

STATEMENT OF WORK
CONSULTING SERVICES FOR
THE OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE
THE NATIONAL COUNTERTERRORISM CENTER

July 21, 2015

1. INTRODUCTION AND BACKGROUND

The National Counterterrorism Center (NCTC) leads the nation's effort to combat terrorism at home and abroad by analyzing the threat, sharing that information with partners, and integrating all instruments of national power to ensure unity of effort. The Center serves as the primary organization in the USG for analyzing and integrating all relevant intelligence and information possessed or acquired by the Federal government pertaining to terrorism and counterterrorism (CT). NCTC also serves as the central and shared knowledge bank of known and suspected terrorists and international terrorist groups, as well as their goals, strategies, capabilities, and networks of contacts and support structures. In addition to serving as the National Intelligence Manager (NIM) for Counterterrorism within the IC, the Director of NCTC is also accountable to the President to coordinate and integrate all elements of national power by conducting strategic operational planning and conducting assessments across all federal departments and agencies that play a role in achieving the National Strategy for Counterterrorism (NSCT).

The Directorate of Strategic Operational Planning (DSOP) provides an integral link between White House counterterrorism policy and the U.S. Government (USG) departments and agencies responsible for implementing that policy. DSOP conducts strategic operational planning that integrates all the capabilities of the USG to fight terrorism; assesses the impact that the USG's CT strategies, plans, policies, and activities are having on terrorist groups; and provides information on counterterrorism resource allocation. DSOP works with the White House's National Security Council Staff (NSCS) to ensure a whole-of-government approach to counterterrorism policy, strategy, and planning. In this capacity, the Director of NCTC reports directly to the President through the National Security Staff. DSOP, created by Executive Order 13354, and codified by the 2004 Intelligence Reform and Terrorism Prevention Act (IRTPA), is where it derives its mission and authorities.

2. SCOPE

NCTC supports the NSCS' direction for countering violent extremism (CVE), as outlined in the *2011 Strategy for Empowering Local Partners to Counter Violent Extremism in the United States* and the subsequent *Strategic Implementation Plan*. The *Strategy* calls for "countering violent extremist propaganda," to include increasing the capacity of communities to directly challenge violent extremist ideologies, expanding efforts to raise community awareness about the threat of radicalization to violence, and brokering connections between private sector actors, civil society, and community's interested in countering violent extremist narratives.

At the United Nations in September 2014, the President called on member nations to do more to address violent extremism within their regions. He also asked that they return in 2015 with concrete steps taken to address the “underlying grievances and conflicts that feed extremism”. The White House Summit on Countering Violent Extremism is just the first of many events leading up to the United Nations General Assembly (UNGA) in September 2015, through which the United States and its partners will develop actions to counter the most immediate threats, including ISIL, and stop the spread of violent extremism.

The Peer 2 Peer (P2P) is a program geared towards Millennials countering extremism among their peers and in their communities. This program’s objective is to design and implement a social or digital initiative, product, or tool to motivate and empower fellow students to become involved in countering violent extremism. Student participants are encouraged to use creative messaging and tactics to best reach their peers. The P2P enlists tech-savvy, digital native students from around the world to provide the US Government with culturally relevant and credible digital campaigns that push back against militants and the glorification of their barbarism.

The P2P’s pilot—*Challenging Extremism*—was a collegiate competition in which students, from 23 participating universities and colleges, developed and activated an integrated communications campaign designed to energize and engage large networks of people to counter extremism through the creation of credible content, counter narratives, and alternative messaging. The pilot program generated 23 distinct campaign ideas and three top projects. The winning project—*One95*—will be implemented this year by P2P partners.

3. REQUIREMENTS

The contractor will leverage the P2P winning proposal, *One95*, to develop stand-alone recommendations, proposals, and a toolkit to promote grassroots CVE programs particularly focused on youth, and promote collaboration and sharing of best practices across cultures and communities to unite against violent extremism.

The contractor providing support to this project must possess the following:

- Strong knowledge of the U.S. Government, particularly its countering violent extremism efforts.
- Expertise in leading CVE programs outside of government.
- Expertise in starting and leading successful non-government organizations
- Prior experience in leading youth projects on CVE.
- Prior experience in creating and leading international networks on national security issues.
- Prior experience in mentoring start-up ideas into successful organizations, particularly across multiple entities/countries.

4. TASKS AND DELIVERABLES

The contractor will leverage the P2P winning proposal, *One95*, for best practices and to serve as a prototype to create materials and proposals to inform future CVE planning and programs, through the following tasks and deliverables.

Tasks:

- Develop and deliver a set of pre-packaged outreach and training materials established in line with existing standards that support CVE education and that can be used to create new, independent CVE programs.
- Develop and deliver a set of proposals, building off of *One95* strengths and lessons-learned, on potential outreach and communication vehicles, audiences and methodologies to incentivize grass-roots CVE program initiatives.

Deliverables:

- Develop and deliver a project plan with projected dates for the deliverables identified in this Statement of Work, with associated milestones, timelines, and resource allocations.
- Provide monthly status reports, based on the project plan, to include labor hours for each task/action item.
- Develop and deliver a plan describing a proposed methodology that could be used to grow *One95* into a mature, self-sustaining CVE effort.
- Develop and deliver a CVE project starter kit containing fully developed materials recommended to initiate stand-alone CVE projects not constrained by geographic boundaries. The starter kit should include:
 - Ready-to-use Common Core informational materials, based on existing standards available at *One95.org* to support CVE education;
 - A performance plan that proposes qualitative and quantitative assessment criteria that can be used to report on the progress of individual CVE programs;
 - A communications plan describing proposed outreach activities to promote the use of the starter kit;
 - The communications plan should include target audience (specifically focused on youth) analysis and recommendations.
 - The communications plan should include recommendations on how to engage private sector partners to contribute to the development, growth and sustainment of CVE programs.
 - The communications plan should provide specific recommendations and associated proposals on conducting outreach using a broad range of media, which may include print, radio, video, broadcast, Internet, and other communications vehicles identified by the contractor.
 - The Communications plan should at a minimum identify proposals to connect youth across geographic boundaries, such as those identified in *One95*, serving as a best practice.

5. PERIOD OF PERFORMANCE

The period of performance for this requirement shall be from date of award and must be completed no later than December 31, 2016.

6. PLACE OF PERFORMANCE

Contract performance will take place at the contractor's facility.

7. GOVERNMENT FURNISHED PROPERTY

No government furnished equipment will be provided.

8. SECURITY

Contractor personnel are required to be US citizens and are not required to hold a security clearance.