General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-Advantage!®, a menu-driven database system. The Internet address for GSA-Advantage!® is www.gsaadvantage.gov.

Multiple Award Schedule (MAS)
Category: Professional Services
Federal Supply Group: MAS

Contract Number: GS-00F-156CA

For more information on ordering from Federal Acquisition Schedules, please review the information at www.gsa.gov/schedules-ordering.



Contract Period: 06/04/2022 – 06/03/2025

SINs: 512110; 541330ENG; 541430; 541511; 541611; 541810; 541820; 541990; 561920; 611430; OLM

Contractor:

Guardians of Honor, LLC
1899 L Street, NW
Suite 375
Washington, DC 20036

T: 202-848-1420 ● F: 202-848-1419 ● E: PSS@gohnow.com ● W: www.gohnow.com

Contract Administrator: Susan Mitchell

Email: PSS@gohnow.com; smitchell@gohnow.com

Business Size/Status: SBA Certified Small, Disadvantaged, Woman-Owned, HUBZone Certified Business

Prices shown herein are NET (discount deducted)

Pricelist current through modification # PA-0024 dated 12/19/2024

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About Us

Guardians of Honor, LLC (GOH) is a professional services firm boasting a 20+ year track record of success providing diverse grants, conference, and technical management consulting for government, non-profit, and industry clients. Guardians of Honor (GOH) deploys integrity-based solutions that leverage emerging technologies and high-performing subject matter experts to protect people, programs, and performance. We focus on service excellence to advance efficiencies, transparency, and compliance for every client effort. From grants lifecycle and medical research support, data analytics and visualization to COVID response conference, event, and logistics management virtual pivots - we combine a unified approach and core principles to deliver value. Since 1997, GOH has been recognized as a firm with integrity, financial stability, and a proactive work ethic. Our services have been deployed in more than 75 different programs across numerous federal agencies, including CNCS, ED, FEMA, HHS, NIH, NSF, NTIA, Treasury, and U.S. Army.

GOH capabilities touch the following service areas:

GRANTS MANAGEMENT

- Strategic Planning
- Application Screening & Peer Review
- External Assessment & Evaluation
- Quarterly Performance & Financial Reporting
- Site Visits & Desk Reviews
- Closeout Support

MANAGEMENT CONSULTING

- Advisory Services
- Business Process Improvement
- Portfolio Management
- Strategic Planning
- Facilitation
- Training

INFORMATION MANAGEMENT

- Knowledge Management
- Help Desk & Call Center Support
- Application Design & Development
- Database Development & Management
- SharePoint Development & Integration
- Online Resource Centers & Digital Libraries
- Data Visualizations & Infographics

COMMUNICATIONS & CONTENT DEVELOPMENT

- Strategic Communications
- Training & Technical Assistance
- Scientific & Technical Writing
- Briefings, Reports, & Publications
- 508 Compliance
- Focus Groups, Surveys, & Interviews
- Digital media
- Speech writing
- Outreach/Advocacy
- Message Creation
- Public Relations

EVENT MANAGEMENT

- Event planning, Coordination, and Management
- Virtual Meetings & Technology Support
- Venue Selection and Liaison Services
- Web-based and Onsite Registration
- Website Development
- Speaker Management
- Graphic Design, Branding, and Material Development
- Travel and Honoraria Support
- Mobile Apps and Remote Meeting Technologies
- Webcast, Production, and Videography
- IT/AV Support
- Onsite Support
- Event Evaluations
- Proceedings Reporting

VALUE

GOH's value proposition to our clients and partners is the consistent delivery of high-quality, best value solutions that maximize cost effectiveness without sacrificing innovation. By choosing GOH, you select a company with over two decades of past performance and vetted with excellent CPARS ratings; you select a company with a proven management approach that control costs and deploys corporate capabilities, personnel, and credentials to meet more expansive future mission requirements.

We are Strategic

Our four-step process elicits an in-depth understanding of our clients and their goals and objectives, to develop strong strategic plans that deliver results.

1. Plan – We pride ourselves on scrupulous research to uncover industry and market trends, competitors, and target audience to best understand your business, identify appropriate messaging and develop a strong communication plan complete with evaluation metrics.
2. Design – An essential piece of our process, we first develop objectives based on your identified goals. Once objectives are outlined, a strategic plan details specific tactics designed to acquire intended results.
3. Execute – Implementation and persistent follow-up of your well-developed plan is the key to its success. We ensure milestones are met and provide you with status updates throughout the project.
4. Measure – A critical step, we evaluate the success of the plan at multiple intervals to ensure that objectives are being met.

General Contract Information

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description	Page
512110	512110RC	Video/Film Production	9
541330ENG	541330ENG	Engineering Services	9
541430	541430RC	Graphic Design Services	9
541511	541511RC	Web Based Marketing	10
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services	10
541810	541810RC	Marketing and Public Relations	10
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services	10
541820	541820RC	Public Relations Services	10
541990	541990	All Other Professional, Scientific, and Technical Services (Non-IT)	11
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services	11
611430	611430	Professional and Management Development Training	11
OLM	OLMRC	Order-Level Materials (OLM)	12

1b. Lowest Priced Service and Price for Each SIN:
(Government net price based on a unit of one)

SIN	Category	Price
All SIN's	Administrative Assistant II	$58.23/Hr. (Government Site)

1c. **Hourly Rates:** See Commercial Price List

2. **Maximum Order:** $1,000,000.00

3. **Minimum Order:** $100.00

4. **Geographic Coverage (delivery Area):** Domestic only

5. **Point(s) of production (city, county, and state or foreign country):** Various GOH locations based on client requirements.

6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted). See attachment.

7. **Quantity discounts:** None Offered

8. **Prompt payment terms:** Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. **Government purchase cards are accepted up to the micro-purchase threshold:** Yes

9b. **Government purchase cards are accepted above the micro-purchase threshold:** Yes

10. **Foreign items (list items by country of origin):** None

11a. **Time of Delivery (Contractor insert number of days):** Specified on the Task Order

11b. **Expedited Delivery:** Services are available for expedited delivery; however, this must be discussed at the time of order placement and depends on size and nature of order.

11c. **Overnight and 2-day delivery:** Overnight and 2-day deliveries are available. Contact Contractor for rates.

11d. **Urgent Requirements:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

12. **F.O.B Points(s):** Destination.

13a. **Ordering Address(es):** Guardians of Honor, LLC
1899 L Street NW, Suite 375
Washington, DC 20036
(202) 848-1420 - Office
(202) 848-1419 - Fax
Email: PSS@gohnow.com

13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment address(es):** Should Electronic Funds Transfer (EFT) payment be available, GOH requests that the EFT remittance be specified as follows:

Guardians of Honor, LLC
Truist (fka SunTrust Bank)
ABA Routing Number – 055002707

Should EFT not be available, the remittance address is as follows:
Guardians of Honor, LLC
1899 L Street, NW
Suite 375
Washington, DC 20036

15. **Warranty provision:** Standard commercial warranty. Customers may contact Contractor for a copy.

16. **Export Packing Charges (if applicable):** N/A

17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor

18. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A

19. **Terms and conditions of installation (if applicable):** N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

20a. Terms and conditions for any other services (if applicable): N/A

21. List of service and distribution points (if applicable): N/A

22. List of participating dealers (if applicable): N/A

23. Preventive maintenance (if applicable): N/A

24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found at: www.gohnow.com. The EIT standards can be found at: www.Section508.gov/.

25. Data Universal Numbering System (DUNS) number: 116979149

26. Notification regarding registration in System for Award Management (SAM) database: Registered

Contract Overview

GSA awarded Guardians of Honor, LLC a GSA Federal Supply Schedule contract for The Multiple Award Schedule (MAS), Contract No. GS-00F-156CA. The current contract period is 6/4/2020 – 6/3/2025. GSA may exercise a total of up to one additional 5-year option period. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

Contract Administrator

Susan Mitchell, President & CEO
Guardians of Honor, LLC
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Washington, DC 20036
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Marketing &Technical Point of Contact

Carl Mitchell, Chief Operating Officer / Executive Vice President
Guardians of Honor, LLC
1899 L Street NW, Suite 375
Washington, DC 20036
Telephone: (202) 848-1403
Email: PSS@gohnow.com

Contract Use

This contract is available for use by all federal government agencies, as a source for Multiple Award Schedule (MAS) services, for worldwide use. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

Contract Scope

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities, and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time- and-material.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Guardians of Honor, LLC has been awarded a contract by GSA to provide services under the following SINs:

- 512110 Video/Film Production
- 541330ENG Engineering Services
- 541430 Graphic Design Services
- 541511 Web Based Marketing
- 541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
- 541810 Marketing and Public Relations
- 541810 ODC Other Direct Costs for Marketing and Public Relations Services
- 541820 Public Relations Services
- 541990 All Other Professional, Scientific, and Technical Services (Non-IT)
- 561920 Conference, Meeting, Event and Trade Show Planning Services
- 611430 Professional and Management Development Training
- SIN OLM: Order-Level Materials (OLM)

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

512110 - Video/Film Production - Services include writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring, and editing. Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, accessibility, and video streaming development. Filming in studios, on location, live shows or events may also be required. NOTE: Any commissions received for media placement will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541330ENG - Engineering Services - Services include applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, processes, and systems. Services may involve any of the following activities: provision of advice, concept development, requirements analysis, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.^^^^NOTE: Services under this SIN cannot include architect-engineer services as defined in the Brooks Act and FAR Part 2, or construction services as defined in FAR Parts 2 and 36.

541430 - Graphic Design Services - Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing preexisting materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork). NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541511 - Web Based Marketing - Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required. NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541611 - Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services - Provide operating advice and assistance on administrative and management issues. Examples include: strategic and organizational planning, business process improvement, acquisition and grants management support, facilitation, surveys, assessment and improvement of financial management systems, financial reporting and analysis, due diligence in validating an agency's portfolio of assets and related support services, strategic financial planning, financial policy formulation and development, special cost studies, actuarial services, economic and regulatory analysis, benchmarking and program metrics, and business program and project management.

541810 - Marketing and Public Relations - Promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination, message decision / creation, media selection, outdoor marketing and media services, broadcast media (radio, TV, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.

541810ODC - Other Direct Costs for Marketing and Public Relations Services - All Other Direct Costs (ODCs) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541611, 541810, 541820, and 561920. ODCs shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 ODC are not Order-Level Materials (OLMs). ODC's are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible ODCs may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered ODCs. NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541820 - Public Relations Services - Services provided include providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits: executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, media alerts and press clipping services related activities to public relations services. NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541990- All Other Professional, Scientific, and Technical Services (Non-IT) - Services provided include professional, scientific, and technical services not^^covered under other SINs. Examples include, but are not limited to, the

following: appraisal services (except real estate); crisis management; emergency preparedness; emergency management; commodity inspector services; mathematical (both theoretical and applied) and statistical (both theoretical and applied) professional services; performance and impact^^evaluation services (related to a scientific or technical project); public health planning services;^^and weather forecasting services.

561920 - Conference, Meeting, Event and Trade Show Planning Services - Service include organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

611430 - Professional and Management Development Training - Services include offering an array of short duration courses and seminars for management and professional development. Training for career development may be provided directly to individuals or through employers' training programs, and courses may be customized or modified to meet the special needs of customers. Instruction may be provided in diverse settings, such as the establishment's or agency's training facilities, and through diverse means, such as correspondence, television, the Internet, or other electronic and distance-learning methods. The training provided may include the use of simulators and simulation methods. Proposed professional services shall be in support of planning, creating, and/or executing testing and test administration, learning management, internship, or development of new courses or subject matter delivered via an instructor-led (i.e. traditional classroom setting or conference/seminar) and/or web-based (i.e. Internet/Intranet, software packages and computer applications) system.

SIN OLM – Order-Level Materials (OLM)

OLM OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs.

OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

OLM SIN-Level Requirements/Ordering Instructions:

OLMs are:

- Purchased under the authority of the FSS Program
- Unknown until an order is placed
- Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs)
- Only authorized for use in direct support of another awarded SIN.
- Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN)
- Subject to a Not to Exceed (NTE) ceiling price

OLMs are not:

- - "Open Market Items."
- - Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level)

OLM Pricing:

- - Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).
- - The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against a FSS BPA awarded under an FSS contract, cannot exceed 33.33%.

Instructions for Placing Orders

FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Guardians of Honor, LLC meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide MAS services, follow these simple steps:

Step 1. Develop a Statement of Work (SOW)

In the SOW, include the following information:

- Work to be performed
- Location of work
- Period of performance
- Deliverable schedule
- Special standards and any special requirements, where applicable.

Step 2. Select Contractor and Place Order

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order
- If the order is in excess of the micro-purchase threshold, but less than the simplified acquisition threshold (SAT), prepare an RFQ
- If the order is in excess of the SAT, prepare an RFQ. Consider expansion of competition and seek price reductions

Step 3. Prepare a Request for Quote (RFQ)

- Include the SOW and evaluation criteria
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order
- If preferred, request a performance plan from contractors and information on past experience include information on the basis for selection
- May be posted on GSA's electronic RFQ system, e-Buy

Step 4. Provide RFQ to at least Three Firms

Step 5. Evaluate Offers, Select Best Value Firm, and Place Order

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s)
- The need to periodically compare multiple technical approaches or prices
- The administrative costs of BPAs
- The technical qualifications of the schedule contractor(s)

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g*. estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs. Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi- agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

ORDERING FROM BPAS

- Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.
- Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:
    - Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
    - Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.
- BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.
- Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

REVIEW OF BPAS

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect
- The BPA still represents the best value (see 8.404(d))
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained
- The ordering activity shall document the results of its review

Labor Category Descriptions

SINs: 512110; 541330ENG; 541430; 541511; 541611; 541810; 541820; 541990; 561920; 611430; OLM

PROGRAM DIRECTOR I

Functional Responsibilities: Manage substantial contract support operations involving multiple projects. Has demonstrated expertise in program and/or systems management, planning and development. Organizes, directs, coordinates planning and production of all contract support activities. Proficient in the following:

- Effective communication skills at all levels of management.
- Serving as the contractor's authorized interface with the Contracting Officer's Technical Representative (COTR), government management personnel & client agency representatives.
- Formulating & enforcing work standards, assign contractor schedules, reviewing work discrepancies, supervising contractor personnel, and communicating policies, purposes, and goals of the organization to subordinate personnel.
- Responsibly overseeing overall contract performance. Under stringent time frames, assembles & recruits as necessary to perform assigned tasks.
- Demonstrated capability in the overall management of multi-task contracts of the size, type, and complexity described in the Task Order. Deal with ambiguity & changing client circumstances.

Education/Experience: BA/BS in social science, education, or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 13 years of experience developing, implementing, and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROGRAM DIRECTOR

Functional Responsibilities: Manage substantial contract support operations involving multiple projects. Has demonstrated expertise in program and/or systems management, planning and development. Organizes, directs, coordinates planning and production of all contract support activities. Proficient in the following:

- Effective communication skills at all levels of management.
- Serving as the contractor's authorized interface with the Contracting Officer's Technical Representative (COTR), government management personnel & client agency representatives.
- Formulating & enforcing work standards, assign contractor schedules, reviewing work discrepancies, supervising contractor personnel, and communicating policies, purposes, and goals of the organization to subordinate personnel.
- Responsibly overseeing overall contract performance. Under stringent time frames, assembles & recruits as necessary to perform assigned tasks.
- Demonstrated capability in the overall management of multi-task contracts of the size, type, and complexity described in the Task Order. Deal with ambiguity & changing client circumstances.

Education/Experience: BA/BS in social science, education, or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 12 years of experience developing, implementing, and managing programs.

Certifications/Security Clearance: As defined by specific task order.

SENIOR PROGRAM MANAGER

Functional Responsibilities: Responsible for handling the day-to-day management and administration of project tasks. Develops detailed work plans and schedules in response to support service requests. Assigns staff responsibilities and supervises all staff efforts. Proficient in the following:

- Maintaining control over, and redirecting available resources as necessary to complete tasks in accordance with scheduled milestones and budgetary constraints.
- Developing, coordinating, executing, managing, and evaluating outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Transferring knowledge and skills to the clients enabling them to cultivate and sustain success through facilitation, mediation and/or training.
- Performing quality checks of all work products.
- Interacting continuously with government technical representatives to present interim results, discuss concerns, and ensure total product/service satisfaction.

Education/Experience: BA/BS in social science, education, or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 6 years of experience developing, implementing, and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROJECT MANAGER III

Functional Responsibilities: Performs routine project administration work. Work involves front line support with establishing program/project goals and objectives. Proficient in the following:

- Assisting in developing program guidelines, procedures, policies, rules, and
- regulations.
- Assisting in developing schedules, priorities, and standards for achieving project/program goals.
- Assisting in evaluating project/program activities.
- Assisting in developing training, facilitation.
- Working under the guidance of project/program lead.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques.

Education/Experience: BA/BS in social science, education, or management.

Minimum Experience/Training: 5 years of experience developing, implementing, and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROJECT MANAGER

Functional Responsibilities: Performs routine project administration work. Work involves front line support with establishing program/project goals and objectives. Proficient in the following:

- Assisting in developing program guidelines, procedures, policies, rules, and regulations.
- Assisting in developing schedules, priorities, and standards for achieving project/program goals.
- Assisting in evaluating project/program activities.
- Assisting in developing training, facilitation.
- Working under the guidance of project/program lead.

Education/Experience: BA/BS in social science, education, or management.

Minimum Experience/Training: 4 years of experience developing, implementing, and managing programs.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE II

Functional Responsibilities: Key writer of research syntheses and other policy and practice-oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role and transferring knowledge and skills to the clients, enabling them to cultivate and sustain success. Researches and analyzes new approaches and techniques. Interfaces with users and project leaders to determine scope of project and best medium.

Proficient in the following:

- Serving as a key facilitation resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Intervening with groups in conflict situations to resolve issues and keep the group on track.
- Community Development.
- Strong evaluation and communication background.
- Process Improvement.
- Team Building.
- Demonstrating considerable poise and business maturity.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques. Producing and managing products using new media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means.
- Interfacing with users to determine scope of project and best medium. Has experience with multi-media devices.
- Interfacing with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience: BA in social science, education, or management.

Minimum Experience/Training: 5 years of experience developing, implementing, and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE

Functional Responsibilities: Key writer of research syntheses and other policy and practice-oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role and transferring knowledge and skills to the clients, enabling them to cultivate and sustain success. Researches and analyzes new approaches and techniques. Proficient in the following:

- Serving as a key facilitation resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Intervening with groups in conflict situations to resolve issues and keep the group on track.
- Community Development.
- Strong evaluation and communication background.
- Process Improvement.
- Team Building.
- Demonstrating considerable poise and business maturity.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques.
- Interfacing with users to determine scope of project and best medium. Has experience with multi-media devices.
- Interfacing with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience: MA in social science, education, or management.

Minimum Experience/Training: 3 years of experience developing, implementing, and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE / EVALUATION COORDINATOR I

Functional Responsibilities: Key writer of research syntheses and other policy and practice-oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role. May collect, classify, and analyze quantified and statistical data. Proficient in the following:

- Serving as a key resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques. Executes graphic/illustration projects and assists in coordination of all production scheduling.
- Interfacing with users and project leaders to determine scope of project and best medium.
- Assisting in research, design and writing on relevant topics.
- Strong evaluation and communication background.
- Demonstrating considerable poise and business maturity.

Education/Experience: MA in social science, education, or management.

Minimum Experience/Training: 4 years of experience developing, implementing, and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

SENIOR RESEARCHER / EVALUATOR

Functional Responsibilities: Design & conduct large-scale qualitative & quantitative evaluations; experience writing evaluation reports, supervising field research assistants. Development of evaluation questions and selection of appropriate methods for answering them; selection, orientation & supervision of field assistants; implement questionnaires & other survey instruments, conduct interviews & focus groups; analysis of information; reporting. Key coordinator of evaluation & knowledge management research syntheses & other policy or practice-oriented publications. Proficient in the following:

- Providing functional leadership & development of evaluation framework within organizations & training programs; strategic plan assessment, project planning facilitation & survey design, planning facilitation & mediation.
- Ensuring effective operation of department; implementing change initiatives to enhance the department's value-added role. May co-chair evaluation working groups & oversee follow-up activities: briefing book preparation & background materials; monitor internal & external evaluation meetings.
- Collecting, classifying, and analyzing quantified and statistical data in projects and special studies. Develop study plans, determines data needs, and statistical techniques to be applied.
- Reviewing agency records, collecting, and analyzing data, interviewing agency staff, researching laws, drafting policy alternatives, designing, and executing program evaluations, management reviews, budget analyses and policy analyses.

Education/Experience: Ph.D. in social science, education, or management.

Minimum Experience/Training: 7 years of experience developing, implementing, and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

TECHNICAL WRITER

Functional Responsibilities: Prepares draft and final form technical documents. Develops technical narratives and data, edits documents for spelling, grammar, and proper format, and for proofreading finished documents. Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and is able to write across all mediums. May have related experience in writing documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production. Uses various word processing equipment and applications. Proficient in the following:

- Developing reports, reviews, and observations.
- Editing technical papers for accuracy, grammar, and style.
- Summarizing technical articles into shorter research or policy briefs.
- Overseeing publication process including relationships with outside vendors.
- Strategic and creative direction of Social Media projects. Specializes in Social Media strategy and campaign execution. Coordinates and collaborates with client and other team members on project activities and goals.

Education/Experience: BA/BS or equivalent in one of the social sciences.

Minimum Experience/Training: 5 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order

EVENTS/EXECUTIVE COORDINATOR II

Functional Responsibilities: Plans, coordinates and executes conferences, meetings, workshops, committee of visitor's reviews, conventions, panels, and special events. Assists in leading the project team and coordinating the project. Implements the agreed action plan to the agreed standards and deadlines. Acts as a liaison with the project team and customer on all project-related matters, ensuring the effective preparation and delivery of all project activities, events, meetings, and production of all necessary documentation. Provides ongoing evaluation of project activities/events and reporting on project progress. Proficient in the following:

- Development of agendas, coordinating presenters, pre-event logistical support, on-site support, and post meeting evaluations.
- Managing site selections, budget tracking, creative trafficking, event consolidation shipping, word processing, spreadsheets, and graphical support.
- Liaising with other internal departments as it relates to meeting and event needs. May provide guidance and manage event planner team. Coordinates manpower and resources for conference projects. Assures quality control programs are in place and consistent on all projects assigned.

Education/Experience: BA in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 6 years of experience developing, implementing, and managing directly related tasks.

Certifications/Security Clearance: As defined by specific task order.

EVENTS COORDINATOR

Functional Responsibilities: Plans, coordinates and executes conferences, meetings, workshops, committee of visitor's reviews, conventions, panels, and special events. Proficient in the following:

- Development of agendas, coordinating presenters, pre-event logistical support, on-site support, and post meeting evaluations.
- Managing site selections, budget tracking, creative trafficking, event consolidation shipping, word processing, spreadsheets, and graphical support.
- Liaising with other internal departments as it relates to meeting and event needs. May provide guidance and manage event planner team.

Education/Experience: BA in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 4 years of experience developing, implementing, and managing directly related tasks.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT II

Functional Responsibilities: Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: BA in or equivalent in one of the social sciences.

Minimum Experience/Training: 5 years of experience in social science research.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT I

Functional Responsibilities: Coordinates work of less experienced Research Assistants. Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: BA in or equivalent in one of the social sciences.

Minimum Experience/Training: 4 years of experience in social science research.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT

Functional Responsibilities: Coordinates work of less experienced Research Assistants. Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: BA/BS or equivalent in one of the social sciences.

Minimum Experience/Training: 3 years of experience in social science research.
Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSOCIATE

Functional Responsibilities: Processes advanced registrations, issues receipts, sends confirmation letters, maintains conference databases, and addresses questions from the attendees. Supports on-site meeting and registration services, editorial services, travel support and computer support. Acts as liaison with clients, associates and the general
public. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.
- Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 4 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSISTANT II

Functional Responsibilities: Conducts a variety of clerical and administrative activities. Maintains program/project/task files. Plans and coordinates meetings and make travel arrangements for staff. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties assigned.
  Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 5 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSISTANT

Functional Responsibilities: Conducts a variety of clerical and administrative activities. Maintains program/project/task files. Plans and coordinates meetings and make travel arrangements for staff. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.
- Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 3 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

Service Contract Labor Standards (SCLS) Matrix

SCLS Eligible Labor Category	SCLS Equivalent Code Title	Wage Determination No
Administrative Assistant	01020 - Administrative Assistant	2015-4281
Technical Writer	30461 - Technical Writer	2015-4281

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

Hourly Rates for Services

SINs: 512110; 541330ENG; 541430; 541511; 541611; 541810; 541820; 541990; 561920; 611430; OLM

- Rates below are inclusive of IFF
- Rates are escalated at a rate of 2.2% per year
- NOTE: OCONUS Rates MAY NOT INCLUDE the following: Post Differential Pay, Danger Pay, Travel, DBA Insurance, Medevac Insurance, Third Party Liability, Vehicle Insurance or Operations/maintenance expenses, etc.
- All Order-Level Materials (OLMs) are negotiated with the ordering agency on a task order basis.

See page 25 for corresponding labor categories and years 6-10 rates.

Option Period 1 (Years 6 through 10)

Labor Category	Site	Year 6 06/04/20 - 06/03/21 Current Rates	Year 7 06/04/21 - 06/03/22	Year 8 06/04/22 - 06/03/23	Year 9 06/04/23 - 06/03/24	Year 10 06/04/24 - 06/03/25
Program Director I	Customer	$176.54	$180.42	$184.39	$188.45	$192.59
Program Director I	Contractor	$237.40	$242.63	$247.96	$253.42	$258.99
Program Director	Customer	$174.71	$178.55	$182.48	$186.50	$190.60
Program Director	Contractor	$234.94	$240.11	$245.39	$250.79	$256.31
Sr. Program Manager	Customer	$153.17	$156.54	$159.99	$163.51	$167.10
Sr. Program Manager	Contractor	$205.98	$210.51	$215.14	$219.88	$224.72
Project Manager III	Customer	$137.71	$140.74	$143.84	$147.00	$150.24
Project Manager III	Contractor	$185.19	$189.26	$193.43	$197.68	$202.03
Project Manager	Customer	$136.27	$139.27	$142.33	$145.47	$148.67
Project Manager	Contractor	$183.24	$187.28	$191.40	$195.61	$199.91
Research Associate II	Customer	$96.78	$98.91	$101.09	$103.31	$105.59
Research Associate II	Contractor	$130.15	$133.01	$135.94	$138.93	$141.99
Research Associate	Customer	$95.76	$97.87	$100.02	$102.22	$104.47
Research Associate	Contractor	$128.78	$131.61	$134.51	$137.47	$140.49
Research Associate/Evaluation Coordinator I	Customer	$91.83	$93.85	$95.92	$98.03	$100.18
Research Associate/Evaluation Coordinator I	Contractor	$123.48	$126.20	$128.97	$131.81	$134.71
Sr. Researcher/Evaluator	Customer	$164.85	$168.48	$172.19	$175.98	$179.85
Sr. Researcher/Evaluator	Contractor	$221.69	$226.57	$231.55	$236.65	$241.85
Technical Writer	Customer	$105.97	$108.30	$110.69	$113.12	$115.61
Technical Writer	Contractor	$142.51	$145.65	$148.85	$152.13	$155.48
Events/ Executive Coordinator II	Customer	$69.64	$71.17	$72.74	$74.34	$75.97
Events/ Executive Coordinator II	Contractor	$93.65	$95.71	$97.81	$99.96	$102.16
Events Coordinator	Customer	$68.91	$70.42	$71.97	$73.55	$75.17
Events Coordinator	Contractor	$92.66	$94.70	$96.79	$98.92	$101.09
Research Assistant II	Customer	$75.81	$77.48	$79.19	$80.93	$82.71
Research Assistant II	Contractor	$101.95	$104.20	$106.49	$108.83	$111.23
Research Assistant I	Customer	$75.03	$76.68	$78.37	$80.09	$81.85
Research Assistant I	Contractor	$100.89	$103.11	$105.38	$107.70	$110.07
Research Assistant	Customer	$72.14	$73.73	$75.35	$77.01	$78.70
Research Assistant	Contractor	$97.01	$99.15	$101.33	$103.56	$105.83
Administrative Associate	Customer	$58.84	$60.14	$61.46	$62.81	$64.19
Administrative Associate	Contractor	$79.13	$80.87	$82.65	$84.47	$86.32
Administrative Assistant II	Customer	$67.83	$69.33	$70.85	$72.41	$74.00
Administrative Assistant II	Contractor	$91.22	$93.22	$95.27	$97.37	$99.51
Administrative Assistant	Customer	$58.23	$59.51	$60.82	$62.15	$63.52
Administrative Assistant	Contractor	$78.29	$80.02	$81.78	$83.58	$85.41

Other Direct Costs for Marketing and Public Relations Services Pricing

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541810ODC	General Session (300pp)	*$1,605.99*
541810ODC	Break out room (40pp)	$322.47
541810ODC	LCD Package (1-50pp)	$695.96
541810ODC	LCD Package (51-100pp)	$1,121.26
541810ODC	Podium Microphone	$116.25
541810ODC	Wireless Microphone	$278.38
541810ODC	Lavaliere Microphone	$278.38
541810ODC	Overhead Projector	$270.66
541810ODC	Internet Connection (Initial-Day 1)	$463.96
541810ODC	Internet Connection (ea additional day)	$154.65
541810ODC	Morning Refreshments	$26.32
541810ODC	Afternoon Break	$18.09
541810ODC	Lunch	$62.49
541810ODC	Dinner	$92.10
541810ODC	Signage (24' X 32")	$92.01
541810ODC	75 Sheet Color/ 2 Sided/ 60lb paper/Perfect Binding	$59.44
541810ODC	76 Sheet Black Ink/ 2 Sided/ 60lb paper/Perfect Binding	$15.35
541810ODC	4" Binder/ 608 Page Color/ 45 color inserts/ 10 color reprint tabs	$334.01
541810ODC	Name Badges (50)	$52.46
541810ODC	Tent Cards (50)	$30.34
541810ODC	CD (R 700MB 50)	$22.75
541810ODC	CD Labels (50)	$20.85
541810ODC	CD Envelopes (50)	$10.10
541810ODC	Binders (2")	$13.65
541810ODC	Live Video Streaming Webcast w/Slides (Per Two Hour Segment)	$2,655.58
541810ODC	Live Video Streaming Webcast w/Slides (one Hour Extension- after first two hours)	$632.28

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	MARKUP OFFERED TO GSA (%)*	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541810ODC	Real Time Closed Captioning (508 Compliance)	*22.00%*	$404.66
541810ODC	Field Camera crew with broadcast quality camera, lighting, audio and background (Two Camera Shoot per day)	*22.00%*	$6,196.35
541810ODC	Transcription Services (for archived event) 2 units per hour of content	*22.00%*	$315.91
541810ODC	Field Producer/Manager (per hour)	*22.00%*	$105.75
541810ODC	RPU-3 (Video conferencing unit) (per day)	*22.00%*	$1,019.24
541810ODC	Optional Service – Master CD Copy of Event (2 units)	*22.00%*	$315.97
541810ODC	Ordering of ISDN lines drop and install at venue and transmission (2units) per day	*22.00%*	$1,019.24
541810ODC	Fed Ex Ground (per bx) up to 45 lbs.	*22.00%*	$37.94
541810ODC	Fed Ex Ground (per bx) up to 90 lbs.	*22.00%*	$63.23
541810ODC	Fed Ex Ground (per display) up to 90 lbs.	*22.00%*	$63.23
541810ODC	Subject Matter Expert (per day)	*22.00%*	$862.83
541810ODC	Conference/Event Website/Online Registration	*22.00%*	$3,161.41
541810ODC	Laptop Rental	*22.00%*	$109.77