

Department of Homeland Security



**U.S. Immigration and
Customs Enforcement (ICE)
Homeland Security Investigations (HSI)
Office of HSI Executive Associate Director (EAD)
Addendum to PWS Section 5.1.6
Strategic Communications Support**

September 9, 2024

1.0 BACKGROUND

U.S. Immigration and Customs Enforcement (ICE) is the largest investigative agency in DHS and it was formally established March 1, 2003. ICE's primary mission is to protect national security, public safety, and the integrity of the U.S. borders through the criminal and civil enforcement of federal laws governing border control, customs, trade, and immigration. ICE has more than 20,000 employees in all 50 states and in 47 countries worldwide, with an annual budget of more than \$5.7 billion. The agency's law enforcement authorities encompass more than 400 U.S. federal statutes. ICE, the largest investigative agency in DHS, was formally established March 1, 2003.

As a part of ICE, Homeland Security Investigations (HSI) investigates a range of domestic and international activities including:

- Human smuggling and trafficking;
- Narcotics, weapons and other contraband smuggling;
- Export enforcement, e.g., illegal arms and dual-use equipment;
- Financial crimes;
- Commercial fraud;
- Intellectual property rights violations;
- Cybercrime;
- Immigration fraud; and
- Human rights violations.

The Office of the HSI EAD is spearheading the creation and maintenance of HSI's standalone brand as the key investigative arm of DHS. The creation and sustainment of the HSI brand will increase awareness of HSI's unique mission and authorities, promote partnerships with law enforcement partners worldwide, and boost employee morale and ownership of HSI's critical mission. The success of HSI's branding efforts requires the coordination and creation of strategic communications strategies, materials, and visual assets to promote HSI as a premier law enforcement component worldwide. The Office of the HSI EAD requires additional resources to manage multiple projects that are currently in progress and assist with continued strategic communications development and support.

2.0 SCOPE OF WORK-PWS SECTION 5.1.6 STRATEGIC COMMUNICATIONS SUPPORT

The Contractor shall assist the Office of the HSI EAD in the area of strategic communications support by developing communications products aimed towards custom sets of stakeholders to include internal staff and external partners, website and social media content, strategy and process documentation, graphic design assets, and documentation of historical knowledge for continuity of new personnel. The contractor, working in conjunction with the HSI EAD staff shall provide assistance in strategic communications process development and sustainment.

3.0 TASKS SPECIFIC TO HSI EAD's OFFICE-PWS SECTION 5.1.6 STRATEGIC COMMUNICATIONS SUPPORT

3.1 Strategic Communications Support

The Office of the HSI EAD is tasked with developing a strategic communications division to serve all HSI.

- Subtask 3.1.1 The Contractor shall assist HSI in developing communications to message key program releases, enhancements, and technical updates that resonate with HSI and its partners and to assist with translating the technical updates and requirements, so end-users see the benefits and understand how these technical tools directly impact their workflows. These communications must be appropriate for use across all HSI's tools and platforms.
- Subtask 3.1.2 The Contractor shall assist HSI in facilitating internal communications with all internal and external stakeholders. The vehicles for communicating with internal and external stakeholders include intranet and internet websites, social media, and outreach events (both in-person and virtual).
- Subtask 3.1.3 The Contractor shall support executive communications and reporting to communicate key program milestones and connections to HSI.
- Subtask 3.1.4 The Contractor shall communicate information about HSI and its Federal Law Enforcement capabilities through graphic design support. These designs shall be appropriate for use across the full suite of HSI's communications capabilities.
- Subtask 3.1.5 The Contractor shall develop documentation of program historical knowledge to support continuity when onboarding new personnel. Documentation shall include, but not be exclusive to the development of briefings, taking points, marketing materials, and slick sheets. These products shall be appropriate for HSI personnel for various training and outreach events.

4.0 LABOR CATEGORIES

4.1 For all labor categories: Experience should include, but is not limited, experience in Facilitation, training, data collection, data analysis, methodology development and evaluation, process reengineering across all phases, identifying best practices, change modeling, or information systems development methods and practices. The vendor shall provide qualified personnel that can perform data collection from multiple sources, to include web, law enforcement sensitive client databases, and other resources. The vendor's personnel shall be able to:

- Strong interpersonal skills and a demonstrated ability to deal effectively with individuals at all organizational and management levels both within and external to HSI.
- Demonstrated experience in providing quality customer service.
- Strong typing and computer skills, experience with basic computer data processing software (Microsoft Word, Excel, Power Point, Access, etc.), to include word processing, spreadsheets, graphics, databases, and scheduling.
- Ability to operate effectively and experience with fluctuating duties and responsibilities and process requirements.
- Knowledge of a variety of work processes and practices, protocols, and administrative management skill.

- Experience with non-routine assignments, working with a variety of rotating staff to coordinate work products.
- Ability to coordinate and communicate with a variety of affected offices such as General Counsel, Public Affairs, and Department of State.
- The personnel shall possess the required education and experience (where indicated). The Contractor is responsible for providing adequately trained personnel who satisfy the minimum qualifications and requirements that are defined below for each labor category.
- Utilize analytical tools and methodology to perform basic data analysis in support of the development of analytical products.
- Provide essential analysis of on-going DHS mission-critical operations with a particular emphasis on errors and/or omissions.
- Correct data and report change back to the appropriate system of record owners.
- Provide regular output to ICE enforcement end users in the form of reports, presentations, briefings, etc.
- Perform process and data modeling in support of the planning and analysis efforts using both manual and automated tools.
- Modify tools/documentation currently used within Microsoft Access and other Microsoft Office applications such as Excel, Visio, PowerPoint, and Project.
- Assist with developing work plans, performing testing (including transaction testing), identifying internal control weaknesses, and making recommendations to augment controls through system changes, procedures and policy changes.
- Prepare and compile reports as requested
- The contractor must provide experienced personnel in the task areas identified and must hold at least a public trust clearance. Secret level clearance is not required for this work, nor any orders against the IDIQ contract.
- Specific technical skills include but are not limited to:
 - Project Management Support
 - Microsoft Office Suite
 - Microsoft SharePoint 2010
 - Workflow Information Management Support
 - Microsoft Office Suite
 - Microsoft SharePoint 2010
 - Microsoft SharePoint Designer 2010
 - JavaScript, jQuery, HTML, CSS

4.2 Labor Categories - Personnel and Qualifications

The Contractor may provide a combination of the following personnel to meet the requirements. The Contractor shall propose personnel who offer extensive experience and knowledge of strategic communications and branding tools and tactics. Government suggests possible labor categories below (Sections 4.2.1-4.2.4); however, task order labor categories reflect the following two categories:

- Operations Research Analyst (Journeyman)-eight (8) full-time equivalent contractor employees
- Operations Research Analyst (Junior)-two (2) full-time equivalent contractor employees

Should additional/different labor categories be required, substitution/revision of labor categories may be appropriate and would be executed with a bi-lateral modification.

Additional labor categories potentially suitable for this task order are:

- 4.2.1 Senior Management Analyst/Program Manager**
- 4.2.2 Communications Subject Matter Expert**
- 4.2.3 Senior Graphics/Social Media Analyst**
- 4.2.4 Junior Graphics/Social Media Analyst**

5.0 DELIVERABLES AND DELIVERY SCHEDULES

Deliverable	Due Date
Project Management Plan	Monthly
Work Progress Reports	Due the 10th of every Month
Web Metrics Report	Due the 10th of every Month
Social Media Report	Due the 10th of every Month
Annual Communications Strategy	January 15th
Annual Communications Summary Report	December 15th
Social Media Analytics and Best Practices Research	Twice Yearly
Public Perception Research	Ongoing (Updates provided to COR/GPM every three (3) months)
Bi-Annual Status Report on Division Milestones	Twice Yearly
Training Status Report	Quarterly
Development of internal and external communications content	Ongoing (Updates provided to COR/GPM every three (3) months)
Development of communications plans for specific initiatives	Ongoing (Updates provided to COR/GPM every three (3) months)