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Statement of Objectives (SOO) Preparation Guide

1. INTRODUCTION:

This document provides guidance in the preparation of a Statement of Objectives (SOO) for the Management Information Systems Technical Support (MISTS) program. This document complements the DoD Handbook for Preparation of Statement of Work, MIL-HDBK-245D, 20 Feb 1996. It also addresses relationships and compatibility of the SOO with other Request For Proposal (RFP) elements. This guide is not meant to be a checklist. It contains guidance only, there are no requirements established by the document.

The SOO is a Government prepared document incorporated into the RFP that states the overall solicitation objectives. It can be used in those solicitations where the intent is to provide the maximum flexibility to each offeror to propose an innovative development approach. Offerors use the RFP, product performance requirements, and SOO as a basis for preparing their proposals including a SOW and CDRL.

2. PURPOSE:

The SOO expresses the basic, top-level objectives of the delivery order and is provided in the Request for Proposal (RFP) in lieu of a government-written Statement of Work (SOW). This approach gives potential Offerors the flexibility to develop cost effective solutions with the opportunity to propose innovative alternatives that meet those objectives. The SOO reduces the inherent instructions to Offerors regarding "how to" accomplish the procured work typically found in the Statement of Work.

3. APPROACH:

The preferred approach is for the government to include a brief (2 to 4 pages) SOO in the RFP and request that the offerors provide a SOW in their proposal. The SOO is included as an attachment to the RFP, typically appended to section L. The SOO does not become part of the contract.

4. PROCESS:

The following steps provide the conceptual process for developing the SOO.

Step I. The site RFP team develops a set of objectives compatible with the overall program direction including the following:

- the user (s) basic requirements for service
- draft technical requirements (system spec), and
- a draft WBS and dictionary.

Step II. Once the program objectives are defined, they will need to be distilled or focused to arrive at the SOO addresses product oriented goals, rather than performance oriented requirements. As a goal, the SOO should not exceed 4 pages, longer documents may be providing too much detail.

5. CONTENT:

SOO content depends both on the type of services and on the program phase. It is possible that a "mature" program, such as a software product which is the maintenance phase, could require slightly more detail in the SOO to properly integrate with other software program under development or operation. In any case, the key is to keep the document short and concise.

The SOO should not address each WBS element, but each WBS element should be traceable to do something in the SOO. For example, a SOO may instruct the bidder to address his engineering approach. That is not a particular WBS element, but several WBS elements might be created to breakout the engineering tasks. Try not to group all WBS elements in the same objective. MISTS users will get the best service and competition will be maintained if dissimilar objectives are submitted on separate SOOs for bidding by the contractors.

6. RFP RELATIONSHIPS:

6.1 SECTION L:

Section L of the RFP must include instructions to the offeror that require using the SOO to construct and submit a SOO. Suggested Section L wording follows:

The Statement of Objectives (SOO), included as (site location in the RFP), provides the Government's overall objectives, and the Offeror's required support to achieve those objectives. The offeror shall use the SOO, together with other applicable portions of the RFP as a basis for preparing a proposed statement of work (SOW). The specific efforts defined in the SOW shall be structured according to the Contract Work Breakdown Structure (CWBS) and traceable to the SOO. The SOW shall be submitted as part of the proposal and will become an attachment to the contract at award.

The offeror's SOW shall include appropriate compliance and reference documents. The documents that are included shall be listed in a fashion sufficient to properly identify the revision that will be used, and shall include appropriate tailoring. The offeror shall comply with all requirements contained in compliance documents, as tailored. The offeror shall obtain information from reference documents as tailored, but is not required to comply with any requirement contained in a reference document. As a minimum, the SOW shall include the compliance documents listed in the RFP, including tailoring. The offeror may propose additional compliance documents, provided such documents are existing, or propose Government or industry specifications or standards.

The offeror's SOW shall also include data requirements in the form of a Contract Data Requirement List (CDRL), including appropriately tailored data item description (DID) references. As a minimum, the SOW shall include the CDRL and DID requirements specified in the RFP. The offeror may include additional data requirements. All data requirements shall be

traceable to specific tasks defined in the SOW. Each specific data requirement shall be specified using the DD Form 1423-1. Contract Data Requirements List. The successful offeror shall submit data in accordance with the information specified in the DD Form 1423-1.

6.2 SECTION M:

When writing Section M evaluation criteria, the program office should include sufficient criteria for evaluating the offeror's ability to reflect the objectives of the SOO in the resulting proposal (i.e., SOW, Integrated Master Plan (IMP), CWBS, etc.). Since the concept of asking the contractor to propose a SOW without strict guidance is new, the government's intention to evaluate the proposed SOW should be stressed in Sections L and M.

7. TEMPLATE FOR WRITING A SOO:

Program Objectives

Define Objectives of Program on a global scope

- multi phased program
- one program, multi-contractor
- one phase contract

Data Source: Minutes from Roundtable(s) and ASP

Sample 1

The objective of the Evolved Expendable Launch Vehicle (EELV) program is to design and develop a spacelift system, evolved from current launch vehicle systems or major subsystems thereof, in accordance with the EELV System Performance Document (SPD) requirements. This spacelift system will reserve or improve reliability, maintainability, and operability and reduce cost over current systems.

Sample 2

The objective of the Space Based Infra-red System (SBIRS) is to procure an integrated, cost-effective, flexible system that will meet United States infrared space surveillance needs through the next two to three decades.

Management Objectives

Describe the management objectives for the overall program or for each of the contract phases as appropriate

Data Sources: Policy Directives on integrated Product Development (IPD), Minutes from Roundtable(s) and ASP

Samples:

The primary management objective is twofold: (a) allow the contractor maximum flexibility to innovatively manage program cost, schedule, performance, risks, warranties, contracts and subcontracts, vendors, and data required to deliver an effective and affordable SLRS and (b) maintain clear government visibility into program cost, schedule, technical performance, and risk.

8. RECEIVING YOUR SOW:

When reviewing your SOW, ensure the contractor avoids words such as will, etc., as required, as necessary, periodically. Make the contractor define exactly what is to be performed and when it shall be delivered. This is similar to nailing Jell-O to the wall but is essential to have this verbiage in your SOW in order to clearly define what services you will be receiving. If the contractor specifies providing technical support, analysis, planning, assistance, control, interface, monitoring, developing, operation, training, implementation, management, testing, be sure the SOW states specifically what these terms mean and what will be delivered. If the contractor specifies efficient and reliable exchange, maximum uptime, make sure the contractor

quantifies these terms and the metrics and reporting process they will use.

Please take a look at MIL-HDBK-245D. It has an area where it goes into a little more detail on SOO preparations. Pay particular attention to Appendix C; Phrases Having Multiple Meanings. The list is even more phrases to be aware of when reviewing your SOW.

Feedback form for the SOO Preparation Guide

Date:

Name(anonymous):

1. What would you do to improve the effectiveness of the SOO Preparation Guide?
2. What would you remove from the SOO Preparation Guide?
3. What would you add from the SOO Preparation Guide?

Please send feedback by E-Mail to Capt Stephen Rauch, ESC/CO, rauchs@hanscom.af.mil