

GENERAL SERVICES ADMINISTRATION
Federal Supply Service

Authorized Federal Supply Schedule Price List

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

Professional Services Schedule (PSS)

Federal Supply Group: CORP

Class: 874

Special Item Number (SIN) 874-4

Contract Number: GS-02F-0011L

Contract Period – 11/28/2015 – 11/27/2020



CARLEY CORPORATION

12802 Science Drive, Suite 300

Orlando, FL 32826

Telephone: 407-894-5575

FAX: 407-895-3865

Web Site: www.carleycorp.com

Woman-Owned Large Business

*For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at fss.gsa.gov*

TABLE OF CONTENTS

CUSTOMER INFORMATION	1
1.0 ABOUT CARLEY	2
2.0 CARLEY EXPERTISE	2
2.1 Training Systems Products	2
2.1.1 Curriculum Products	2
2.1.1.1 Instructor-Led Training (ILT) and Computer-Aided Instruction (CAI)	2
2.1.1.2 Interactive Multimedia Instruction (IMI)	2
2.1.1.3 Mobile Learning	2
2.1.1.4 Serious Games	2
2.1.2 Training Systems	3
2.1.2.1 Virtual Maintenance and Operational Trainers	3
2.1.2.2 Part Task Trainers (PTT)	3
2.1.2.3 Network Infrastructure	3
2.1.2.4 Virtual Ship Training System (VSTS)	3
2.2 Instructional Systems Analysis & Design	3
2.3 Human Performance Technology	4
2.4 On-Site Training Systems Support	5
2.4.1 Curriculum Revision & Maintenance	5
2.4.2 Contractor Logistics Support	5
2.4.3 Instructor Services	5
2.4.4 Technical Data Support	5
2.5 Electronic Classrooms & IT Support	5
2.5.1 Electronic Classrooms	5
2.5.2 Learning Management System (LMS) Integration	5
2.5.3 Cyber Security	5
LABOR CATEGORY SUMMARY & PRICE LIST	6
LABOR CATEGORY DETAILS & PRICE	7

CUSTOMER INFORMATION

- 1a. **Awarded Special Item Number(s):** SIN 874-4
Training services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships.
- 1b. **Lowest price model number/lowest unit price:**
Not applicable.
- 1c. **Labor Categories - Job Title, Rate, Responsibility, Education:** Reference Page 6.
2. **Maximum Order:** \$1,000,000
3. **Minimum Order:** \$100
4. **Geographic Coverage (delivery area):** Worldwide.
5. **Point(s) of production (city, county, and state or foreign country):** Orlando, Orange County, FL.
6. **Discount from list prices or statement of net price:** Prices shown are net.

On-Site in Government facility: up to a 30% discount will be given on all hourly labor rates provided herein if the services are performed on-site in a Government facility when the office space, and/or furniture, and/or equipment are provided at no charge to the Contractor by the Government. Actual discount will be negotiated with the ordering agency and will be based upon the task order statement of work.
7. **Quantity discounts:** A discount may be given on all labor rates provided herein if multiple awards are received from the same ordering agency during a one-year period. The amount of discount will be negotiated with the ordering agency and will be based upon the number of awards made.
8. **Prompt payment terms (Information for Ordering Offices: prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions):** Net 30 days.
- 9a. **Government purchase cards are accepted at or below the micro-purchase threshold:** Yes.
- 9b. **Government purchase cards are accepted above the micro-purchase threshold:** No.
10. **Foreign items (list by country of origin):** None.
- 11a. **Time of Delivery:** Specified on Task Order.
- 11b. **Expedited Delivery - items available for expedited delivery are noted in this price list:** Not applicable.
- 11c. **Overnight and 2-day Delivery:** Contact Carley.
- 11d. **Urgent Requirements:** Contact Carley.
12. **F.O.B. Point(s):** Destination.
- 13a. **Ordering Address:**
Carley Corporation
12802 Science Drive, Suite 300
Orlando, FL 32826
Attn: Sharon Wolford, President and CEO
Phone: (407) 894-5575 Ext. 269
Fax: (407) 895-3865
Email: swolford@carleycorp.com
- 13b. **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.
14. **Payment Address:**
Carley Corporation
12802 Science Drive, Suite 300
Orlando, FL 32826
Attn: Accounts Payable
15. **Warranty Provision:** Provision for any appropriate and applicable warranties shall be specifically identified in individual orders. Such warranties are subject to the negotiations between the ordering agencies and the contractor.
16. **Export Packing Charges, if applicable:**
Contact Carley.
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Not applicable.
18. **Terms and conditions of rental, maintenance, and repair:** Contact Carley.
19. **Terms and conditions of installation:**
Contact Carley.
20. **Terms and conditions of repair parts:**
Contact Carley.
- 20a. **Terms and conditions for any other services:**
Contact Carley.
21. **List of service and distribution points:**
Not applicable.
22. **List of participating dealers:** Not applicable.
23. **Preventive maintenance:** Not applicable.
- 24a. **Special attributes, such as environmental attributes:** Not applicable.
- 24b. **Section 508 Compliance:** If applicable, Section 508 compliance information is available for Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at www.Section508.gov/.
25. **Data Universal Number System (DUNS) Number:**
626579684.
26. **Notification regarding registration in Central Contractor Registration (CCR) database (n/k/a SAM):** Registered under CAGE Code 0TB78.

1.0 ABOUT CARLEY

Carley Corporation is a Woman-Owned Large Business (under SIN 874-4 NAICS Codes) with corporate headquarters in Orlando, Florida. Carley was founded in 1991 by our President and CEO, Sharon Wolford.

Carley specializes in the analysis, design, development, and implementation of large-scale, complex blended training solutions where performance results are critical. Carley provides products and services within the full spectrum of training system requirements. This includes training devices, SCORM conformant Web-based training, instructor-led training, Advanced Electronic Classrooms, and PC-based simulations for technical skills and soft skills training.

Carley has a full-time staff of training professionals with expertise in engineering, modeling and simulation, training, program management, cyber-security, and IT. Carley also maintains solid, excellent past-performance ratings on numerous U.S. Government contracts.

Carley is an ISO 9001:2008-certified business. Carley is registered in the Government's SAM Database at <https://www.sam.gov>, and maintains DCMA-approved Accounting and Property Management systems.

2.0 CARLEY EXPERTISE

2.1 TRAINING SYSTEMS PRODUCTS

Carley has developed tens of thousands of hours of training products for the U.S. Government and commercial clients. Much of our training development consists of blended instruction, which includes instructor-led and self-paced training that covers both theory and practice. Our training system products include the following:

2.1.1 Curriculum Products

2.1.1.1 Instructor-Led Training (ILT) and Computer-Aided Instruction (CAI)

Carley has created over 50,000 hours of ILT/CAI for the U.S. military.

2.1.1.2 Interactive Multimedia Instruction (IMI)

Carley has designed and developed over 20,000 hours of IMI, ranging from simple low-interactivity lessons, to highly complex 3D environments that teach specific, measurable tasks.

2.1.1.3 Mobile Learning

Mobile content includes interactive lessons with movies, interactivity, and quizzes. Carley has development capability for tablets and smartphones using iOS and Android platforms.

2.1.1.4 Serious Games

Our software engineers are experienced with industry leading game engines, such as Unity, Unreal Engine, and CryEngine, as well as the online virtual world Second Life.

2.1.2 Training Systems

2.1.2.1 Virtual Maintenance and Operational Trainers

Our virtual training systems bring together theory, practice, technical details, and practice scenarios in a realistic environment, allowing personnel to practice fault isolation, troubleshooting, and remove-and-replace procedures.

2.1.2.2 Part Task Trainers (PTT)

Our PTTs are cost-effective training solutions that train basic elements of a task using virtual simulations or actual equipment.

2.1.2.3 Network Infrastructure

2.1.2.4 Virtual Ship Training System (VSTS)

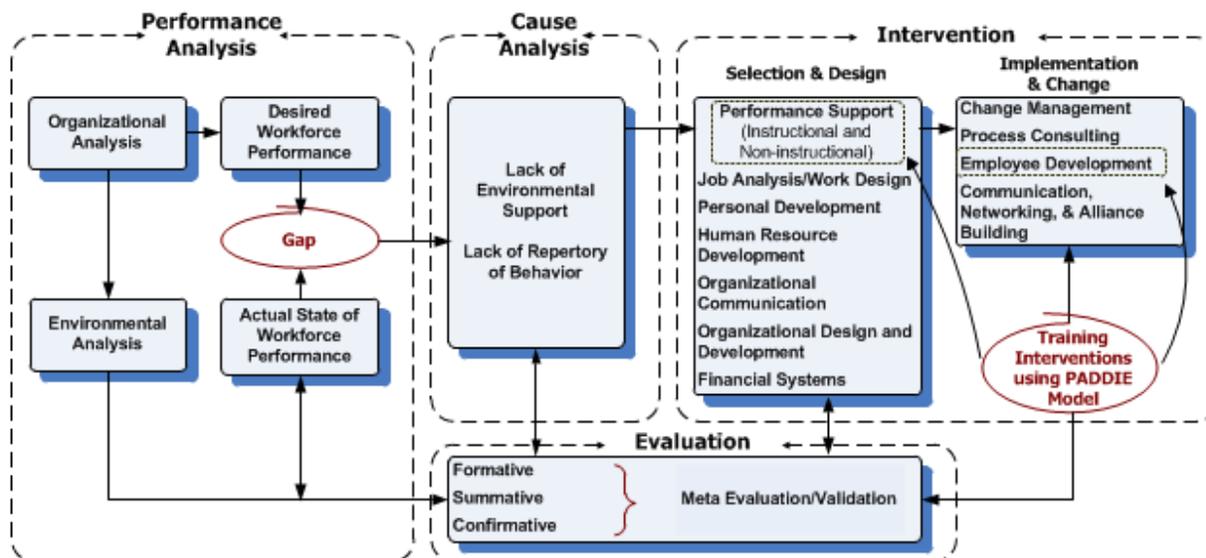
Carley is architecting and configuring the complete network infrastructure for the LCS Training Facilities, in addition to over 700 individual student stations, in a complex hardware and software delivery environment.

2.2 INSTRUCTIONAL SYSTEMS ANALYSIS & DESIGN

Carley's analysis efforts follow guidelines established by the Department of Defense. A complete analysis effort examines job duties, cognitive tasks, training, instructional content, training methodology, media, costs, and trade-offs. Our analysis efforts require data collection, objectives development, and documentation of instructional recommendations. Our analysis experience includes:

- Front End Analysis (FEA)
- Training Systems Requirements Analysis (TSRA)
- Training System Basis Analysis (TSBA)
- Job Duty Task Analysis (JDTA)
- Mission/Task Analysis (MTA)
- Analysis of Alternatives (AoA)
- Training Requirements Analysis (TRA)
- Objectives and Media Analysis (OMA)
- Performance Analysis

2.3 HUMAN PERFORMANCE TECHNOLOGY



Carley's Human Performance Technology (HPT) process is derived from the International Society for Performance Improvement (ISPI) Model and includes a systematic approach to improving individual and organizational performance. Our HPT process includes the following activities:

Perform a GAP Analysis to determine and define the difference(s) between the present levels of performance and the desired levels of performance.

Perform a Cause Analysis to determine why there is a gap in performance expectations. The causes of performance gaps can be categorized into one of the following six categories:

- Skills and Knowledge
- Data, Information, and Feedback
- Environmental Support, Resources, and Tools
- Individual Capacity
- Motives and Expectations
- Consequences, Incentives, or Rewards

Design, Develop, and Implement the appropriate solution to mitigate the effect of the cause. Examples of solutions include:

- Training
- Technical References
- Equipment
- Tools
- Compensation Packages

Evaluate the implementation of the solution to determine if the solution produced desired results. Did individual and organizational performance improve enough to meet expectations?

2.4 ON-SITE TRAINING SYSTEMS SUPPORT

Carley supports on-site customer training programs, providing training, technical materials, personnel, and technical support staff.

2.4.1 Curriculum Revision & Maintenance

Carley provides on-site curriculum support for over 6,000 hours of existing courseware, for pilot and aircrew, at aviation training facilities for the U.S. Navy (USN) and U.S. Marine Corps (USMC).

2.4.2 Contractor Logistics Support

Carley installs, troubleshoots, and modifies all courseware, resolve network, system and database problems, and perform required readiness checks for all Government Furnished Equipment (GFE) and training systems.

2.4.3 Instructor Services

Carley creates instructor-led training and provides instructors to facilitate behavioral skills, such as leadership and decision making, and technical training for operators and maintainers of hardware, software, and network systems.

2.4.4 Technical Data Support

Carley develops Interactive Electronic Technical Manuals (IETMs) and integrates existing IETMs into new training systems.

2.5 ELECTRONIC CLASSROOMS & IT SUPPORT

Carley provides the Information Technology infrastructure that improves overall performance. We install and upgrade computer systems, along with classroom training tools and facilities, with customized state-of-the-art hardware and software learning solutions.

2.5.1 Electronic Classrooms

With over 2,000 work-stations installed in over 200 Electronic Classrooms, Carley's proven Electronic Classroom design and installation process has resulted in measurable reductions to daily system start-up times, an increase in security via secure server technology, and significant reductions in IT administrative and overhead costs.

2.5.2 Learning Management System (LMS) Integration

In addition to various proprietary enterprise LMSs, such as AltasPro, SHARP, and TIMS, Carley has extensive experience designing courseware to run on commercial LMSs.

2.5.3 Cyber Security

Carley has extensive experience with transitions to the newly published DoDI 8510 – Risk Management Framework (RMF) for DoD Information Technology and 8500.1 – CyberSecurity.

LABOR CATEGORY SUMMARY & PRICE LIST

The rates shown herein are Contractor-Site rates. Rates include the Industrial Funding Fee (IFF) of .75%

<i>Awarded Labor Category</i>	<i>Minimum Education</i>	<i>Minimum Years of Experience</i>	<i>Hourly Rate</i>
Program Manager	BS/BA	10	\$166.15
Project Manager	BS/BA	10	\$126.08
Senior Instructional Designer	BS/BA	15	\$112.39
Advanced Instructional Designer	BS/BA	5	\$88.93
Instructional Designer	Not Required	5	\$76.63
Senior Media Specialist	AA/AS	10	\$70.84
Advanced Media Specialist	AA/AS	7	\$64.04
Media Specialist	AA/AS	4	\$63.96
Network Administrator	Certification	5	\$87.67
Senior Programmer	AA/AS	10	\$105.29
Advanced Programmer	AA/AS	7	\$98.22
Programmer	AA/AS	4	\$72.08
Technical Writer	Not Required	5	\$66.59
Quality Assurance Engineer	Not Required	5	\$94.52
Senior Subject Matter Expert Instructor – Facilitator	MS/MA	10	\$175.34
Subject Matter Expert Instructor - Facilitator	Not Required	5	\$109.35

LABOR CATEGORY DETAILS & PRICE

The rates shown herein are Contractor-Site rates. Rates include the Industrial Funding Fee (IFF) of .75%.

Program Manager

Responsibilities:

Provide overall management and leadership to the contract.

Responsible for overall performance and management of the contract including:

- Determining techniques, methodologies, and standards to be employed in the conduct of company business and interfacing with customer on programmatic issues.
- Assuring corporate compliance with all Governmental regulations and policies, establishing, measuring, and maintaining contract goals, performance objectives, and work standards.
- Developing and enforcing of policies and procedures.
- Managing all program personnel actions to include supervision of subordinate managers; assessing the performance of subordinates; establishing the objectives and criteria for promotions, hiring, lay-off, and dismissal; assuring compliance with corporate EEO objectives.

Qualifications:

<i>Education</i>	<i>Experience</i>
BA/BS	10 years progressively responsible experience in providing training-related consulting services.
	5 years of experience required in program management, directing the efforts of teams in multi-media courseware design and development.

Project Manager

Responsibilities:

Serves as the contract project manager for individual delivery orders which includes:

- Day-to-day management (personnel, technical, cost, and schedule performance) of all work performed under the assigned task/delivery order.
- Allocation of assigned resources for the performance of the task/delivery order.
- Evaluation of performance within assigned area of responsibility.
- Satisfactory completion of all work defined by the statement of work for the assigned task/delivery order.
- Performance of the functions of the Program Manager during brief absences of the Program Manager.

Qualifications:

<i>Education</i>	<i>Experience</i>
BA/BS	10 years related experience, 5 years direct multimedia experience, 5 years directly-related managerial experience.

Senior Instructional Designer

Responsibilities:

Labor Category includes Instructional Technologists and Research Psychologists.

- Conduct analyses and develop curriculum and associated products in multiple formats.
- Lead other Instructional Designers and provide technical direction as required.
- Determine instructional strategies to be used, and ensure curriculum developed follows sound ISD methodology.
- Develop tests, storyboards, authored files, and other courseware components.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS; Ph.D. preferred	10 years related experience, 5 years direct multimedia experience, 5 years directly-related managerial experience.
BA/BS	15 years related experience, 10 years direct multimedia experience, 5 years directly-related managerial experience.

Advanced Instructional Designer

Responsibilities:

Labor Category includes Instructional Technologists and Research Psychologists.

- Conduct analyses and develop curriculum and associated products to include CD-ROM, on-line learning, web-based instruction, tests, and databases.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	3 years direct multimedia experience, 3 years supervisory experience.
BA/BS	5 years direct multimedia experience, 1 year directly-related supervisory experience.

Instructional Designer

Responsibilities:

Labor Category includes Instructional Technologists and Research Psychologists.

- Conduct analyses, and develop curriculum and associated products in multiple formats.
- Assemble course materials into their final form using CBT authoring systems.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	1 year direct multimedia experience.
BA/BS	2 years direct multimedia experience.
None	5 years of experience in the technical field relating to the curriculum being developed.

Senior Media Specialist

Responsibilities:

- Develop associated media products needed to support courseware products.
 - Could include graphics, animation, audio, digital video, still images, etc.
- Conduct field production and post-production to produce video elements of a curriculum-development program.
- Provide on-site support for setting-up and running audio and video teleconferences.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	5 years related experience, 3 years direct multimedia experience, 3 years directly-related supervisory experience.
BA/BS	7 years related experience, 4 years direct multimedia experience, 3 years directly-related supervisory experience.
AA/AS	10 years related experience, 4 years direct multimedia experience, 6 years directly-related supervisory experience.

Advanced Media Specialist

Responsibilities:

- Develop associated media products needed to support courseware products.
 - Could include graphics, animation, audio, digital video, still images, etc.
- Conduct field production and post-production to produce video elements of a curriculum-development program.
- Provide on-site support for setting up and running audio and video teleconferences.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	2 years related experience, 1 years direct multimedia experience.
BA/BS	5 years related experience, 2 years direct multimedia experience.
AA/AS	7 years related experience, 4 years direct multimedia experience.

Media Specialist

Responsibilities:

- Develop associated media products needed to support courseware products.
 - Could include graphics, animation, audio, digital video, still images, etc.
- Conduct field production and post-production to produce video elements of a curriculum-development program.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	None.
BA/BS	2 years related experience.
AA/AS	4 years related experience.

Network Administrator

Responsibilities:

Oversees the daily activities associated with the configuration, maintenance, and administration of computer networks and associated facilities.

- Installation, configuration, optimization, and maintenance of all network software applications and hardware components.
- Maintain currency with licensing for all components and applications installed on the network.

Qualifications:

<i>Education</i>	<i>Experience</i>
Certification as a Network Administrator by an appropriate professional organization (e.g., Microsoft, Novell) or academic institution.	4 years related experience.

Senior Programmer

Responsibilities:

- Program, in a digital format, elements of the instructional materials that will be used. Could include computer-based instruction, websites, web-based instruction, databases, training-management software, PowerPoint files, and other electronic aids.
- Prepare custom code using languages such as Javascript, Java, Perl, and C++, and authoring languages such as Dreamweaver, Toolbook II, and Authorware.
- Create e-learning plug-in components such as Macromedia Flash.
- Provide on-site support when installing e-learning products.
- Develop hardware and software architectures and Implementation Plans for audio and video conferencing.
- Utilize software to create synchronous learning environments.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	5 years related experience, 3 years direct multimedia experience.
BA/BS	7 years related experience, 4 years direct multimedia experience.
AA/AS	10 years related experience, 4 years direct multimedia experience.

Advanced Programmer

Responsibilities:

- Program, in a digital format, elements of the instructional materials that will be used. Could include PowerPoint files, computer-based instruction, websites, web-based instruction, databases, training-management software, and other electronic aids.
- Prepare custom code using languages such as Javascript, Java, Perl, and C++, and authoring languages such as Dreamweaver, Toolbook II, and Authorware.
- Create e-learning plug-in components such as Macromedia Flash.
- Provide on-site support when installing e-learning products.
- Utilize software to create synchronous learning environments.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	2 years related experience, 1 years direct multimedia experience.
BA/BS	5 years related experience, 2 years direct multimedia experience.
AA/AS	7 years related experience, 4 years direct multimedia experience.

Programmer

Responsibilities:

- Program, in a digital format, elements of the instructional materials that will be used. Could include PowerPoint files, computer-based instruction, web-based instruction, databases, training-management software, and other electronic aids.
- Prepare custom code using languages such as JavaScript, Java, Perl, and C++, and authoring languages such as Dreamweaver, Toolbook II, and Authorware.
- Create e-learning plug-in components such as Macromedia Flash.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	None.
BA/BS	2 years related experience.
AA/AS	4 years related experience.

Technical Writer

Responsibilities:

- Prepares technical documents such as manuals, procedures, and specifications.
- Originates procedures, format, and schedules for major technical publications.
 - Responsible for quality, graphics, coverage, format and style.

Qualifications:

<i>Education</i>	<i>Experience</i>
AA/AS	None.
None.	5 years writing experience.

Quality Assurance Engineer

Responsibilities:

Ensures all products developed and services rendered by the company and its subcontractors are of the highest quality and are in full compliance with contracted requirements.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS	1 year directly related quality assurance experience in the training field.
BA/BS	2 years directly related quality assurance experience in the training field.
None.	5 years directly related quality assurance experience in the training field.

Senior Subject Matter Expert/Instructor -Facilitator

Responsibilities:

- Provide technical and background expertise in the custom curriculum subject matter. Considered an expert in this field.
- Perform as a Senior Instructor/Facilitator and Test Administrator as required.

Qualifications:

<i>Education</i>	<i>Experience</i>
MA/MS; Ph.D. preferred	None.
BA/BS	2 years related experience.
AA/AS	4 years related experience.

Subject Matter Expert/Instructor -Facilitator

Responsibilities:

Provide technical and background expertise in the custom curriculum subject matter.

Qualifications:

<i>Education</i>	<i>Experience</i>
None.	5 years of experience in the technical field that is the subject of the curriculum.