

**PERFORMANCE WORK STATEMENT (PWS)**  
**United States Department of Veteran's Affairs (VA)**  
**Southeast Louisiana Veterans Health Care System (SLVHCS)**  
**Human Resources Support (Advertising)**  
**Base Contract**

2/26/16 Revised June 4, 2016

**1. BACKGROUND:** The New Orleans VAMC had been a tertiary care medical center for 23 parishes in Louisiana as well as a referral center for much of the Gulf Coast from the Florida panhandle to the Louisiana/Texas border. In 2005, Hurricane Katrina devastated the Gulf Coast and destroyed the medical center. Since then, the Southeast Louisiana Veterans Health Care System (SLVHCS), renamed to reflect the organizational change, operates as a system of eight community based outpatient clinics (CBOC) with inpatient care coordinated through other VA and local community facilities.

In addition to recovering health care services post-Katrina, SLVHCS completed the design of a new state of the art medical center that will return the organization to its original mission of being a tertiary care referral medical center. Construction on the replacement facility is ongoing. It will serve as the recruitment and training center for the nearly 1100 new employees that will need to be hired in advance of the full medical center completion and activation in 2016.

**2. PERFORMANCE REQUIREMENTS:**

2.1 Task 1: Contractor shall launch a geographically and behaviorally targeted display campaign to boost SLVHCS online presence among active and passive job seekers while creating brand awareness of all vacancies. Contractor will target medical professionals on both desktop and mobile devices throughout the states of LA, TX, MS, AL. COR will approve before posting.

2.2 Task 2: Contractor shall utilize a Job Wrap to ensure SLVHCS job postings are visible to target audiences on NOLA.com. Positions will be cross-posted to Career Cast's Diversity and Veterans niche websites. All postings will link to the position on usajobs.gov making it easier for applicants to apply. COR will approve before posting.

2.3 Task 3: Contractor shall place (4) four print ads in the Times Picayune newspaper per month. To bring awareness of the medical center opportunities available and encourage applicants to visit our Recruitment Center to apply. Contractor will work with COR to develop design of print ads. COR will approve before posting.

2.4 Contractors shall be available by phone Monday through Friday excluding weekends and Federal Holidays from the hours of 8:00am to 430pm Central Standard Time.

### **3. APPLICABLE REGULATIONS**

N/A

### **4. DELIVERABLES AND DELIVERY SCHEDULE**

4.1 Contractor shall provide monthly reporting that will include the number of impressions served per month and the number of times the ad was clicked. This reporting will be broken down by views and applies from desktop and mobile devices.

4.2 *Contractor shall provide monthly reporting that will include the position titles advertised and the number of applicants that clicked the “Apply Now” button.*

4.3 *(4) print ads will be placed per month to bring awareness of the medical opportunities available and drive applicants to apply at the Recruitment Center.*

### **5 GOVERNMENT-FURNISHED EQUIPMENT AND INFORMATION (GFE/GFI): N/A**

**6. PLACE OF PERFORMANCE:**

*Work will be performed virtually away from the Medical Center. Contractor shall provide location and all equipment for performance.*

**7. PERIOD OF PERFORMANCE:** *The period of performance for this contract is one base year with (2) one year SLVHCS options, beginning July 1, 2016 until June 30, 2017.*

**8. SECURITY**

In accordance with Handbook 6500.6 Contract Security (March 12, 2010) include this contract security language into the Statement of Work (SOW) immediately following the security clause section: ***"A&A requirements do not apply--Security Accreditation Package is not required"***.

**1. GENERAL**

Contractors, contractor personnel, subcontractors, and subcontractor personnel shall be subject to the same Federal laws, regulations, standards, and VA Directives and Handbooks as VA and VA personnel regarding information and information system security.