

2. AMENDMENT/MODIFICATION NO. M012	3. EFFECTIVE DATE See Block 16C.	4. REQUISITION/PURCHASE REQ. NO. SBC07303	5. PROJECT NO.(if applicable)
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6. ISSUED BY U.S. Nuclear Regulatory Commission Div. of Contracts Attn: Nicole A. Pratt 301-415-0236 Mail Stop T-7-I-2 Washington, DC 20555	CODE 3100	7. ADMINISTERED BY (If other than Item 6) U.S. Nuclear Regulatory Commission Div. of Contracts Mail Stop T-7-I-2 Washington, DC 20555	CODE 3100
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8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) IVY PLANNING GROUP LLC IVY PLANNING GROUP 15204 OMEGA DR, STE 110 ROCKVILLE MD 208504601 CODE 840203368 FACILITY CODE	(X)	9A. AMENDMENT OF SOLICITATION NO.
		9B. DATED (SEE ITEM 11)
		10A. MODIFICATION OF CONTRACT/ORDER NO. NRC-27-01-001
	X	10B. DATED (SEE ITEM 13) 09-23-2001

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended, is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:
 (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required) 31X0200 77P-15-5C1-117 D1367 252A
 Duns: 840203368 Obligate: \$32,713.00

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(X)	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
X	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: Mutual agreement of both parties
	D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is not, is required to sign this document and return ² copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

See Attached Page 2

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) <i>Carol A. Smith</i>	16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Stephen Pool Contracting Officer
15B. CONTRACTOR/OFFEROR <i>Carol A. Smith</i> (Signature of person authorized to sign)	15C. DATE SIGNED 2/27/07
16B. UNITED STATES OF AMERICA BY <i>Stephen M. Pool</i> (Signature of Contracting Officer)	16C. DATE SIGNED 2/22/07

STATEMENT OF WORK
FOR
MANAGING DIVERSITY PROCESS

A. BACKGROUND

The agency established a Comprehensive Diversity Management Plan (CDMP) to ensure continued progress in reaching the diversity management goals, promoting a discrimination-free work environment, and providing opportunities for all employees to use their diverse talents to support the Agency's mission.

The NRC's fundamental motivation for establishing this process was to complement the Agency's goal to enhance individual staff and agency performance, and the level of efficiencies and effectiveness of its programs. Therefore, the NRC seeks to continue a managing diversity (MD) initiative that will help executives examine their ability to manage a diverse workforce within the scope of our mission and goals and create positive environment.

It is important for employees in NRC's headquarter and field offices to better understand the challenges of managing a diverse workforce, appreciate the benefits of multiple perspectives in support of diversity, and support the goals and objectives that link managing diversity initiatives to individual and overall organizational success. To support this activity, NRC continues to require the support of qualified contractor personnel with specialized expertise develop awareness/training materials/tools to support the NRC's MD educational awareness/training process. advocacy, strategic justification and planning, cultural diagnostic (audit), links to major human resource management initiatives, survey development, measurement tools, feedback process, and change management.

B. OBJECTIVE

The contractor(s) shall provide qualified awareness/training materials to support the NRC's MD process in accordance with the Scope of Work as stated below.

C. SCOPE OF WORK

1. Scope

Awareness/training materials (may include brochures, video, handouts, manuals, demonstrative MD props, visual aids, etc.) are needed in the conduct of required training and awareness sessions for managers and supervisors, meetings with executive and leadership teams, and for discussions with office unit employees to clarify individual and agency roles and responsibilities, improve communication efforts, and develop efficiency measures regarding program office and NRC's overall MD/CDMP performance. The contractor shall update the CDMP materials to include the large and small tri-fold brochures, and the DVD. This includes:

1. Replacement of stock photos with NRC supplied photos
2. Publishing of revised text for the large and small brochures
3. On-site shooting of DVD footage of the Chairman to include a messages and new images while conducting meetings with the Chairman's executive team
4. On-site shooting of DVD footage of a diverse group of managers and employees during a mock assembly of employees in the Commission Hearing Room and the NRC connector area, or other appropriate areas. NRC shall identify the employees to participate in this effort.

The awareness/training sessions are designed to help all employees better understand how managing diversity links to the CDMP objectives and office-specific strategic initiatives. Awareness/training may include interviews, panel discussions, unit meetings, surveys, classroom lectures, etc

2. Awareness/Training Material Deliverables

The contractor shall submit an outline of the publication schedule to the NRC Project Officer for review within 2 days after award of the procurement order. The Contractor shall make modifications to the outline of the publication schedule as required by the NRC Project Officer. The final outline shall be submitted to the NRC Project Officer five calendar days after the award of the procurement order. For publishing, printing, video, and delivery of 1000 large brochures, 1000 tri-folds, and two copies of the DVD: NRC shall allow for no more than 3-day review of draft documents prior to the Contractor finalizing the DVD or written documents for production. NRC shall also coordinate the schedules of all participants within 1-week after the award of this procurement order.

4. Contract Monitoring

During the life of this project, the Project Officer or another NRC representative may monitor progress pursuant to the requirements of the contract to ensure that the quality of the material and information are adequate, up-to-date, and meet the requirements.

5. Meetings and Travel

Within 5 days of contract award, a conference call will be held at the NRC headquarters with the Project Officer and key contractor personnel to discuss the general approach to updating the CDMP brochures and DVD.

6. During the period of development or modification for the brochures and DVD, the Contractor shall provide weekly progress reports to the NRC Project Officer. The report shall include the following for each delivery order:
 - a. A listing of the efforts completed during the period, and milestones reached or, if missed, an explanation provided;

- b. Any problems or delays encountered or anticipated and recommendations for resolution. If the recommended resolution involves a contract modification, e.g. change in work requirements, level of effort (cost) or schedule delay, the Contractor shall submit a separate letter to the Project Officer and contracting officer identifying the required change and estimated cost impact
 - c. A summary of progress to date, and
 - d. Plans for the next reporting period.
7. Final Report: The Contractor shall furnish a final report by the end date of the contract. Submit one (1) copies to the Project Officer. The report shall include as a minimum a report of work completed.

D. NRC FURNISHED MATERIAL

Within 5 working days upon award of this contract, NRC shall provide the contractor with the following materials:

NRC photos
Coordinate the schedule for all participants for the project.

E. PERIOD OF PERFORMANCE

This contract shall be effective on the date of award through March 30, 2007.

End of Statement of Work
Contract # 27-01-001
Project Officer: Barbara Williams
301-415-7388 (o)
301-415-5953 (fax)

List of Vendor:

Ivy Planning Group, LLC
15204 Omega Drive, Suite 110
Rockville, Maryland 20850
Contact: Chris Edmunds
301-963-1669 (o)

NRC-27-01-001 M012

The purpose of this modification is 1.) order 1,000 Brochures, 1,000 Flyers and 1 Video 2.) provide incremental funding in the amount of \$32,713.00 hereby increasing the obligated amount from \$412,000.00 to \$444,713.00. Accordingly, the contract is hereby modified as follows:

1.) Under section B.1 Price/Cost Schedule, Task VI. CDMP Materials/Tools is hereby added as follows:

<u>Description</u>	<u>Quantity</u>	<u>Unit</u>	<u>Unit Price</u>	<u>Amount</u>
- Page Design, Revise Layout Stock Photo (4-5 images)	1	lot	\$9,120.00	\$ 9,120.00
- CDMP Brochure	1,000	ea	\$ 10.37	\$10,370.00
- CDMP Flyer	1,000	ea	\$ 5.42	\$ 5,423.00
- Video Shoot	1	lot	\$7,800.00	\$ 7,800.00
		Task VI TOTAL		\$32,713.00

2.) Under Section B.1.1.b, "consideration and Obligation Delivery Order (June 1988)" the first sentence is hereby revised to read as follows:

"b. The amount presently obligated with respect to this contract is \$444,713.00."

ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME

A summary of obligations for this contract, from award date through this action is listed below:

Total FY01 Obligations:	\$ 32,000.00
Total FY02 Obligations:	\$122,000.00
Total FY03 Obligations:	\$ 10,000.00
Total FY04 Obligations:	\$ 75,000.00
Total FY05 Obligations:	\$120,000.00
Total FY06 Obligations:	\$ 53,000.00
Total FY07 Obligations:	\$ 32,713.00

Cumulative Obligations to Date \$444,713.00

This modification obligates FY07 funds in the amount of \$32,713.00

Period of Performance: October 1, 2001 – March 30, 2007