

U.S. Army Research and Development Command (RDECOM)

Program Announcement (PA)
W911NF-08-R-0003

for

eCYBERMISSION Program

13 March 2008

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PART I – EXECUTIVE SUMMARY

1. Purpose: The U.S. Army Research and Development Command (RD&COM) is soliciting proposals under this Program Announcement (PA) for performance of the *eCYBERMISSION* Program. *eCYBERMISSION* is the Army's Educational Outreach Program; a web-based, national science, math and technology competition for youths ages 11-15. The website for the *eCYBERMISSION* Program is <http://www.ecybermission.com>. The *eCYBERMISSION* competition allows students to compete for regional and national awards by carrying out research projects that are proposed solutions to their local community's challenges and concerns. This real-world application of science, math and technology encourages students to consider these areas for future study and careers. The Army's primary objective under this PA is to obtain professional marketing, promotion, communications, and sales services with professional program/competition administration and website administration, to insure both participation and quality goals are met. Award will be made on the basis of the best value to the Government.

2. To be considered for award under this PA full proposals must be received no later than **12:00 noon ET on 11 April 2008**.

3. Award Instrument: This PA affords offerors the choice of submitting proposals for the award of a Procurement Contract or an Other Transaction Agreement. The type of award instrument is subject to negotiation. The Government reserves the right to negotiate the type of award instrument determined appropriate under the circumstances.

4. Eligible Offerors: This PA is extended to all capable and qualified sources, including but not limited to institutes of higher education, and all private or public companies. The Government encourages responses to this PA by non-traditional defense contractors, nonprofit organizations, educational institutions, small businesses, small disadvantaged business concerns, Historically-Black Colleges and Universities (HBCU), Minority Institutions (MI), and large businesses. However, no portion of this PA will be set aside for organizations of a specific business classification. Any responsible and otherwise qualified organization is encouraged to respond.

5. Number of Awards: The Government anticipates issuing one award under this PA. For purposes of this PA, the organization receiving the award of the contract or other transaction agreement will be referred to as the "awardee."

6. Period of Performance: It is anticipated that performance of any award will begin 1 July 2008, and consist of a Base Period of twelve (12) months and three Option periods, each with a performance period of twelve (12) months.

7. Place of Performance: The required services shall be performed principally at the awardees' primary business location. However, it is expected that the performance of this work will require travel for the purposes of ensuring maximum national participation from every state, district, territory, and region of the United States including Active Army, Reserve and National Guard components as well as Army JROTC programs.

8. Program Funding: This PA contains specific information concerning the funding available to support the Program. Responses to this PA are to include a fixed price for each task to be completed each year of the program. Further, for each year the awardee will be provided an opportunity to earn an award fee designed to motivate an increased level of ROI. (See PART IV of the PA for additional details.)

9. Proposal Submission: PART IV of the PA provides information on proposal preparation and submission. Offerors should note that there are page limitations and other requirements associated with the submission process.

10. Evaluation, Negotiation and Award: Evaluation, negotiation and award in connection with this PA will be performed in accordance with PART V.

11. Proposal Evaluation Support: It is the intent of this office that the evaluation of responses to this PA will include both Government personnel and Non-Government personnel. Non-Government personnel are expected to consist primarily of professional educators (e.g. high school teachers and university professors). By submission of its proposal, an offeror agrees that its proposal information may be disclosed to the personnel listed above for the limited purpose stated above. If you do not send notice of objection to this arrangement, the Government will assume you consent to use the subject personnel in the evaluation of all submittals under this PA. Only Government personnel will make the competitive range decision (if a competitive range is established) and the award decision under this PA.

12. Award Schedule: The following is the anticipated award schedule associated with this PA:

EVENT	ESTIMATED DATE/TIMEFRAME
PA released	13 March 2008
Proposals due	14 April 2008
Evaluation and Negotiations	April May 2008
Final Proposals due	30 May 2008
Award	27 June 2008

13. Point of Contact: Questions pertaining to this PA may be submitted to Ms. Kathryn McManus of the U.S. Army RDECOM Acquisition Center, Research Triangle Park (RTP) Contracting Division, at the following e-mail address: kathryn.mcmanus@us.army.mil. Please include "eCYBERMISSION Program PA" in the subject line for any email submitted in response to this PA. All questions MUST be submitted via email to Ms McManus. No questions will be accepted or answers provided telephonically. Answers to questions posed will be posted as an Amendment to the PA so that they are available to all interested parties.

PART II - PROGRAM BACKGROUND AND OBJECTIVES

1. Program Background:

The Army's senior leadership is committed to giving back to America for the service of its citizens and to provide greater opportunities for children to engage in science, math and technology based activities as a means of stimulating more students to pursue careers in science, math, engineering and technology. Driven by this commitment, the Army created a nationally recognized; Army branded web-based, science, math and technology competition for middle school students (*eCYBERMISSION*).

The Army Research, Development and Engineering Command (RDECOM) has been tasked with the management and execution of *eCYBERMISSION*. RDECOM has divided this tasking into four sub-tasking:

- Marketing, promotion and program administration (To be performed by the awardee associated with this PA).
- Planning, coordination and execution of the annual National Judging and Educational Event (To be performed by another Contractor, not associated with this PA).
- IT system hosting, maintenance and website management (Government performed).
- Program planning, programming, budgeting, management and evaluation (Government performed).

This PA defines the scope, objectives and requirements associated with the marketing, promotion, and program administration sub-task listed above.

2. Definitions.

Time. The following abbreviations are used with regard to time:

AY: Academic Year. The traditional school year, extending from approximately September of one year through June of the following year.

CY: Contract Year. July 1 to June 30.

FY: Fiscal Year. October 1 to September 30.

Army Organizations.

AEOP: Army Educational Outreach Program. Army sponsored, research, education, competitions, internships and practical exercises designed to engage and guide students and teachers in science, mathematics, engineering and technology. AEOP is located

within the Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology).

ASA(ALT): The Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology). Develops policy and strategic vision for AEOP programs, including *eCYBERMISSION*.

RDECOM: U.S. Army Research, Development and Engineering Command. Located at the Edgewood Area of Aberdeen Proving Ground, Maryland, the Army organization charged with the management and execution of *eCYBERMISSION*.

Project/Program Elements.

Ambassadors: A program volunteer recruited by the Awardee and approved by the COR (see definition below) to market and promote *eCYBERMISSION* to schools and youth organizations.

Balanced Scorecard: The evaluation method used by the *eCYBERMISSION* competition to determine program performance. The balanced scorecard is a *management system* (not only a measurement system) that enables organizations to clarify their vision and strategy and translate them into action. Using a concise report featuring a set of measures that relate to the performance of an organization, it provides feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results. By associating each measure with one or more expected values (targets), managers of the organization can be alerted when organizational performance is failing to meet their expectations. A balanced scorecard for use in evaluating the awardee's performance will be set forth in the agreement awarded as a result of this PA.

CyberGuides: A program volunteer recruited by the Awardee and approved by the COR (see definition below) to interact with and provide project advice and technical assistance to student teams over the *eCYBERMISSION* web-site while monitoring group and individual interactions to insure all such interactions are above reproach and within established standards of conduct and use protocols.

eCYBERMISSION: The Army's on-line national science, math and technology competition for middle school students, grade 6 – 9, and typically youths ages 11-15. Also the name of the program's web-site which supports the competition.

KO: Contracting Officer. The person who has the authority to enter into, administer, and terminate contracts and make related determinations and findings. If an other transaction agreement is awarded, this person will be called the "Agreements Officer." As used herein, refers to:

Patricia Fox
US Army RDECOM Acquisition Center

RTP Contracting Division
4300 S. Miami Blvd.
Durham, NC 27703

COR: Contracting Officer's Technical Representative. The person with the responsibility/authority to monitor all aspects of the day-to-day administration of the contract. The COR is synonymous to the *eCYBERMISSION* Program Manager as used in this PA. If an other transaction agreement is awarded, this person will be called the Other Transaction Agreement Manger or OTAM. The name of the COR/OTAM will be provided at time of agreement award.

Marketing and Promotion. As used herein, all marketing, promotion, communications and sales activities, supported by all necessary related administrative and technical support to achieve the annual and long-term objectives of the *eCYBERMISSION* program.

MISSION CONTROL: That portion of the program web-portal and administrative activities that provide users with an initial introduction to *eCYBERMISSION*, provides user information and assistance, and acts as a service desk for the web-site and competition.

Mission Folders: The name given to the team submissions (completed on-line by the team members, following the competition's guidelines) to the annual competition.

Program Office: As used herein, that office within RDECOM delegated responsibility and authority for the management, execution and evaluation of the *eCYBERMISSION* program. The program office exercises overall control of the program, annual competitions and the National Judging and Education Event. Additionally someone from the Program Office serves as the contracting officer's representative (COR) or other transaction agreement manager (OTAM).

ROI: ROI is the determination of the cost of capital associated with the achievement of a business objective or goal. As used herein, ROI is a quantifiable expression of the amount of value received in light of costs incurred. It takes into consideration both measures of effectiveness and measures of efficiency, and ROI can be determined for sub-tasks, tasks, work streams, individual projects and for the program in its entirety. ROI measurement begins with the comparison and evaluating of choices of courses of action / activities in the planning phase to establish an ROI goal or expectation and continues until ROI determinations can be obtained comparing: (i) actual performance to goal/expectation, (ii) current period operations to previous period operations, and (iii) the theoretical lost opportunity costs when performance goals are not attained.

Sales: As used herein, those activities above and beyond marketing and communications necessary to achieve and close the registration, enrollment, and successful participation of individuals and teams in *eCYBERMISSION* - to include both team participants and program volunteers. The measurable, tangible result of marketing and promotional activities.

STEM: Abbreviation for “science, technology, engineering and mathematics.”

Team Advisors: The adult member of an *eCYBERMISSION* team who serves as the team's immediate advisor and the link between the team and *eCYBERMISSION*. Since *eCYBERMISSION* does not require or maintain personal identifying information from the middle school participants, the team advisors (who must be 21 years of age or older) are the only link between the program office and the participants.

Virtual Judges: A program volunteer recruited by the Awardee and approved by the COR to judge regional competition submissions over the internet and to grade and rank the same.

Volunteers: Adults who serve as ambassadors, cyberguides, or virtual judges.

PART III - PROGRAM TASKS AND PERFORMANCE BASED STANDARDS

1. Program Tasks: The following tasks must be completed to achieve the program objectives.

Task 1: DEVELOPMENT AND EXECUTION OF ANNUAL MARKETING, PROMOTION, COMMUNICATIONS AND PARTICIPANT COMPLETION PLAN TO ACHIEVE CURRENT YEAR AND LONG-TERM PROGRAM GOALS.

GENERAL. Plan and perform all marketing, promotion, communications, and sales activities to achieve annual participation goals (competition and volunteers). Have the flexibility and creativity to make immediate changes to all or parts of the annual plan, strategies, and marketing and sales campaigns as necessary to meet objectives. Attachment 12 to the PA, entitled “Enrollment Target Audiences Rationale” sets forth the key audiences that are to be targeted for the *eCYBERMISSION* Program.

ARMY OBJECTIVES. To participate in the *eCYBERMISSION* Program, participants first must register and then form or join teams to submit a Mission Folder which is their team research project. For the last two years, the program has registered between 10,000 and 11,000 participants with 70% submitting Mission Folders. The Army's objective is to grow and then stabilize participation in *eCYBERMISSION* at 15,000 youths (3,750 teams) with equitable geographic distribution of teams among the states, territories and districts of the United States together with the overseas dependent school systems of the Department of Defense and Department of State. The project submission goal (number of registrants actually making a Mission Folder submission to the annual competition) is 75%. Intermediate annual growth objectives are established as set forth below:

The following annual program participation goals have been established:

- AY08-09 12,000 registrants with a 70% Mission Folder submission rate and sufficient program volunteers to meet the needs for cyberguides and virtual judges.
- AY09-10 13,000 registrants with a 72% Mission Folder submission rate and sufficient program volunteers to meet the needs for cyberguides and virtual judges.
- AY10-11 14,000 registrants with a 74% Mission Folder submission rate and sufficient program volunteers to meet the needs for cyberguides and virtual judges.
- AY11-12 15,000 registrants with a 75% Mission Folder submission rate and sufficient program volunteers to meet the needs for cyberguides and virtual judges.

Program performance is managed and evaluated using a balanced scorecard methodology. Awardee performance will be reviewed and evaluated using this same methodology.

ADDITIONAL SPECIFIC REQUIREMENTS.

Continue prior years marketing, promotion and sale of *eCYBERMISSION* to schools, school administrators, and teachers to insure annual participation goals are reached. Research, prepare and maintain (copy to program office) a comprehensive contact / mailing list of all U.S. middle schools, by state, for use in marketing and promotion activities.

Key objectives of *eCYBERMISSION* are:

To insure *eCYBERMISSION* participation from every state, district, territory, and region of the United States and that *eCYBERMISSION* is an Army wide activity, involving the Active, Reserve and National Guard components as well as Army JROTC programs. The awardee will need to develop and implement marketing and sales methods to encourage participation by each of these components/organizations.

To develop partnerships with the Army's Child and Youth Services programs (operated by the Active, Reserve and Army-Air Force National Guard) and with Department of Defense Educational Activity and Department of State schools.

To identify STEM activities with having fun rather than the fulfillment of some pedagogical requirement. While meeting annual participation objectives, seek alternatives to marketing and promoting *eCYBERMISSION* within the constraints of the traditional school environment.

For Army scientists and engineers to be engaged in the mentoring and coaching of youth participants. The awardee will need to recruit and retain scientists and engineers from within the Army's science and technology commands to serve as team advisors, program ambassadors promoting the program to schools and community youth programs, on-line

coaches and subject matter experts (CyberGuides), and competition judges (Virtual Judges).

To engage the larger national science and engineering community (industry and academe) enlisting its members to serve as team advisors, program ambassadors promoting the program to schools and community youth programs, on-line coaches and subject matter experts (CyberGuides), and competition judges (Virtual Judges).

The awardee will develop and manage, with legal office review and approval, a comprehensive, cost effective system of participant premiums and awards that are effective inducements for encouraging/rewarding enrollment, participation, and submission of a Mission Folder.

Perform all functions related to the design, production, purchase, inventory, storage and distribution of promotional materials and items necessary for the successful marketing, promotion and sale of *eCYBERMISSION*.

Have the flexibility and creativity to immediately make changes in promotional items based on changes in targeted markets or in Army corporate branding, presentations, logos or style sheets.

The awardee shall attend and exhibit at such conferences and meetings as appropriate to the key objectives. Attachment 13 to the PA provides a list of previously attended conferences and meetings for reference purposes.

Attachments 3-11 to the PA are a sampling of marketing materials and promotional items currently being used for the *eCYBERMISSION* Program. This sampling is provided for reference purposes. During performance it is expected that the Awardee will refresh and revise these materials and items as necessary and appropriate to further the goals of the Program.

REPORTS:

Weekly submission of Volunteers who will serve as ambassadors, cyberguides, or virtual judges for COR approval. Each submission is done with a "Volunteer Background Information Form." Attachment 1 to the PA provides a copy of this form for reference purposes.

Monthly activity and planning report, referred to as Monthly Status Reports, which documents the work performed and status of outcomes achieved under each of the performance objectives (outcomes and benchmarks achieved), planned activities for the next 60 days, and any outstanding issues requiring government input or decision must be submitted to the program manager via surface mail / parcel delivery no later than the 20th day of each month. The program manager shall review and discuss these reports with the awardee, providing feedback and evaluation of to-date performance.

Quarterly, the awardee shall prepare and submit its *eCYBERMISSION* marketing, sales and competition balanced scorecard to the program manager.

Task 2: PERFORMANCE OBJECTIVE TWO: PLANNING, ADMINISTRATION AND EXECUTION OF THE ANNUAL *eCYBERMISSION* COMPETITION.

GENERAL. Provides end-to-end, integrated competition management and administration (from team formation and registration through announcement of regional and national competition winners) and insures Army quality goals for *eCYBERMISSION* are met. Have the flexibility and creativity to immediately make changes in all or parts of the plan if and when the strategies, or portions thereof, fail to meet objectives.

ARMY OBJECTIVES. The Army's objective is to sponsor a premier, first-class, on-line, science, math and technology competition for youths (age 11 – 15) stabilizing participation in the competition at 15,000 youths (3,750 teams) with equitable geographic distribution of teams among the states, territories and districts of the United States together with the overseas dependent school systems of the Department of Defense and Department of State.

ADDITIONAL SPECIFIC REQUIREMENTS.

Support annual registration and enrollment activities with notices, banners, news releases, and other informational items on the *eCYBERMISSION* website and through the daily administration of *MISSION CONTROL*.

Assist participants by answering inquiries received via the web-site and toll-free number. Establish and maintain hours of operation so as to provide nation-wide services to students during after school hours and on weekends.

Manage the CyberGuide program.

Establish an annual Virtual Judging Plan and Criteria; manage receipt of mission folders (competition submissions) and coordinate all regional competitions.

From results of virtual judging, determine regional competition winners and communicate same to Program office. Document outcomes of regional competitions.

Provide on-line support to regional finalists as they prepare for the national competition.

REPORTS:

Monthly activity and planning report, referred to as Monthly Status Reports, which documents the work performed and status of outcomes achieved under each of the performance objectives (outcomes and benchmarks achieved), planned activities for the next 60 days, and any outstanding issues requiring government input or decision must be submitted to the program manager via surface mail / parcel delivery no later than the 20th

day of each month. The program manager shall review and discuss these reports with the awardee, providing feedback and evaluation of to-date performance.

Quarterly, the awardee shall prepare and submit its *eCYBERMISSION* marketing, sales and competition balanced scorecard to the program manager.

Task 3: PERFORMANCE OBJECTIVE THREE: PERFORM CONTENT MANAGEMENT AND CONTENT REFRESHMENT OF THE *eCYBERMISSION* WEBSITE.

GENERAL. The *eCYBERMISSION* website is hosted and maintained internally by the Army at RDECOM and consists of dynamic and static pages, databases and standard communication/discussion/collaboration and document/information transfer tools. Maintenance of the website's hardware, operating systems and hosting of the website are the responsibility of the Army. The awardee shall be responsible for content management and administration of the website.

ARMY OBJECTIVES. The Army's objective is to provide the public with access to a professionally designed, arranged and managed website from which to access *eCYBERMISSION*. The site will be organized, employing branching, sequencing, and indexing so as to make navigation of the site easy and intuitive.

ADDITIONAL SPECIFIC REQUIREMENTS.

As the website is the backbone for program operations, the awardee shall insure that the content provides the full range of services and information required for successful participation of the public in the *eCYBERMISSION* competition. The awardee shall be responsible for all content management of the website, to include seamless, invisible linkage to external programs and sites and routine changes, enhancement and refreshment of the website digital content. The awardee shall create, update, publish, translate, archive and retire digital content as needed. Responsibilities include: graphic design and content layout, creating and editing content, monitoring and tuning of content message and the style of delivery (to include translation and localization). The awardee will be responsible for the final content release, archive management and retrieval, and be able to administer the website using multiple versions as they evolve. The awardee will be responsible for managing access permissions to folders and files and assigning access rights to users. The awardee will operate a Help Desk to assist and support users of the website. It is recognized that in order to carry out these tasks the awardee will have to communicate and coordinate with the Army as the host of the website and its hardware and operating system.

REPORTS:

Monthly activity and planning report, referred to as Monthly Status Reports, which documents the work performed and status of outcomes achieved under each of the performance objectives (outcomes and benchmarks achieved), planned activities for the

next 60 days, and any outstanding issues requiring government input or decision must be submitted to the program manager via surface mail / parcel delivery no later than the 20th day of each month. The program manager shall review and discuss these reports with the awardee, providing feedback and evaluation of to-date performance.

Quarterly, the awardee shall prepare and submit its *eCYBERMISSION* marketing, sales and competition balanced scorecard to the program manager.

2. Performance Based Standards:

Performance Objective	Quality Level	Monitoring Method
Task 1:	<p>Minimum, annual, AY program expansion goals are met.</p> <p>The system of premiums and awards are effective inducements for encouraging and maintaining participation both during the current AY and as inducements to students to re-enroll in future years.</p> <p>Increased participation among dependent children of the Army, the other military services, and other governmental agencies.</p> <p>Overall participation reflects an equitable geographic distribution of students once any clusters of dependents of federal government employees are discounted.</p> <p>Source of participant enrollments reflect a continuing shift away from classroom based participation and an increasing participation by students during non-school hours.</p>	<p>On-going government review of performance for adherence to performance objective. Government analysis of solicited and unsolicited feedback from all applicable sources.</p> <p>Specific calculations and measures of ROI together with typical business measures and analysis of marketing and sales program effectiveness.</p> <p>Balance scorecard results.</p>

<p>Task 2:</p>	<p>Registration and enrollment of teams is conducted smoothly and without incident.</p> <p><i>MISSION CONTROL</i> is manned and responsive to inquiries so as to provide nation-wide services to students during after school hours and on weekends.</p> <p>On-line and telephone assistance is responsive and timely. Complaints, and problems are minimized.</p> <p>CyberGuides are adequately screened and provided sufficient orientation to allow them to function responsibly, providing creditable, appropriate responses to questions.</p> <p>The Virtual Judging Plan and Criteria is logical and well-conceived, can withstand challenge, is well-grounded in the application of science and technology, and can be clearly understood by participants, team advisors and judges.</p>	<p>On-going government review of performance for adherence to performance objective. Government analysis of solicited and unsolicited feedback from all applicable resources.</p> <p>Monthly review by program office and notice by COR of government's assessment of the quality, effectiveness and efficiency of awardee's performance and areas in which improvement is expected.</p> <p>Balance scorecard results.</p> <ul style="list-style-type: none"> ▪
<p>Task 3:</p>	<p>Information on the website and the website appearance is maintained current and fresh.</p> <p>Marketing, promotion, communications, and related activities are supported in a timely and professional manner.</p> <p>Army objectives are met.</p> <ul style="list-style-type: none"> ▪ 	<p>On-going government review of performance for adherence to performance objective. Government analysis of solicited and unsolicited feedback from all applicable sources.</p> <p>Monthly review by Program Office and notice by COR of government's assessment of the quality, effectiveness, and efficiency of awardee's performance and areas in which improvement is expected.</p> <p>Balance scorecard results.</p> <ul style="list-style-type: none"> ▪

PART IV – PROPOSAL PREPARATION

1. Proposal Submission: Proposals must be submitted according to the instructions contained herein.

All proposals must be sent to the Army Research Office. Point of contact at deliver site is Kathryn McManus, 919-549-4264. Please note the following special instructions:

Use the post office box address for delivery by U.S. Postal Service:

Army Research Office
ATTN: AMSRL-ACC-R (Kathryn McManus)
PO Box 12211
Research Triangle Park, NC 27709-2211

Use the street address below for delivery by commercial carrier (c.g., Federal Express, etc.):

Army Research Office
ATTN: AMSRI.- AMSRL-ACC-R (Kathryn McManus)
4300 South Miami Boulevard
Durham, NC 27703-9142

The proposal must be submitted directly to the delivery address by the specified time below to be considered in the initial selection for award:

Due date and Time: 14 April 2008, 12 Noon ET (local time in North Carolina)

2. Proposal Volumes: Each proposal shall consist of the following:

- hard copies of the separately bound proposal volumes listed below; and
- soft copies of the proposal on CDs in the format as called for below.

(Note: Each of these items shall be separately bound.)

PROPOSAL VOLUME	NUMBER OF COPIES
Technical Volume	Qty 1 – original Qty 2– hard copies Qty 2 - CD*
Cost Proposal Volume	Qty 1 – original Qty 2 – hard copies Qty 2- CD*

*The CDs are to include copies in both PDF format and Word or Excel.

3. Proposal Format and Content Information:

Entire Proposal. The entire proposal (including all volumes) should be concise, utilizing one side of each page with no foldout pages. Specific page limitations for each volume are prescribed below. Each proposal must be typed (with type that is not smaller than 11 point or 12 pitch on standard 8 1/2" X 11" paper with one (1) inch margins, 6 lines per inch).

Technical Volume. The pages included in the Technical Volume shall be numbered and include the following Chapters, to correspond with the evaluation factors listed in PART V, with the page limitations set forth below:

<u>Chapter</u>	<u>Page Limitation</u>
Factor 1 - Plan to Perform Program Tasks	10
Factor 2 – Personnel	2 page summary and 2 pages per Resume (no limit on number of resumes)
Factor 3 – Measure and Metrics for the Balanced Scorecard	5
Factor 4 – Past Performance	5
Factor 5 – Quality Assurance Plan	3

Offerors are advised that Chapters for the Technical Volume of the proposal described above shall not exceed the stipulated page limitations, utilizing one side of the page. Offerors are cautioned that pages in excess of the page limitations set forth above for each Chapter, and pages in excess of the two-page limitation for Resumes, will not be included in the evaluation.

Cost Volume. There is no page limit for the information provided for the cost volume.

Any award made as a result of this PA is expected to be a cost-type arrangement. In order for an offeror to be eligible for a contract award, the requirements at FAR 16.301-3 must be met. Similar requirements are expected to award an other transaction agreement.

If a contract is awarded, Program Task 1 is expected to be performed on a Cost-Plus-Incentive-Fee (CPIF) basis and Program Tasks 2 and 3 are expected to be performed on a Cost-Plus-Fixed-Fee (CPFF) basis. The Fixed Fee for Program Tasks 2 and 3 will be subject to the fee limitations set forth in FAR 15.404-4(c)(4). The Fee associated with all Program Tasks will be subject to the Weighted Guidelines Method Application at DFARS 215.404-71. Award of an other transaction agreement is expected to be made with a similar cost-type arrangement and similar fee limitations. The total funding expected to be available to cover all three Program Tasks (including fee) per year is \$2,700,000.00. Thus, offerors are to propose the following:

PROGRAM TASK 1

Target Cost: (to be completed by the offeror)

(The Target Cost is the estimated cost for Program Task 1 to meet the Annual Program Participation Goals.)

Target Fee: (to be completed by the offeror)

(The Target Fee is the Fee to be earned when the Annual Program Participation Goals are met at the Target Cost.)

Fee Adjustment Formula:

The Fee payable shall be the Target Fee increased by \$.50 for every \$1.00 that the total allowable costs are less than the Target Cost and the Annual Program Participation Goals are met, with the Maximum Fee to be paid not being greater than 20% of the total allowable costs.

Should, at the Target Cost, the Annual Program Participation Goals not be met by a measure of 5% (i.e. for AY08-09 there are between 10,200 and 11,400 registrants or a 59.5-66.5% Mission Folder submission rate or insufficient program volunteers), the Fee payable will be decreased by 50%.

Should, at the Target Cost, the Annual Program Participation Goals not be met by a measure of 15% or more, the Fee payable will be decreased to 0% and it is unlikely that the option for the next year's program will be exercised by the Government.

Minimum Fee: \$0

Maximum Fee: 20% of the total allowable costs

PROGRAM TASK 2

Estimated Cost: (to be completed by the offeror)

Fixed Fee: (to be completed by the offeror)

Total-Cost-Plus-Fixed-Fee: (to be completed by the offeror)

PROGRAM TASK 3

Estimated Cost: (to be completed by the offeror)

Fixed Fee: (to be completed by the offeror)

Total-Cost-Plus-Fixed-Fee: (to be completed by the offeror)

Offerors are to provide detailed breakdowns and supporting cost and pricing information in sufficient detail to substantiate the proposed amounts above. Offerors are to include a description of the method used to estimate costs and supporting documentation. Offerors are to provide the basis of estimate for all proposed labor rates, indirect costs, overhead costs, other direct costs and materials, as applicable.

4. Restrictive Markings on Proposals: All responses containing proprietary data should be appropriately marked. It is the respondent's responsibility to clearly define to the Government what they consider to be proprietary data.

PART V – EVALUATION, NEGOTIATION AND AWARD

1. Proposal Evaluation:

All information necessary for the review and evaluation of a proposal must be contained in the proposal. No other material will be provided to the evaluators.

An initial review of the proposals will be conducted to ensure compliance with the requirements of this PA. Failure to comply with the requirements of the PA may result in a proposal receiving no further consideration for award.

Proposals submitted in response to this PA will be evaluated against the evaluation factors set forth below, listed in descending order of importance, using an adjectival and color rating system:

Evaluation Factor 1: Plan to Perform Program Tasks – Evaluation of this factor will include evaluation of the offeror’s plan to perform PART III PROGRAM TASKS. Thus, offerors are requested to provide a plan to perform the Program Tasks. This plan will be evaluated for comprehensiveness and adequacy to perform all of the Program Tasks. Evaluation of this factor will include evaluation of the offeror’s demonstrated knowledge and understanding of what is required for efficient and effective execution of the Program Tasks.

Evaluation Factor 2: Personnel – Evaluation of this factor will include the evaluation of the qualifications, capabilities, education and experience of personnel proposed as an indication of their ability to perform the Program Tasks. Thus, the offeror is expected to include resumes for all proposed personnel that reflect the appropriate qualifications, capabilities, education and experience and also indicate for each resume the specific effort to be undertaken by the individual associated with the offeror’s plan to perform Program Tasks. Where resumes cannot be provided, the offeror is requested to provide a plan to acquire personnel with the requisite qualifications, capabilities, education and experience. Personnel that are exercising management and oversight and/or having critical execution and performance responsibilities will be designated as “Key Personnel” in the proposal and also in any resulting award. Individuals designated “Key Personnel” shall be committed to performance of work under this award for its duration or until such time as the individual’s specific services are no longer required to perform the requirements. The COR/OTAM reserves the right to review and approve all substitutions based upon a determination that the proposed replacement personnel have qualifications equal to or exceeding that of the incumbent. The awardee shall notify the COR/OTAM of proposed substitutions, and provide a summary of their qualifications and the measures the awardee proposes to ensure contract performance and schedule impacts are eliminated or minimized. Notification shall be provided a minimum of fifteen (15) business days prior to the proposed substitution.

Evaluation Factor 3: Measures and Metrics for the Balanced Scorecard – Evaluation of this factor will include the evaluation of specific measures and metrics proposed that will provide feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results associated with the Program Tasks. This evaluation will include how well the specific measures and metrics align with the overall *eCYBERMISSION* Program balanced scorecard. The overall “*eCYBERMISSION* Balanced Scorecard for the entire Program is provided as Attachment 2 to the PA. Thus, the offeror is to propose specific measures and metrics for the balanced scorecard. The specific measures and metrics for the balance scorecard that are included in the proposal for the successful offeror will be made part of any award in connection with this PA.

Evaluation Factor 4: Past Performance - Evaluation of this factor will include evaluation of the offeror’s experience (both the experience of individuals proposed and the experience of the organization) in performing tasks similar to the PROGRAM TASKS listed in PART III. Thus, the offeror is requested to provide information for up to three (3) efforts that are currently active or that have been physically completed in the last twelve (12) months that represent recent, relevant and successful experience that relate to the Program Tasks. For each effort, offeror’s are requested to provide the name, telephone number and email address for a point of contact that can verify such past performance. During its evaluation, the Government may verify this information and use such in the evaluation of this factor.

Evaluation Factor 5: Quality Assurance Plan – Evaluation of this factor will include evaluation of the Quality Assurance Plan (QAP) for efficiency and effectiveness. The QAP is to include:

- Sampling and measuring techniques to ensure attainment of the Quality Level for Program Tasks as set forth in PART III. This plan must use one of the following methods: 100% inspection, Customer Feedback, Random Monitoring, or Periodic Sampling.
- Where and by whom daily process controls and inspections will be performed.
- Appointment of an individual who shall be responsible for quality control and for investigating and ascertaining the causes of deficiencies.
- Describe the safeguarding and protection of privacy information.

Cost - While this area will not be weighted, evaluation of this area will consider cost realism, cost reasonableness, and affordability within funding constraints. The Government may make adjustments to the cost of the total proposed effort as deemed necessary to reflect what the effort should cost. These adjustments shall consider the task undertaken and technical approach proposed. These adjustments may include

upward or downward adjustments to proposed labor hours, labor rates, quantity of materials, price of materials, overhead rates and G&A, etc.

2. Negotiation and Award: The Government reserves the right to award without discussions. However, a competitive range may be established for any discussions. If discussions are held, offerors in the competitive range will be invited to submit Final Proposal Revisions, which will be evaluated using the same procedures used with the initial proposals. The Contracting Officer/Agreements Officer will make the final determination on whether discussions will be held. The Government will make award to the offeror whose proposal offers the best value to the Government, conforming to the PA, price and other factors considered. The Government reserves the right to make award to other than the offeror who offers the lowest proposed price. The Contracting Officer/Agreements Officer will make the final determination of the offeror selected for award.

PART VI – OTHER CONSIDERATIONS

1. Central Contractor Registration: Offerors selected for award not already registered in the Central Contractor Registry (CCR) will be required to register in CCR prior to any award under this PA. Information on CCR registration is available at <http://www.ccr.gov>.

2. The Government reserves the right to negotiate either a FAR based procurement contract or an Other Transaction Agreement as it deems is warranted under the circumstances.

a. Limitations On Other Transaction Agreements: Offerors are advised that an Other Transaction Agreement will only be awarded if award is to be made to a nontraditional defense contractor. For purposes of determining whether or not an offeror may be classified as a nontraditional defense contractor the following definitions are applicable:

“Nontraditional defense contractor” means a business unit that has not, for a period of at least one year prior to the date of the Other Transaction Agreement, entered into or performed on:

- any contract that is subject to full coverage under the cost accounting standards prescribed pursuant to section 26 of the Office of Federal Procurement Policy Act (41 USC 422) and the regulations implementing such section; or
- Any other contract in excess of \$500,000 to carry out prototype projects or to perform basic, applied, or advanced research projects for a Federal agency that is subject to the Federal Acquisition Regulation.

b. Subcontracting Plan requirements associated with Contracts: Pursuant to Section 8(d) of the Small Business Act (15 USC 637(d)), it is the policy of the Government to enable small business and small disadvantaged business concerns to be considered fairly as subcontractors to contractors performing work or rendering services as prime contractors or subcontractors under Government contracts, and to assure that prime contractors and subcontractors carry out this policy. Each offeror (other than small businesses) who submits a contract proposal and includes subcontractors is required to submit a subcontracting plan IAW FAR 19.702(a) (1) and (2) should do so with their proposal. The plan format is outlined in FAR 19.704.

3. Security Information: The Government anticipates that proposals submitted under this PA will be unclassified.

4. Privacy Act. Work on the Program Tasks requires that personnel have access to Privacy Information. Personnel shall comply with the Privacy Act of 1974 as amended, Title 5 U. S. Code, Section 552a, and all applicable agency rules and regulations.

5. Intellectual Property. Any contract awarded will contain the appropriate DFARS clauses concerning intellectual property, i.e. DFARS 252.227-7013, etc. It is expected that award of any other transaction agreement would contain similar terms and conditions.

6. Incremental Funding. ALL REQUIREMENTS UNDER THIS AWARD ARE SUBJECT TO THE AVAILABILITY OF FUNDS. The award resulting from this PA may be incrementally funded. Funds are anticipated to be available for the entire period of performance; however, there is no guarantee of funding availability. Awardee shall advise the COR/OTAM in writing when 80% of obligated funds are expended for any portion of the work or no later than 30 days prior to projected date when all funds by execution of unilateral, administrative modifications should funds become available. Any work performed by the awardee without sufficient amount of obligated funds is done entirely at the risk of the awardee and the government is under no obligation to reimburse the awardee for any associated costs.

7. Personal Services. The government has determined that this contract is not being used to procure personnel services prohibited by FAR 37.104, entitled "Personal Services Contracts".

8. Section 508. All electronic and information technology (EIT) procured through this contract must meet the applicable accessibility standards at 36 CFR 1194, unless an agency exception to this requirement exists. 36CFR 1194 implements Section 508 of the Rehabilitation Act of 1973, as amend, and is viewable at: <http://www.access-board.gov/508.htm>.



VOLUNTEER BACKGROUND INFORMATION FORM

FAX COMPLETED FORM TO: 410-297-2550

Questions? volunteerprogram@ecybermission.com or 1-866-GoCyber (462-9237)

The purpose of this form is to obtain the information necessary for the eCYBERMISSION program office to verify the provider's security clearance and/or to perform such other inquiries into the background and character of the provider as necessary to qualify him/her as a Volunteer. Disclosure of this information is voluntary; however, refusal to provide information will disqualify the individual from participating as an eCYBERMISSION Volunteer.

INSTRUCTIONS TO eCYBERMISSION VOLUNTEERS:

- 1. FILL OUT THIS FORM 2. FAX COMPLETED FORM TO THE NUMBER ABOVE.

NAME:
LAST FIRST MI

WERE YOU PREVIOUSLY AN APPROVED eCYBERMISSION VOLUNTEER? Yes No

PLEASE INDICATE THE VOLUNTEER TYPE YOU REGISTERED FOR? (CHECK ALL THAT APPLY)

AMBASSADOR INSTALLATION POC CYBERGUIDE (Must have active DoD clearance)

ADDRESS:

CITIZENSHIP: DATE OF BIRTH:

PLACE OF BIRTH: SSN:

FULL NAME OF ORGANIZATION:

MILITARY CATEGORY (IF APPLICABLE):
(Select current Military Service Branch or Department and status)

Select one: ARMY USAF NAVY USMC USCG DEPT OF DEFENSE

Select one: ACTIVE DUTY CIVILIAN NATIONAL GUARD RESERVE CONTRACTOR

E-MAIL:

PHONE:

"I AM THE ABOVE NAMED INDIVIDUAL"

SIGNATURE AND DATE

CLEARED INDIVIDUALS ONLY:

SUPERVISOR RANK: NAME:
LAST FIRST MI

SUPERVISOR E-MAIL:

SUPERVISOR PHONE:

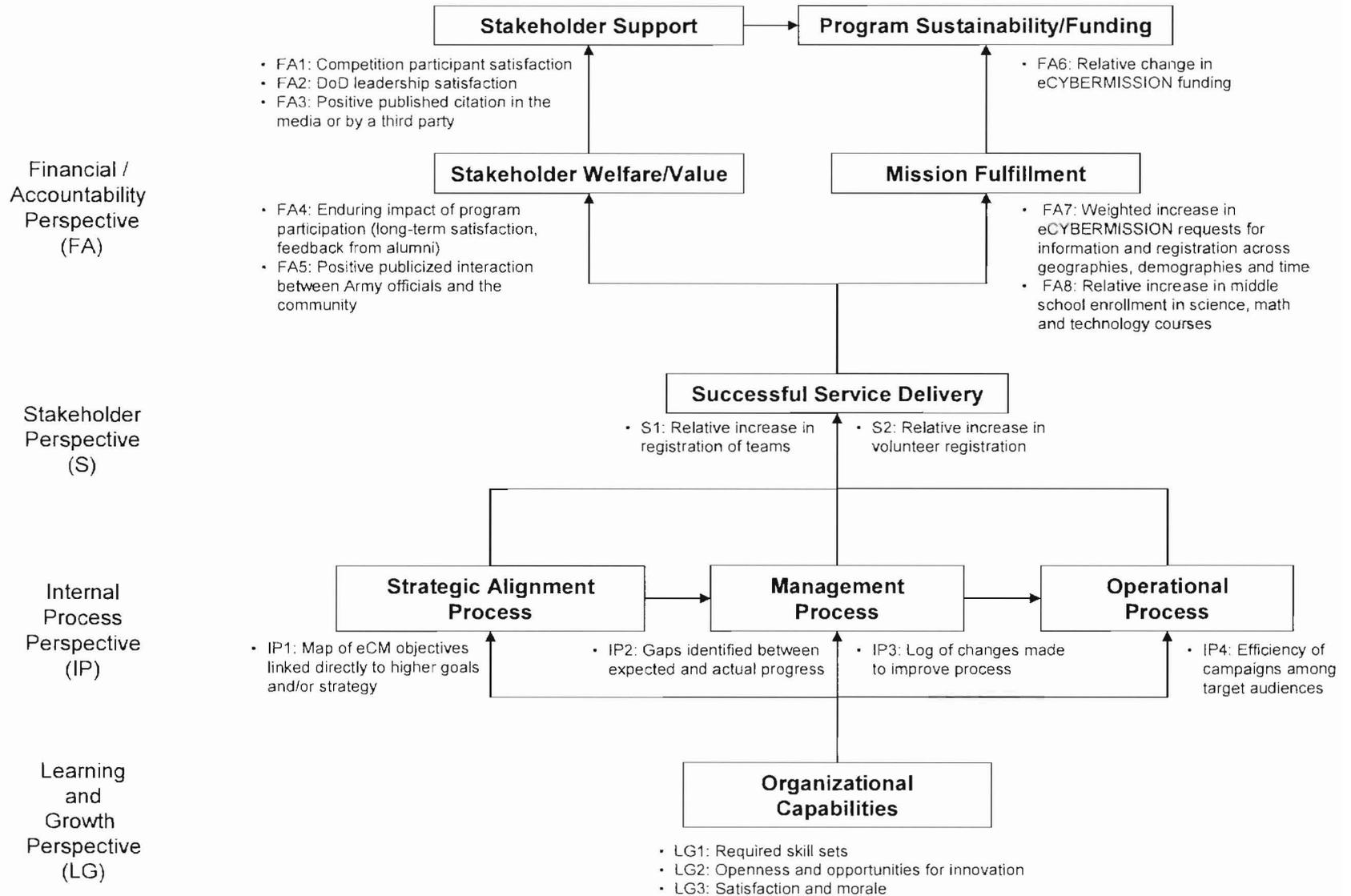
"I AM THE DIRECT SUPERVISOR OF THIS INDIVIDUAL"

SUPERVISOR SIGNATURE AND DATE

PRIVACY ACT NOTICE:

Authority: Title 10, United States Code, Section 3012. Principal Purpose: To verify security clearance/investigation information of prospective eCYBERMISSION military and Government civilian personnel volunteers. Routine uses: Provides eCYBERMISSION administrator verification of volunteer's security clearance and investigation information, name, social security number, citizenship, and date and place of birth. Mandatory or Voluntary Disclosure and Effect on Individual Not Providing the Information: Disclosure of this information is voluntary. The personal information requested is necessary to verify investigation/clearance information. Refusal to provide information may result in delay or inability to authorize program participation.

eCYBERMISSION Balanced Scorecard



eCYBERMISSION

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What Students Say

"We decided to participate in eCYBERMISSION because it was a way for kids our age to help our community."

- Ramya Rangan, 2007 National Winner, The Harker School, San Jose, Calif.

"I'm so excited to be in this program, because it was such a great learning experience. Learning how to research, contact people and write business letters... we just learned so much through the project itself."

- Kelsey Lardiere, 2007 National Winner, All Saints Catholic School, Menahawkin, N.J.

"We learned, by participating in eCYBERMISSION, more confidence, better problem solving abilities, better research skills and more development skills in helping us with other projects."

- Isaac De Jong, 2007 National Finalist, West Branch Middle School, West Branch, Iowa

What Team Advisors Say

"This is the 6th year I'm sponsoring an eCYBERMISSION team. eCYBERMISSION really helps me to take science out of the classroom. I'm a 7th grade teacher and I think this is the age where they have to really get involved in science. It also helps them to use science to make a difference in their community."

- Rajasree Swaminathan, The Harker School, San Jose, Calif.

"I think eCYBERMISSION is a fabulous program because it really does encourage and motivate students to actively look for something they can solve. It helps them make connections between the things they're learning in the classroom and the world around them—and especially in their neighborhood."

- Jianna Dalton, Rock Lake Middle School, Longwood, Fla.

"I think eCYBERMISSION benefits students the most by letting them attack a real science problem—an authentic science problem—that they can solve and give back to their community."

- Laura Wilbanks, Whiteface Elementary School, Whiteface, Texas

ACCEPT THE CHALLENGE

www.ecybermission.com

WHAT is eCYBERMISSION, and how is it different from other competitions?

- eCYBERMISSION is a free, web-based science, math and technology competition for students in grades six through nine
- The competition encourages and rewards students from a diverse range of proficiency levels, interests and backgrounds.
- eCYBERMISSION promotes self-discovery and enables all students to recognize the real-life applications of science, math and technology.

WHO competes in the eCYBERMISSION competition?

- eCYBERMISSION is open to students in grades six through nine attending a U.S. or Department of Defense Education Activity (DoDEA) school
- Teams must include three or four students from the same grade level
- Team members can be from private, public or home schools, as well as from after-school programs and extracurricular organizations
- Each team must select an adult Team Advisor to act as mentor and provide assistance with registration and Mission Folder submission.

HOW does eCYBERMISSION work?

- Teams identify a problem in their community related to one of four Mission Challenges: Health and Safety, Arts and Entertainment, Sports and Recreation, or the Environment.
- Students formulate a hypothesis and conduct research and experiments
- Teams must submit their Mission Folder, the official write-up of their project with attached files (e.g., photographs, survey questions, etc.), via the Web site to complete their entry
- Virtual Judges review and score the Mission Folders on-line to determine regional winners
- Regional first place winners in each grade are invited to compete for the top prize at the National Judging and Educational Event (NJ&EE), a week-long series of educational enrichment activities and events in Washington, D.C.
- At NJ&EE, each regional winning team presents its project to a panel of judges who determine the National Winners.

WHAT can participants receive?

- Up to \$8,000 in U.S. EE Savings Bonds
- Invitation to NJ&EE in Washington, D.C., including travel and accommodations
- Plaques and medals
- ALL participants receive a welcome kit
- ALL participants who submit a Mission Folder receive a t-shirt and certificate of completion

WHY does the U.S. Army sponsor eCYBERMISSION?

- The Army's leadership recognizes the fundamental importance of science, math and technology to our global competitiveness and national security
- Through eCYBERMISSION, the Army strives to increase the number of students pursuing science, math and technology careers nationwide.
- eCYBERMISSION provides all students the opportunity to explore the possibilities of science, math and technology.

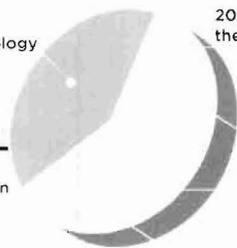
HOW are eCYBERMISSION Mission Folders judged?

- Mission Folders are independently evaluated against four judging criteria
- Random judging assignments ensure Mission Folders are reviewed and scored objectively.
- eCYBERMISSION judges are Volunteers who are interested in promoting science, math and technology education

40%: Application of Science, Math & Technology

4 STRUCTURED JUDGING CRITERIA

20%: Team Collaboration & Communication



20%: Benefit to the Community

20%: Innovation, Originality & Creativity

- Solve community problems in Health and Safety, Arts and Entertainment, Sports and Recreation or the Environment
- Win up to \$8,000 in U.S. EE Savings Bonds
- Compete for free!

- Act as mentors for student teams
- Provide assistance with registration and Mission Folder submission
- Serve as the point of contact between students and Mission Control

- Promote the competition
- Mentor students on-line
- Evaluate and score Mission Folders on-line

- Prizes are awarded annually to 96 teams throughout the nation
- More than \$4.6 million awarded to date
- More than 35,000 students have competed in eCYBERMISSION
- Participation is absolutely free!

Visit www.ecybermission.com to register!

HOW can students, teachers and volunteers find more information about eCYBERMISSION?

- Visit www.ecybermission.com
- Contact Mission Control at 1-866-GO-CYBER (462-9237)
- E-mail Mission Control at missioncontrol@ecybermission.com
- Request Volunteer Program information at volunteerprogram@ecybermission.com



Register on-line using code: WEB



KEY DATES

- Registration: September 1, 2007-January 11, 2008.
- Mission Folder Submission Deadline: February 19, 2008.

Meet Last Year's Winning Teams

2006-2007 National Winner, Grade 6

Bay Saver Boys

All Saints Catholic School, Manahawkin, N.J.

A dramatic increase in population and housing threatens the water quality of the Barnegat Bay watershed and New Jersey wetlands. After researching the effects of rapid development, the Bay Saver Boys team created informational products and programs to educate the public on the importance of conservation, environmental restoration and "smart growth," including a "Sea Grasses in Classes" program to educate students on ways to restore sea grasses and an "Adopt a Drain" program to manage and inspect water drains that flow into the bay.



(L-R) Ryan McHugh, Stephen Kubricki (Team Advisor), Aidan Ryan, Donovan Filfield

2006-2007 National Winner, Grade 7

Swamp Madness

Rock Lake Middle School, Longwood, Fla.

In the wake of last year's E. coli scare involving contaminated spinach, the Swamp Madness team conducted experiments to determine which method best prevented E. coli contamination on fruits and vegetables: rinsing with just water; rinsing with soap and water or rinsing with a commercial fruit wash. Although commercial fruit washes are often more expensive, the team found that ordinary soap and water were the most effective in eliminating bacteria from the surface of fruits and vegetables.



(L-R) Janna Dalton (Team Advisor), Corey Goldenberg, Jennifer Serluco, Isaac Ivins. (Photo 2) David Bohm

2006-2007 National Winner, Grade 8

Rip Currents

All Saints Catholic School, Manahawkin, N.J.

In New Jersey, more people are killed by rip currents than by hurricanes, tornadoes, shark attacks and lightning strikes combined. Concerned by a lack of public awareness of how to react when caught in a rip current, the Rip Currents team surveyed 1,200 beachgoers and lifeguards to research awareness levels of this dangerous phenomenon. Based on the survey results, they initiated an outreach campaign involving classroom curriculum modules, educational brochures and a web site.



(Front) Richard Dunpheve, (Back L-R) Lukas Brummer, Stephen Kubricki (Team Advisor), Daniel Koppa, Corey Kubricki

2006-2007 National Winner, Grade 9

Bioquadrant

Saint John's Home School, Flint Hill, Va.

Recognizing that deer play an important part in the food chain, the Bioquadrant team was concerned about reports in the media regarding the health of Virginia's wild deer population. The team conducted experiments on deer liver tissue to determine mineral composition and completed a soil sample mineral analysis to determine the relationship between the soil and the deer tissue. As a result of their research, the team hopes to supply the deer population in their area with mineral supplements.



(L-R) Ethan Gould, Austin Burdick, Jane Burdick (Team Advisor), Tyler Burdick



VOLUNTEER

Accept the Challenge

The U.S. Army recognizes the fundamental importance of science, math and technology to our global competitiveness and national security. In response to national statistics that show a decline in youth interest in science and engineering disciplines, the U.S. Army sponsors eCYBERMISSION—a free, web-based science, math and technology competition for students in grades six through nine.

There are five categories of eCYBERMISSION Volunteers structured to match individual expertise and preference.

Ambassadors—Serve as the “Face of eCYBERMISSION” by promoting the competition and recruiting other Volunteers in their community.

Installation POCs—Coordinate the activities of Ambassadors at military installations with multiple Ambassadors.

CyberGuides—Provide on-line assistance to eCYBERMISSION teams by answering questions and providing guidance through the use of Discussion Forums, Chat Rooms and Instant Messaging.

Virtual Judges—Evaluate and score team Mission Folders on-line based on an interest or background in science, math, technology or education.

Team Advisors—Assist student teams with registration, Mission Challenge selection and Mission Folder submission, and provide guidance during project development.

To Register, go to www.ecybermission.com.

1. Click on “Volunteer Information”
2. Select your desired Volunteer role, then Register Now!
3. Enter registration code:

REGISTER today and help build America's next generation of leaders!

Role	Minimum Estimated Time Commitment	Individual with an Active Security Clearance	Individual cleared through background check	General Public
CyberGuide	24 hours September - February	✓		
Ambassador	10 hours/month August - December and 2 hours/month January - July	✓	✓	
Installation POC	10 hours/month August - December and 2 hours/month January - July	✓	✓	
Virtual Judge	20-25 hours over 3 weeks in February and March	✓		✓
Team Advisor	3-4 hours/week September - February	✓		✓

*Each role has different time commitments and security requirements.

For additional information about the eCYBERMISSION Volunteer Program, please contact the Volunteer Program Coordinator by e-mailing volunteerprogram@ecybermission.com or calling Mission Control at 1-866-GO-CYBER (462-9237).

For additional information about the eCYBERMISSION competition, please visit www.ecybermission.com or contact Mission Control by e-mailing missioncontrol@ecybermission.com or calling 1-866-GO-CYBER (462-9237).



eCYBERMISSION

ACCEPT THE CHALLENGE

> Health & Safety

> Arts & Entertainment

> Sports & Recreation

> The Environment



www.ecybermission.com

eCYBERMISSION
is a free, web-
based science, math
and technology
competition for
students in grades
six to nine



Learn more and register on-line
at www.ecybermission.com

STUDENTS

- Register and compete for free!
- Solve community problems in:
 - » Sports and Recreation
 - » The Environment
 - » Health and Safety
 - » Arts and Entertainment
- Win up to \$8,000 in U.S. EE Savings Bonds
- Join the more than 35,000 students who have participated

VOLUNTEERS

- Support America's future
- Promote the competition in their communities
- Mentor students on-line
- Evaluate and score Mission Folders on-line
- Assist student teams with registration, Mission Challenge selection and Mission Folder submission

ACCEPT THE CHALLENGE

1-866-GoCyber

missioncontrol@ecybermission.com



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CURRICULUM

How eCYBERMISSION Complements the Classroom Curriculum

SCIENCE

Students in grades six through nine should be able to demonstrate their understanding of the scientific method. Skills developed should include the ability to acquire data and information, sequence and classify information, communicate and interpret scientific data, make inferences, form generalized statements and make predictions.

eCYBERMISSION is an exercise in the scientific method and its application in the real world. Students identify a problem in their community, formulate a hypothesis and conduct research and experiments. Students then collect and organize their data, interpret the results, and submit a Mission Folder on-line.

MATH

Students in grades six through nine should display a basic understanding of algebraic equations and other mathematical concepts related to the scientific method. Skills developed should include a familiarity with mathematical relationships, measurement concepts, probability and statistics, problem solving methods, and how to use and evaluate strategies.

eCYBERMISSION allows students to demonstrate their solid command of mathematical concepts in order to conduct and analyze experiments and fully interpret data. Mathematical equations are key in collecting and comparing data that supports the students' scientific conclusion.

COMPUTER SKILLS

Students in grades six through nine must be skilled in using computers and Internet for research and the exchange of ideas through on-line communication and collaboration.

eCYBERMISSION is a web-based competition. Students compile and submit their Mission Folders on-line, where they are reviewed by Virtual Judges. Teams are encouraged to research on-line and collaborate using Discussion Forums, Chat Rooms and Instant Messaging.

SOCIAL STUDIES

Students in grades six through nine should be able to demonstrate their understanding of civic values and the rights of American citizenship. Key skills learned at this level include the ability to link their understanding of historical concepts, economic systems and social dynamics into cohesive thoughts and arguments.

eCYBERMISSION allows students to connect classroom learning in science, math and technology to projects that benefit their community. Students identify a real life problem related to Health and Safety, Arts and Entertainment, Sports and Recreation or the Environment. eCYBERMISSION student projects promote self-discovery and develop a sense of teamwork and civic responsibility.

WRITING

Students in grades six through nine should be proficient in proper English usage and sentence construction and be able to proofread for capitalization, punctuation and spelling errors.

eCYBERMISSION is an exercise in proficient writing. Student teams must draft and submit a Mission Folder, presenting their data and conclusions in a manner that is clear and coherent to the reader.

READING

Students should be reading at a 6th, 7th, 8th or 9th grade level. Skills developed at this stage include the ability to recognize supporting ideas, summarize texts, analyze writing for inferences and generalities and recognize points of view, propaganda, statements of fact or non-fact, word meaning and jargon.

eCYBERMISSION encourages students to analyze Internet articles, books and scientific journals for research. eCYBERMISSION projects call for students to compare and contrast information and synthesize information from multiple resources.



For additional information about the eCYBERMISSION competition, please visit www.ecybermission.com or contact Mission Control by e-mailing missioncontrol@ecybermission.com or calling 1-866-GO-CYBER (462-9237).



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CURRICULUM

FACT SHEET

eCYBERMISSION can be an excellent teaching tool to help all students excel, both as a part of classroom or home-school instruction and as an extracurricular activity.

IN THE CLASSROOM

New Jersey Private Middle School – eCYBERMISSION was used as the basis for an elective, for-credit science course, and students were graded as they employed the scientific method and completed their Mission Folders.

Missouri Private Girls School – eCYBERMISSION was part of the first semester curriculum. Mission Folders were presented for a grade prior to the December break, and were returned with teacher recommendations so teams could continue to work on their Mission Folders prior to submission.

Texas Public Middle School – Classes were required to do a team-based community project, so teachers encouraged the student teams to take their projects a step further and submit them to competitions such as eCYBERMISSION.

Virginia Public Middle School – Students were provided an entire class period at the end of the week to work on eCYBERMISSION. If the planned class work for the week was completed, students got to do the “fun” eCYBERMISSION activities on Friday.

AS AN EXTRA-CURRICULAR ACTIVITY

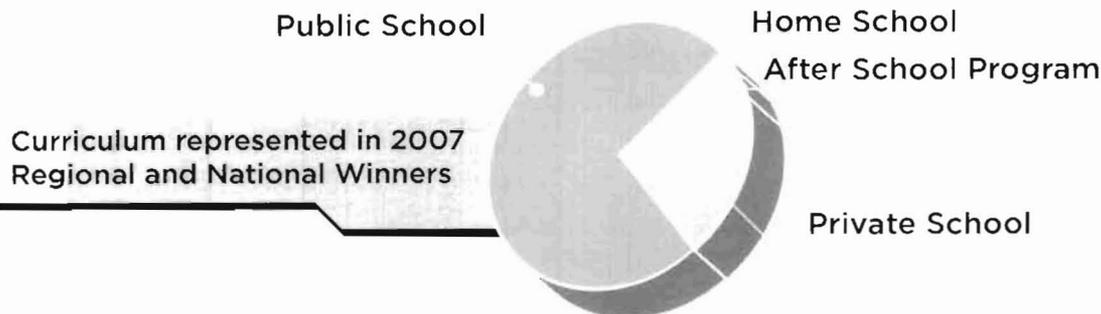
New York Public School – eCYBERMISSION was one of several competitions a teacher selected for her students to work on as an after-school club. The students chose the competition they wanted to enter, and she assisted them with requirements.

California Private School – The school created an after-school eCYBERMISSION club, and the student teams met after school to work on their projects. The Team Advisor stayed involved by helping the teams with time management, teamwork and brainstorming.

IN A HOME SCHOOL ENVIRONMENT

Virginia Home School – Students used eCYBERMISSION to enhance their Physical Science studies in 8th grade and again in 9th grade to compliment their Biology studies.

Ohio Home School – eCYBERMISSION allowed a home-school teacher to encourage writing skills and “thinking out of the box” for her students, giving them a unique opportunity to write for an audience outside of their usual home-school environment.



What Team Advisors Say

“eCYBERMISSION sounded interesting and fits right into the lessons on real life problem solving I have already planned. The best part is that it is FREE!”
 – Bridgit Hussey, Clark Middle School, Fayette, Mo.

“Thank you for an amazing program. It made my teams realize that science plays a part in life, not just for a few minutes a day during science class.”
 – Cheryl Ogle, Clovis Science Club, Clovis, Calif.

“Not all home-schooled families have access to a structured science fair competition which would be commonplace in a traditional school setting. eCYBERMISSION provides an opportunity for home-schooled students to participate in a comprehensive, competitive science project fair.”
 – Jane Burdick, St. John’s Home School, Flint Hill, Va.

“I just love this program. The sense of pride that all the students get from completing and submitting their folders is just fabulous. I am amazed at how much they learn about their project and how well they learn to work together as a team. It has been such a rewarding experience for both me and my students.”
 – Marla Kimmel, Lester Middle School, Okinawa, Japan

Virtual Team Helpful Hints

Virtual teaming is becoming more and more of a reality in today's world and is a great opportunity for students and Team Advisors to hone their organizational and project management skills while replicating today's modern world of work where collaboration takes place electronically. Virtual Teams require additional guidance to provide a rewarding experience for students, to keep the project on track, and to produce a successful Mission Folder.

How to begin:

Team Advisors should begin communication with the students through an introductory e-mail or by arranging a chat session through Mission Control. This e-mail is important because it sets the tone for the collaboration. Consistency and accessibility at regular intervals are important. The students do the work, but the Team Advisor should keep the project moving forward and on track to meet deadlines. As a best practice, if the Team Advisor does not personally know the students on the team, a letter with a parent signature should be obtained giving permission to the Team Advisor to contact and work with the student.

Best Practices:

- Establish regular meetings/check in times
- Develop schedules with the team for milestones
- Help team members establish roles and responsibilities
- Hold an initial meeting utilizing webcam or phone
- Promptly answer all e-mails out of courtesy and respect for the team
- Use visuals in communications when possible
- Recognize that most communication will be non-verbal - use caution in tone and language
- Send all e-mail communications to the entire team and its Team Advisor to avoid misunderstandings and gaps in information when discussing team business.

Working towards submission:

The Team Advisor Guide, located on www.ecybermission.com, under the Team Advisor home page, provides several brainstorming techniques and tips about keeping the team on the path to completion.

Team Advisors can use the following checklist during the entire competition and double check it when you are ready to submit your Mission Folder. Has your team:

- Selected a Mission Challenge?
- Answered all questions in the Mission Folder?
- Reviewed the students' written entry for spelling or grammar errors?
- Ensured that the students' tables, charts, maps and graphs are accurate?
- Attached other files for the Judges to score? (optional)
- Deleted the files that you don't want the Judges to score?
- Electronically signed the Mission Folder?

CyberGuides are available to help as well.

Participants can access CyberGuides by posting a message on the Discussion Forums under the "Ask a CyberGuide" Forum tab. If this is unsuccessful, participants may contact Mission Control at 1-866-462-9237 to arrange a chat session with a CyberGuide.

Communication:

While participants may get in touch with their Team Advisor and their team members through any practical means, they are encouraged to collaborate virtually through eCYBERMISSION Team Talk. Students may use eCYBERMISSION's Instant Messaging function or the Discussion Forums at www.ecybermission.com.

Using Instant Messaging:

These tips will help your Virtual Team easily access eCYBERMISSION's Instant Messaging function:

- Java must be installed on the computer used to access Instant Messaging
- Pop-up blockers should be turned off
- Internet Explorer is the most reliable web browser to use with our Instant Messaging service
- Be aware that certain filtering tools (particularly on school computers) may not allow Instant Messaging

Getting Help from Mission Control:

As always, Team Advisors may access us at Mission Control at 1-866-462-9237 or missioncontrol@ecybermission.com. We will set up a bi-weekly conference call for Virtual Team Advisors to share best practices and troubleshoot the Virtual Team leadership process.

WINNINGS

eCYBERMISSION is a free, web-based science, math and technology competition for students in grades six through nine. More than \$4.6 million in U.S. EE Savings Bonds has been awarded to students since the program launched in 2002. The competition provides awards at the regional and national levels.

Teams compete within their own grade level for the following regional and national awards:

- **Regional First Place**—\$3,000 in U.S. EE Savings Bonds per student and an invitation to the National Judging and Educational Event (NJ&EE), a week-long series of educational enrichment activities and events in Washington D.C.
- **Regional Second Place**—\$3,000 in U.S. EE Savings Bonds per student.
- **Regional Criteria Awards**—\$2,000 in U.S. EE Savings Bonds per student in each of four categories: Application of Science, Math and Technology; Innovation, Originality and Creativity; Team Collaboration and Communication; and Benefit to the Community.

First Place teams from each grade level become National Finalists and are judged live at the NJ&EE. One team from each grade will win the National Title, and these team members receive a medal, a plaque and an additional \$5,000 in U.S. EE Savings Bonds. Members of the 12 remaining National Finalist teams receive a medal and an additional \$3,500 in U.S. EE Savings Bonds.

All students registered on complete teams receive Welcome Kit promotional items, and all students on teams that submit a Mission Folder receive an eCYBERMISSION t-shirt and certificate of completion.

REGIONAL AND NATIONAL WINNINGS

(2002-2003 through 2006-2007)

AE*	\$177,000	HI	\$113,500	MS	\$32,000	PR	\$0
AK	\$8,000	IA	\$247,500	MT	\$6,000	RI	\$14,000
AL	\$62,500	ID	\$16,000	NC	\$113,000	SC	\$60,000
AP**	\$28,000	IL	\$154,000	ND	\$0	SD	\$0
AR	\$120,000	IN	\$60,000	NE	\$15,000	TN	\$28,000
AZ	\$8,000	KS	\$97,000	NH	\$16,000	TX	\$488,000
CA	\$247,000	KY	\$74,500	NJ	\$562,500	UT	\$8,000
CO	\$8,000	LA	\$12,000	NM	\$66,500	VA	\$242,500
CT	\$0	MA	\$0	NV	\$26,000	VI	\$0
DC	\$0	MD	\$36,000	NY	\$161,000	VT	\$20,000
DE	\$0	ME	\$0	OH	\$72,500	WA	\$66,000
FL	\$530,000	MI	\$137,000	OK	\$92,000	WI	\$97,500
GA	\$55,500	MN	\$12,000	OR	\$6,000	WV	\$8,000
GU	\$8,000	MO	\$192,000	PA	\$60,000	WY	\$0

Total: \$4,664,000

* Armed Forces Europe: Germany \$107,000, Iceland \$6,000; ** Armed Forces Pacific: Korea \$8,000, Japan \$20,000

For additional information about the eCYBERMISSION competition, please visit www.ecybermission.com or contact Mission Control by e-mailing missioncontrol@ecybermission.com or calling 1-866-GO-CYBER (462-9237).



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NEWS BLAST

ISSUE 7 JULY 2007

eCYBERMISSION National Winners announced

The four 2007 eCYBERMISSION National Winners were announced June 20, 2007 at the U.S. Army's eCYBERMISSION National Judging and Educational Event in Washington, D.C.



The 2007 National Finalist Teams visit Capitol Hill June 20 as part of the National Judging and Educational Event. (Photo by David Nations)

The four National Winners from grades six through nine are: Bay Saver Boys from All Saints Catholic School in Manahawkin, N.J.; Swamp Madness from Rock Lake Middle School in Longwood, Fla.; Rip Currents, also from All Saints Catholic School in Manahawkin; and Bioquadrant from Saint John's Home School in Flint Hill, Va.

After researching the effects of rapid development on the Barnegat Bay watershed and New Jersey wetlands, the Bay Saver Boys created informational products and programs to educate the public on the importance of conservation, environmental restoration and "smart growth" efforts.

The Swamp Madness team conducted experiments to determine which method best prevented E. coli contamination on fruits and vegetables: rinsing with just water, rinsing with soap and water, or rinsing with a commercial fruit wash. They found that soap and water was the most effective.

The Rip Currents surveyed 1,200 beachgoers and lifeguards to research awareness levels regarding rip currents. The team then initiated an outreach campaign involving classroom curriculum modules, educational brochures and a Web site.

The Bioquadrant team conducted experiments on deer liver tissue to determine mineral composition and completed a soil sample mineral analysis to determine the relationship between the soil and the deer tissue.

continued on reverse



Finalist Teams (L-R) Keyboard from Kansas City, Mo; The Bacteria Busters from San Jose, Calif; What? from Manahawkin, N.J.; and Swamp Madness from Longwood, Fla. step out at the Ronald Reagan Building and International Trade Center atrium prior to the Finalist Showcase June 17 at the National Judging and Educational Event. (Photo by David Nations)



**Volunteer Registration
Opens August 6th!**

**Competition Registration
Opens September 1st!**

Go to www.ecybermission.com
to Register!

continued from front

eCYBERMISSION National Winners announced

National Winners will each receive a total of \$8,000 in U.S. EE savings bonds. The members of the 12 other finalist teams who competed at the NJ&EE will each receive a total of \$6,500 in U.S. EE savings bonds.

"We are extremely proud of all our Regional and National Winners," said Dr. Michael Doyle, U.S. Army eCYBERMISSION program manager. "The Army strives to increase the number of students pursuing science,

math and technology careers nationwide to ensure we remain globally competitive."

Now beginning its sixth year, eCYBERMISSION has awarded more than \$4.6 million to its winners -- the science, math and technology leaders of tomorrow. Since its inception, more than 35,000 students from across the country and in U.S. territories and Department of Defense Education Activity schools worldwide have participated in the competition.

Changes Underway for Volunteer Program

Volunteers serve an important role in the eCYBERMISSION competition, contributing their knowledge, skills and enthusiasm in a unique way. Last year, Volunteers helped the competition reach new heights. This year, new Volunteer features are being added to the eCYBERMISSION Web site to enhance the Volunteer experience.

Registration is now open! Back-to-school time is typically a busy month for students, parents and teachers alike. By starting Volunteer registration in mid-summer, Ambassadors can get a head start on their recruitment efforts before the school year begins and before teachers become engaged in day-to-day teaching activities. CyberGuides can re-familiarize themselves with the program and recruit new CyberGuides as they prepare to help students in September. To register, simply go to www.ecybermission.com, select Volunteer Information, then "Register Now!" under the desired role. Please use registration code *NewsBlast*.

My Profile on the eCYBERNetwork. Ambassadors and CyberGuides will have the ability to create an on-line profile visible to the Volunteer community through the My Profile feature on their homepage. This eCYBERNetwork will give Volunteers the ability to share information about themselves, learn about their colleagues and browse other Volunteers' profiles. Combined with the ability to communicate through the new Volunteer Discussion Board, this feature will improve knowledge sharing and enhance the connection with fellow Volunteers. Profiles will only be visible to other Volunteers, and individuals may keep their information private if they so choose.



Sgt. 1st Class Ralph Brewer II, a Virtual Judge from the Army Research Laboratory, chats with eCYBERMISSION Finalist Team members and Team Advisors at the 2007 National Judging and Educational Event Awards Banquet June 20. (Photo by David Nations)

eCYBERPoints will be awarded to Ambassadors and CyberGuides when they perform tasks related to their Volunteer role. Replying to a Discussion Board post for CyberGuides or recruiting teams for Ambassadors are just two examples of activities worth a certain amount of eCYBERPoints. The eCYBERMISSION Web site will automatically track activities and award points. Cumulative eCYBERPoints will be displayed on the Volunteer's profile and home page.

With these program enhancement and a whole new field of participants, the 2007-2008 eCYBERMISSION competition promises to be an exciting year!

Learn more and register to volunteer on-line at www.ecybermission.com. For more information, call 1-866-GO-CYBER or e-mail volunteerprogram@ecybermission.com.



How eCYBERMISSION Facilitates Student Education

by Dr. Mike Doyle, U.S. Army eCYBERMISSION Program Manager

How often do we hear about sports as a valuable educational tool? Are we really talking about the value of sports, or about the value of competition?

The connection between education and competition is not surprising. It is natural for children to compete and, therefore, understandable that competition is put to educational use. From antiquity to the present, competitions have been used to further student education.

Marcus Verrius Flaccus, a 1st century B.C. Roman educator, is credited with introducing the principle of competition among his students as a pedagogical aid. He awarded attractive books as prizes. The Italian scholar Battista Guarino writes in his account of proper educational techniques, *De ordine docendi et studendi*, that students are stimulated best by competition, which can be intensified by pairing them off.

In 1894, the same year the modern Olympic games were established, Eötvös University in Budapest, Hungary, organized the first national mathematics contest. From there, the idea of science contests for students spread through central Europe. William Lowell Putnam started a mathematics competition for North American college students in 1938. These national and regional contests eventually gave rise to the International Mathematics Olympiad, first hosted by Romania in 1959. Other disciplines subsequently established their own international olympiads: physics in 1967, chemistry in 1969, informatics in 1989, biology in 1990, and astronomy in 1996.

While there is general agreement on the value of academic competitions, there is no general agreement on the best way to use competitions.

- » Some educators find that school education is best served by a break in style. This can be accomplished through a competition that is only loosely coupled to curriculum (as opposed to an exam). The idea here is that the beneficial effect of a competition is because it is a change from the regular curriculum.
- » Others believe competitions are an effective way of motivating and providing students with feedback, and that competitions should be based on the materials taught in school, be incorporated into the curriculum, and be used to actually evaluate student achievement (like an exam).

REGISTER NOW!
eCYBERMISSION Registration
Closes on December 12th at
11:59 p.m. EST



eCYBERMISSION is suited to both approaches. Some of our teachers use the program as a graded classroom project, collecting student Mission Folders before the winter holiday break for grading, returning them with comments and recommendations for the students to consider prior to submission to the competition. Others have formed eCYBERMISSION clubs and use the competition as an extracurricular, after-school activity.

Regardless of how eCYBERMISSION is used, we have found two things remain consistent in the five years since the competition began:

- » Students participating in eCYBERMISSION benefit by gaining and refining new science, math and technology skills.
- » Teachers sponsoring eCYBERMISSION find it a useful tool in measuring how effective a competition can be at meeting curriculum standards and educational goals.

We're interested in finding out how you use eCYBERMISSION in or outside of your classroom. Please contact Mission Control at missioncontrol@ecybermission.com with your ideas, experiences, and best practices.

For additional information about the eCYBERMISSION competition, please visit www.ecybermission.com or contact Mission Control by e-mailing missioncontrol@ecybermission.com or calling 1-866-GO-CYBER (462-9237).

For additional information about the eCYBERMISSION Volunteer Program, please contact the Volunteer Program Coordinator by e-mailing volunteerprogram@ecybermission.com or calling Mission Control at 1-866-GO-CYBER (462-9237).

<http://www.ecybermission.com>

Plus 2 Campaign Bonus!

Attention Team Advisors: Have you registered with at least one complete team for the 2007-2008 eCYBERMISSION competition?

If so, then register an additional two (2) complete teams by 11:59 p.m. Eastern Standard Time (EST) on Wednesday, December 12th, and you will receive a special bonus item in your team Welcome Kit in January: an eCYBERMISSION wireless mouse (one per Team Advisor).

To be eligible, these two additional teams must be complete and be assigned to you as the Team Advisor. A complete team must have 3 or 4 students and a Team Advisor, all of whom have registered on the eCYBERMISSION web site. Additionally, team members must be from the same grade and region.



Volunteerism at Work

Virtual Judge recruitment

On November 1, 2007, Virtual Judge registration opened to a great response, with over 148 individuals already registered. While we are encouraged by the turnout thus far, we have a long way to go to reach our goal of 426 judges. You can help!

As a Virtual Judge, you can:

- » Play a significant role in introducing America's youth to the application of science, math and technology
- » Support education-related community service activities
- » Enjoy the flexibility of Volunteering on-line at your convenience during the regional judging period, from February 21 to March 17, 2008

Virtual Judges must have internet access and an interest or background in science, math, technology or education. Team Mission Folders are independently evaluated by several Virtual Judges against four structured judging criteria, which ensures that each is reviewed and scored objectively.



If you or someone you know are interested in serving as a Virtual Judge, please register or encourage them to register on-line using code **NewsBlast**. For additional information, please contact the Volunteer Program coordinators at volunteerprogram@ecybermission.com or 1-866-GO-CYBER (462-9237).

Ambassadors and Installation POCs

We're quickly approaching the final weeks of registration for student teams. Now is the time to follow up with your local schools and like-minded

organizations to ensure that each team has registered and is working on their Mission Folders. Since you serve as the "Face of eCYBERMISSION" within your community, your efforts and enthusiasm determine whether or not a team competes. Should you need further materials to support your efforts, please contact the Volunteer Program coordinators at volunteerprogram@ecybermission.com or 1-866-GO-CYBER (462-9237).

CyberGuides

Students continue to register each day, so you will continue to find an increase in traffic on the Discussion Forums as teams formulate their hypothesis and begin work on their projects. January and February are typically the busiest months as the teams are fully immersed in their projects and preparing to submit their completed Mission Folders by February 19, 2008.

Outreach Logs

Outreach Logs are a great tool for Installation POCs, Ambassadors and CyberGuides. It is very important for our Volunteers to document each of their outreach efforts and contacts made by completing an Outreach Log on the "My Assignments" page of the site. By reporting on all of the outreach efforts and feedback received, you can better manage the outreach activities for your contacts and track your Volunteer hours to qualify for the Presidential Volunteer Service Award (PVSA). Additionally, your input in the Outreach Logs will help the Volunteer Program provide practical tips, best practices and lessons learned to the Volunteer community. Your feedback will directly influence future enhancements to the program and identify the components that provide you the most value as eCYBERMISSION continues to grow in communities throughout the U.S. and its territories.

If you have questions concerning the Outreach Logs or the Volunteer Program please contact the Volunteer Program coordinators at volunteerprogram@ecybermission.com or 1-866-GO-CYBER (462-9237).

Team Advisors Bring eCYBERMISSION to Students

Laura Wilbanks

Science Rocks U – science enrichment for children
Whiteface, Texas

About Laura

Laura has always had a passion for nature and the environment. She worked for the Youth Conservation Corps as a teenager and studied Wildlife Science/ Science Education at New Mexico State University. Laura was a biologist for the U.S. Fish & Wildlife Service and a naturalist with the Forest Service before moving to the classroom to be an elementary school science coordinator. For the past 20 years, she has encouraged children to make a difference through application of science, math and technology. Laura has been married for 21 years and has four children, and her family enjoys traveling, hiking, snorkeling and driving all terrain vehicles. Laura has flown in hot air balloons over New Mexico, performed Christian mission work in Hawaii and hiked glaciers in Canada.

Why Laura is a Team Advisor

Laura decided to become a Team Advisor for eCYBERMISSION so that the national science standards could be implemented in her classroom within the context of authentic scientific research. Laura has participated as a Team Advisor for five years. "The passion my students have towards authentic, inquiry-based science encourages me to continue serving as a Team Advisor each year," says Laura. Over the years, her teams have collectively won 18 awards, including regional, national and criteria honors. This year, Laura is advising 17 teams in sixth, seventh and ninth grades.

Laura's eCYBERMISSION Experience

The relationships that Laura and her students have formed through eCYBERMISSION are what she enjoys most about the competition. Laura credits the Team Advisor Forum with providing the opportunity for Advisors to collaborate and develop a network of master middle school science teachers. She considers the people in this science network the most amazing resources she has ever had. She feels what makes eCYBERMISSION unique is the spirit of friendly competition between Team Advisors and students. According to Laura, "We do not compete against one another; but rather, we compete with one another." This is the spirit that brings her back year after year. Laura believes that serving ones community is the most valuable lesson her students learn through eCYBERMISSION. Each year, the students grow in leadership, team building, academic, innovation and problem-solving skills. Some of the students in Laura's community have been awarded enough in U.S. EE Savings Bonds that they will be able to afford their college tuition.

Crosby Munro

Lincoln High School
U.S. Army Junior Reserve Officer Training Corps
(JROTC)
Jersey City, New Jersey

About Crosby

Growing up in Grenville, St. Andrew's Grenada, retired Army Major Crosby Munro learned math and science without the convenience of calculators or scientific laboratories. Instead, he used tools such as memorization of multiplication tables to help him. It was through this hands-on experience that he gained an appreciation for science, math and technology. In addition, he truly enjoyed participating in these areas with a competitive spirit. Crosby's father was a principal in Grenada and his grandparents were academics, so the importance of education was instilled in him at a young age. At age 14, Crosby seized the opportunity to move to America with his grandparents. In 1970, he volunteered for service in the Army during the Vietnam War. He enlisted in the army for 15 years and served as an Officer for another 15 years.

Crosby is now the Senior Army Instructor at Lincoln High School, where he is responsible for planning, controlling and directing the activities and operations of the Army Junior Reserve Officer Training Corps (JROTC) program. In his spare time, Crosby likes to run and fix electronic equipment.

Why Crosby is a Team Advisor

As a first year participant, Crosby is advising two ninth grade teams. He decided to become a Team Advisor to give his students the "opportunity to be part of the future in a virtual environment using technology and team building skills."

Crosby's eCYBERMISSION Experience

Crosby welcomes the challenge eCYBERMISSION creates for his students. He feels eCYBERMISSION allows students to "establish a pathway or interest." eCYBERMISSION will also expose students to a higher level of thinking, thereby, enhancing their knowledge of science, math and technology as well as further developing their writing and critical thinking skills. His mission is "to motivate young people to be better citizens." Crosby believes eCYBERMISSION helps his students gain an appreciation for cooperative learning and experience a multicultural environment.

We welcome Crosby to his first year as an eCYBERMISSION Team Advisor!

“Swamp Madness” Washes Away More Than Just the Competition

In the wake of the 2006 E. coli scare, a team of seventh-graders from Rock Lake Middle School in Longwood, Fla., accepted the eCYBERMISSION challenge and proved that teamwork, science, and a little soap and water can go a long way.

Comprised of seventh graders Corey Goldenberg, Jennifer Serluco, Isaac Ivins and David Bohn, the Swamp Madness team won the national first place award in their grade at the 2007 National Judging and Educational Event in Washington, D.C.

Through their initial research, the team realized that although not always harmful, certain strains of E. coli can travel from contaminated food into the bloodstream and cause a serious infection. Recognizing the significant impacts of E. coli outbreaks, they sought to use their eCYBERMISSION project to educate others on the most effective method of cleaning fruit.

“We learned a lot about E. coli, how it can harm you and how it is also good for you. It’s like a little world, microbiology. It’s pretty cool,” Bohn said.

The team’s hypothesis stated that washing E. coli from fruit with a commercial fruit washing liquid would be more effective than just rinsing with water or rinsing with soap and water. Using a comparative analysis of water, soap and water, and a commercial fruit washing

liquid, the team concluded that soap and water was the most effective at removing traces of E. coli from fruit and that commercial fruit washes worked about the same as rinsing with just water. To illustrate and share their results with the public, the team created an educational brochure.

As National Winners, each team member received \$8,000 in U.S. EE Savings Bonds.

“I think eCYBERMISSION is a fabulous program because it really does encourage and motivate students to actively work for something that they can solve,” said Team Advisor Jianna Dalton. “It helps them to make a connection with things they are learning in the classroom with the world around them.”



Corey Goldenberg and David Bohn, two members of the Swamp Madness Team from Rock Lake Middle School, Longwood, Fla., perform a lab experiment as part of their eCYBERMISSION project. The team won the 7th grade National First Prize Award in the 2006-2007 competition. (Courtesy photo.)

2007 U.S. Army Laboratory of the Year

The Edgewood Chemical Biological Center (ECBC), the Army’s principal research and development center for chemical and biological defense technology, engineering and services, was the recipient of the 2007 Army Laboratory of the Year Award.

Honored in October 2007, this award highlights ECBC’s accomplishments in research, development and management, in addition to its contributions to the Global War on Terrorism. Some of its most critical work includes biological standoff detection research and partnerships with other federal agencies, the Federal Bureau of Information (FBI) and Department of Homeland Security (DHS), to foster better, more efficient methods of information exchange.

“The enormous technical ability of ECBC’s scientists, engineers and other specialists was the most significant factor in ECBC winning this award,” explained Dr. Joe Corriveau, acting Director for Research and Technology.

ECBC is one of ten subordinate organizations of the U.S. Army’s Research, Development and Engineering

What is Biological Standoff Detection?

Biological standoff detection is the ability to detect and identify biological warfare materials from a distance. Devices using biological standoff detection equipment keep soldiers and civilians alike safe.

ECBC helps develop technology in this area by using research and experimentation much like eCYBERMISSION participants do when completing their projects!

Command (RDECOM). eCYBERMISSION, like ECBC, is headquartered at RDECOM in the Edgewood area of Aberdeen Proving Ground, Maryland. Each competition year, many individuals from ECBC volunteer for eCYBERMISSION to offer their expertise to the next generation of America’s scientists’, engineers and technologists.

Congratulations and many thanks to our friends at ECBC on a much deserved award!

eCYBERMISSION
Routinely Employed Promotional Items

<u>Item</u>	<u>Annual Quantity</u>
Ball Point Pens	28,000
Certificate Frames	400
Lapel Pins	50
Other Pins	10,000
Polo Shirts (embroidered w/logo)	1,000
Steno Pads	5,000
Pencil Pouch	13,000
Trapper Keeper	13,000
Tote Bag	800
T-Shirts (annually themed)	9,000
Travel Mugs	1,200
Calculator	4,500
Flash Drive	500
Wireless Mouse	500
Water Bottle	9,000
Other	

All items are marked with program logos, etc.

Items need to be refreshed, revised every year.

Enrollment Target Audiences Rationale

Target Audiences for Enrollment in 2007-2008	Sub-audience categories (See Appendix)	Audience Rationale
<ul style="list-style-type: none"> ▶ Army 	<ul style="list-style-type: none"> ▶ Adjutant Generals ▶ Reserve Commanders ▶ JROTC ▶ Major and Service Component Commands ▶ Military-affiliate youth/family organizations ▶ Public Affairs Officers ▶ Military Affiliated Media 	<p><u>Adjutant Generals</u> Direct correspondence and added face-to-face interaction with the Pentagon's National Guard Bureau and the 54 state/territory Adjutant Generals are vital to increasing enrollment among the Army's 70,000 "citizen soldiers."</p> <p><u>Reserve Commanders</u> Comprised of more than 200,000 soldiers, the Army Reserves is a major component of the overall Army strength. Since they are not necessarily located at or near Army installations, these Reservists provide a rich potential for Team Advisors and Volunteers alike within civilian communities.</p> <p><u>JROTC</u> Further developing the eCYBERMISSION relationship with the Army's JROTC by direct correspondence and face-to-face interaction is necessary to continue recruiting cadets eligible to compete, although it is important to remember that only a fraction of JROTC cadets are eligible – 9th graders.</p> <p><u>Major and Service Component Commands</u> Awareness and support from senior active duty and Reserve Army officers and their staffs are essential to increasing enrollment from Army communities. This connection must be facilitated at the highest level, from the RDECOM commander to the Army Materiel Commander first, then to other targeted Commands with large potential eCYBERMISSION populations. A healthy connection can only be facilitated through direct correspondence and face-to-face interaction.</p> <p><u>Military-affiliated youth/family organizations</u> The eCYBERMISSION team should continue to reach to Army support services – to both those run by the Service and those private organizations that provide services to support family and youth services.</p> <p><u>Public Affairs Officers</u> Obtaining an eCYBERMISSION "account holder" at OCPA would facilitate an active relationship between eCYBERMISSION and Public Affairs staffs at all levels – the importance of which cannot be overstated. As the Army's premier outreach program for young men and women, continuous support from OCPA, through the public affairs offices at major Commands and to Garrison public affairs offices, is necessary for the competition to remain viable within the Army's itself.</p> <p><u>Military Affiliated Media</u> The Army controls editorial content on Army News, Soldiers Magazine, Army Radio and Television Service and hundreds of command and post newspapers/magazines which feed information to soldiers and their families.</p>

<p>▶ Educational Associations</p>	<p>▶ American Society for Engineering Education (ASSEE)</p> <p>▶ Association of Teacher Educators (ATE)</p> <p>▶ International Society for Technology in Education (ISTE)</p> <p>▶ International Technology Education Association (ITEA)</p> <p>▶ National Education Association (NEA)</p> <p>▶ National Middle Level Schools Teachers Association (NMLSTA)</p> <p>▶ National Science Center (NSC)</p> <p>▶ National Middle School Association (NMSA)</p>	<p><u>American Society of Engineering Education (ASSEE)</u> is comprised of 12,000+ members, including deans, department heads, faculty members, students, government and industry representatives who hail from all disciplines of the engineering field. More than 400 engineering and engineering technology colleges and affiliates, numerous corporations, government agencies and professional associations are organizational members.</p> <p><u>Association of Teacher Educators (ATE)</u> is an individual membership organization devoted solely to the improvement of teacher education both for school-based and post secondary teacher educators. Its members represent more than 500 major school systems and the majority of state Departments of Education.</p> <p><u>International Society for Technology in Education (ISTE)</u> is the trusted source for professional development, knowledge generation, advocacy and leadership for innovation. A nonprofit membership organization, ISTE provides leadership and service to improve teaching, learning and school leadership by advancing the effective use of technology in grades PK-12 and teacher education. ISTE's membership includes 30,000+ technology educators.</p> <p><u>International Technology Education Association (ITEA)</u> is a professional educational association devoted to improving education through technology at the K-12 school levels. With representatives in over 45 countries worldwide, ITEA has more than 35,000 members in the U.S. who are developers, administrators and university personnel, as well as corporate members from leading technology companies.</p> <p><u>National Education Association (NEA)</u> is the largest labor union in the United States, representing many of the country's teachers along with other school personnel. The NEA has 3.2 million members and is headquartered in Washington, DC. It employs over 600 staff and has an annual operating budget of around \$150 million.</p> <p><u>National Middle Level Science Teachers' Association (NMLSTA)</u> works in association with the Middle Level Division of the National Science Teachers Association to improve middle school level science education. Its membership consists of middle level educators (grades 6 through 9).</p> <p><u>National Science Center (NSC)</u> is a unique partnership between a non-profit organization (National Science Center, Inc.) and the U.S. Army. The primary mission of the NSC is to improve technical literacy and to encourage an interest in math and science careers.</p> <p><u>National Middle School Association (NMSA)</u> is an international education association dedicated exclusively to the mid-level grades. With more than 30,000 members in the United States, Canada and 46 other countries, NMSA represents principals, teachers, central office personnel, professors, college students, parents, community leaders and educational consultants.</p>
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	<p>National Science Teachers Association (NSTA)</p> <p>▶ State Science Teacher Associations</p>	<p><u>National Science Teachers Association (NSTA)</u> Founded in 1944 and headquartered in Arlington, Va., NSTA is the largest organization in the world committed to promoting excellence and innovation in science teaching and learning for all educators. NSTA's current membership of more than 55,000 includes: science teachers, science supervisors, administrators, scientists, business and industry representatives and others involved in and committed to science education.</p> <p><u>State Science Teachers Associations</u> Numbering 45 plus, state science teachers associations represent science teachers and are well-connected to educators throughout their respective states.</p>
<p>▶ After-school programs and youth organizations</p>	<p>▶ Boy Scouts of America</p> <p>▶ Girl Scouts of America</p> <p>▶ Boys and Girls Club of America</p> <p>▶ YMCA</p> <p>▶ National 4-H Council</p>	<p><u>Boy Scouts of America (BSA)</u> The BSA is the largest youth organization in the United States; over one hundred million Americans have been members. Founded in 1910 as part of the Scout Movement, the organization had a registered membership of 2,938,698 youth, with 1,146,130 leaders in 122,582 units as of the end of 2005.</p> <p><u>Girl Scouts of America</u> is one of the largest youth organizations in the United States dedicated to young female development. The GSUSA uses the Scout method to build self-esteem and to teach values through activities including camping, community service, learning first aid and earning numerous badges that can teach lifelong skills.</p> <p><u>Boys and Girls Clubs of America (BGCA)</u> is a national non-profit youth organization that links together individual clubs throughout the United States with the aim of providing places to go, activities, health and fitness enhancement and programs for young people. The BGCA has over 4,000 autonomous local clubs—which pay dues to the national organization—throughout the country that serve a large number of boys and girls, generally between the ages of 6 and 18. The organization has some 47,000 professional staff members, who serve more than 4.6 million boys and girls in all 50 states, Puerto Rico and the Virgin Islands. Many clubs are located in urban areas and serve children from low-income families.</p> <p><u>Young Men's Christian Association (YMCA or "The Y")</u> is a world-wide, largely nonsectarian and apolitical, social movement with a special emphasis on community development and young people. It uses a holistic approach to individual and social development encompassing spiritual, intellectual and physical methods. While the YMCA is primarily perceived as a community sports facility, many local branches offer after-school programs and activities for students.</p> <p><u>4-H</u> is a youth organization administered by the Cooperative Extension System of the United States Department of Agriculture, with the mission of "engaging youth to reach their fullest potential while advancing the field of youth development." The organization serves over 9 million members in the United States from ages 5 to 21 in almost 100,000 clubs.</p>

	<ul style="list-style-type: none"> ▶ Youth Science Center ▶ Girls, Inc. ▶ Camp Fire Boys and Girls ▶ National Police Athletic League 	<p><u>Youth Science Center (YSC)</u> is a non-profit organization, based in Los Angeles, Calif., dedicated to improving math and science education. The YSC holds many after-school programs and activities for Los Angeles youth, a significant portion of which is Hispanic.</p> <p><u>Girls Inc.</u> is a non-profit organization involved in education and advocacy for girls. The current activities of the group include programs aimed at girls developing leadership, being involved in science and math, avoiding early pregnancy and thinking critically about the media.</p> <p><u>Camp Fire USA</u> is one of the nation's leading not-for-profit youth development organizations, currently serving nearly 750,000 children and youth annually. Camp Fire USA's outcome-based programs include youth leadership, self-reliance, after school groups, camping and environmental education and child care.</p> <p><u>National Police Athletics/Activities Leagues, Inc</u> Exists to prevent juvenile crime and violence by providing civic, athletic, recreational and educational opportunities and resources to PAL Chapters. Within each Police Action League, members of the police force coach young people, both boys and girls, in sports, and help with homework and other school-related activities.</p>
<ul style="list-style-type: none"> ▶ Scientific Associations 	<ul style="list-style-type: none"> ▶ National Science Foundation ▶ American Association for the Advancement of Science ▶ Center for the Advancement of Latinos in Science and Engineering (CAHSEE) ▶ American Indian Science & Engineering Society (AISES) 	<p><u>National Science Foundation</u> NSF Math and Science Partnership (MSP) program is a major research and development effort that supports innovative partnerships to improve K-12 student achievement in mathematics and science. Successful projects serve as models that can be widely replicated in educational practice to improve the mathematics and science achievement of all the Nation's students. Partnership spans 123 schools across the U.S.</p> <p><u>American Association for the Advancement of Science</u> the primary goal of the SLIC is to enhance effectiveness of community-based organizations and schools in providing science, mathematics and technology (SMT) activities. SLIC has provided technical assistance for community-based organizations, libraries, schools, museums, churches, science centers, corporations, foundations, and colleges and universities.</p> <p><u>Center for the Advancement of Latinos in Science and Engineering (CAHSEE)</u> CAHSEE programs channel Latino and other underrepresented minority students into science and engineering careers. CAHSEE presents a national network to tap into its additional programs in metropolitan Washington, D.C., New York, Chicago, Massachusetts and California.</p> <p><u>American Indian Science & Engineering Society (AISES)</u> Tap into the network via K-12 Affiliated Chapters Program, open to all K-12 schools that have American Indian students. AISES Partners program that trains native youth to meet technical workforce needs.</p>

	<ul style="list-style-type: none"> ▶ National Indian Education Association (NIEA) ▶ National Society of Black Engineers (NSBE) ▶ National Organization for the Advancement of Black Chemists and Chemical Engineers (NOBCChE) 	<p><u>The National Indian Education Association (NIEA)</u> NIEA is a membership based organization committed to increasing educational opportunities and resources for American Indian, Alaska Native and Native Hawaiian students. NIEA is the largest and oldest Indian education organization in the nation.</p> <p><u>National Society of Black Engineers (NSBE)</u> The Campaign for African-American Achievement is a coalition of more than 100 national African-American organizations working to create the infrastructure to lift the academic achievement levels of black youth.</p> <p><u>National Organization for the Advancement of Black Chemists and Chemical Engineers (NOBCChE)</u> NOBCChE programs foster professional development and encourage students to pursue careers in science and technical fields by establishing educational partnerships with school districts, municipalities, businesses, industries, other institutions and organizations in the public and private sectors.</p>
<ul style="list-style-type: none"> ▶ Team Advisors 	<ul style="list-style-type: none"> ▶ Past Team Advisors ▶ DoDEA schools ▶ Charter Schools ▶ Tribal Schools ▶ Direct marketing 	<p><u>Past Team Advisors</u> Past Team Advisors accounted for 30% of all registered Team Advisors in last year's competition. They represent a significant audience with proven end results.</p> <p><u>DoDEA Schools</u> DoDEA schools represent a direct tie to the Army and an audience not yet fully tapped. During last year's competition, 161 teams registered from 16 DoDEA schools. The DoDEA system includes more than 200 schools and 100,000 students presenting a large pool of potential Team Advisors/student teams</p> <p><u>Charter Schools</u> Charter school targets overlap in minority-specific and geographic-specific outreach in that both offer key Team Advisor recruitment opportunities.</p> <p><u>Tribal Schools</u> Minority-specific outreach to the Native American community inherently includes tribal schools to aggressively recruit Team Advisors.</p> <p><u>Direct Marketing targets</u> Public, private, magnet, science/math and gifted/talented schools represent roughly 170,000 teachers, curriculum coordinators and administrators across the country. They receive the initial eCYBERMISSION brochure.</p>

**eCYBERMISSION Conference / Exhibit Schedule
AY2007-2008**

DATES	LOCATION	NAME
Aug 14-15	Trenton, NJ	Tri-State Science Teachers Assn Meeting
Aug 25-27	Denver, CO	Rocky Mountain Balloon Festival
Aug 25-27	San Juan, PR	National Guard Assn Conference
Aug 28-29	Pueblo, CO	Colorado State Science Teachers Assn Meeting
Sep 10-12	Denver, CO	JROTC Region 11 Conference
Oct 10-11	Salt Lake City and Provo, Utah	Utah State Science Teachers Assn Meeting
Oct 12	Milwaukie, OR	Oregon State Science Teachers Assn Meeting
Oct 13-16	Los Angeles, CA	ASTC Conference
Oct 18-20	Detroit, MI	NSTA North-Midwest Area Conference
Oct 31 – Nov 4	Baltimore, MD	National Assn for Multicultural Education
Nov 8-10	Denver, CO	NSTA Western Area Conference
Nov 8-10	Houston, TX	National Middle School Assn Annual Conference
Nov 14-18	Nashville, TN	National Alliance of Black School Educators Conference
Dec 6-8	Birmingham, AL	NSTA Southern Area Conference
Feb 22-24	San Antonio, TX	Nat'l Assn of Secondary School Principals Annual Conference
March 12-15	Ft Lauderdale, FL	National After School Assn Annual Conference
TBD		DODEA Regional Conferences
TBD		U.S. Army Public Affairs Symposium
June 18-22	Washington, DC	eCYBERMISSION National Judging and Educational Event

In addition to above, in the last 24 months, the eCYBERMISSION program manager has visited the State Science Coordinator in 37 states and the science curriculum coordinators at 106 school districts.

Within the current year, program materials have been mailed to every U.S. school district and state board of education.

Within the current year, informational packages and letters requesting participation in marketing the eCYBERMISSION program have been sent to every Army Reserve and Nat'l Guard General Officer Command. Commands are informed of local winners and encouraged to recognize them.

**ATTACHMENT 14: eCYBERMISSION Program Announcement (PA)
Questions & Answers
2 April 2008**

Q1. Is there an incumbent contractor?

A1. Yes. The incumbent is Booz Allen Hamilton, Inc.

Q2. If yes, what was the original start date for that contract?

A2. The original start date for the contract was July 2002.

Q3. How many Army-employed scientists and engineers currently participate as mentors and coaches of participants?

A3. The PA defines the roles of volunteers under the Program. Army employed scientists and engineers participate as Virtual Judges, Ambassadors and CyberGuides. The following represents the approximate number of people currently participating as Virtual Judges, Ambassadors and CyberGuides and in general for whom these people are employed:

VIRTUAL JUDGES

Academia-- 46

Army (Active)-- 105

Army (Civilian)-- 104

Army (National Guard)-- 21

Army (Reserve)-- 27

Department of Defense-- 14

Non-Profit-- 6

Other Federal Government-- 12

Other Government-- 10

Other Military Department-- 8

Private Sector-- 53

Retired—12

AMBASSADORS and CYBERGUIDES

Academia-- 13 (6 ambassadors, 13 CyberGuides)

Army (Active)-- 39 (39 ambassadors, 19 CyberGuides)

Army (Civilian)-- 35 (28 ambassadors, 17 CyberGuides)

Army (National Guard)-- 10 (10 ambassadors, 3 CyberGuides)

Army (Reserve)-- 19 (19 ambassadors, 6 CyberGuides)

Department of Defense-- 7 (7 ambassadors, 1 CyberGuide)

Non-Profit-- 2 (2 ambassadors)
Other Military Department-- 3 (3 ambassadors)
Private Sector-- 8 (8 ambassadors)
Retired-- 2 (2 ambassadors)

Q4. Will the KO provide the Awardee with the names and contact information of all Army-employed scientists and engineers for recruitment as mentors and coaches?

A4. Awardee will be provided names and contact information on all current, past and prospective volunteers.

Q5. How many non-Army scientists and engineers currently participate as mentors and coaches?

A5. See A3.

Q6. Is there any compensation provided to mentors and coaches?

A6. Monetary compensation cannot be provided. The awardee is responsible for developing other forms of recognition. Currently employed recognition forms include letters of thanks forwarded via supervisory chain of command, certificates recognizing sustained participation (at 5, 10, 15, 20 years), credit toward the President’s Volunteer Service Award, Achievement Medals for Civilian Service at five years participation, and Commander’s Awards for Civilian Service at ten years participation.

Q7. May the Awardee provide compensation to mentors and coaches?

A7. See A6.

Q8. Could you please provide the specific number of participants and their Mission Folders for each of the past 3 years?

A8.	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
Total Registered Students	5,086	7,382	7,960	7,411	10,823	11,533
Students on Formed Teams	3,228	5,793	6,886	5,828	9,343	9,535
Teams Submitting Mission Folders	704	1,024	1,138	949	1,847	1,763

Q9. Historically, what have been the problems or challenges that affect participation by participants? And the same question regarding mentors and coaches?

A9. The problems that have affected participation by students and potential team advisors have been related primarily to the marketing plan and its execution. Execution of this Program has been and continues to be a learning process for the Army. The Army is

striving to improve the marketing plan and its execution by making it more focused, identifying target audiences and tailoring messages to those audiences, and gaining a better understanding of the constraints and complexities of school systems. The Army has defined goals for the Program as well as specific metrics and measures of success. A key to improvement being realized is the successful performance of the Awardee, and the Awardee will be held accountable for some of those metrics and measures of success in any resulting agreement. The problems that have affected participation by volunteers include a lack of familiarity of the Program and some apparent hesitancy to commit resources to the Program. Thus, the Army is striving to increase awareness of the Program and also design the Program such that it is easy and attractive for volunteers to participate.

Q10. Is there a particular challenge or issue that would lead the Army to conclude that current levels of participants will decline this academic year or next?

A10. No.

Q11. There appears to be an inconsistency regarding the proposal due date. One document lists 11 April, another says 14 April. Given that posting of the PA was delayed by a few days, we respectfully request an extension of the due date to 21 April.

A11. The proposal due date is being extended to 12 noon ET, 28 April 2008, via Amendment 0001 to W911NF-08-R-0003.

Q12. In the section 'Additional Specific Requirements' the PA says "Continue prior years marketing, promotion and sale...." Can one assume that you are open to implementing the Awardee's marketing and promotion suggestions if they differ from what the Army has been using?

A12. The Army is open to any ideas that obtained desired results. All activities must have some way of measuring effectiveness in terms of Army goals achieved.

Q13. Has the Army been operating a Help Desk? If yes, approximately how many calls are received by the Help Desk each week or month or year?

A13. No. A contractor has always operated the help desk. The volume of help desk calls is directly related to the clarity of the marketing and sales activities, website content, the time of year and current program activities. For example, near the end of the annual registration period, 300 calls in an 18 hour period from Team Advisors needing help completing their Mission Folder would not be unusual. Similar levels of calls would be expected as the time approaches for regional competitions. At times of low activity, 1 to 8 calls per day would be normal.

Q14. Is there any opportunity to involve private companies as sponsors of the eCYBERMISSION program -- and for them to contribute products and services (such as computers and software or cash awards) -- in exchange for some co-branding of their names and logos on eCYBERMISSION promotional materials?

A14. No.

Q15. Is the government open to revising the prize structure for the contest if we can provide more incentive to more organizations to participate?

A15. No.

Q16. Regarding the "Volunteer Background Information Form," do CyberGuides need an active clearance from the Army? What does "active clearance" mean and what are your expectations for what the Awardee will do to check on the volunteer's suitability to perform as a CyberGuide?

A16. CyberGuides require an active secret clearance. Volunteer Background Information Forms are forwarded by the Awardee to the COR for verifying / obtaining such clearances. Once the potential CyberGuide's clearance is verified, the COR notifies the Awardee that the potential CyberGuide is acceptable.

Q17. In Evaluation Factor 4: Past Performance, the RFP states "...the offeror is requested to provide information for up to 3 efforts that are currently active or that have been physically completed in the last 12 months..." If the contractor has the past experience and the current personnel to perform these tasks, but their most recent efforts in this particular niche have occurred within the last 2 to 5 years, will the government accept and evaluate that experience?

A17. Amendment 0001 will reflect a change such that the past performance efforts provided must be currently active or have been physically completed in the last 24 months.

Q18. The PA states "the entire proposal should be concise....with no foldout sheets." We request a waiver of this requirement, as some spreadsheet data may require a foldout for ease of viewing.

A18. This requirement is not being waived. You must reduce or format to fit over two or more pages.

Q19. Evaluation Factor 5 states: "Appointment of an individual who shall be responsible for quality control...." May the Awardee's Program Manager fulfill this requirement?

A19. Yes, but in such cases the offeror should consider the availability of that individual given his or her other responsibilities to ensure that there will be adequate time to perform both duties. Further, the objectivity of that person should be considered given their position of responsibility.

Q20. Also in Evaluation Factor 5. "Describe the safeguarding and protection of privacy information." What information is being collected that would be considered private and therefore need safeguarding?

A20. Any and all data that would tend to identify any individual – students, team advisors, volunteers – is private and subject to Privacy Act regulations.

Q21. Does the Army have any demographic / educational statistics on program volunteers? What are the expectations of the Awardee to match or exceed these statistical characteristics?

A21. The requirements for all categories of volunteers can be found on the *eCYBERMISSION* website. Those are the only requirements the awardee would need to match in the solicitation and procurement of volunteers. The Army encourages the widest possible participation of U.S. citizens. the program, however, foreign nationals may be considered on a case by case basis.

Q22. Under Task 3, Additional Specific Requirements, the PA states: "Responsibilities include.....to include translation and localization." What is meant by that? Are you referring to a specific language translation or to a more general cultural translation and localization? If language translation, which languages?

A22. The program operates in English; however, for a significant portion of the U.S. school population Spanish is the first language. The awardee must be capable of providing key communications to Spanish as well as English. Specifically, Attachments 3, 6 and 8 to this Program Announcement must be provided in Spanish and Amendment 0001 will indicate such. All translated materials will reference the English source document. Localization refers to making revisions as necessary and appropriate to the general message content and style of delivery for web content and general scientific news stories so that the information is more understandable to the audience as a result of cultural or geographical differences.

**ATTACHMENT 15: eCYBERMISSION Program Announcement (PA)
Questions & Answers (continuation)
10 April 2008**

Q23. What was last year's budget for this program?

A23. Last year's budget for the effort to be performed under the Agreement awarded as a result of this PA is approximately the same as the estimated dollar value listed in PART IV of the PA.

Q24. Were the target numbers for last year's program participation met by the contractor?

A24. The target program participation for last year was 12,000 and the actual participation was 11,533.

Q25. Given that online registration for the eCYBERMISSION program begins September 1, 2008, does the government intend to implement a different approach and promotional campaign for the eCYBERMISSION program within the 2 months after contract award OR does the government intend to keep the program "as is" with a greater focus on enrollment and outreach activities for the following year?

A25. It is not anticipated that drastic changes will be made during the first year of performance. However, the offeror is requested to provide their own proposed plan which will be implemented during performance. To assist offerors in understanding the existing plan and making decisions concerning their proposed plan, documents that represent significant aspects of the existing plan have been provided as Attachments to the PA.