General Services Administration

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST AND CATALOG

Schedule Title: Multiple Award Schedule
Federal Supply Group: Professional Services

Contract: GS-00F-190CA
Contract Period: July 1, 2020 through June 30, 2025

Authorized Contract Negotiators:
Mason Scuderi, COO
mscuderi@dvinci.com
Steven Lucas Kempski, CEO
LKempski@dvinci.com

Business Size: Small Business

www.dvinci.com

Pricelist current through Modification #PA-0017, effective November 9, 2020.

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 GSA Advantage® is: GSAAdvantage.gov

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
## Table of Contents

1. About d'Vinci Interactive ......................................................................................................................................... pg. 3  
2. GSA Contracts Terms and Conditions ................................................................................................................ pg. 14  
3. GSA Pricing for SINs 541511, 512110, 541430 ....................................................................................................... pg. 18  
4. Labor Category Descriptions for SINs 541511, 512110, 541430 ......................................................................... pg. 19  
5. GSA Pricing for SIN 611430 ................................................................................................................................. pg. 24  
6. Labor Category Descriptions for SIN 611430 ......................................................................................................... pg. 25
About d’Vinci Interactive

d’Vinci (dvinci.com) partners with government agencies to achieve results through education, learning, and technology. Our interactive learning solutions deliver extraordinary outcomes that empower learners to improve quality and boost performance. We develop eLearning courses, educational websites, web and mobile applications and other solutions that increase efficiency, ease accreditation and make organizations safer and compliant.

At d’Vinci, we use the power of our collective knowledge to create unique learning experiences. The d’Vinci team of learning specialists, creative designers and interactive developers collaborates with government clients to not only deliver engaging learning solutions but also to meet 508 compliance and enhanced security requirements. We also expand our capabilities and capacity by partnering with our parent company, JPL (www.jplcreative.com). JPL is a Pennsylvania-based creative agency with more than 95 employees that provides strategic marketing, internal communications, media production, and web development to regional, national and global brands.

d’Vinci brings order and clarity to content and technology. We collaborate with you to accomplish engaging, compatible and accessible learning, communications and technology solutions that take your reputation to the next level. We are a certified small business that understands government procurement and contracting. We have broad subject matter expertise and work samples in areas such as ethics, diversity, health and wellness, safety and compliance and new technologies. In addition, we have extensive experience with leading learning content development, delivery, and management technologies.

Through innovation, broad capabilities and a focus on client service, d’Vinci has sustained long-term relationships with government agencies such as the National Institutes of Health (NIH), the Administrative Office of the US Courts (AOUSC), and the National Park Service (NPS). Additionally, we serve organizations like the American Board of Pediatrics (ABP), PBS LearningMedia and National Geographic as well as global corporations such as APL Maritime, Constellation Brands and the Hershey Company.

d’Vinci Interactive has a stellar track record of creating positive, memorable experiences— both with the products we create and in the relationships we form. With 20-plus years of experience, an extensive portfolio with elite clients and numerous industry awards, we have proven to be an invaluable partner. By selecting us, you will have a team with expertise in learning and technology focused on delivering meaningful results. We look forward to working with you to create a learning solution that elevates your brand and makes your organization an elite leader.

Our Services
d’Vinci applies our broad and deep capabilities to help our clients become elite leaders in learning and technology. Our team of learning specialists, creative designers and interactive developers collaborates with government clients to deliver engaging learning solutions while meeting 508 compliance and enhanced security requirements.

Learning Experience Design and Custom Training Development

Since 1994, the d’Vinci team has been developing innovative learning experiences that empower learners to improve quality and boost performance. Today, our team of learning consultants, instructional designers, media producers and content designers create web based training courses, interactive learning activities, instructional games and simulations and video programs to educate, inform and inspire target audiences. We use leading development tools and compatible approaches to ensure accessibility across targeted platforms. Our services include:

- Research and strategy
- Curriculum development
- Instructional design
- Video and animation
- Learning activities, games and simulations
- eLearning course development
- Instructor-led training content
- Mobile learning and performance support
- Assessment, evaluation & tracking
- SCORM, xAPI and LMS integration

Educational Website Design, Development and Marketing

d’Vinci collaborates with clients to create award-winning educational websites that engage learners with our client’s brand. We have experience with leading technologies and with ensuring 508 compliance and compatibility across mobile devices. Our websites and online learning activities reach educators and students as well as targeted constituents in the general public. We also provide digital marketing programs to drive traffic and analytics services to measure results. Our services include:

- Content strategy and development
- User experience design
- Educational interactives
- Video and animation
- Front-end development
- Application development
- Content management systems (Drupal, Wordpress, Umbraco and others)
- Quality assurance and user testing
- Digital marketing, analytics, and reporting
- Maintenance, administrator and user support

Web and Mobile Application Development
d’Vinci develops web and mobile applications to help our clients manage content, assess knowledge, track certifications, and report results. Our content management systems (CMS) and learning management systems (LMS) track professional accreditations, K-12 eLearning and a wide variety of educational and training purposes. Our mobile applications provide learning experiences, deliver just in time information, and enable a wide variety of interactive functionality. Our services include:

- Analysis and requirements definition
- Database design and development
- PHP and .NET application development
- Mobile app development
- Platform Customization (Drupal, Wordpress, Umbraco, others)
- Quality assurance and user testing
- Deployment and implementation
- Documentation and training
- Ongoing maintenance and upgrading
- Administrator and end user support

**Our Approach**

At d’Vinci, we customize our approach to each project based on the size, objectives and client. We adapt leading instructional design and project management methodologies to achieve the desired outcomes while providing an outstanding client experience. The typical d’Vinci project lifecycle involves five stages: discover, imagine, create, review, and deliver. From idea to user, the d’Vinci team maintains a constant vision of project goals and careful oversight of the project’s quality, timeline, and budget throughout the project lifecycle.

1. **Discover** — Our experienced learning consultants work with you to analyze your learning ecosystem—your organization, learners, and the need—to determine a compatible and comprehensive solution that will improve quality and boost performance.

2. **Imagine** — In this stage, we brainstorm creative ways to address your needs, and we begin to filter creative ideas into concepts and possible approaches. Often, this leads us to develop a prototype to review with the client’s stakeholders. We seek to simplify the complex in this stage and lay the groundwork for success.

3. **Create** — After we have a solid sense of your learning ecosystem and have determined the approach, we build the product. This stage includes development of storyboards, design mockups, and iterations of the end product.

4. **Review** — With each defined iteration of the product, we conduct thorough testing for usability, quality, and technical functionality. You will test drive the learning experience or application first-hand and work with us to fine tune the solution so it is ready for deployment.

5. **Deliver** — Once we receive your final seal of approval, we make the product available to your users. We collaborate with your team to ensure our deliverables are securely and effectively working within your
environment. Beyond that, we reconnect with you after delivery to discuss impact, results and potential upgrades.

**Samples of Work**

**Learning Experience Design and Development**

**Administrative Office of the U.S. Courts | Wellness eLearning Series**

http://suicideprevention.ao-wellness.org/
http://managerwellness.ao-wellness.org/

The AOUSC Wellness eLearning Series was created in collaboration with the Wellness Program Committee of the Probation and Pretrial Services Office (PPSO). The officers and clerks encounter increasing workloads and other challenges on a daily basis. d’Vinci and the Wellness Program Committee took care to incorporate real stories from the community and to provide additional resources for follow-up. This training series includes individual eLearning courses on the following topics:

- **Stress and Resiliency** — Covers the challenges of managing a heavy workload and personal stress level, and encourages the staff to examine their own health and wellness.

- **Fitness and Nutrition** — Covers issues that directly impact employees including stress, fitness, hydration, and nutrition. Employees can self-identify with many questions to determine how they can improve their overall health and wellness and perform better in high-stress work situations.

- **Recognizing Burnout** — Covers what burnout is, and helps learners recognize burnout and manage it with helpful strategies. It shows how emotional and physical work-related stress can cause problems and helps people self-identify their risk for burnout through a series of questions, and then examine how they personally cope with stress and what they can do to prevent and treat burnout.

- **Secondary Trauma** — Covers issues that directly impact employees such as causes of secondary trauma, the physiology of secondary traumatic stress, and suggestions for resiliency training and coping methods.

- **Suicide Prevention** — Covers the risk of suicide and depression that POs face. Through simulated stories and exercises, this course guides learners through identifying the barriers to seeking help; inferring if someone is showing suicidal characteristics; and, how to perform active listening to support their peers.

- **Wellness for Managers** — Covers issues and strategies for managers to recognize stress and wellness issues in their probation officers. The course covers the topics of earlier wellness courses through the manager’s perspective, and activities for helping their employees cope with stress.

These courses have been met with great praise from the audience of probation officers, parole officers, clerks, and support staff who learn from the use of realistic scenarios and stories in the trainings. Courses in the series have been recognized with Digital Health and Horizon Interactive Awards.
To help U.S. Forest Service employees better manage the Equal Employment Opportunity (EEO) complaint process, d’Vinci created a five-module training program. This course guides learners through situations dealing with harassment, discrimination, reasonable accommodation, and counseling options.

The USFS Civil Rights Training uses scenarios to make content relatable for adult learners. The course allows learners to experience these scenarios from the perspective of a manager or an employee, with the option to go back and view the scenario from the alternative perspective, as well. This flexibility allows learners to gain more insight and awareness of the full EEO process.

At the end of the course, learners are assessed through a series of case studies instead of a standard training quiz. Learners choose their perspective and two to three case studies from a list of six to complete for course credit. Learners must answer every question correctly within each case study to receive full credit and continue with the next case study. They also have the option to review all of the case studies from any perspective after receiving their certificate of completion.

The Civil Rights Training provides resources to help the learner make the best decisions on the job. It also uses d’Vinci’s 508-compliant content development framework to meet requirements for both accessibility and interactivity.

For the Global Genetics and Genomics Community (G3C) website, NIH contracted with d’Vinci to develop a learning portal and provide video production for a bilingual collection of unfolding case studies. The G3C website presents fifteen interactive unfolding case studies for genetics/genomics students, faculty, and professionals. An unfolding case study is an interactive self-guided learning experience that simulates a real patient encounter.

Each case study consists of a patient encounter where the learner chooses from a list of questions to ask the patient. The patient’s answer then leads to more questions from which the learner chooses, then the patient answers and the process continues.

Based on the series of learner questions and the patient’s answers, the case scenario unfolds. Throughout the interview, additional resources and learning activities are offered to assist in learning more about topics that arise in the patient encounter. Each case uses professional actors/actresses as simulated patients, is interactive, self-
paced and self-directed. Throughout a given case, there are additional assignments to expand upon genetic/genomic learning concepts.

At the end of each case, learners are prompted to make a recommendation to their “patient” and are assessed across multi-disciplined domains such as risk assessment, cultural and ethnic issues and patient medical history. All cases include educator support content that offers suggestions on how to utilize the case in the classroom or for continuing education.

Since the initial implementation, d’Vinci and the NIH are continuing to partner together to produce additional cases; to provide instant, supplemental feedback on the learner’s performance; and to enhance the value to the learner by tracking CEU/CME progress. These immersive activities are accessible across multiple devices including tablets, desktops and mobile.

**National Geographic Education | Challenge: Robots!**
http://nationalgeographic.org/game/challenge-robots/

*Challenge: Robots!* is an engaging online educational game that encourages students to self-identify as engineers and practice the engineering process. Winner of a Silver Parent’s Choice Award, Horizon Interactive Award and a Davey Best in Show Award, the activity is featured on the Engineers in the Classroom website as a result of a partnership between Lockheed Martin and National Geographic.

The browser-based game challenges students to take on the role of an engineer at RoboWorks, a fictitious robotics factory. Students undergo orientation and training exercises in the form of fun, self-directed challenges. Through these engaging and fast-paced activities, students learn important concepts about the engineering process as well as the main parts of a robot, how those parts change based on the problem the robot solves, and basic robotics programming. The educator-friendly game includes printable certificates to show student progress and a teacher’s guide with ideas for classroom activities.

*Challenge: Robots!* was play-tested by students when the game was being developed to make sure that it was relevant, engaging and educational to this age group. *Challenge: Robots!*, can be played on both desktop computers and tablets. It is one of three games d’Vinci created for the National Geographic Education Engineers in the Classroom website.

**Discovery Education & Tiger Woods Foundation | To Our Solar System and Back**
Discovery Education and the Tiger Woods Foundation selected d’Vinci to concept, plan and implement educational games in support of the “TGR EDU: Explore” program. d’Vinci was responsible for strategy, game writing, graphics, end user testing and technical implementation.

The goal of the “To Our Solar System and Back” interactive is to help students in grades 6-12 develop problem-solving and decision-making skills with real-world applications in college access and STEM learning. The interactive, which can be utilized on computers or tablets, allows students to progress through three challenges that fully immerses the learner in a simulated space exploration, astronomy and key concepts behind reusable launch systems. A second game, featuring natural disaster challenges, will be launched this Fall.

Game features include:

• Key STEM concepts reinforced by a series of challenges.
• Simulated space and geographic explorations.
• Graphics fully immerse the learner in the outdoor settings of the games.
• Educator guides and lesson plans assist with interdisciplinary use of the interactives.

“To Our Solar System and Back” has surpassed goals for usage and received extremely positive feedback from Discovery Education and the Tiger Woods Foundation.

The Pennsylvania Chiefs of Police    |  SORNA Training Solution: DNA Collection Walk Through

As part of compliance with the Sex Offender Registration and Notification Act (SORNA), the Pennsylvania Chiefs of Police Association identified a performance gap in officers’ ability to effectively collect and register data from sex offenders. Correct performance of the registration process is a necessity to public safety.

d’Vinci partnered with the PA Chiefs of Police to create a multi-module course that teaches various components of the registration process including the collection of DNA. It is critical that DNA is collected correctly the first time. If steps are missed or if the DNA sample becomes contaminated, DNA will need to be collected again. The DNA Collection offers a ‘click to explore’ approach using real images from the DNA Collection Kit as well as a step by step visual walkthrough of the swabbing process. Since launching the course more accurate SORNA registration has occurred and DNA collection has improved.

Educational Website Design, Development and Marketing

National Human Genome Research Institute/Smithsonian    |  Unlocking Life’s Code
To educate the public about the importance of genomic science, the National Human Genome Research Institute (NHGRI) contracted with d’Vinci Interactive to create an educational website to promote and supplement the “Genome: Unlocking Life’s Code” exhibit at the Smithsonian National Museum of Natural History. The award-winning website provides a multimedia-rich, interactive educational experience to educators, students and the general public seeking to further their knowledge of genomics. Teachers and students use the site to prepare to visit the exhibit and as a follow-up for further exploration. Independent of the exhibit, the website inspires and educates the public about developments in genomic research.

The d’Vinci team worked closely with experts on content and technical teams from the NHGRI and the Smithsonian to plan the site architecture. As envisioned by the NHGRI, the website needed to be engaging, compatible across mobile devices and browsers, and content-managed. The d’Vinci team manipulated existing imagery and created new 3-D images to engage visitors in the website. The homepage rotates through compelling visuals that draw users into areas and features within the site. UnlockingLifesCode.org combines the d’Vinci team’s creative and technical capabilities. Highlights include: a Drupal content management framework; engaging design and usable navigation across devices; interactive timeline of the human genome; 3-D imagery and video, and virtual tour of the Smithsonian exhibit; and Search Engine Optimization and analytics. This educational website has been recognized with the Horizon Interactive Award, Creativity Award and Creative Child Magazine Award.

PBS LearningMedia  |  Interactive Election Map
http://pbseduelectioncentral.com/interactive-map

To engage students in the presidential election process, PBS LearningMedia and PBS NewsHour partnered on a comprehensive interactive educational website, featuring an interactive map created by d’Vinci. The real-time interactive map gives teachers a non-partisan tool to help students grades K-12 understand and navigate the election process and learn more about the candidates. Teachers and students can use the map to track the location of the candidates throughout the campaign.

Additionally, d’Vinci developed an interactive called the Electoral Decoder that shows the impact of the Electoral College. Students explore the topic through an introductory video about the Presidential election process, an interactive timeline for all of the 57 past Presidential elections and a "Presidential Predictor" area for the current election. In the “Presidential Predictor” section, students can "play a political pundit" with the current election year to see how Donald Trump, Hillary Clinton or others could win or lose the election. The students can save, print and share their predictions on social media. The Interactive Map received widespread media coverage and a Creativity Award.

San Jose State University  |  School of Information Virtual Convocation Platform
https://ischoolconvocation.sjsu.edu/
d’Vinci built a Virtual Commencement platform that allows qualifying School of Information graduates to register and create a profile page on the Virtual Convocation website by submitting their graduation info and photograph to a web-based Content Management System (CMS). All graduation data is seamlessly reviewed and published to the live Virtual Convocation website via an administrative portal.

Graduates can view a recording from the ceremony, view convocation speakers, browse other graduate profiles, leave comments, share on social media, and hear their degree presented via a virtual degree presentation.

The site also has search functionality so they can find their fellow graduates profiles. Each graduate has an individual profile page that is managed by the CMS. In addition to student graduation data, the CMS also manages profile data, registration groups, and allows for monitoring of user submitted comments.

---

**Reading is Fundamental | General Client Relationship**

Since its founding in 1966, Reading Is Fundamental (RIF) has been committed to literacy efforts throughout the United States. After years of success with print book reading programs, RIF came to d’Vinci Interactive to plan a new phase of online resources.

d’Vinci and RIF created a series of digital tools designed to foster a love of reading and literacy development in children. Prior to development, we conducted focus groups to gather feedback from educators and parents. With this feedback, we developed resources and tools that educators, parents, and volunteers can use to teach literacy to Pre-K, elementary and middle school students.

The flagship product, Literacy Central, features more than 6,000 resources and more than 1,000 teacher-created curriculum folders. Literacy Central includes activities, games, reading passages and videos paired with classic and popular books. Users search by theme, grade level, or keyword to find their favorite authors and illustrators and then download free resources designed specifically for that book.

Features include:

- Puzzle Creator Tool
- Interactive Literacy Calendars
- Literacy Central App
- Reading Log

RIF also worked with d’Vinci to design Literacy Network, an online portal for distributing volunteer materials and grant information.

---

**Web and Mobile Application Development**

---

**American Board of Pediatrics | Performance Improvement Modules**
As part of its ongoing efforts to encourage Quality Improvement (QI) among pediatricians, the American Board of Pediatrics worked with d’Vinci Interactive to create online Performance Improvement Modules (PIMs) with a strong focus on QI.

d’Vinci worked with ABP to create a new interface that streamlines the way the online PIMs work, and guides the physician through steps that must be taken to earn for Maintenance of Certification (MOC) and Continuing Medical Education (CME) credit.

In addition to developing and maintaining PIMs for ABP, d’Vinci also developed the Performance Improvement Module Platform, which is a web application that enables ABP members to access PIMs. d’Vinci’s challenge was to develop a platform that would serve as a template for an unlimited number of PIMs - each with their own specific requirements, content and metrics.

A model was developed that leverages the similarities in data collection, aggregation and reporting for each of the PIMs, while remaining flexible enough to be customized to each PIM’s unique needs. From this basic core, each PIM is designed, programmed and deployed. In order to access the PIMs, members must first log in to their ABP account, on ABP servers. They then follow a link to a d’Vinci server and all the member’s data is passed through a secure webservice. On completion of a PIM, the proper information is sent back to the ABP through another webservice. This collected data is then used to determine certification eligibility.

APL Maritime | ecoLearn Learning Management System

To better train employees who work at sea, d’Vinci Interactive designs and develops eLearning courses for APL Maritime, Ltd., and installed and maintains a Learning Management System (LMS) on board all the ships in the company’s fleet.

Since it would be challenging to deliver web-based eLearning content to ships at sea, d’Vinci deployed the LMS onboard ships across the AML fleet. The LMS houses training modules and tracks data for APL’s container ship crews. It enables APL to track compliance, make unique modifications to learners’ course permissions, add new courses, generate reports and issue certificates.

d’Vinci integrated its ecoLearn™ Learning Management System (LMS) into APL’s IT infrastructure. To establish a ship-based LMS, APL incorporated a web server on the ship’s internal network that connects via the satellite Internet connection. The ecoLearn™ LMS also powers the land-based APL Learning Portal which houses and tracks all data for APL’s container ship crews. APL is currently rolling out the eLearning courses and Learning Management System across their entire fleet.

Johns Hopkins Healthcare | Employee Benefits Explorer
Johns Hopkins HealthCare asked d’Vinci Interactive to create an easy-to-use mobile-friendly website to help its members find specific coverage information about their benefits. d’Vinci worked closely with the healthcare organization to design and develop a mobile website that displays ever-changing medical benefit information.

The EHP Benefits Explorer guides members through the various employer groups, several provider networks, and differing deductibles and coverages. It displays the intricacies of each schedule so that the insured can quickly find the coverage information they need. The system also organizes and displays this same information as a standard Schedule of Benefits in PDF format, for ease of saving and printing for offline viewing.

d’Vinci created this data-driven application using a single source of information. This allows site administrators to manage the vast array of material in one central location by using a sophisticated administration tool.
d’Vinci Interactive GSA Contracts Terms and Conditions

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>SIN Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110/512110RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430/541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511/541511RC</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>54151S/54151SRC</td>
<td>Professional Information Technology Services</td>
</tr>
<tr>
<td>611430/611430RC</td>
<td>Professional and Management Development Training</td>
</tr>
<tr>
<td>OLM/OLMRC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN

N/A

1c. HOURLY RATES

See Commercial Price List

2. MAXIMUM ORDER*

$1,000,000

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER

$100

4. GEOGRAPHIC COVERAGE

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION

N/A

6. PRICES SHOWN HEREIN ARE NET (discount deducted)
7. QUANTITY DISCOUNT(S):
   None

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

9. FOREIGN ITEMS
   None

10a. TIME OF DELIVERY
   To be determined at time of task order.

10b. EXPEDITED DELIVERY
   Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

10c. OVERNIGHT AND 2-DAY DELIVERY
   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.

10d. 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.

11. FOB POINT
   Destination

12a. ORDERING ADDRESS
   Same as contractor address. Customer should contact contractor for additional addresses.

12b. ORDERING PROCEDURES
   For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. PAYMENT ADDRESS
   Same as contractor address.
14. WARRANTY PROVISION
Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

15. EXPORT PACKING CHARGES
Not applicable

16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)
N/A

17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)
N/A

18. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)
N/A

18a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)
N/A

19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)
N/A

20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE)
N/A

21. PREVENTIVE MAINTENANCE (IF APPLICABLE)
N/A

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES
(e.g. recycled content, energy efficiency, and/or reduced pollutants)
N/A

22b. SECTION 508 COMPLIANCE
Information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at www.section508.gov; Contact Contract Administrator for more information.
23. DUNS NUMBER
933998254

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE
Currently Active
<table>
<thead>
<tr>
<th>Applicable SIN</th>
<th>GSA SERVICE</th>
<th>Unit of Issue</th>
<th>07/01/20 – 06/30/21</th>
<th>07/01/21 – 06/30/22</th>
<th>07/01/22 – 06/30/23</th>
<th>07/01/23 – 06/30/24</th>
<th>07/01/24 – 06/30/25</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>Advanced Content Design/Development Hourly</td>
<td>$113.16</td>
<td>$115.53</td>
<td>$117.96</td>
<td>$120.44</td>
<td>$122.97</td>
<td></td>
</tr>
<tr>
<td>611430</td>
<td>Apple App/iOS Programmer          Hourly</td>
<td>$107.91</td>
<td>$110.17</td>
<td>$112.49</td>
<td>$114.85</td>
<td>$117.26</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Application Analyst                Hourly</td>
<td>$112.34</td>
<td>$114.69</td>
<td>$117.10</td>
<td>$119.56</td>
<td>$122.07</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Application Developer              Hourly</td>
<td>$143.11</td>
<td>$146.12</td>
<td>$149.19</td>
<td>$152.32</td>
<td>$155.52</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Application Maintenance Developer  Hourly</td>
<td>$123.03</td>
<td>$125.62</td>
<td>$128.26</td>
<td>$130.95</td>
<td>$133.70</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Application Support Agent          Hourly</td>
<td>$102.25</td>
<td>$104.40</td>
<td>$106.59</td>
<td>$108.83</td>
<td>$111.12</td>
<td></td>
</tr>
<tr>
<td>611430</td>
<td>Captivate Designer/Programmer      Hourly</td>
<td>$110.80</td>
<td>$113.13</td>
<td>$115.50</td>
<td>$117.93</td>
<td>$120.41</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Course Captivate Designer/Programmer Hourly</td>
<td>$91.54</td>
<td>$93.46</td>
<td>$95.42</td>
<td>$97.43</td>
<td>$99.47</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Course QA/Testing Specialist       Hourly</td>
<td>$57.81</td>
<td>$59.02</td>
<td>$60.26</td>
<td>$61.53</td>
<td>$62.82</td>
<td></td>
</tr>
<tr>
<td>611430</td>
<td>Graphic Designer/Animator          Hourly</td>
<td>$110.80</td>
<td>$113.13</td>
<td>$115.50</td>
<td>$117.93</td>
<td>$120.41</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Junior Course Flash Designer/Programmer Hourly</td>
<td>$91.54</td>
<td>$93.46</td>
<td>$95.42</td>
<td>$97.43</td>
<td>$99.47</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Junior Course Web Designer/Programmer Hourly</td>
<td>$81.91</td>
<td>$83.63</td>
<td>$85.38</td>
<td>$87.18</td>
<td>$89.01</td>
<td></td>
</tr>
<tr>
<td>611430</td>
<td>Junior Flash Designer/Programmer   Hourly</td>
<td>$86.71</td>
<td>$88.53</td>
<td>$90.39</td>
<td>$92.29</td>
<td>$94.23</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Junior Information Strategist/Instructional Designer Hourly</td>
<td>$72.27</td>
<td>$73.79</td>
<td>$75.33</td>
<td>$76.92</td>
<td>$78.53</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Junior Information/Content Manager Hourly</td>
<td>$86.71</td>
<td>$88.53</td>
<td>$90.39</td>
<td>$92.29</td>
<td>$94.23</td>
<td></td>
</tr>
<tr>
<td>541430</td>
<td>Junior Instructional Course Designer/Writer Hourly</td>
<td>$81.91</td>
<td>$83.63</td>
<td>$85.38</td>
<td>$87.18</td>
<td>$89.01</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Junior Web Designer/Programmer     Hourly</td>
<td>$86.71</td>
<td>$88.53</td>
<td>$90.39</td>
<td>$92.29</td>
<td>$94.23</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Online Database Programmer         Hourly</td>
<td>$120.44</td>
<td>$122.97</td>
<td>$125.55</td>
<td>$128.19</td>
<td>$130.88</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Project Director                   Hourly</td>
<td>$122.89</td>
<td>$125.47</td>
<td>$128.10</td>
<td>$130.79</td>
<td>$133.54</td>
<td></td>
</tr>
<tr>
<td>541511, 512110, 541430</td>
<td>Project Manager                Hourly</td>
<td>$118.52</td>
<td>$121.01</td>
<td>$123.55</td>
<td>$126.14</td>
<td>$128.79</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>QA/Testing Specialist              Hourly</td>
<td>$102.13</td>
<td>$104.27</td>
<td>$106.46</td>
<td>$108.70</td>
<td>$110.98</td>
<td></td>
</tr>
<tr>
<td>54151S</td>
<td>Quality Assurance Engineer         Hourly</td>
<td>$77.15</td>
<td>$78.77</td>
<td>$80.43</td>
<td>$82.12</td>
<td>$83.84</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Senior Course Flash Designer/Programmer Hourly</td>
<td>$120.44</td>
<td>$122.97</td>
<td>$125.55</td>
<td>$128.19</td>
<td>$130.88</td>
<td></td>
</tr>
<tr>
<td>611430</td>
<td>Senior Flash Designer/Programmer   Hourly</td>
<td>$122.42</td>
<td>$124.99</td>
<td>$127.61</td>
<td>$130.29</td>
<td>$133.03</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Position</td>
<td>Pay Range</td>
<td>2023</td>
<td>2024</td>
<td>2025</td>
<td>2026</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------</td>
<td>-----------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>541511, 512110, 541430</td>
<td>Senior Information Strategist/Instructional Designer</td>
<td>Hourly</td>
<td>$118.52</td>
<td>$121.01</td>
<td>$123.55</td>
<td>$126.14</td>
<td>$128.79</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Instructional Course Designer</td>
<td>Hourly</td>
<td>$91.54</td>
<td>$93.46</td>
<td>$95.42</td>
<td>$97.43</td>
<td>$99.47</td>
</tr>
<tr>
<td>541511, 512110, 541430</td>
<td>Senior Project Manager</td>
<td>Hourly</td>
<td>$126.22</td>
<td>$128.87</td>
<td>$131.58</td>
<td>$134.34</td>
<td>$137.16</td>
</tr>
<tr>
<td>541515</td>
<td>Senior Web Applications/Database Programmer</td>
<td>Hourly</td>
<td>$131.03</td>
<td>$133.78</td>
<td>$136.59</td>
<td>$139.46</td>
<td>$142.39</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Web Course Designer/Programmer</td>
<td>Hourly</td>
<td>$91.54</td>
<td>$93.46</td>
<td>$95.42</td>
<td>$97.43</td>
<td>$99.47</td>
</tr>
<tr>
<td>541515</td>
<td>Senior Web Designer/Front-End Programmer</td>
<td>Hourly</td>
<td>$118.52</td>
<td>$121.01</td>
<td>$123.55</td>
<td>$126.14</td>
<td>$128.79</td>
</tr>
<tr>
<td>541511</td>
<td>Training Graphic Designer/Animator</td>
<td>Hourly</td>
<td>$81.91</td>
<td>$83.63</td>
<td>$85.38</td>
<td>$87.18</td>
<td>$89.01</td>
</tr>
<tr>
<td>541430</td>
<td>Training Project Manager</td>
<td>Hourly</td>
<td>$91.54</td>
<td>$93.46</td>
<td>$95.42</td>
<td>$97.43</td>
<td>$99.47</td>
</tr>
<tr>
<td>541430</td>
<td>Visual Design Director</td>
<td>Hourly</td>
<td>$122.21</td>
<td>$124.78</td>
<td>$127.40</td>
<td>$130.07</td>
<td>$132.81</td>
</tr>
</tbody>
</table>
**Labor Category Descriptions**

**Administrative Assistant**

**Minimum Experience:** 1+ years’ experience in an office environment  
**Minimum Education:** Associate’s Degree  
**Responsibilities:** Assists development team with any tasks that need to be done, including data entry, answering telephones, etc.

**Advanced Content Design/Development**

**Minimum Experience:** 3+ years designing and developing sophisticated eLearning interactions and integrating web-based learning experiences into a website or learning management platform.  
**Minimum Education:** Bachelor’s Degree or Specialized learning design and development education or experience  
**Responsibilities:** Complex interactive design and development for educational websites, online learning experiences and web based learning applications.

**Apple App/iOS Programmer**

**Minimum Experience:** 1+ years developing apps for the iPhone, iPad with previous experience in web development  
**Minimum Education:** Bachelor’s Degree  
**Responsibilities:** Designs and programs iPhone and iPad applications

**Application Analyst**

**Minimum Experience:** 5 years’ experience  
**Minimum Education:** Bachelor’s Degree  
**Responsibilities:** Creates application user flows, functional specifications, user stories, test cases, and information organization.

**Application Developer**

**Minimum Experience:** 5 years’ experience  
**Minimum Education:** Bachelor’s Degree  
**Responsibilities:** Programs new web-based application code and databases based on specifications, testing, and administration.
Application Maintenance Developer
  Minimum Experience: 5 years’ experience
  Minimum Education: Bachelor’s Degree
  Responsibilities: Programs enhancement and bug fixes for web-based application code and databases based on specifications, testing, and administration.

Application Support Agent
  Minimum Experience: 3 years’ experience
  Minimum Education: Bachelor’s Degree
  Responsibilities: Manages end-user support via issue tracking system, follows up with users, schedules maintenance development, and bug fixes.

Captivate Designer/Programmer
  Minimum Experience: 4+ years’ experience programming with Captivate
  Minimum Education: Associate degree
  Responsibilities: Designs and programs websites using Captivate; develops for both Windows and Macintosh

Course Captivate Designer/Programmer
  Minimum Experience: 1+ years’ experience programming with Captivate
  Minimum Education: Associate’s Degree
  Responsibilities: Designs and programs course websites using Captivate; develops for both Windows and Macintosh

Course QA/Testing Specialist
  Minimum Experience: 1+ years’ experience testing Web- and CD-based productions
  Minimum Education: Associate’s Degree
  Responsibilities: Reviews and comments on usability, tests to ensure training products are error free

Graphic Designer/Animator
  Minimum Experience: 5+ years’ experience with graphics creation programs, including Flash
  Minimum Education: Bachelor’s Degree
  Responsibilities: Creates custom graphics including interfaces, illustrations and photographs; creates animation
Junior Course Flash Designer/Programmer

**Minimum Experience:** 1+ years’ experience programming in Flash
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Designs and programs course websites and CD-ROM applications using Flash; develops for both Windows and Macintosh

Junior Course Web Designer/Programmer

**Minimum Experience:** 1+ years’ experience programming in HTML, DHTML, and JavaScript; experience with XHTML; 1+ years’ experience with graphics creation programs
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Designs and programs course websites; develops for both Windows and Macintosh

Junior Flash Designer/Programmer

**Minimum Experience:** 1+ years’ experience programming in Flash
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Designs and programs websites and CD-ROM applications using Flash; develops for both Windows and Macintosh

Junior Information Strategist/Instructional Designer

**Minimum Experience:** 5+ years in website content strategy or instructional design
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Works with Subject Matter Experts to determine course objectives and ensures they are met. Organizes content and works with storyboards to design eLearning courses maximizing the learning experience

Junior Information/Content Manager

**Minimum Experience:** 1 years writing content
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Writes content and works with Subject Matter Experts

Junior Instructional Course Designer/Writer

**Minimum Experience:** 1–4 years’ experience writing content
**Minimum Education:** Bachelor’s Degree
**Responsibilities:** Writes course content and works with Subject Matter Experts
Junior Web Designer/Programmer

Minimum Experience: 1+ years’ experience programming in HTML, DHTML, and JavaScript; experience with XHTML; 1+ years’ experience with graphics creation programs
Minimum Education: Professional Certification
Responsibilities: Designs and programs websites; develops for both Windows and Macintosh

Narration 1

Minimum Experience: 1+ year professional experience
Minimum Education: High school
Responsibilities: Voice Talent for Effectively Reading dialogue for a web site.

Narration 2

Minimum Experience: 2+ years’ professional experience
Minimum Education: High school
Responsibilities: Professional voice actor and professional voice talent for recording scripted dialogue.

Online Database Programmer

Minimum Experience: 3+ years’ experience programming Web-based databases
Minimum Education: Associate’s Degree
Responsibilities: Designs and programs course Web-based databases for tracking student progress, testing and administration

Project Director

Minimum Experience: 8 years’ experience
Minimum Education: Bachelor’s Degree
Responsibilities: Communicates between production team and client. Oversees whole or part of a project to ensure that it remains within the scope of the contract, meets client expectations, is clearly defined for all parties involved, and that the project is completed on time and within budget.
Photographic Artist

Minimum Experience: 1+ years’ experience
Minimum Education: Associate’s Degree
Responsibilities: Creates permanent visual images for an exceptionally wide range of creative, technical and documentary purposes.

Project Manager

Minimum Experience: 3+ years in related production
Minimum Education: Bachelor’s Degree
Responsibilities: Maintains day-to-day oversight on the production process for assigned projects. Reports to a Senior Project Manager

QA/Testing Specialist

Minimum Experience: 1+ years’ experience testing Web- and computer-based productions
Minimum Education: Associate’s Degree
Responsibilities: Reviews and comments on usability, tests to ensure products are error free

Quality Assurance Engineer

Minimum Experience: 2 years’ experience
Minimum Education: Bachelor’s Degree
Responsibilities: Leads security and vulnerability testing, application hardening, and threat monitoring.

Senior Course Flash Designer/Programmer

Minimum Experience: 3+ years’ experience programming in Flash
Minimum Education: Bachelor’s Degree
Responsibilities: Designs and programs course websites and CD-ROM applications using Flash; develops for both Windows and Macintosh

Senior Flash Designer/Programmer

Minimum Experience: 6+ years’ experience programming in Flash
Minimum Education: Bachelor’s Degree
Responsibilities: Designs and programs websites and CD-ROM applications using Flash; develops for both Windows and Macintosh
Senior Information Strategist/Instructional Designer

Minimum Experience: 5+ years in website content strategy and design, hands on instructional design and relevant writing experience

Minimum Education: Bachelor’s Degree

Responsibilities: To ensure that the content of the program/information system is presented in a way that is optimal for human interaction and achieves the client’s objectives. Organizes and writes content at a high level.

Senior Instructional Course Designer

Minimum Experience: 5+ years’ related experience

Minimum Education: Bachelor’s Degree

Responsibilities: Organizes and writes course content at a high level. Works with Subject Matter Experts to determine course objectives and ensures they are met.

Senior Project Manager

Minimum Experience: 5+ years in related production, understanding common business practices and workflow, developing project strategies, working knowledge of the technical side of production.

Minimum Education: Bachelor’s Degree

Responsibilities: Communicates between production team and client. Oversees whole or part of a project to ensure that it is remains within the scope of the contract, meets client expectations, is clearly defined for all parties involved and that the project is completed on time and within budget.

Senior Web Applications/Database Programmer

Minimum Experience: 5+ years’ experience programming web applications and databases

Minimum Education: Bachelor’s Degree

Responsibilities: Designs and programs Web-based databases for tracking student progress, testing and administration

Senior Web Course Designer/Programmer

Minimum Experience: 5+ years’ experience programming in HTML, DHTML, and JavaScript; experience with XHTML; 3+ years’ experience with graphics creation programs

Minimum Education: Bachelor’s Degree

Responsibilities: Designs and programs course websites; develops templates for Junior Designers/Programmers to follow; develops for both Windows and Macintosh
Senior Web Designer/Front-End Programmer

Minimum Experience: 5+ years’ experience programming in HTML, DHTML, and JavaScript; experience with XHTML; 3+ years’ experience with graphics creation programs

Minimum Education: Bachelor’s Degree

Responsibilities: Designs and programs more complex websites; develops templates for Junior Designers/Programmers to follow; develops for both Windows and Macintosh

Sound and Music Engineer 1

Minimum Experience: 1+ years’ experience in recording and editing digital music for use on the web

Minimum Education: Associate’s Degree

Responsibilities: Research, acquire and process stock sounds and music for web application.

Sound and Music Engineer 2

Minimum Experience: 1+ years’ experience in recording and editing digital music for use on the web

Minimum Education: Associate’s Degree

Responsibilities: Create, record and process custom sound and music for web application.

Training Graphic Designer/ Animator

Minimum Experience: 1+ years’ experience with graphics and animations creation programs, including Flash and digital video formats

Minimum Education: Bachelor’s Degree

Responsibilities: Creates custom course graphics including interfaces, illustrations and photographs; creates animations and video

Training Project Manager

Minimum Experience: 5+ years in related production

Minimum Education: Bachelor’s Degree

Responsibilities: Oversees whole or part of a training project to ensure that it is completed on time and within budget. Communicates between production team and client

Visual Design Director

Minimum Experience: 3+ years developing visual concepts, directing designers and presenting visual concepts to clients.

Minimum Education: Bachelor’s Degree and/or specialized education combined with more than 5 years of experience providing art directions and presenting designs to clients

Responsibilities: Research, visual ideation, conceptual development and execution, art direction and presenting designs to clients and stakeholders
Videographer 1

Minimum Experience: 1+ years’ experience
Minimum Education: Associate degree
Responsibilities: Composing, directing, and recording video

Videographer 2

Minimum Experience: 5+ years’ experience
Minimum Education: Associate degree
Responsibilities: Composing, directing, and recording video

**Experience & Degree Substitution Equivalencies for All Labor Categories**
Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

<table>
<thead>
<tr>
<th>Equivalent Degree</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>2 years relevant experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience or 4 years relevant experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s plus 2 years relevant experience or Associate’s degree + 4 years relevant experience or 6 years relevant experience</td>
</tr>
<tr>
<td>PhD</td>
<td>Master’s + 2 years relevant experience, or Bachelor’s + 4 years relevant experience or 8 years relevant experience</td>
</tr>
</tbody>
</table>