

2. AMENDMENT/MODIFICATION NO. 000016 3. EFFECTIVE DATE 11/13/13 4. REQUISITION/PURCHASE REQ. NO. 5. PROJECT NO. (If applicable)

6. ISSUED BY CODE MSFC 7. ADMINISTERED BY (If other than Item 6) CODE MSFC
 NASA/Marshall Space Flight Center Office of Procurement PS52/Belinda F. Triplett Marshall Space Flight Center AL 35812
 NASA/Marshall Space Flight Center PS52/Mike Thomas Building 4201/Room 430C 256-544-3370 michael.r.thomas@nasa.gov Marshall Space Flight Center AL 35812

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)
 A S I
 350 VOYAGER WAY NW
 HUNTSVILLE AL 35806-3200
 CODE 02229 FACILITY CODE
 9A. AMENDMENT OF SOLICITATION NO. (x)
 9B. DATED (SEE ITEM 11)
 10A. MODIFICATION OF CONTRACT/ORDER NO. NNMI2AA53C (x)
 10B. DATED (SEE ITEM 13) 08/16/2012

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS
 The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended, is not extended.
 Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)
 N/A

13. THIS ITEM ONLY APPLIES TO MODIFICATION OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.
 CHECK ONE
 A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
 B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
 X C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: Bilateral IAW FAR 43.103 (a) (3) TYPES OF CONTRACT MODIFICATIONS
 D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is not. is required to sign this document and return 2 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)
 A. The purpose of this modification is to:
 1. The purpose of this modification is to revise the DRD 1411MA-003 (Quarterly/Annual Self-Evaluation and Monthly Work Order Progress Reports). The revision will remove the annual requirements for the report.
 B. The following paragraphs have been modified. Slip-sheets to the contract are provided with sidebars indicating change.
 1. Section J-2. DRD 1411MA-003 (Quarterly/Annual Self-Evaluation and Monthly Work Order Progress Reports)
 Continued ...

15. DATE SIGNED 12 NOV 13 16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Belinda F Triplett 16B. UNITED STATES OF AMERICA (Signature of Contracting Officer) 16C. DATE SIGNED 11/13/13

CONTINUATION SHEET

REFERENCE NO. DOCUMENT BEING CONTINUED
 NNM12AA53C/000016

PAGE OF
 2 2

NAME OF OFFEROR OR CONTRACTOR
 A S I

ITEM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	<p>C. As a result, the following pages have been added/deleted:</p> <p>Pages Deleted Pages Added Page J-2-14 thru 17 Page J-2-14 thru 17 (Mod 16)</p> <p>D. All other Terms and Conditions remain unchanged.</p> <p>Payment Terms: Net 30 days</p>				

DATA REQUIREMENTS DESCRIPTION (DRD)

1. **DPD NO.:** 1411 **ISSUE:** Basic
2. **DRD NO.:** **1411MA-003**
3. **DATA TYPE:** 3
4. **DATE REVISED:**
5. **PAGE:** 1/4

6. **TITLE:** Quarterly Self-Evaluation and Monthly Work Order Progress Reports

7. **DESCRIPTION/USE:** To provide data for the assessment of contract progress. To provide visibility to Contractor and MSFC Management of actual and potential problems and progress toward meeting the requirements of the contract.

8. **OPR:** CS01 9. **DM:** CS01

10. **DISTRIBUTION:** Per Contracting Officer's letter

11. **INITIAL SUBMISSION:** Quarterly Self Evaluation: Ten calendar days following the end of each calendar year quarter. Monthly Work Order Progress: Ten calendar days following the end of the first month after ATP.

12. **SUBMISSION FREQUENCY:** Quarterly Self Evaluation: Ten calendar days following the end of each calendar year quarter. Monthly Work Order Progress: Ten calendar days following the end of each month.

13. **REMARKS:**

14. **INTERRELATIONSHIP:** PWS paragraphs 2.0 and 2.4

15. **DATA PREPARATION INFORMATION:**
- 15.1 **SCOPE:** The Quarterly Self-Evaluation and Monthly Work Order Progress Reports shall provide a comprehensive status on all IDIQ tasks and work orders in support of the PWS. Reports shall include the necessary information to assess status, obtain required approvals from authorizing government officials, track cost and workforce information, and identify problems that need resolution for accomplishment of contract efforts.

- 15.2 **APPLICABLE DOCUMENTS:** None

- 15.3 **CONTENTS:** The Quarterly Self-Evaluation and Monthly Work Order Progress shall contain the following information as a minimum:
 - a. Quarterly Self-Evaluation/Metrics Reporting for each numbered item in this section below, the report is to include *Output Measurement*, *Outcome Measurement*, *Effectiveness of Communication Initiatives* (quantitative and qualitative measures), *Best Practices Identified*, and *Recommendations for Improved Impact*. (Specific *Output Measurement* and *Outcome Measurement* to be determined by OSAC management.) Examples are provided for each area below:
 1. **Executive Communications.**
 - (a) Output Measurements: Example - Number of speeches, Number of products developed exclusive of speeches.
 - (b) Outcome Measurement: Example - Attendees at speaking engagements, unique attendees at speaking engagements, and attendee feedback.
 2. **Environmental Monitoring.**
 - (a) Output Measurement: Example - Number of reports and topics addressed, number of profiles developed, number of senior management packages completed, and number of biographical stakeholder briefs completed.
 - (b) Outcome Measurement: Example - Senior management feedback.

DRD Continuation Sheet

TITLE: Quarterly Self-Evaluation and Monthly Work Order
Progress Reports

DRD NO.: 1411MA-003

DATA TYPE: 3

PAGE: 2/4

15. DATA PREPARATION INFORMATION (CONTINUED):

3. Stakeholders Analysis.

- (a) Output Measurement: Example - Number of executive summary reports, number of research products and topics addressed, distribution of products, time from product assigned to completion.
- (b) Outcome Measurement: Example - Customer feedback, research content integrated into communication products.

4. Communication Strategy, Planning and Message Management.

- (a) Output Measurement: Example - Number of strategic/tactical communication plans and topics addressed, updates/revision to plans, key messages developed, number of speakers bureau requests, speaker bureau requests supported, and topics addressed by speakers bureau participants.
- (b) Outcome Measurement: Example - Key messages integrated into communication products, and attendees at speaking events.

5. Technical Document and Products.

- (a) Output Measurement: Example - Number of technical papers/summaries, history papers and fact sheets completed, and responses to history requests.
- (b) Outcome Measurement: Examples - Attendees at technical events where papers are presented, etc.

6. Employee Communication.

- (a) Output Measurement: Example - Number of employee products completed. Existing products and examples include:
 - (1) Marshall Star – Number of Marshall Stars produced and posted, number of user sessions (online publication); number of articles with Marshall themes; and topics addressed.
 - (2) To the Point - Number of articles completed/posted; and topics addressed.
 - (3) Focus on Marshall - Broadcasts produced per quarter; and topics addressed.
- (b) Outcome Measurement: Example - Senior management feedback. Existing products and examples include:
 - (1) Marshall Star - number of user sessions (online publication).
 - (2) To the Point - number of user sessions/page views (online publication).
 - (3) Focus on Marshall - number of user sessions/page views (Inside Marshall).

7. Media Operations.

- (a) Output Measurement: Existing metrics include:
 - (1) Traditional Media: Number of Marshall news releases; number of media advisories (media alerts/invitations to Marshall events) Number of photo releases (written products supporting new NASA/Marshall imagery); Number of fact sheets (written products supporting MSFC technologies & capabilities); Number of Op-eds; Number of web releases to NASA/MSFC Portal; Distribution of media products; Number of HQ/Other NASA center-originated releases; Number of rereleased locally/regionally to media; Number of rereleased via social media outlets; Number of national media campaigns; Number of live TV interviews; Number of video files produced; Number of media queries; Number of Total media interviews (TV, print, radio, web only); Number of Media visits (to the Marshall Center and its affiliate facilities); Number of Press conferences (conducted by PECO supported by MSFC employees); Number of "This Week @ NASA" (total number of MSFC-focused segments aired); and Topics covered collectively by media products.
 - (2) Social Media: Blogs (Number of Marshall-managed blogs; Number of Marshall-originated postings); YouTube (Number of total postings to Marshall Channel; Reposting to NASA channel); Twitter (Number of Marshall tweets; Number of retweets to NASA Twitter); Facebook (Number of posts added); Flickr (Number of photos added); WebChats (Number of web chat events); Tand opics addressed collectively in social media products.

DRD Continuation Sheet

TITLE: Quarterly Self-Evaluation and Monthly Work Order
Progress Reports

DRD NO.: 1411MA-003

DATA TYPE: 3

PAGE: 3/4

15. **DATA PREPARATION INFORMATION (CONTINUED):**

- (b) Outcome Measurement: Existing metrics include:
 - (1) Traditional Media: Number of Total Marshall new items resulting (clips, postings, etc.); Total of estimated advertising value; Total of believability value; Number of Print Stories; Total potential circulation footprint; Total potential impressions; Number of Web stories; Total views; Number of television stories; Total potential household footprint; Total potential impressions; Number of live TV interviews; Total potential household footprint; Total potential TV impressions; Number of radio stories; Total radio stations potentially reached; Total potential household footprint; and Total potential radio impressions.
 - (2) Social Media: Blogs: (number of views, number of comments); YouTube (number of views, and number of subscribers); Twitter (number of followers; number of retweets and expanded follower base from retweets); Facebook (number of friends/fans, number of comments and "Like this" approvals); Flickr (number of friends, number of views, and number of favorites/ comments); WebChats (number of web chant participants, and number of questions asked/ answered).
- 8. **Minority and Minority Supported Media Outreach.**
 - (a) Output Measurement: Examples - Total number of minority releases; Total minority-supported releases; Total Marshall distribution of minority releases; and Total Marshall distribution of minority-supported releases.
 - (b) Outcome Measurement: Example - Number of Total Marshall minority and minority supported new items resulting (clips, postings, etc.); Number of Print Stories; Total potential circulation footprint; Total potential impressions; Number of Web stories; Total views; Number of television stories; Total potential household footprint; Total potential impressions; Number of live TV interviews; Total potential household footprint; Total potential TV impressions; Number of radio stories; Total radio stations potentially reached; Total potential household footprint; and Total potential radio impressions.
- 9. **Exhibit Operations (including Minority Exhibit Operations).**
 - (a) Output Measurement: Example - Total events supported; Total Exploration Experience trailer events supported; Total museum exhibits supported; and Total minority events supported.
 - (b) Outcome Measurement: Example - Total event attendance; Total people entering exhibits/booth; Total Exploration Experience trailer events attendance; Total museum attendance; Total people entering minority-related exhibits; and Total minority-related event attendance.
- 10. **NASA Visitors Center at the U.S. Space and Rocket Center.**
 - (a) Output Measurement: Example - Total USSRC exhibits supported.
 - (b) Outcome Measurement: Example - Number of general attendance; Number of Space Camp attendance; and Total attendance.
- 11. **Public Inquiries.**
 - (a) Output Measurement: Example - Number of requests received/answered; number of products provided; and average processing time.
 - (b) Outcome Measurement: Example - Customer feedback.
- 12. **Freedom of Information Act Inquiries.**
 - (a) Output Measurement: Example - Number of requests received/processed; and average processing time.
 - (b) Outcome Measurement: Example - Customer feedback.
- 13. **Center Collateral Development.**
 - (a) Output Measurement: Example - Total number of Center Collateral products - fact sheets, presentations, brochures, posters, animation/video; topics addressed; multi-purpose; diversity of audience identified for use of products; and distribution quantity/audience diversity
 - (b) Outcome Measurement: Example - Integration of product content, and website comments.

DRD Continuation Sheet

TITLE: Quarterly Self-Evaluation and Monthly Work Order
Progress Reports

DRD NO.: 1411MA-003

DATA TYPE: 3

PAGE: 4/4

15. DATA PREPARATION INFORMATION (CONTINUED):

14. Customer Communication (Program/Project/Institutional Support Where Resourced).

- (a) Output Measurement: Example - Total number of products produced by the communication strategists; Total number of products produced/distributed by the communication strategist by each program/projects; Number of action responses; Number of articles; Number of speeches; Number of communication plans; Number of revisions of the communication plans; Number of tactical plans; Number of in-reach activities; and Number of outreach activities.
- (b) Outcome Measurement: Example - Audiences reached, customer feedback, and technical papers selected for publication.

15. Event Support.

- (a) Output Measurement: Example - Total events planned; organizations supported; number of meetings supported; and events supported (onsite/offsite).
- (b) Outcome Measurement: Example Event attendees; and customer feedback.

b. Monthly Work Order Progress:

- 1. Work Order Number, Work Order Title, and Unique Project Number (UPN).
- 2. Labor hours, material price and travel price by contract period of all work orders issued under the contract by organization/customer.
- 3. Estimated and actual costs incurred for each work order.
- 4. Copies of all active work orders. Each work order shall provide the following information:
 - (a) Name of Government Requesting Official/Organization.
 - (b) Work Order Originator and date of order creation.
 - (c) Description of services to be performed and/or products to be delivered.
 - (d) Period-of-performance.
 - (e) Special instructions, rationale, and comments as applicable.
 - (f) Time limitations as applicable.
 - (g) Deliverables and milestone dates.
 - (h) Status Tracking, approval tracking, and revision tracking as applicable.

15.4 **FORMAT:** Quarterly Self-Evaluation. The Progress Report shall be in presentation chart format. Submittal shall be standard hard copy as the presentation, electronic submission or other media as directed by the Contracting Officer. Monthly Work Order Progress. Contractor format is acceptable.

15.5 **MAINTENANCE:** None required