, please visit NCRR’s home page at www.ncrr.nih.gov

However, NCRR would like to portray its dynamic, integrated programs as a unified center, rather than this current grouping of four “siloed” divisions. NCRR, which provides resources that support research funded by the majority of the NIH Institutes/Centers (I/Cs), would also like to better communicate how its activities are integrated into the ongoing research projects across all I/Cs.

NCCR is in the process of updating its communications products to reflect recent programmatic changes, and is seeking a contractor who can develop appropriate and attractive graphic design to accomplish this goal. NCCR—which primarily focuses its communication efforts on reaching biomedical researchers—would like to increase awareness of its activities across NIH and the research community in general. NCCR seeks to better educate these constituencies about the ways in which it supports the research continuum, moving discoveries from cell structures to lab animals to clinical trials in humans.

In addition, NCCR would like to stress the clinical end results of its efforts and to promote its new initiative—Enhancing the Discipline of Clinical and Translational Science, part of the NIH Roadmap—which will be launched in September. For more information, please visit <http://www.ncrr.nih.gov/clinicaldiscipline.asp>

To that end, NCCR requires a contractor to develop a new design concept that incorporates NCCR's name and existing logo. This will include color selection and the creation of a new graphical approach. The contractor will then adapt the overall design concept for use in all NCCR's communication materials including its Web site, overview brochure, exhibit structures, fact sheets, and folders. To enhance these communication products, NCCR requires existing photographic resources be replaced with high-quality documentation of NCCR-funded grantee activities. Design for all products, and production of the photographs and exhibit structures are to be handled by the contractor. Generally, the contractor should expect to provide two or three design revisions for each, but more may be needed. NCCR will provide text for all products and will also provide Web site coding. Printing of the brochure, fact sheets and folders will be conducted by NIH. Photography displays for the hallways and conference rooms in NCCR's two offices will be designed by the contractor. Duplication, matting and framing of the photographs will be provided by NIH.

Task One: Develop new overall design concept for NCCR

The contractor will develop a new overall design concept for NCCR for use in all its communication products. This will include selecting a new color, developing a new graphical approach using NCCR's name and existing logo, and planning for design elements that will allow this overall concept to be

readily adaptable for all products, including Web site, brochure, folder, bookmark, PowerPoint slide and fact sheet templates.

Task Two: Photography support

In the past, NCCR has relied on photographs supplied by grantees, which have varied greatly in quality. To ensure professional looking communication products, the contractor will procure and direct an experienced photographer to create images that appropriately represent NCCR's full range of supported activities. NCCR will provide suggested grantees and contact information to facilitate the process. Every effort will be made to identify the appropriate subjects within driving distance of the Washington Metropolitan area, although some additional travel may be required. Travel expenses are not to exceed \$7,500.

Task Three: Produce NCCR Exhibits

Using the new design approach and the new photographs, the contractor will design and produce three exhibition components. The initial priority will be to develop replacement panels for NCCR's existing 10'X10' pop-up structure for an event in early November. A smaller display with replaceable panels suitable for tabletop exhibition is also required in early December. Finally, a larger, three-dimensional, stationary display is needed for permanent installation in the main NIH administration building (Building 31). Text for all exhibition materials will be provided by NCCR.

Task Four: Produce NCCR Overview Brochure (printing to be handled by NIH)

Contractor will develop design concepts for a new NCCR overview brochure, incorporating the new look and photographs. NCCR will provide text and editorial guidance, and the piece will be printed by NIH. The contractor will design and lay out all the materials, make any necessary changes, and provide two copies of printer-ready materials on CD. NCCR has received Department of Health and Human Services approval to produce a 4-color brochure. The preferred format is 6"X9", with four panels, three folds and an insert to contain current program staff contact information.

Task Five: Revise design for top-level pages of NCCR Web site

The contractor will adapt the new design concept for use on NCCR's home page and four second-level pages on the World Wide Web. The new design will better portray NCCR as a dynamic, integrated organization with the

ultimate goal of facilitating discoveries that benefit patients. It will also highlight NCCR's new initiative to improve clinical translational research, improving the speedy translation of basic science discoveries into better treatments and cures for patients. The contractor will develop and implement designs for top-level pages for NCCR's four divisions, showing how they work together to benefit the patient, but also clearly providing the critical information for the site's users—biomedical researchers seeking funding. The contractor will provide final artwork on CD; coding and posting will be handled by NCCR.

Task Six: Photography Displays

Using the new design concept and newly-commissioned photography, the contractor will design photography displays for the conference rooms and hallways of NCCR's two offices. The displays are to provide visitors with a better understanding of the activities NCCR supports, NCCR's integrated role across NIH research efforts, and the new leadership role NCCR is playing to revitalize the clinical and translational research field. Reproduction of photographs, matting, framing, and installation will be handled by NIH.

Task Seven: Other Communication Tools

The contractor will also adapt NCCR's new look to provide camera-ready designs for standard-size pocket folders and a bookmark, and templates for NCCR PowerPoint presentations and 8½" by 11" fact sheets.

Reporting Requirements:

The contractor will provide the following reports and will make relevant staff available for the following meetings:

- Within one week of task order being signed, contractor to provide execution plan including timelines for each task and tracking of the progress of these tasks
- Within one week of task order being signed, an initial in-person meeting is to be held including all involved contractor personnel to review execution plan and to ensure project goals and approach are agreed upon and clearly understood
- A weekly 15-minute conference call to review the project status and plan of action

- A monthly written status report summarizing key activities completed or in progress, plans for the coming month, any risks to completion, and an action plan to overcome them
- A monthly invoice showing funds expended and funds remaining
- A monthly in-person meeting to review progress on entire task order

Location of work:

Services are expected to be performed at the contractor’s facilities.

Deliverables:

Contractor will provide two copies of all final creative products in a print-ready format on CDs that can be used by the government to produce materials.

Deliverables	Date Required
Execution plan presented at kickoff meeting	1 week after contract awarded
Overall design concepts presentation	4 weeks after contract awarded
Initial photographic shoots arranged and completed; contact sheets provided	6 weeks after contract awarded
Revised design concepts presented	6 weeks after contract awarded
Initial designs for tabletop exhibits presented	7 weeks after contract awarded
Final creative for tabletop exhibit provided	8 weeks after contract awarded
Completed tabletop exhibit delivered; initial designs presented for Web site, brochure, and other exhibits	10 weeks after contract awarded
Revised designs presented for Web site, brochure, and other exhibits	12 weeks after contract awarded
Initial designs presented for photo displays, templates, folder, and bookmark	14 weeks after contract awarded
Any additional photography completed	18 weeks after contract awarded
Final creative for all products completed	20 weeks after contract awarded
Completed panels for pop-up exhibit provided	20 weeks after contract awarded
Completed stationary exhibit installed	24 weeks after contract awarded

G. EVALUATION FACTORS

1) Technical Approach (30%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with

communication product development and project management. The considerations, processes, and deliverables described in this RFTOP should be evident in the contractors' work plan. Descriptions of who will be responsible for each deliverable, time lines, and a clear understanding of the task required should be provided. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

2) Staffing and Management (40%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors must provide a staffing proposal and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plans, the contractor shall summarize the relevant experience and skills of each of the individuals proposed for the task order. Contractors must identify specific staff that will provide design and management for the project, and provide evidence of their qualifications, experience and availability. It is critical the contractor demonstrate it can provide superior design talent with experience in corporate image development, substantiated by stellar work samples of same.

3) Previous Experience: (10%) Contractors must provide information regarding their organizational capacity for projects similar in complexity and scope.

4) Expert Recommendations (20%) Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. These criteria will be evaluated by examining the creative ideas offered and the rationale supporting them.

This task order is to be awarded on a best value basis. When all technical criteria are combined, it is significantly more important than price. However, as the technical scores come closer together, the more important price becomes.

