**Task Order on Competitive BPA # 20341921A00004**

**STATEMENT OF WORK (SOW)**

**Digital/Graphic Designer**

1. **BACKGROUND**

Based in Washington, D.C., United States African Development Foundation (USADF) is the independent federal government agency focused on community-led development at the grassroots level in Africa.  USADF was established to support African-designed and -driven solutions that address grassroots economic and social problems. USADF is strategically focused on (1) improving the operational efficiency and effectiveness of the Agency, (2) being the economic development partner of choice for corporations, countries, and communities, and (3) measuring and increasing programmatic impact in Africa.

USADF invests directly in communities, by providing seed capital and access to technical assistance to agricultural, off-grid energy, and youth-led enterprises.  In its $58M portfolio, USADF supports and invests in African-designed and -managed enterprises and works to improve lives and livelihoods in poor and vulnerable communities in Africa. With an innovative grants program in 21 countries in Africa, the USADF team is outcome-oriented, evidence-based, and committed to public service.  The grants help organizations create tangible benefits such as increasing or sustaining the number of jobs in a community, improving income levels, and addressing social development needs.

USADF is a public corporation with a seven-member Board of Directors who are nominated by the President and confirmed by the United States Senate. USADF is a Federal grant-making public corporation and can be characterized as a micro-agency with some 50 staff members in Washington. Washington staff communicates with approximately 70 contractors and partners in 21 countries in Africa via email and telephone. USADF's annual budget is approximately $41 million per year.

1. **SCOPE**

USADF has a need for a graphic designer in the External and Government Affairs Division, Office of Communications.

1. **PLACE OF PERFORMANCE**

USADF, as of April 2022, is working on a hybrid environment through which staff are required to be in the office at least twice per week from October 1, 2022. The USADF office is located at 1400 Eye (“I”) Street, NW, Washington, D.C. Staff are permitted to telework up to three days per week.

1. **PERIOD OF PERFORMANCE**

The period of performance shall a 12-month base year and two 12-month option years.

1. **WORK HOURS AND OPERATION**

The USADF office is open 5 days per week, Monday through Friday, 8:00 am to 5:30 pm, excluding Federal holidays. Contractor shall be required to work 40 hours a week. The Contractor is responsible for providing services during the hours requested, except when the Government facility is directed to close due to local or national emergencies (SOW 12.0), administrative closures, government holidays (SOW 11.0), or any other similar issue that may arise that the Government determines warrants a closure, unless otherwise advised by the Contracting Officer Representative.

1. **ACQUISITION TYPE**

The Government intends on awarding a Competitive BPA.

1. **REQUIREMENTS**

The Contractor shall work cooperatively with the USADF Director of External and Government Affairs in completing the following requirements.

* Serve as an authoritative source on USADF branding standards, guidelines and implementation of branding on visual materials; provide input on all aspects of the American public’s interaction with the USADF brand, including USADF partners, and other external stakeholders.
* Collaborate with various functional units within the Office of Communications and with staff in other offices to ensure agency branding is consistent throughout all publicly reproduced images and materials.
* Develop and coordinate creative designs to enhance storytelling; produce layouts and subject matter information which demonstrate advanced working knowledge and familiarity with design and communication strategy across all media including digital, video, mobile, social, and other broadcast platforms.
* Provide advanced technical consultation and support in visual communications and computer graphics; provide technical expertise and artistic guidance in visual information and communications;
* Transform novel ideas and information into communication products that are visually consistent with Agency design vernacular; display sound judgment and knowledge in depicting and emphasizing various aspects of the subject matter to develop and present appealing visual products
* Provide advisory services on branding matters; coordinate creative efforts across Agency programs; plan, lead and conduct special studies and pilot programs. As a technical expert, coordinate with vendors and contractors on product development and print graphic material to ensure technical requirements and Agency needs are met in delivery of these services.

1. **GOVERNMENT-FURNISHED PROPERTY**

A desktop or laptop computer and a workstation will be furnished to the Contractor to use, including a workspace with a desk – which may or may not be a closed office – within USADF premises. At the discretion of USADF Management, a cell phone may be furnished to the contractor to use on a temporary basis if needed.

1. **GOVERNMENT FURNISHED INFORMATION**

USADF shall provide the Contractor access to all information necessary to complete the requirements of the contract that are allowable, such as USADF policies, procedures, strategic goals, prior Board of Director meeting notes and agendas, current budgets.

1. **CONFIDENTIALITY OF DATA**

Due to the sensitivity and confidentiality of much of the data handled by USADF, the Contractor shall maintain confidentiality of all documents, data, and other information supplied to it by USADF, in accordance with all applicable Federal guidelines and regulations. The Contractor agrees, in the performance of this contract, to keep all information obtained or otherwise reviewed because of this contract in the strictest of confidence. The Contractor acquires no possessory and no proprietary interests in such information. The Contractor agrees not to disclose any information concerning the work under this contract to any persons or entities unless prior written approval is obtained from the Contracting Officer. The Contractor agrees not to publish, reproduce, or otherwise divulge such information in whole or in part, in any manner or form, at any time, during or following contract performance, nor to authorize or permit others to do so. The Contractor agrees to take such reasonable measures as are necessary to restrict access to such information to those employees of the Contractor needing such information to perform the work provided on this order, on a “need to know” basis. The Contractor agrees to immediately notify the COR if he or she determines or has reason to suspect a breach of any of these requirements or restrictions, and to provide written notification as soon as possible.

Confidentiality is essential to satisfactory performance. The Contractor will prevent any person other than the Contractor from seeing or having access to information in the possession or under the control of the Contractor.

The Contractor shall prevent disclosing the contents or description of documents, data, or information to any person not authorized under this order or by USADF to have access to such documents or information. The Contractor shall prevent removal of any documents, data, or information from the Government’s premises without authorization by appropriate USADF officials.

The Contractor shall comply, complete and pass security access requirements, i.e., Non-Disclosure Agreement, Background Check through Office of Personnel Management (OPM) Electronic Questionnaire for Investigation Processing (e-QIP) portal: http://www.opm.gov/e-qip/, OF 306 (fillable forms available at http://www.opm.gov/forms/html/of.asp), and Fair Credit Reporting Release at least two weeks before beginning work under the contract.

1. **FEDERAL HOLIDAYS**

Except as specified by the Contracting Officer Representative, services shall not be required on the following Federal holidays:

New Year's Day – January 1;

Martin Luther King Jr.'s birthday - third Monday in January;

Presidents' Day - third Monday in February;

Memorial Day - last Monday in May;

Juneteenth - June 19

Independence Day - July 4;

Labor Day - 1st Monday in September;

Columbus Day - second Monday in October;

Veterans' Day - November 11;

Thanksgiving Day - 4th Thursday in November;

Christmas Day - December 25

Holidays that fall on Saturday are observed on the previous Friday. Holidays that fall on Sunday are observed on the following Monday. Holidays shall also include any additional day(s) granted by Executive Order, which can be viewed on the Office of Personnel website at <https://www.opm.gov/policy-data-oversight/snow-dismissal-procedures/federal-holidays/#url=Overview>.

1. **UNFORESEEN GOVERNMENT FACILITIES CLOSURES**

When an unforeseen Government facility closure occurs on a scheduled day of work, the PSC shall not be required to perform any services on the day of the closure and shall receive no payment unless remote access is given, or other work arrangements can be made and approved by the COR. In the event of a partial day unforeseen Government facility closure, the Government will notify the PSC within one hour after notification of the facility closure is received. Payment of a partial day closure will be made for the actual time worked.

1. **MINIMUM QUALIFICATIONS**

The Contractor shall have the following minimum qualifications:

1. Bachelor degree in Digital Arts
2. A minimum of 8 to 10 years of experience in graphic design.
3. At least 3 years of experience working with Graphic Design software, e.g., Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere Pro, Media Encoder, After Effects, and Lightroom), and Quark Express.
4. At least 3 years of experience with Web Design software, e.g., Adobe Dreamweaver CC, Adobe Flash CC, Macromedia Fireworks, HTLML 5, CSS3, JavaScript, Campaign Monitor, GoDelivery
5. At least 3 years of experience working with Content Management Systems, e.g., Drupal, Hyperwave, SalesForce, Microsoft SharePoint Studio.
6. At least 3 years of experience with 3D Creation software, e.g., Autodesk 3DS Max and Maya, Corel Bryce 3D, Corel Poser, Pixologic ZBrush, Maxon Cinema 4D, Blender 3D.
7. At least 3 years of experience with Screen Capture and Webinar Streaming software. e.g., Adobe Captivate, Snagit Pro, Camtasia Studio, Adobe Breeze, Adobe Connect, Web-Ex, Go to Meeting
8. At least 3 years of experience with Audio Editing Software, e.g., Pro Tools HD, Apple Soundtrack, Apple Logic Pro X, Sound Forge, Adobe Audition CC
9. At least 3 years of experience with DVD authoring software, e.g., Adobe Encore CC, Apple DVD Studio Pro, Sony DVD Architect, Nero Platinum Suite
10. At least 3 years of experience of Desktop Publishing software, e.g., Microsoft Office 365 for PC and Mac
11. Demonstrated experience in digital photography and videography.
12. **OTHER REQUIREMENTS**
13. **Compliance with Government Laws, Rules, and Regulations**

While the Contractor is at the government facility, the Contractor is responsible for compliance with all laws, rules, and regulations governing conduct with respect to health and safety – not only as they relate to its employees and agents, but also to other personnel who are government employees or agents of the government and to property at the site regardless of ownership. While on government premises and in possession of government property, the Contractor is responsible for such property and any damages thereto by the Contractor.

1. **Non-Personal Service Statement**

Actions of the Contractor may not be interpreted or implemented in any manner that results in creating or modifying Federal policy, obligating the appropriated funds of the U.S. Government, overseeing the work of Federal employees, providing direct personal services to any Federal employee or otherwise violating the prohibitions set forth in Parts 7.5 and 37.1 of the Federal Acquisition Regulation (FAR).

1. **Preventing Personal Conflicts of Interest**

The Contractor shall comply with FAR 52.203-16, Preventing Personal Conflicts of Interest. Further, the Contractor shall not advise the USADF to take any action that will benefit, or appear to benefit, the Contractor beyond the scope of this contract. The Contractor shall inform the USADF if the appearance of such a conflict exists. For example, the Contractor shall not influence the USADF to enter into financial arrangements with entities that the Contractor expects to have future business dealings with, unless the USADF has been advised of the prospect of that future business.

1. **Dress and Appearance**

Contractor personnel shall maintain a professional appearance. Attire shall be business or business casual and not interfere with duties and/or safety guidelines and standards.

**14.5 Occasional Travel for Work**

Travel shall be approved in advance by the COR. All travel is to be paid in actuals in accordance with Federal Travel Regulations and USADF travel policy.

1. **CONTRACTING OFFICER AUTHORITY**

In no event shall any understanding or agreement between the Contractor and any Government employee other than the Contracting Officer on any order modifications, change orders, letter or verbal direction to the Contractor be effective or binding upon the Government. All such actions shall be formalized by the proper contractual document executed by the appointed Contracting Officer. The Contractor is hereby put on notice in the event a Government employee other than the Contracting Officer directs a change in the work to be performed or increases the scope of work to be performed, as described in DTAR 1052.201-70(c) (1-6); it is the Contractor’s responsibility to make inquiry to the Contracting Officer no later than the beginning of the next Government workday before making the deviation. Payments will not be made without being authorized by the appointed Contracting Officer with the legal authority to bind the Government.

1. **QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)**

The Government will evaluate the Contractor's performance in accordance with this Quality Assurance Surveillance Plan (QASP) identified herein. The purpose of the QASP is to ensure reliable, uninterrupted services are provided in accordance with the SOW. This plan shall also ensure acceptable performance and assist in avoiding unnecessary mistakes and/or delays.

1. **Performance Categories & Standards.**

The COR will summarize and document the Contractor's service and delivery performance utilizing the following categories and standards:

1. Quality of Service - Requirements were 99% completed within the expectation of the Government by the Contractor
2. Schedule/Timeliness - Requirements were 99% completed within the agreed upon schedule and specified periods of performance.
3. Business Relations - customer service/interactions were 99% responsive and professional.
4. **Surveillance method.**

Random Evaluation. This method employs a “spot check” style of evaluation and may be adjusted based on quality trends. The Government retains the right to inspect all requirements of this contract.

1. **Incentive/Disincentive**
   1. **Incentive -** If Contractor performs the requirements in accordance with performance standards, then they will be rated satisfactory. If s/he provided extra tangible benefits beyond the contract, then s/he will be rated very good or exceptional and favorable comments will be documented in the Contractor’s Past Performance.
   2. **Disincentive** - If the Contractor does not perform the requirements in accordance with the performance standards, then lower ratings (Marginal, Unsatisfactory) along with unfavorable comments will be documented on Contractor’s Past Performance.
2. **Performance Issues.**

If the Government evaluations identify unacceptable performance in any of the above categories, the COR will record it and notify the Contractor within three (3) business days. The Contractor shall initial the observation, however, initialing of the observation does not constitute concurrence with the observation; it only indicates acknowledgement that the Contractor has been made aware of a potential performance issue(s). The Contractor shall meet with the Government for developing and implementing a plan to correct any performance issue(s) at no additional cost to the Government. If the Contractor does not agree with correcting the unacceptable performance issue(s) within the time specified by the Government, then the COR will notify the Contracting Officer who will take the appropriate administrative action for unacceptable performance.