Professional Services Schedule Price List

Group Affiliation: Industrial Group, 00CORP
Contract Number: GS-00F-251CA
Contract Period: 11 August 2015–10 August 2020

The Bowen Group

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Stafford, Virginia 22556
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Fax: (540) 658-1651
www.thebowengroup.com

Contract Point of Contacts:
Lawrence Gaines, Director of Business Management
lgaines@thebowengroup.com
Ray Babbie, Director of Business Development
rbabbie@thebowengroup.com

Business Size:
Small
Veteran-Owned
Service-Disabled Veteran-Owned Small Business

For more information on ordering from Federal Supply Schedules please click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering
1. Awarded SINs:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-1</td>
<td>541-1RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541-2</td>
<td>541-2RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541-3</td>
<td>541-3RC</td>
<td>Web Based Marketing Services</td>
</tr>
<tr>
<td>541-4A</td>
<td>541-4ARC</td>
<td>Market Research and Analysis</td>
</tr>
<tr>
<td>541-4D</td>
<td>541-4DRC</td>
<td>Conference, Events and Tradeshow Planning Services</td>
</tr>
<tr>
<td>541-4F</td>
<td>541-4FRC</td>
<td>Commercial Art and Graphic Design Services</td>
</tr>
<tr>
<td>541-5</td>
<td>541-5RC</td>
<td>Integrated Marketing Services</td>
</tr>
<tr>
<td>874-1</td>
<td>874-1RC</td>
<td>Integrated Consulting Services</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

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.

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): Same as company address

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

7. Quantity discounts: None Offered

8. Prompt payment terms: .25%/10 Days, Net 30

9. Government purchase cards:

   9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes
9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:

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

11. Delivery:

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

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

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

13. Ordering:

13a. Ordering Address(es): Same as Contractor

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(es): Same as company address

15. Warranty provision.: Contractor’s standard commercial warranty.

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
24. Compliance:
   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 (e.g. contactor’s website or other location.) The EIT standards can be found at: www.Section508.gov/.
25. Data Universal Numbering System (DUNS) number: 602739695
26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered
27. Awarded North American Industry Classification System (NAICS) and Business Size: NAICS 541511; Small Business
28. Service Contract Act: The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00Corp – Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

   In accordance with clause 52.222-41, SCA does not apply to any labor category that is performed outside the United States which is defined as all 50 States, the District of Columbia, Puerto Rico, the Northern Mariana Islands, American Samoa, Guam, the U.S. Virgin Islands, Johnston Island, Wake Island, and Outer Continental Shelf lands as defined in the Outer Continental Shelf Lands Act (43 U.S.C. 1331, et seq.), but does not include any other place subject to U.S. jurisdiction or any U.S. base or possession in a foreign country (29 CFR 4.112). Awarded North American Industry Classification System (NAICS) and Business Size: NAICS 541511; Small Business
"Who We Are"

The Bowen Group is a Department of Veterans Affairs-certified, Service-Disabled, Veteran-Owned Small Business located in Stafford, Virginia. We continue to grow progressively with recognitions including one of America’s 500 fastest-growing private companies five years in a row by *Inc. Magazine* and a Virginia Chamber of Commerce *Fantastic 50* for being the 14th fastest-growing company in Virginia. We have won three GSA prime contracts, all exemplarily managed and we manage numerous prime Federal Government contracts. We are proud to have received a 98 percent rating on two recent GSA audits. During this process, Dun & Bradstreet conducted surveys with 15 Federal and commercial customers and our rating was an outstanding 95 percent with a perfect 100 percent score on customer service.

The Bowen Group provides a range of prevention, wellness and outreach programs, building personal and family readiness at every turn and for every phase of life. We tailor services and technology to meet the needs of our clients and end users where they live and serve. We are committed to providing high-caliber products and services to our clients. The Bowen Group supports health and wellness, learning and development, strategic communications and managed services.

### Health and Wellness
- Life coaching
- Career coaching
- Care coordination
- Case Management
- Behavioral health
- Call center support

### Learning and Development
- Distance learning
- Training
- Curriculum development
- Instructional systems design
- Competency development

### Strategic Communications
- Communication planning
- Website design and content management
- Integrated marketing campaigns
- Creative services

### Managed Services
- Program management
- Studies and analysis
- Information technology services
- Staff augmentation
- Service delivery

The Bowen Group also supports the readiness and well-being of the military and veteran communities. We tailor services and technologies to meet the needs of people in these high-stress workforces where they live and serve. We have a long history providing experts across the spectrum of care management, rehabilitation, navigational advocacy and transition.

A retired Marine Corps Officer with 20 years of service owns and leads The Bowen Group. His career encompassed multiple deployments in support of contingency operations, including Operation Iraqi Freedom. His leadership reinforces our fundamental understanding of service
members and wounded warriors; it also provides us with a heightened sensitivity to the quality of life needs for those in uniform and their loved ones. The company’s founder and president also has 25 years of professional experience supporting military readiness programs as a clinical counselor, case manager, prevention specialist, and policy analyst. Adding to our expertise in military community programs, over 70 percent of our workforce consists of Veterans, military spouses or former government managers.

The Bowen Group thrives on bringing forward innovative practices in health and wellness, learning and development, strategic communications and managed services to build mission, personal and workforce readiness.
### Executive / Leadership Coach (874-1)

**Minimum/General Experience:** 12 years of experience: Background demonstrates expert source of knowledge and expertise within specialized executive and leadership coaching field.

**Functional Responsibility:** Executive and Leadership Coaches hold graduate degrees and are credentialed to assess personality type, measure Emotional Intelligence, and conduct 360-degree multi-rater leadership assessments. They employ evidenced-based coaching processes that move high-functioning individuals and teams forward to achieve peak performance goals. Measurable research indicates that people and performance are positively changed through the coaching process. Our methods are designed to monitor and sustain success, and to ensure that actions are achieving the desired results. Coaching subject matter expertise includes leadership development, employee development, succession planning, and the senior-executives’ agenda.

**Minimum Education:** Master’s Degree or PhD and graduation from an International Coaching Federation accredited program with 12 years of experience.

### Program Director (874-1)

**Minimum/General Experience:** 10 years of experience: Background demonstrates 10 year’s progressive experience in leading projects, demonstrated ability to provide guidance and direction for specific projects or sub-tasks and capability to manage multi-task projects of high complexity for federal government clients.

**Functional Responsibility:** Program Directors have taken on increasing responsibility in the design, implementation, and management of projects. They interface with the clients on project specific issues, direct the completion of projects within established milestones and budgetary constraints, coordinate project specific entities, and review work products for completeness and adherence to applicable regulations and customer requirements.

**Minimum Education:** Bachelor’s Degree with 10 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
### Principal Consultant (874-1)

**Minimum/General Experience:** 8 years of experience: Background demonstrates progressive experience in managing complex projects, contracts, funds and resources.

**Functional Responsibility:** A Principal Consultant requires a minimum of 8 years of consulting and/or directly relevant industry experience. Experience includes executive level management and direction on client engagements, defining engagement strategy, objectives, and scope, including defining engagement deliverables, working experience in project definition and process and systems analysis, creation of competitive strategies, and integration of global solutions. A Principal provides strong executive level management and direction. A Principal possesses a deep understanding of the client’s industry, and also has an extensive tool set of skills to solve the client’s problems. This position includes being a leader in strategic, business, and action planning, maintains responsibility for formulating work standards, creating strategic project objectives, and managing client issues and feedback.

**Minimum Education:** Master’s Degree or PhD with 8 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Senior Consultant (874-1)

**Minimum/General Experience:** 5 to 7 years of experience in applied or analytical experience of which at least 5 years must be specialized.

**Functional Responsibility:** Assists or leads management, organizational, training, or business improvement projects including strategic consulting, surveys, business process reengineering activities, change management, training, facilitation, and program management. Possesses strong problem solving and resolution capabilities. May perform the tasks of the manager, team lead, senior system/business analyst or other similar roles.

**Minimum Education:** Bachelor’s Degree and a minimum of 5 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
### Project Manager III (874-1)

**Minimum/General Experience:** 7 years of experience: Background demonstrates 7 year’s progressive experience in leading engagements, demonstrated ability to manage a project and to provide guidance and direction for specific projects or sub-tasks and increasingly responsibility in design, implementation and management of projects.

**Functional Responsibility:** Project Managers interface with the client on a daily basis, direct the completion of project specific tasks within established milestones and budgetary constraints, manage the daily activities of the project team and review work products for quality, completeness, and adherence to applicable regulations and customer requirements. This position ensures the project’s team conformance with work standards and coordinates work effort with involved parties to ensure problem resolution and client satisfaction. The Project Manager also delivers presentations and leads client meetings.

**Minimum Education:** Bachelor’s Degree with 7 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Project Manager I (874-1)

**Minimum/General Experience:** 3 years of experience: Background demonstrates 3 year’s progressive experience in leading engagements, demonstrated ability to manage a project and to provide guidance and direction for specific projects or sub-tasks and increasingly responsibility in design, implementation and management of projects.

**Functional Responsibility:** Project Managers interface with the client on a daily basis, direct the completion of project specific tasks within established milestones and budgetary constraints, manage the daily activities of the project team and review work products for quality, completeness, and adherence to applicable regulations and customer requirements. This position ensures the project’s team conformance with work standards and coordinates work effort with involved parties to ensure problem resolution and client satisfaction. The Project Manager also delivers presentations and leads client meetings.

**Minimum Education:** Bachelor’s Degree with 3 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
### Consultant (874-1)

**Minimum/General Experience:** 3 to 5 years of experience in applied or analytical experience of which at least 3 years must be specialized.

**Functional Responsibility:** Interface with the Government client on a daily basis, assist in identifying problems, perform technical analysis and develop solutions, support the completion of project specific tasks within set milestones and budgetary constraints, and support presentations and client meetings.

**Minimum Education:** Bachelor’s Degree and a minimum of 3 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

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### Program Analyst III (874-1)

**Minimum/General Experience:** 4 to 6 years of applied or analytical experience.

**Functional Responsibility:** Assists consultants on management, organizational, training, and business projects including strategic consulting, surveys, training, facilitation, and program management and integration. Possesses problem solving and resolution capabilities. Drafts and reviews deliverables. Determines customer requirements and translates these requirements into plans.

**Minimum Education:** Bachelor’s Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

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### Program Analyst II (874-1)

**Minimum/General Experience:** 2 to 4 years of applied or analytical experience.

**Functional Responsibility:** Provides support services for a wide range of management, organizational, training, and business improvement efforts. May perform the task of junior team member, project team support, researcher, or other similar roles. Effective documentation skills. Capable of communicating potential recommendations or solutions.

**Minimum Education:** Bachelor’s Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
### Program Analyst I (874-1)

**Minimum/General Experience:** 0-2 years of experience.

**Functional Responsibility:** Provides technical support to consultants, including logistics, coordination, research, and preparation of reports and deliverables. Able to work independently with minimal supervision.

**Minimum Education:** Bachelor’s Degree or equivalent. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Technical Specialist II (874-1)

**Minimum/General Experience:** 4 years of applied or analytical experience providing independent services in specialized technical areas.

**Functional Responsibility:** Provides expert advice and assistance in state-of-the-art software/hardware solutions involving hardware of various capacities, multiple operating environments, database management systems, specialized software and complex software tools or packages. Performs analysis and studies, enhances or implements system software solutions and performs tests.

**Minimum Education:** Bachelor’s Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Technical Specialist I (874-1)

**Minimum/General Experience:** 2 years of experience providing independent services in specialized technical areas.

**Functional Responsibility:** Provides assistance in state-of-the-art software/hardware solutions involving hardware of various capacities, multiple operating environments, database management systems, specialized software and complex software tools or packages. Performs analysis and studies, enhances or implements system software solutions and performs tests.

**Minimum Education:** Associates Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
<table>
<thead>
<tr>
<th><strong>Program Administrator (874-1)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum/General Experience:</strong> High school graduate with 2 years of experience in a working environment.</td>
</tr>
<tr>
<td><strong>Functional Responsibility:</strong> Performs administrative tasks, such as word processing, spreadsheet development, and administrative support to staff personnel. Support includes: production and preparation of deliverables, maintaining schedules, record meeting minutes and prepare meeting reports.</td>
</tr>
<tr>
<td><strong>Minimum Education:</strong> High School Diploma. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Program Director (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum/General Experience:</strong> Background demonstrates 10 years progressive experience in leading projects, demonstrated ability to provide guidance and direction for specific projects or sub-tasks and capability to manage multi-task projects of high complexity for federal government clients.</td>
</tr>
<tr>
<td><strong>Functional Responsibility:</strong> The Program Director is responsible for the design, implementation, and management of projects. He/she will interface with the clients on project specific issues, direct the completion of projects within established milestones and budgetary constraints, coordinate project specific entities, and review work products for completeness and adherence to applicable regulations and customer requirements. He/she will provides task or program unique, functional expertise necessary to execute task requirements, ensure responsiveness, and achieve successful performance with all phases of media and marketing monitoring and response, including analysis, planning, production, and dissemination.</td>
</tr>
<tr>
<td><strong>Minimum Education:</strong> Bachelors Degree with 10 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.</td>
</tr>
</tbody>
</table>
### Project Manager III (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** Background demonstrates 7 years progressive experience in leading engagements, has a demonstrated ability to manage a project and to provide guidance and direction for specific projects or sub-tasks, and increasingly responsible in design, implementation and management of projects.

**Functional Responsibility:** Project Manager III will interface with the client on a daily basis, direct the completion of project specific tasks; determine market trends and objectives; ensure all media applications are compliant; manage the daily activities of the project team and review work products for quality, completeness, and adherence to applicable regulations and customer software requirements; ensures the project team’s conformance with work standards and coordinates work effort with involved parties to ensure problem resolution and client satisfaction.

**Minimum Education:** Bachelors Degree with 7 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Consultant (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 7 to 9 years experience: Background creating, implementing, and overseeing market research and analysis, and branding initiatives.

**Functional Responsibility:** Communications Consultant will handle organizational functions and create public awareness of products and services; develop marketing objectives; facilitate focus groups; oversee branding initiatives. Supervise the creation and implementation of communications programs and create presentations and strategies both for internal and external use.

**Minimum Education:** Bachelors Degree with 7-9 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
### Technical Specialist III (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 4 to 6 years of experience: Background implementing IT based marketing strategies

**Functional Responsibility** Technical Specialist III is responsible for the technical aspects of internet capabilities; using software languages and tools, creating applications and developing search engines; identifies and develop web based training; update and maintain site information; ensure formats are compatible with customer's software requirements. Establishes conceptual and stylistic direction for internet initiatives and orchestrates the work of Web development personnel. Develops and directs strategic media based approach to Web campaigns including general planning for site architecture, rollout, and evaluation. Works with Senior Staff and creative personnel to implement strategic marketing graphics and layout.

**Minimum Education:** Bachelor’s Degree with 4-6 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

### Project Manager II (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 6-8 years experience: Background writing a variety of articles, reports, brochures for documentation for market research and analysis.

**Functional Responsibility:** Project Manager II writes, rewrites, updates and edits material; prepares design and layouts using a variety of multimedia formats; creates marketing strategies to convey branding initiatives; establishes marketing objectives; uses computers and other electronic communications equipment and assists in call center operations. Strategically assists with multi-faceted media, advertising, and public outreach programs, developing product and service vision. Supports Program Manager III.

**Minimum Education:** Bachelors Degree with 6-8 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
**Program Analyst III (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)**

**Minimum/General Experience:** 6-8 years of experience: Background providing independent services in specialized technical areas.

**Functional Responsibility:** Provides expert advice and assistance in state-of-the-art software/hardware solutions involving hardware of various capacities, multiple operating environments, database management systems, specialized software and complex software tools or packages; performs analysis and studies; enhances or implements system software solutions.

**Minimum Education:** Bachelors degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

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**Web Designer (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)**

**Minimum/General Experience:** 3 to 4 years of experience: Background in developing and maintaining website portals.

**Functional Responsibility:** Web Designer performs web design and maintenance; oversee web availability and speed of access; responsible for approving the content of the site; collect and analyze data on Web activity. Aids in design and development of websites in support of communications and marketing objectives. Has experience with numerous Web development tools works with Web Developers and creative personnel to edit and implement strategic marketing graphics and layout.

**Minimum Education:** Associates Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
## Technical Specialist II (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 5-6 years experience: Background in commercial art and graphic design to produce graphic art and visual materials for promotions, advertisements, and informative and instructional material.

**Functional Responsibility:** Technical Specialist II will plan, analyze, and create visual solutions; develop layout and production design; develop promotional displays, packaging, and marketing brochures; design distinctive logos; perform editing, copywriting and technical writing; contribute to the production of Web graphics, generation of web content, and aid implementation of site layout; can assist in Web site testing and evaluation processes.

**Minimum Education:** Bachelor’s degree in graphic design with 4-6 years experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

## Program Analyst II (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 5-7 years experience: Background providing independent services in specialized technical areas.

**Functional Responsibility:** Program Analyst II will develop strategic marketing plans; identify market trends and conditions; conduct usability studies to help improve the awareness of a product or service, implement marketing strategies, and compile and analyze results. Additionally, he/she will conduct large scale research across multiple markets on a national, regional, and local level, keep track of market trends and archive all data for future use.

**Minimum Education:** Bachelors Degree with 5-7 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
**Communications Specialist (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)**

**Minimum/General Experience:** 2 to 4 years experience: Background maintaining policies and procedures, monitoring marketing initiatives, and using media technology.

**Functional Responsibility:** Communications Specialists draft press releases and develop marketing objectives; arrange and conduct interviews, engage in telemarketing; serve as liaison between organization representatives and the public; prepare and distribute surveys; participate in focus groups

**Minimum Education:** Bachelor’s Degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

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**Program Analyst I (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)**

**Minimum/General Experience:** 2-4 years experience: Background writing a variety of articles, reports, and brochures for a wide range of marketing research and analysis.

**Functional Responsibility:** Program Analyst I conducts usability studies to help improve the awareness of products or services; conducts market research on topics through personal observation, library and internet research, and participates in focus groups to determine market trends.

**Minimum Education:** Bachelors Degree with 2-4 years of experience. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.
Technical Specialist I (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** 2 years experience providing analysis, research, and web based marketing.

**Functional Responsibility:** Technical Specialist I performs analysis and studies, performs writing and editing, prepares sketches or layouts by hand or with the aid of a computer; selects colors, sound, artwork, photography, animation, font, and other visual elements for the publication design; develops material for internet Web pages, interactive media, and multimedia projects.

**Minimum Education:** Associates degree. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

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Program Administrator (541-4A, 541-3, 541-4F, 541 1, 541 2, 541 4D, 541 5)

**Minimum/General Experience:** High school graduate with 2 years of experience in a working environment.

**Functional Responsibility:** Performs administrative tasks, such as word processing, spreadsheet development, and administrative support to staff personnel. Support includes: production and preparation of deliverables, maintaining schedules, record meeting minutes and prepare meeting reports.

**Minimum Education:** High School Diploma. Experience exceeding the minimum may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

*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>Degree</th>
<th>Related Experience Substitution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>2 Years</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>5 Years</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s + 2 years</td>
</tr>
<tr>
<td>PhD</td>
<td>Masters + 3 years</td>
</tr>
</tbody>
</table>
## Consolidated Price List (Includes IFF)

**SIN 874-1 Integrated Consulting Services**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Executive Coach</td>
<td>$290.49</td>
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<td>Project Manager III</td>
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SINs:
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541-2  Public Relations Services
541-3  Web Based Marketing Services
541-4A Market Research and Analysis
541-4D Conference, Events and Tradeshow Planning Services
541-4F Commercial Art and Graphic Design Services
541-5  Integrated Marketing Services

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