Capability Statement

- StratComm Inc. is an award-winning project management and content development firm specializing in logistics management, website and graphic design, editorial services, and web-based training and testing solutions.

- We distribute our content through virtually all mediums, including high-quality web-based publications, illustrated print publications, structured documentation, and interactive virtual training and testing platforms.

- Our GSA contracts, substantial past performance, and high-level government clearance enable us to work for all branches of the Armed Forces and government agencies.

- Since 1978, StratComm has earned many major editorial and design awards and two Pulitzer Prize nominations.

Core Competencies

Program Development and Project Management
- We assess organizations’ needs to develop efficient programs and manage our clients’ projects from start to completion, so they can focus on what’s important to them. Our staff of seasoned project leaders can direct all aspects of your program.

Content Development, Editing, and Graphic Design
- We research, write, edit, and design content for the government, Armed Forces, and the private sector. Our editorial and design staff have experience with virtually every market, from financial services, IT, and healthcare to manufacturing, pharmaceuticals, and energy.

Web-Based Testing and Virtual Training
- StratComm provides web-based solutions for online training, testing, and education. We help organizations reach large audiences, launch products, and leverage cutting-edge virtual technology. We are experienced in skills testing, virtual e-learning module creation, customized portal design, programming, development, and implementation.

Website and App Development
- Our full-service web and mobile app development team brings decades of experience. Using the latest technology, our services include design and development of websites and apps as well as database-driven applications. Our clients comprise both the private and public sectors, including more than a dozen federal agencies.

Company Snapshot

DUNS number: 093291644
CAGE code: 5LRB0
GSA Schedules:
- 541 (GS07F407AA)
- 76 (GS02F0105Y)

Business Classification:
- Service-Disabled Veteran-Owned Small Business (SDVOSB)

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Client List Includes:
- Bureau of Labor Statistics
- Bureau of Land Management
- Congressional Medal of Honor Society
- Goldman Sachs
- IBM
- National Geographic Society
- National Park Service
- Research Triangle Institute, Inc. (RTI)
- Rolls-Royce Naval Marine
- Social Security Administration
- USAID
- U.S. Air Force
- U.S. Department of Education
- U.S. Department of Labor
- U.S. Department of the Interior
- U.S. Department of the Treasury
- U.S. Department of State
- U.S. Department of Veterans Affairs
- U.S. National Guard
- U.S. Naval History and Heritage Command
- U.S. Navy
- VMware
Project Management
We incorporate our project management expertise into everything we do. StratComm’s staff takes great pride in embracing large, complex logistical challenges. Our projects with USAID speak to that, as we were tasked with printing, shipping, and distributing more than 10 million textbooks to schools in Tanzania and Indonesia.

Program Development
StratComm developed a $6.3 million program for the Social Security Administration to manage Verbatim Hearing Recorders for the Offices of Disability and Review (ODAR) in the New England Region. We removed this logistical burden from the SSA, created training and mentoring programs, and introduced software to streamline both scheduling and communication.

Virtual Training
StratComm developed VA IT Campus, a $4.7 million program for the Department of Veterans Affairs. This state-of-the-art web-based training platform allows learners to experience instruction in live and recorded sessions, interact with instructors and students in real time, and access presentations wherever they have an Internet connection.

Web-Based Testing
StratComm leads a $10 million Department of State program to implement web-based skills testing at U.S. embassies and consulates around the world. The program offers fully automated and secure job skill assessments, test scoring, and results reporting to ensure fair and equitable testing practices are consistently maintained around the world.
Website and App Development
StratComm’s web and mobile app development team are experts in standards-compliant HTML5, PHP, CSS3, and 508- and ADA-compliant design. We provide software development, both website and app design and redesign, maintenance, social media development, and cutting edge technology solutions for mobile devices.

Content Development, Editing, and Graphic Design
StratComm creates content for an array of clients including government agencies, the Armed Forces, and Fortune 500 companies. We develop and publish client-facing marketing materials, website content, and thought leadership pieces. We direct the conception, writing, editing, design, and project management, working collaboratively with our clients.

Technical Manuals / IETMs
StratComm publishes Interactive Technical Manuals (IETMs) and other technical publications on an ongoing basis for the military and defense contractors working on a multitude of projects, including the DDG-1000 and LCS-class warships for the United States Navy and the United States Air Force F-35 program. We publish IETMs and other technical documentation to all military specifications.

Boston Publishing Company
StratComm’s Boston Publishing division publishes impressive hardcover books, such as The Medal of Honor: A History of Service Above and Beyond. The Boston Publishing portfolio includes the 25-volume book series The Vietnam Experience, which was twice nominated for a Pulitzer Prize by John Kenneth Galbraith.
**Content Development, Editing, and Graphic Design**
- Editorial planning and development
- Content authoring and editing
- Instructional design and development
- Marketing and communications strategy
- Document remediation
- 508 compliance
- SCORM compliance

**Program Development and Project Management**
- Assessment of organizational needs
- Innovative, tailored solutions to strengthen existing programs or develop new ones
- Personnel management
- Process improvement
- Large-scale logistics management, both domestic and internationally

**Website and App Development**
- Software development, hosting, and maintenance
- New media development
- Mobile application development
- Content Management System (CMS) implementation and training
- Website design
- Search engine optimization (SEO)
- Email marketing
- Social media consulting and development
- Media archiving
- Database creation and management

**Web-Based Testing and Virtual Training**
- Multi-user virtual environments (MUVE)
- Production services
- Speaker coaching
- Learning Management System (LMS)
- Live and recorded webcasting
- Interactive virtual environments
  - Career fairs
  - Learning and testing environments
  - Conferences
  - Summits and Expos
- Project Management
- Instructional design services
- eLearning module creation
- Online employment skills testing
- Skills gap analysis

**Technical Publications**
- Interactive Electronic Technical Manual (IETM) publishing from data modules using military (S1000D) and commercial standards
- S1000D Data Module Requirements Lists (DMRL) design
- Darwin Information Typing Architecture (DITA) structuring for commercial data
- Data module and technical illustration tagging
- Computer Graphics creation and support
- Metafile (CGM) illustrations linked to data modules through clickable hotspots
- Maintenance, Repair, and Operations (MRO) material creation