LOGO

Navy Special Warfare (NSW) Minority Awareness and Education Services Regional Campaigns  
Volume 1

Technical Approach

July 11, 2012 / RFP H92240-12-R-9004

**Submitted To:**

Kenneth J. Marra

Deputy, NSW Recruiting Directorate (COR)

COMNAVSPECWARCOM

2000 Trident Way Bldg 624

San Diego, CA 92155-5599

619-537-1144

**Submitted by:**

Company

Address

POC: Name

Contact Info

:divider.jpg

TOC, Acronyms, and other cover matter

**Legend:**

*Blue Italics*: requirements from RFP

Black: Annotations, content ideas, and plug-in text

# 2.1.1 Company’s Knowledge of NSW Community and Ability to Communicate to High Potential NSW Candidates

## Company’s level of knowledge and ability to complete the PWS:

This is the mini executive summary:

* Show understanding of the goals of this contract
* Introduce Company and team

## 1. “Inherent” or “acquired” knowledge: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*PWS 2.1.1. Contractor shall possess a broad knowledge and understanding of minority high potential candidates (HPC) views of NSW and Navy SEALs as well as be familiar with past research (available through the NSW Contracting Officer upon request), relative to both the general market as well as the research targeted at the minority population. This knowledge must be inherent in the Contractor’s direct employment, or sub-Contractors and/or consultants.*

*Offerors are to provide a discussion of their technical approach for providing the services required for this contract as shown below.*

* We need to show here that people who work at Company or the consultants actually are retired Navy SEALs; and are researchers who have studied minorities in the past.
* The team absolutely has to include minorities; cannot bid a bunch of white guys to do this job and hope to win
* State what work will be performed by Company, Subcontractors, or Consultants.

*2.1.1.1 Contractor shall demonstrate an understanding of the goal/motivational tendencies and career aspirations of minority males in the 16 – 24 year-old target age range as well as an understanding of the profile of potential SEAL candidates who are members of minority groups.*

Discuss here:

* Goal/motivational tendencies and career aspirations of minority males in the 16 – 24 year-old target age range (Making something of themselves? Meeting a challenge? Brotherhood? Positive reputation among family members, peers, and teachers? Women? Status? How hard/easy is it to motivate them?)
* Profile of potential SEAL candidates who are members of minority groups – what are they like? Especially address **MENTAL TOUGHNESS.**

*2.1.1.2 Contractor shall identify differences in awareness messaging between minority HPCs and non-minority HPCs.*

* How addressing minorities is different than non-minorities?
* How African Americans (AA), Hispanics (H), Arab Americans (AR), Asian Pacific Islanders (API), Native Americans (NA) and Persian Americans (PA) are different as groups and all require slightly different approach – and maybe there are some things that are in common as well

## 2. How long this knowledge has been on payroll. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* State how long we have had the people working with Company or subs; the longer the better.
* Table concept:

|  |  |  |
| --- | --- | --- |
| Expert | Employer | How Long on Payroll |
| Name | Company | X years X months |
|  |  |  |

# 2.1.2 COMPANY’S ABILITY TO EXECUTE REGIONAL CAMPAIGNS

## 1. Sufficiency of knowledge of team members proposed to perform to this PWS:

***2.1.1 Proposals shall include detailed one (1) - two (2) page resumes of all staff personnel, sub-Contractors, and consultants who will be assigned to this contract.***

* Reference the Part 2 with resumes. State here that all the resumes show that people were Navy SEALs or researchers/stratcom specialists.
* Include a table summary here referencing the personnel with brief bios (because it says they will potentially separately evaluate the resumes), including the labor categories and labor hours info *(per the intro to the instructions).*

#### a) The Project Manager:

*2.1.1.4 The Contractor shall identify a Project Manager (PM) and detail the experience and background that qualifies this individual to perform the duties of this requirement.*

* Discuss here the bio of the PM (who should be a retired minority SEAL ideally or someone who has worked with minorities in a stratcom capacity), and then reference the resumes attachment.

#### b) Person(s) assigned to the SOCAL Regional Campaign:

* Discuss here the bio, and then reference the resumes attachment.

#### c) Person(s) assigned to the Mid-Atlantic Regional Campaign:

* Discuss here the bio, and then reference the resumes attachment.

#### d) Person(s) assigned to the NSW RD Selected Regional Campaign:

* Discuss here the bio, and then reference the resumes attachment.

## 2. Third campaign area suggestion: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Company’s rationale for selecting this campaign area.

*2.1.2.3* ***Navy SEAL and SWCC Scout Team Selected****: (40% of the Contractor’s three campaigns level of effort)*

*For the Navy SEAL and SCWW Scout Team selected area, the Contractor shall submit individual proposals for each of the three Metropolitan areas listed below and substantial justification for the area considered most promising. It is expected that the price proposals would differ for each area based on Contractor experience and familiarity, distance from known NSW assets, and the proposed strategy for campaign execution. The COR and SWCC Scout Team will select one of these three regional areas for execution based on best value and anticipated results.*

*Greater Detroit Metropolitan Area*

1. *Greater Miami Metropolitan Area*

*B. Greater Atlanta Metropolitan Area and north to the “Golden Triangle” (Raleigh, Durham, and Greensboro in the Carolina’s)*

* This section should be three separate mini-proposals of what we could accomplish in these metropolitan areas above, outlined as follows:

#### 2.1 Greater Detroit Metropolitan Area

* + Experience and familiarity (mention demographics in that area)
  + Distance from known NSW assets
  + Proposed strategy for campaign execution
    - Organize this strategy along the following SOW items:

*2.1.3 Campaign engagement proposals will serve as an illustration of understanding of the minority populations in each area and how best to reach them on behalf of NSW. The Contractor must have the capability to re-assign assets to best address the minority recruiting concerns of the NSW community. Campaign elements may include, but are not limited to:*

*2.1.3.1 Outreach to male athletes and fraternity members at junior colleges, colleges, and universities with high percentages of minority student enrollment;*

*2.1.3.2 Participation in conferences, events, and engagements, recognition of student leadership awards, and outreach to educators in the minority communities;*

*2.1.3.3 Engagements with athletes, coaches, and influencers associated with predominantly minority high school and collegiate swim and football teams;*

*2.1.3.4 Inner-city schools initiatives providing education to high school students in a “swim with a SEAL” program;*

*2.1.3.5 Relationship building with coaches and influencers, offering mental toughness presentations to select audiences, and delivering appropriate fitness events on a not-to-interfere basis at regional athletic competitions;*

* + - * Showcase the breadth of local contacts
      * Ability to develop network of influencers

*2.1.3.6 Leveraged social media engagement utilizing existing NSW website (sealswcc.com), Facebook, and Twitter, and consisting of direct first engagements with HPCs, social media “experiences” and “conversations” ultimately to allow for self-selection to begin online;*

* + - * How will Company leverage local and social media?

*2.1.3.7 A public relations component outreach to deliver serious HPCs to scheduled events;*

*2.1.3.8 Marketing and outreach with a heavy balance of leveraging earned media (versus buying radio and TV advertising);*

*2.1.3.9 Conducting education and swim programs to give serious HPCs the opportunity to complete all parts of the NSW Physical Screening Test (PST).*

#### 2.2 Greater Miami Metropolitan Area

* + Experience and familiarity (mention demographics in that area)
  + Distance from known NSW assets
  + Proposed strategy for campaign execution
    - Organize this strategy along the following SOW items:

*2.1.3 Campaign engagement proposals will serve as an illustration of understanding of the minority populations in each area and how best to reach them on behalf of NSW. The Contractor must have the capability to re-assign assets to best address the minority recruiting concerns of the NSW community. Campaign elements may include, but are not limited to:*

*2.1.3.1 Outreach to male athletes and fraternity members at junior colleges, colleges, and universities with high percentages of minority student enrollment;*

*2.1.3.2 Participation in conferences, events, and engagements, recognition of student leadership awards, and outreach to educators in the minority communities;*

*2.1.3.3 Engagements with athletes, coaches, and influencers associated with predominantly minority high school and collegiate swim and football teams;*

*2.1.3.4 Inner-city schools initiatives providing education to high school students in a “swim with a SEAL” program;*

*2.1.3.5 Relationship building with coaches and influencers, offering mental toughness presentations to select audiences, and delivering appropriate fitness events on a not-to-interfere basis at regional athletic competitions;*

* + - * Showcase the breadth of local contacts
      * Ability to develop network of influencers

*2.1.3.6 Leveraged social media engagement utilizing existing NSW website (sealswcc.com), Facebook, and Twitter, and consisting of direct first engagements with HPCs, social media “experiences” and “conversations” ultimately to allow for self-selection to begin online;*

* + - * How will Company leverage local and social media?

*2.1.3.7 A public relations component outreach to deliver serious HPCs to scheduled events;*

*2.1.3.8 Marketing and outreach with a heavy balance of leveraging earned media (versus buying radio and TV advertising);*

*2.1.3.9 Conducting education and swim programs to give serious HPCs the opportunity to complete all parts of the NSW Physical Screening Test (PST).*

#### 2.3 Greater Atlanta Metropolitan Area and north to the “Golden Triangle” (Raleigh, Durham, and Greensboro in the Carolina’s)

* + Experience and familiarity (mention demographics in that area)
  + Distance from known NSW assets
  + Proposed strategy for campaign execution
    - Organize this strategy along the following SOW items:

*2.1.3 Campaign engagement proposals will serve as an illustration of understanding of the minority populations in each area and how best to reach them on behalf of NSW. The Contractor must have the capability to re-assign assets to best address the minority recruiting concerns of the NSW community. Campaign elements may include, but are not limited to:*

*2.1.3.1 Outreach to male athletes and fraternity members at junior colleges, colleges, and universities with high percentages of minority student enrollment;*

*2.1.3.2 Participation in conferences, events, and engagements, recognition of student leadership awards, and outreach to educators in the minority communities;*

*2.1.3.3 Engagements with athletes, coaches, and influencers associated with predominantly minority high school and collegiate swim and football teams;*

*2.1.3.4 Inner-city schools initiatives providing education to high school students in a “swim with a SEAL” program;*

*2.1.3.5 Relationship building with coaches and influencers, offering mental toughness presentations to select audiences, and delivering appropriate fitness events on a not-to-interfere basis at regional athletic competitions;*

* + - * Showcase the breadth of local contacts
      * Ability to develop network of influencers

*2.1.3.6 Leveraged social media engagement utilizing existing NSW website (sealswcc.com), Facebook, and Twitter, and consisting of direct first engagements with HPCs, social media “experiences” and “conversations” ultimately to allow for self-selection to begin online;*

* + - * How will Company leverage local and social media?

*2.1.3.7 A public relations component outreach to deliver serious HPCs to scheduled events;*

*2.1.3.8 Marketing and outreach with a heavy balance of leveraging earned media (versus buying radio and TV advertising);*

*2.1.3.9 Conducting education and swim programs to give serious HPCs the opportunity to complete all parts of the NSW Physical Screening Test (PST).*