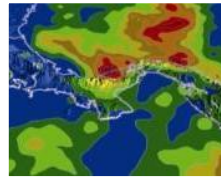
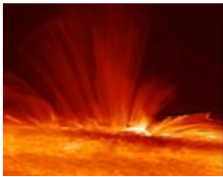


MSFC Small Business Alliance Meeting

MSFC Strategic Analysis and Communications Support Services (COMMSS)



Organization: Office Of Strategic Analysis and Communication
Presented by: Johnny Stephenson

MSFC Strategic Analysis and Communications Support Services (COMMSS)

CONTRACTOR: ASRC Federal Analytical Services

PERIOD OF PERFORMANCE: October 1, 2012 to September 30, 2017

TYPE OF CONTRACT: Firm-Fixed Price (FFP),
Indefinite Delivery Indefinite Quantity(IDIQ)

NAICS CODE/SIZE: 541712 / Less than 500 Employees

CONTRACT DURATION: 1 Year Base Period
4 One Year Options

POTENTIAL CONTRACT VALUE: \$46.9M

MSFC Strategic Analysis and Communications Support Services (COMMSS) PWS Overview

2.0 Management Support

- 2.1 Contract Management
- 2.2 Property Management
- 2.3 Occupational Safety and Health
- 2.4 Work Management
- 2.5 Data Collection
- 2.6 Information Technology Security

3.0 Strategic Research and Analysis

- 3.1 Environmental Monitoring
- 3.2 Stakeholder Analysis
- 3.3 Audience Research
- 3.4 Measuring Communication Effectiveness
- 3.5 Benchmarking

4.0 Communication Strategy, Planning and Message Management

- 4.1 Communication Goals and Strategy
- 4.2 Communication Plans
- 4.3 Key Message Development and Management

5.0 Communication Services and Product Development/Delivery

- 5.1 Center Collateral Development
- 5.2 Executive Communications
- 5.3 Speakers Bureau
- 5.4 Employee Communications
- 5.5 Public Inquiry Responses
- 5.6 Media Products
- 5.7 Web Content Management
- 5.8 History
- 5.9 Exhibits

6.0 Materials and Supplies

7.0 Travel and Training

Current Contract Focus

- Strategic Research
- Strategic Communications Planning & Integration
- Message Development
- Exhibit Support

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MSFC Strategic Analysis and Communications Support
Services (COMMSS) (Contract NNM12AA53C)

***Monitor the MSFC Acquisition Planning Tool for new contract
information***