

Statement of Work: National History Education Clearinghouse

Abbreviations

TAH	Teaching American History
ED	U.S. Department of Education
LEA	Local Education Agency
IHE	Institute of Higher Education
TWG	Technical Working Group
MER	Monthly Expenditure Report

Purpose of Contract

The U.S. Department of Education (ED), Office of Innovation and Improvement (OII) intends to create a National History Education Clearinghouse (Clearinghouse) to provide easy, one-stop access to information and resources that will assist the field in improving the teaching of American history. The primary audience for the Clearinghouse is teachers. Secondary audiences are those responsible for K-12 history curriculum or professional development for teachers, including: administrators, curriculum specialists, university faculty in history and history education, and State associations, as well as the general public. The clearinghouse will also include information on historic preservation as it relates to history education.

This Clearinghouse will be a comprehensive center for history education. The Clearinghouse will serve as central point for providing public access to a wide range of resources to improve teachers' ability to teach American history in a more engaging and effective manner. Many history and education organizations currently provide the history field with good information in areas such as academic research, lesson planning, and information on professional development opportunities such as professional conferences. However, ED recognizes the need to create a center at the National level to synthesize and disseminate the information that these organizations make available. Also, as part of ED's efforts to fill a national leadership role in history education, ED expects the Clearinghouse to become a source of original work products such as newsletters, policy briefs, issue briefs, and research briefs.

The internet will serve as a primary vehicle through which Clearinghouse staff will provide access to history education resources. The Clearinghouse web site will provide users with an easy-to-understand and navigate portal that allows simple access and search capabilities for information directly posted on the site and also links to relevant resources on other Web sites. Content on the site shall be presented in a way that captures teachers' attention and encourages them to make return visits to the site. New information and features shall be added frequently to maintain interest. In addition the contractor shall work with the Department's ED PUBS office to provide hard copies of items to teachers without Internet access.

The Clearinghouse is intended to provide access to a range of resources, such as:

- primary historic documents as well as interpretive essays, historiographic essays, current thinking, lectures, and political analyses;
- works of general pedagogy, such as on how to teach history at particular grade levels and on how to teach higher order thinking in history;

- history education scholarship;
- practical materials teachers can use in the classroom, such as interdisciplinary resource packets that combine a variety of kinds of information and resources organized by topic;
- ways of adapting materials for classroom use with such tools as graphic organizers;
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- ideas for how to use textbooks as an anchor, rather than as “the” source, of information for classroom instruction;
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- ideas for incorporating historic preservation into the history curriculum;
- resources for teaching, such as lists of museums, field trip sites, historic places, and archeological sites. Virtual site visits would expand access to such sites;
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- content organized into segments or classifications, such as historical periods;
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- book reviews, including ways for teachers to submit reviews;
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- strategies to assess student performance in the classroom and set appropriate benchmarks;
- calendar of professional development opportunities and events, organized by state;
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- information on grant opportunities;
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- links to national, State and local organizations (including Federal agencies) that are focused on history, history education, historic preservation, and other relevant areas; and
- policy issues: such as information about State standards and assessments.

The TAH grantees will be both beneficiaries of and contributors to this Clearinghouse. Like all educators, they will benefit from access to information and resources; their TAH grant activities will include an orientation to this resource. TAH grantees will benefit directly from networking activities supported by the Clearinghouse. The grantees will also contribute practices and materials to the Clearinghouse, so that high-quality products of the grants receive broader distribution.

The contractor shall provide services beginning with the award date of the contract for one twelve-month base period, with the possibility of four twelve-month option periods.

Background

The TAH program is funded under Title II-C, Subpart 4 of the Elementary and Secondary Education Act of 1965, as amended by the No Child Left Behind Act of 2001. The goal of the program is to raise student achievement by improving teachers' knowledge, understanding, and appreciation of American history.

Under this program, ED supports competitive grants to LEAs. The purpose of these grants is to promote the teaching of traditional American history in elementary and secondary schools as a separate academic subject. Grants are used to improve the quality of history instruction by supporting professional development for teachers of American history. In order to receive a grant, a local educational agency must agree to carry out the proposed activities in partnership with one or more of the following: institutions of higher education, nonprofit history or humanities organizations, libraries, or museums. For further information, see <http://www.ed.gov/programs/teachinghistory/index.html>.

While the TAH grant program directly benefits many teachers around the country, it is only a beginning. Not all teachers are in locations served by the grants. There are 15,000 LEAs in the country. TAH grants reach hundreds of LEAs each year, and has reached several hundred over 6 years. However, another strategy is needed to broaden access and serve the needs of all teachers.

Many excellent resources exist that could better support teachers of American history. Some are produced by strong and active national organizations focused on history or history education, and available on their individual web sites. Some resources are more local, such as information about museums, historic places, or other field trips sites. In addition, the curriculum and other resources developed by grantees are not easily accessible to others, especially after the end of a grant. This array of resources needs to be more accessible for all teachers and those who provide professional development to teachers.

Legislative Authority

The legislative authority for this activity is the Elementary and Secondary Education Act of 1965, as amended by the No Child Left Behind Act of 2001, Title II, Part C, Subpart 4. The Congress, beginning with the FY 2006 appropriation, has granted the authority for the Department to use a portion of program funds for national discretionary activities. The Department will fund this contract through that reservation of funds.

Scope of Work

With the goal of providing broad and timely access to information to better meet the needs of all teachers of American history, this Clearinghouse Statement of Work includes the following major activities:

- Establishing a Technical Working Group to provide input on content priorities and methods of dissemination;
- Hosting a web site to provide easy, organized access to a wide variety of resources;
- Developing teacher resources from existing content;
- Organizing content into various frameworks or segments, such as historical periods;
- Producing an annual report on the condition of history education in the United States;

- Producing policy analysis reports related to history education, as well as newsletters, policy briefs, issue briefs and research briefs, as needed or requested by ED;
- Developing methods to identify and disseminate promising practices and materials developed by TAH grantees, as well as enhancing networking among grantees;
- Providing non-web services, including an annual conference, print products and telephone access to information;
- Conducting outreach and dissemination, especially in partnership with other organizations; and
- Evaluating the quality and utility of Clearinghouse resources and services.

Tasks and Deliverables

Task 1: Meet and Communicate with ED

The contractor's Project Director and key personnel shall, within 5 workdays after the effective date of the contract, attend a one-day meeting in Washington, D.C., with the ED Contracting Officer's Representative (COR) and the Contracting Officer (CO) or duly authorized representative. The purpose of the meeting is to review the goals and objectives of the contract and the contractor's approach and schedule for coordinating tasks, as specified in the contractor's proposal. The meeting will also enable the contractor's staff to ask questions and to seek clarification of any potential issues related to the implementation of the contract.

Deliverable 1.1: The contractor shall, within 5 workdays of the start of the contract, hold a meeting with ED, and within 5 workdays of the meeting, submit to the CO and the COR a revised schedule with actual calendar dates for deliverables and reports.

Deliverable 1.2: The contractor's Project Director shall, every month during the contract, conduct a phone conference with the COR to report on and discuss activities and plans, and shall provide supporting materials as needed for this report and discussion. The schedule for these calls will be established during the kick-off meeting. The contractor shall email the COR a summary of notes from the monthly telephone conference within 3 working days of the conference call.

Task 2: Establish Technical Working Group

The Project Director and other contractor staff shall establish a Technical Working Group (TWG) for the Clearinghouse. The TWG shall advise ED personnel on priorities for the Clearinghouse, content and design features for the web site, new content development that may be needed, and opportunities for outreach.

The TWG shall be comprised of 10 to 15 members, including representatives of national organizations in history and history education as well as teachers and those who provide professional development to teachers. It shall include but not be limited to representatives of

TAH grantees. The contractor shall ensure that the members are geographically diverse and represent the range of grades, K-12. The contractor is encouraged to include on the TWG a representative from the National Endowment for the Humanities (NEH), particularly an individual who is involved with NEH's "We The People" history and civics initiative or with the EdSitement web site for history and humanities.

The contractor shall pay all expenses for the TWG including travel, honoraria, communication (traditional and electronic), and other expenses necessary to fulfill its obligations under this contract. The TWG shall meet once a year, in Washington DC.

Deliverable 2.1: Within 15 workdays after the effective date of the contract, the contractor shall prepare and provide to ED a list of primary and alternate candidates that the contractor is considering as TWG members, accompanied by background information on the candidates that provide a rationale for their inclusion. ED will select a list of TWG members taking into account these recommendations. Once ED has finalized the list, the contractor shall contact and invite the members to serve.

Deliverable 2.2: The contractor shall convene the TWG in Washington, DC, within 60 workdays after the effective date of the contract. In the option years, the schedule for the meeting shall be specified in the updated plan for the year. A draft agenda for the TWG meeting shall be provided to ED for review three weeks prior to the meeting. ED shall provide feedback within 3 days, and contractor shall provide a final agenda within two days of receipt of feedback.

Deliverable 2.3: The contractor shall provide, within 10 workdays after each TWG meeting, a summary of the meeting.

Task 3: Develop Clearinghouse Web Site

The contractor shall develop a web site for the Clearinghouse. The site and its resources must meet the accessibility requirements of section 508 of the Rehabilitation Act of 1978 and shall be compatible with ED's web site requirements.

The contractor shall develop a plan for the web site, including content and design features. A draft plan shall be submitted for review to ED. ED staff shall make the decisions about the web site initially. Following revisions and approval, the contractor shall develop the web site and maintain it for the contract period. The TWG, at their scheduled meetings, may suggest additional revisions to the web site. During the review of the draft design, ED will consult with other Federal agencies, including the NEH and the National Archives.

The web site shall provide access to a wide array of resources, such as those listed above under Contract Purpose. It shall provide teachers with an easy-to-understand and navigate portal that allows simple access and search capabilities for information directly posted on the site and also relevant resources on other web sites. The contractor is encouraged to draw on ideas from exemplary web sites including NEH's EdSitement online resources, especially those resources related to the teaching of history.

Content on the site shall be presented in a way that captures teachers' attention and engages them in return visits to the site. New content and features shall be added frequently to maintain interest. Content shall include electronic newsletters, policy briefs, issue briefs, and research

briefs. The contractor shall provide hard copies of these items and mail them to teachers without Internet access.

The site shall include some interactive features, which might include an “ask an expert” feature or the ability to nominate new materials to be included on the site. Additionally, the site might include interactive features, such as an e-newsletter or online Webinar events.

The plan shall include quality control procedures, including methods and criteria for selection of content to be featured on the site.

Deliverable 3.1: The contractor shall, within 20 workdays after the effective date of the contract, provide a draft plan for web site design and features, along with a draft process and timetable for development, including usability testing, available to ED staff for review and comment. ED will give feedback and comments within 5 working days. A revised plan shall be submitted within 5 working days of receipt of feedback from ED.

Deliverable 3.2: The contractor shall provide a prototype web site for review by ED and representative users. The contractor shall, within 50 working days of the effective date of the contract, provide documentation of the results of usability testing with representative users, and indicate recommended changes based on this input.

Deliverable 3.3: The contractor shall launch the web site live within 80 workdays of the effective date of the contract. The contractor shall maintain and update the web site for the duration of the contract.

Deliverable 3.4: The contractor shall report every month on its efforts during the preceding month and its plans for the subsequent month as outlined in Task 1.

Task 4: Collect, Synthesize and Disseminate History Education Content

The contractor shall conduct research on existing history education resources and content, develop frameworks to organize the content, and disseminate the content through the Clearinghouse—both in electronic format and in print materials, if necessary. The contractor should consider organizing history content into segments such as historical periods and grade levels. For example, a teacher of 8th grade U.S. History interested in lesson plans on the Progressive Era should be able to go to the Clearinghouse web site and easily find lesson plans and materials that are relevant to this topic and to the grade level of the students. In other words, consideration should be given to thematic organization of content to highlight and bring together a range of history resources.

Web-based products of the Clearinghouse should also include interactive features, such as a topical discussion group that encourages teachers to become more actively involved in the community of American history scholars and teachers.

The contractor is encouraged to build partnerships with national history, humanities, and educational organizations to increase the efficiency and coordination of content development. The contractor is also encouraged to consult with Federal agencies that are actively engaged in history education, including as the National Endowment for the Humanities, the National Archives and Records Administration, the Smithsonian Museum of American History, The National Parks Service, and the Library of Congress. The contractor might subcontract with

national organizations to produce additional interpretive essays or other resources on relevant topics, or to create new multi-media resources that, for example, capture and archive presentations by history scholars.

While the primary focus shall be on resources for teachers, the Clearinghouse shall also prepare reports for policymakers and the broader education field. Specifically, the Clearinghouse shall create an annual report on the condition of history education that should include information about State standards and assessments, along with other publicly available State and national data.

In addition, at least one special topic analysis shall be conducted each year. For example, a special topic analysis might focus on strategies for teacher recruitment or strategies for assisting teachers in rural areas.

The contractor shall put in place review procedures to ensure that any content is of high quality, as judged by historians, and useful in format and style, as judged by potential users.

Deliverable 4.1: The contractor shall include specifications for new content development in the draft plan for the design of the web site (deliverable 3.1 above), including a detailed description of review procedures. This plan shall be reviewed by the TWG.

Deliverable 4.2: The contractor shall include in the materials submitted for each monthly call, as outlined in Task 1, the teaching resources that have been developed that month, along with documentation of review by content experts and potential users. The contractor shall also include a list of materials to be developed in the next two months; development work shall proceed only after approval is received from ED.

Deliverable 4.3: The contractor shall prepare by the seventh month of each year a draft annual report on the condition of history education. Following ED review, the report shall be revised and published.

Deliverable 4.4: The contractor shall prepare by the 10th month of each year a draft special topic analysis. Following ED review, the report shall be revised and published.

Task 5: Enhance and Disseminate Work of TAH Grantees

One population of special interest is TAH grantees. The Clearinghouse should both enhance the work of grantees and also provide greater dissemination of high-quality materials developed by grantees.

To assist grantees, the Clearinghouse shall support networking and virtual discussion groups. A private area of the web site shall be accessible only to grantees and provide a workspace for sharing draft materials for review, posting tools, or asking for information or ideas from fellow grantees. These functions will subsume and expand upon current communication support strategies.

Dissemination of information about grantees shall begin with access to lists of grantees, summaries of their projects, and links to their web sites. In addition, a process shall be put in place to select high-quality materials and identify lessons learned by grantees to be featured on

the web site. The contractor might consider a feature that would highlight a rotating series of exemplary teachers or, alternatively, group examples thematically.

Deliverable 5.1: The contractor shall develop a plan for how to identify and highlight high-quality materials and promising practices from TAH grantees. This plan shall be submitted as part of the design of the web site (deliverable 3.1 above). This plan shall be reviewed by the TWG.

Deliverable 5.2: The contractor shall include in the materials submitted for each monthly call, as outlined in Task 1, the grantee materials that have been selected for dissemination, along with documentation of the review process justifying their selection.

Task 6: Provide Non-Web Services

Since the goal is to provide all teachers with access to information, the contractor shall design and implement a number of additional service strategies that are not web-dependent. Specifically, the contractor shall:

- a) Host an annual conference, in a different location each year, in order to bring information to teachers around the country.
- b) Offer workshops at national and regional events sponsored by others.
- c) Distribute a newsletter at least twice a year.
- d) Distribute products such as interpretive essays or teaching resources in alternative formats such as print or DVDs.

The contractor shall also staff the Clearinghouse so that teachers and others can call the Clearinghouse for information or to locate resources to meet their local **needs**.

Deliverable 6.1: The contractor shall host an annual conference.

Deliverable 6.2: The contractor shall distribute a newsletter at least twice a year. The newsletter will be available online. In addition, the contractor shall provide a PDF version of each newsletter to the Department's ED PUBS office for dissemination to individuals requesting print versions.

Deliverable 6.3: The contractor shall develop procedures to provide documents to individuals with disabilities in alternative formats on their request and provides auxiliary aids and services needed by individuals with disabilities to participate in meetings conducted by the Department. This deliverable is consistent with section 504 of the Rehabilitation Act of 1973, as amended (Section 504) and the Department's regulations implementing Section 504 (29 U.S.C. § 794 and 34 CFR Part 105), which require the Department to make its programs and activities accessible to individuals with disabilities.

Task 7: Conduct Outreach and Dissemination

The contractor shall develop an outreach plan that specifies how teachers will be made aware of the Clearinghouse. The plan shall include both print products, such as a brochure, and face-to-face events, such as presentations at conferences. Special attention shall be given to State associations and other existing formal networks, through which orientation materials and outreach could be delivered to a broad audience. In addition to history and history education organizations, the contractor shall work through federally-funded technical assistance agents

such as the Comprehensive Assistance Centers. Also, ED encourages the contractor, where appropriate, to consult with and work through Federal agencies, including NEH, that conduct outreach and disseminate history education content materials. Finally, the contractor will include a plan for working with ED PUBS to disseminate copies of print products.

Deliverable 7.1: The contractor shall submit a dissemination plan within 50 workdays of the effective date of the contract. This plan shall include a list of the associations that have agreed to work with the Clearinghouse on outreach and dissemination. It shall also include a list of conferences at which Clearinghouse staff will conduct outreach and awareness presentations.

Deliverable 7.2: The contractor shall report every month on its efforts during the preceding month and its plans for the subsequent month as outlined in Task 1.

Task 8: Conduct Evaluation

The contractor shall evaluate the usefulness and effectiveness of the resources being provided by the Clearinghouse. Formative evaluation through the web site itself shall be ongoing, through site statistics and optional user feedback forms. By the end of the eighth month of the first year, the contractor shall submit a plan for systematic evaluation of the site by teachers and other user audiences. Once the plan is approved, the contractor shall conduct the study and submit a draft final report. Within 10 days of receipt of feedback from ED, the contractor shall then make revisions as requested and submit a final version.

Deliverable 8.1: The contractor shall submit statistics about site usage in each monthly report beginning with the first full month after the launch of the web site, along with a summary of any feedback received through the site.

Deliverable 8.2: The contractor shall submit an evaluation plan by the end of the eighth month.

Deliverable 8.3: The contractor shall submit a draft evaluation report by the end of the eleventh month, and a final report by the end of the year.

Task 9: Produce monthly expenditure reports

The contractor shall prepare and submit on a monthly basis an itemized Monthly Expenditure Report.

Deliverable 9.1: The contractor shall submit to the CO and the COR an itemized Monthly Expenditure Report (MER) due on the tenth work day of each month. The expenditure report shall be an exhibit of expenditures by task. This shall include all invoices and personnel costs associated with a task. The contractor shall detail travel costs for the trips incurred, specifically, the report shall identify the people who traveled, where they went and the dates of arrival and departure.

Schedule of Tasks and Deliverables

The contractor shall submit all deliverables via e-mail to the COR. The contractor shall also submit any print products in hard copy.

The basic format for deliverables shall be Microsoft Office, including Word, Excel, PowerPoint, and Access, as appropriate. In addition, the contractor shall submit all publications, draft and final, in Adobe Acrobat PDF format.

The contractor shall prepare disabled-accessible HTML versions of final documents for publication on ED's web site. The contractor shall also prepare text descriptions of charts, theory of action models, and other graphics with content in final documents destined for the web and public distribution.

The contract and task number shall be clearly identified on each deliverable.

Deliverables that are to be sent to the CO should be sent to

DRAFT March 23, 2007

U.S. Department of Education
Contracts and Purchasing Operations
550 12th Street, SW
7th Floor
Washington, DC 20202
Attn: Matt Caporaletti

Deliverables that are to be sent to the COR should be sent to

Christine Miller
U.S. Department of Education
Office of Innovation and Improvement
400 Maryland Ave. SW
Room 4W222, Mail Stop 4600
Washington, DC 20202

Section 508 Standards Accessibility Requirements

The Department of Education places a priority on ensuring accessibility to Electronic and Information Technology (EIT) for all employees and external customers, including people with disabilities. ED requires that EIT procured, developed, maintained, or utilized meet the accessibility requirements under Section 508 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. 794 and 794d. This is to ensure the accessibility of its programs and activities to people with disabilities, specifically its obligation to acquire, lease or develop accessible EIT.

The EIT that is covered under the Section 508 Accessibility Standards includes any equipment or interconnected system or subsystems of equipment that is used in the creation, conversion, or duplication of data or information. The term EIT includes, but is not limited to, software applications and operating systems, telecommunications products, worldwide websites, video, multimedia, information kiosks, and office equipment (e.g., desktops, copiers, fax machines, printers, and notebook computers).

The contractor is responsible for ensuring compliance with these standards and will be required to assist the OCIO Assistive Technology Team in performing an Accessibility Review for any websites or applications developed under this contract. This review is a standard part of the Technical Review Board process, which can be obtained from the Contracting Officer. The contractor is fully responsible for the cost of any remediation needed and as such is encouraged to fully understand the Section 508 requirements prior to starting the development or modification of any covered EIT.

Additional documentation related to Section 508 and ED's application of Section 508 and product accessibility standards can be found at the following website:

<http://www.ed.gov/internal/accessibility.html>:

ED's Requirements for Accessible Electronic and Information Technology (E&IT) Design govern all content intended for posting on ED.gov. In addition, ED provides helpful tips on how to meet the requirements of Section 508: <http://www.ed.gov/internal/accessibility.html>.

Application Documentation and Acceptance Requirements

Contractors are expected to become familiar with the ED-WWW Server Policy and Procedures, including technical standards and guidelines, the ED Web Style Guide, and other ED-WWW guidelines that are available at <http://www.ed.gov/internal/wwwstds.html>.

All new applications and code and configuration changes must be approved by the Change Control Review Board (CCRB) (<http://tested/ccrb.shtml>) in accordance with a process that typically involves technical review, suitable functional and load testing, and accessibility review.

Contractors will provide technical documentation for all applications and their components. The COR, in consultation with the contractor, will identify the required documentation components and their format. The following items are recommended documentation for applications and their components: project plan, business process model; functional requirements; application structure and application flow; controls description; user interaction model; database design; program specification; product test plan and results; and the production release of the application including source code. In addition, the contractor should provide documentation of installation, operation and backup procedures; application security; and accessibility, Y2K compliance, and other certification as required by the contract. Contract specialists are strongly encouraged to include technical documentation requirements in IT contract language and when identifying contract deliverables.

Security

The contractor shall comply with the Department's IT security policy requirements as set forth in the Handbook for Information Assurance Security Policy and related procedures and guidance. The contractor shall comply with IT security requirements in the Federal Information Security Management Act (FISMA), Office of Management and Budget (OMB) Circulars, and the National Institute of Standards and Technology (NIST) standards and guidance.

These requirements include the successful certification and accreditation of the system before it can be implemented. To ensure the system can be certified and accredited, security controls shall be designed and implemented in the system consistent with the NIST 800-53 - Recommended Security Controls for Federal Information Systems identified for the impact level of the system. The impact level will be determined via the completion of the Department's inventory form and critical infrastructure protection survey.

System security documentation shall be developed to document the implementation of the security controls for the system and the contractor shall be available for interviews and demonstrations of security control compliance to support the certification and accreditation process.

In addition, if the system is rated as a moderate or high impact system, vulnerability scanning and penetration testing shall be performed on the hosting facility and application by the Department's Certification Review Group as part of the certification and accreditation process. Appropriate access agreements will be reviewed and signed before any scanning or testing occurs.

The contractor will be responsible for application security and ensuring all applications are fully functional and able to run in a secured operating system environment. All applications and components are subject to security review and both pre-acceptance and ongoing penetration

testing. All system development and system changes are to be reviewed, for security policy compliance as part of the configuration management (CM) process, before being placed into production operations.