



DEPARTMENT OF EDUCATION

National Assessment Governing Board

**Social Media Acquisition
Market Research Industry Day**

(EDNAGB16SOCIALMEDIA)

Introduction

The National Assessment Governing Board (hereafter referred to as the Governing Board) at the U.S. Department of Education (hereafter referred to as Department) is an independent, bipartisan board established under Public Law 107-279 to set policy for the National Assessment of Educational Progress (NAEP), also known as “The Nation’s Report Card.”¹ The Board was created by Congress in 1988, and comprises 26 members, including governors, state legislators, local and state school officials, educators, researchers, business representatives, and members of the general public. Members of the Governing Board are appointed by the U.S. Secretary of Education. The Governing Board sets policy for NAEP, a nationally representative, continuing assessment of U.S. student achievement.

In overseeing the Nation’s Report Card, the Governing Board identifies subjects to be tested, determines the content and achievement levels for each assessment, approves all test questions, takes steps to improve the reporting of results, and plans and executes initial releases of NAEP Report Cards. The Governing Board works to inform the public about the Nation’s Report Card by communicating NAEP results to a wide range of audiences, including policymakers, educators, parents, business leaders and media. Additional information on the Governing Board and NAEP, respectively, can be found at www.nagb.gov and <http://www.nationsreportcard.gov/>

Background

An important role of the Governing Board, as dictated by Public Law 107-279, is to “take appropriate actions needed to improve the form, content, use, and reporting of [NAEP] results”. The Governing Board has employed a variety of communications strategies, such as release events, videos, infographics, webinars, one-pagers, and presentations, to better reach target audiences and show them how NAEP data, tools, and resources can be useful to them.

An important component of these outreach efforts has proven to be social media activities, including daily posts, campaigns, and chats. Although the Governing Board uses Facebook and Twitter in various communications activities, the Governing Board seeks assistance developing a comprehensive social media strategy to increase its audiences, refine content to better capture viewer attention, explore new channels and platforms that would be appropriate and relevant to exploit, improve its influence and presence in social media conversations, and more effectively identify and partner with organizations that can boost its social media profile.

Purpose

The Governing Board seeks a firm, identified as a small business, to provide comprehensive and cost-effective research, strategies, and services in support of its social media outreach efforts in promoting NAEP and related activities. In order to ensure that the resulting acquisition is of best value and satisfies Governing Board requirements, aligns with commercial services to the maximum extent practicable, and represents government and industry best practices, the Governing Board will be conducting market research that will rely on information exchanges with industry.

The Governing Board will be holding a “Market Research Industry Day” **at 2:00 PM EST Thursday February 4, 2016 via webinar**. The primary objective of this event is to foster an early partnership with industry that will facilitate the open exchanges of information throughout the procurement process. The Governing Board will provide further details on its social media procurement and outreach goals, and will encourage industry representatives to ask questions and provide insight and feedback not just on the

¹ <http://www.nagb.gov/naep/naep-law.html>; see also <http://www.nagb.gov/naep/what-naep.html>

procurement details, but also on social media trends, programs, platforms, best practices and any other relevant aspects of the field to better inform the Governing Board as it finalizes its solicitation. The webinar will include a brief presentation with slides and an extensive question and answer session.

Event Details

The Governing Board will be hosting the webinar event, which will be limited to one request per interested party/company. The event will begin at **2:00 PM EST on Thursday February 4, 2016**. Interested parties are required to RSVP, in accordance with the below procedures.

Agenda

The agenda is tentative and subject to change. But interested parties can reasonably anticipate the following items:

Welcome Statement

Background/History of the Governing Board and NAEP

Current Social Media Efforts and Audiences

Governing Board Social Media Goals

Industry Question Responses - Answers to Submitted Questions

Closing Remarks

How to RSVP

Reservations for the hosted event must be made via FedBizOpps by adding your firm to the list of interested vendors and emailing nagb@ed.gov. Interested parties must include the following in their email:

- Type **“RSVP – NAGB Social Media Industry Day”** in the subject line
- Attach a Capabilities Statement, One-Pager, or equivalent
- Provide the names of the planned viewer(s) with their:
 - Email address(es)
 - Phone number(s)
 - Name of the company that they are representing
 - DUNS Number and Small Business Status

Reservations must be received no later than **5:00 PM EST Tuesday, February 2, 2016**. Prior to the event, participants will receive an email containing the instructions necessary to log into the webinar.

How to Submit Questions

Although the Governing Board will entertain questions live during the webinar as time permits, attendees are strongly encouraged to submit questions in advance of the event in an email to nagb@ed.gov with **“Question – NAGB Social Media Industry Day”** as the subject line, to better ensure that question will be addressed. Interested parties are advised that questions must be received **by Noon EST Wednesday, February 3, 2016**. The Governing Board may not be able to entertain all received questions.