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

MAS-Multiple Award Schedule
Federal Supply Group: MAS

Special Item Numbers:

611430 (Professional and Management Development Training)

Contract Number: GS-00F-065DA
Contract Period: 2/16/2016 through 2/15/2021

Global Learning
Jeffrey Alan Group, LLC
1025 Connecticut Ave, NW
Washington, DC 20036
Telephone Number: (202) 545-6524
Web Site: www.jaggloballearning.com

Contractor’s Administration Source: Jeffrey Rohrlick, President (T: 202-744-6878 / Email: jeffrey.rohrlick@jaggloballearning.com)

Business Size: Small Business
DUNS: 038473741

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.fss.gsa.gov.
**Capabilities Statement**

**CONTACT**

NAME: Jeffrey Rohrlick  
PHONE: 202-744-6878  
EMAIL: Jeffrey.rohrlick@jaggloballearning.com  
WEBSITE: http://www.jaggloballearning.com  
ADDRESS: 2200 Pennsylvania Avenue NW, 4th Floor E. Tower  
Washington, DC 20037  
STATUS: HubZone Certified Business (Cert: #54777)  
GSA Schedule Contract number GS-00F-065DA

---

**Differentiators**

- We are a small firm with a top-shelf team of wordsmiths, designers, developers and 508 compliance experts who are among the best in the field, with years of experience at large federal agencies and Fortune 500 companies.
- JAG can design and develop a single eLearning course or create a complete training package with a customized LMS with add-on functionality.
- Award: Training Officers Consortium Change Management Award Winner
- Award: Chief Learning Officers Bronze Award Winner

---

**What We Do**

JAG Global Learning is a Washington, D.C.-based eLearning firm that delivers creative training programs and customized learning platforms to educational, non-profit and federal agencies worldwide.

JAG supports critical training initiatives through smart and cost-effective learning solutions designed for adult learners, and customizes, deploys and supports Learning Management Systems for a variety of government and industry clients.

As a small business, JAG provides high-value services at a reasonable cost, delivering exceptional educational content and support to our strategic partners and direct clients.

---

**Core Competencies**

**TRAINING PROGRAMS**

- Instructional design (ADDIE, SAM, and Kirkpatrick models)
- Course development (storyboarding, editing, copy editing, graphic design, professional narration, multiple languages and translation services)
- Mobile learning (responsive content delivery across all platforms – phone, tablet, computer)
- Gaming
- 3D animation and avatars
- Section 508 compliance and consulting

**TRAINING SUPPORT**

- Evaluation, deployment and hosting of LMS platforms  
  (Blackboard, Success Factors, Taleo Learn, Desire 2 Learn, Moodle)
- Custom software development to support learning platforms
- Web conferencing and collaboration solutions  
  (Adobe Connect, Go To Meeting)
- SCORM consulting
- Learning and technology support staffing
Past Performance

★ **Subcontractor:** Pension Benefit Guarantee Corporation (PBGC). Designed and built nearly 20 eLearning and instructor-led training programs for use agency-wide.

★ **Subcontractor:** Centers for Medicare and Medicaid Services (CMS). Provided extensive SCORM services and developed courseware templates to support the training of thousands of CMS call center personnel.

★ **Subcontractor:** National Gallery of Art (NGA). Developed more than 10 hours of curriculum for online training.

★ **Subcontractor:** Pharmaceuticals. Developed courses on healthcare issues, launched company-wide to support clinicians.

★ **Subcontractor:** C4IES. Provided instructional design and development staffing support.

★ **Prime Contractor:** Poynter Institute. Provided Adobe Connect hosting and support.

---

Client List

Federal Agencies
- Centers for Medicaid & Medicare Services
- National Gallery Art
- Pension Benefit Guaranty Corporation

Health Sciences
- Pfizer
- Astellas

K12 and Higher Education
- College of Contemporary Health
- Corona-Norco Unified School District
- Poynter Institute for Media
- Rice University
- Yale University

Business and Non-Profits
- Connect for Education
- eBay
- FrontPorch
- HighPoint Consulting
- PayPal
- Millennium Group

---

Contact Information:
Corporate Headquarters
1025 Connecticut Avenue, NW
Suite 1000
Washington, DC 20036
Phone: 202.744.6878

Email: connect@jaggloballearning.com
www.jaggloballearning.com
1a. Table of awarded special item number(s) with appropriate cross-reference to item
descriptions and awarded price(s).

*SIN 611430 - Professional and Management Development Training*

1b. Identification of the lowest priced model number and lowest unit price for that model for
each special item number awarded in the contract. *Please see attached pricing table
for pricing information*

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial
job titles, experience, functional responsibility and education for those types of employees
or subcontractors who will perform services shall be provided. If hourly rates are not
applicable, indicate not applicable for this item. *A description of each job title with
experience, functional responsibility, and education requirement is attached.*

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage (Delivery Area): *Domestic Delivery, 48 Contiguous plus
Washington, D.C.*

5. Point(s) of Production (city, county, and State or foreign country):
*Jeffrey Alan Group, LLC
1025 Connecticut Avenue, NW
Washington, DC 20036*

6. Discount from list prices or statement of net price: *GSA Net pricing shown in pricing
tables provided*

7. Quantity Discounts: *None*

8. Prompt Payment Terms: *0%, Net 30 days*

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

9b. Government purchase cards are not accepted above the micro-purchase threshold.

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

11a. Time of Delivery: *Specified on the Task Order*

11b. Expedited Delivery: *Please contact JAG for expedited delivery information*

11c. Overnight and 2-day Delivery: *Please contact JAG for expedited delivery information*

11d. Urgent Requirements: *Please contact JAG for expedited delivery information*
12. F.O.B. Point(s): Destination

13a. Ordering Address:

Jeffrey Alan Group, LLC  
1025 Connecticut Ave, NW  
Washington, DC 20036  
(202) 545-6524

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage fss.gsa.gov/schedules.

14. Payment Address:

Jeffrey Alan Group, LLC  
1025 Connecticut Ave, NW  
Washington, DC 20036

15. Warranty Provision: N/A

16. Export Packing Charges, if applicable: N/A

17. Terms and Conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). The Government purchase card is accepted up to but not above the micro-purchase threshold.

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

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

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

20b. 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): None

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

24a. Special attributes such as 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 (e.g. contractor’s website or other location). The EIT standards can be found at: www.Section508.gov: N/A

25. Data Universal Number System (DUNS) Number: 038473741

26. Registration in System for Award Management (SAM) database: Active; Cage Code 6N9F0

Jeffrey Alan Group, LLC  
GS-00F-065DA  
3
Jeffrey Alan Group, LLC  
GSA Awarded Labor Category Descriptions and Functional Responsibilities

**Labor Category –**  
Project Manager

**Functional Responsibility –**  
The Program Manager (PM) is responsible for the overall planning and management of the program’s scope of work. The PM provides strategic direction, vision, leadership, and management to the team. The PM is responsible to ensure that the project receives the appropriate support and resources required to deliver quality results. The PM monitors the entire project and successfully delivers the completed program/course on time and on budget. The PM maintains productive and effective client relationship with the client organization.

**Minimum Education –**  
Bachelor's Degree

**Minimum Experience –**  
Requires ten (10) years of progressive experience in participating in related projects.

---

**Labor Category –**  
Instructional Designer

**Functional Responsibility –**  
The Instructional Designer is responsible for the design, development and implementation of eLearning programs and development of instruction and/or performance systems. The Instructional Designer must be able to communicate effectively with clients and have a keen understanding of the needs, task and content analysis processes. Provides guidance to the team in using the instructional systems development process to analyze, design, develop, and implement instruction and performance support solutions. Promotes design innovation throughout the company.

**Minimum Education –**  
Bachelor's Degree

**Minimum Experience –**  
Requires eight (8) years of progressive experience in participating in related projects.

---

**Labor Category –**  
Graphic Artist

**Functional Responsibility –**  
The Graphic Artist designs and develops graphic artwork using a variety of media for incorporation in documents. This position requires the use of specialized computer software to develop high quality computer illustrations, technical drawings, and animations supporting various media used within the training curriculum. The Graphic Artist provides advice on layout and composition of graphics and is responsible for quality
control, review and revision of all aspects of graphics development. The Graphic Artist meets with clients to develop design specifications and supervises work of creative team.

**Minimum Education –**
Bachelor's Degree

**Minimum Experience –**
Requires four (4) years of progressive experience in participating in related projects.

**Labor Category –**
Course Developer

**Functional Responsibility –**
The Course Developer is responsible for working with the team to design the course layout, combine graphics, text, images, animations, and videos into the courses, provide multimedia integration, program the logic for the courses, troubleshoot, and test and evaluate the courses. The Course Developer provides support in researching and developing educational material for quality improvement initiatives. The Course Developer is responsible for the training development schedule, management of the subject matter expert input, fact-checking of the material, ensuring the material satisfies the training objectives.

**Minimum Education –**
Bachelor's Degree

**Minimum Experience –**
Requires six (6) years of progressive experience in participating in related projects.

**Labor Category –**
Quality Assurance Manager

**Functional Responsibility –**
The Quality Assurance Manager develops organizational quality program and structure. Directs failure analysis for internal and external customers. Provides technical and administrative direction for personnel performing a broad array of tasks, including the review of work products for correctness, adherence to the design concept and to user standards. Initiates and implements long-term performance improvements after thorough analysis of defects and root cause/contributing factor analysis. Develops quality assurance standards. Defines and tracks quality assurance metrics such as defect densities and open defect counts. Coordinates with the Project Manager to ensure problem solution and user satisfaction.

**Minimum Education –**
Bachelor's Degree

**Minimum Experience –**
Requires six (6) years of progressive experience in participating in related projects.

**Labor Category –**
Multimedia Developer

**Functional Responsibility –**
The Multimedia Developer is responsible for the development, direction and management of all two and three dimension animation aspects. Produces and edits videos, assembles different text, audio, video, graphics, and animation. Implements all stages of video
production, camera operation, audio and lighting, shooting for editing, editing and post-
production activities for video-based and computer-based programs, and develop scripts
for multimedia programs. The Multimedia Developer must remain current in practical
applications of standard multimedia software programs in order to meet the requirements
of the position successfully.

**Minimum Education –**
Bachelor's Degree

**Minimum Experience –**
Requires six (6) years of progressive experience in participating in related projects.
<table>
<thead>
<tr>
<th>GSA Awarded Labor Category</th>
<th>UNIT OF ISSUE</th>
<th>Current GSA Rate w/ IFF Year 1 (2016-2017)</th>
<th>GSA Rate w/ IFF Year 2 (2017-2018)</th>
<th>GSA Rate w/ IFF Year 3 (2018-2019)</th>
<th>GSA Rate w/ IFF Year 4 (2019-2020)</th>
<th>GSA Rate w/ IFF Year 5 (2020-2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td>Hour</td>
<td>$163.98</td>
<td>$167.10</td>
<td>$170.27</td>
<td>$173.51</td>
<td>$176.80</td>
</tr>
<tr>
<td>Instructional Designer</td>
<td>Hour</td>
<td>$126.50</td>
<td>$128.90</td>
<td>$131.35</td>
<td>$133.85</td>
<td>$136.39</td>
</tr>
<tr>
<td>Graphic Artist</td>
<td>Hour</td>
<td>$103.07</td>
<td>$105.03</td>
<td>$107.02</td>
<td>$109.06</td>
<td>$111.13</td>
</tr>
<tr>
<td>Course Developer</td>
<td>Hour</td>
<td>$117.13</td>
<td>$119.36</td>
<td>$121.62</td>
<td>$123.93</td>
<td>$126.29</td>
</tr>
<tr>
<td>Quality Assurance Manager</td>
<td>Hour</td>
<td>$117.13</td>
<td>$119.36</td>
<td>$121.62</td>
<td>$123.93</td>
<td>$126.29</td>
</tr>
<tr>
<td>Multimedia Developer</td>
<td>Hour</td>
<td>$112.44</td>
<td>$114.58</td>
<td>$116.75</td>
<td>$118.97</td>
<td>$121.23</td>
</tr>
</tbody>
</table>