



**General Services Administration
Federal Supply Service**

**Training Aids & Devices; Instructor-Led
Training; Course Development; Test
Administration**



**2075 Landings Drive, Building P
Mountain View, CA 94043
www.lr.com**

Federal Supply Service
Authorized Federal Supply Schedule Price List

**Training Aids & Devices; Instructor-Led Training;
Course Development; Test Administration
Schedule 69**

- Specific Item Number (SIN) 27-400: Instructor-Led Training
- Specific Item Number (SIN) 27-500: Course Development;
Test Administration

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

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

Lasselle-Ramasy, Inc.

Contract Number GS-02F-0037S

Price List Revision #1, dated December 12, 2005.

Contract Period: December 7, 2005 to December 6, 2010

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Information for Ordering Activities

Training Aids & Devices; Instructor-Led Training; Course Development; Test Administration

Industrial Group: 69

Industrial Class: 6930

Contractor Name, Address, and Phone Number:

Lasselle-Ramsay, Inc. (LR)
2075 Landings Drive, Building P
Mountain View, CA 94043
Tel. 650-968-1220
Fax 650-968-0949

Contract Administrator: Joan Lasselle
joan.Lasselle@lr.com

Business Size: Woman Owned Small Business

Customer Information

- 1a. **Special Item Numbers:** (see Table of Contents for descriptions and prices)
 - SIN 27-400 Instructor-Led Training
 - SIN 27-500 Course Development; Test Administration
- 1b. **Types of services provided by this schedule include:** instructor-led training and course development (see Table of Contents for prices).
- 1c. See Table of Contents for job titles, rates, experience, and education.
2. **Maximum Order:** The maximum delivery order limitation is \$1,000,000.
3. **Minimum Order:** The minimum delivery order limitation is \$100.
4. **Geographic coverage (delivery area):** The geographic scope of this contract is the 48 contiguous states, the District of Columbia, Alaska, and Hawaii.
5. **Points of production:** Mountain View, CA.
6. **Discount:** All prices listed reflect the net price for the services in question.
7. **Quantity Discount:** All prices listed reflect the net price for the services in question.
8. **Prompt payment terms:** 2%/15, net 30 days ARO.
- 9a. **Government commercial credit card** is accepted at or below the micro-purchase threshold.

- 9b. Government commercial credit card** is accepted above the micro-purchase threshold.
- 10. Foreign items:** None.
- 11a. Time of delivery:** Expedited delivery of items, when requested, will be in accordance with mutually agreed-to schedules established with the ordering agency.
- 11b. Expedited Delivery:** Expedited delivery of items, when requested, will be in accordance with mutually agreed-to schedules established with the ordering agency.
- 11c. Overnight and 2-day delivery:** Overnight and 2-day delivery of items is available upon request. Schedule customers must contact the Lasselle-Ramsay contract administration point identified in this price list to determine the availability and cost for such delivery.
- 11d. Urgent Requirements:** Urgent requirements may be accommodated by contacting the Lasselle-Ramsay contract administration point identified in this price list.
- 12.** Delivery shall be F.O.B. destination on all deliverable products and services ordered.
- 13a. Ordering address is as follows:**
- Lasselle-Ramsay, Inc. (LR)
2075 Landings Drive, Building P
Mountain View, CA 94043
650-968-1220
650-968-0949 (Fax)
Attention: Joan Lasselle
- 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 Schedules homepage (fss.gsa.gov/schedules)
- 14. Payment address is as follows:**
- Lasselle-Ramsay, Inc. (LR)
Attention: Accounts Receivable
2075 Landings Drive, Building P
Mountain View, CA 94043
650-968-1220
650-968-0949 (Fax)
- 15. Warranty provision:** N/A
- 16. Export packing charges:** N/A
- 17. Terms and conditions of government commercial credit card acceptance:** Lasselle Ramsay, Inc. (LR) will accept payment under the IMPAC (International Merchant Purchase Authorization Card) program. The IMPAC program was established in 1989 by the General Services

Administration, under a program initiated by the Department of Commerce. Under it, any Federal government agency, bureau, military institution, or activity can purchase goods and services.

18. **Terms and conditions of rental, maintenance, and repair:** N/A
19. **Terms and conditions of installation:** N/A
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** N/A
- 20a. **Terms and conditions for any other services:** N/A
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventive maintenance:** N/A
24. **Year 2000 (Y2K) compliant:** Lasselle-Ramsay certifies that all of its products are Y2K compliant.
25. **Environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** N/A

Supplemental Information

The following information on LR is provided to assist ordering offices in completing standard forms:

26. **Data Universal Number System (DUNS) number:** 131615502
27. **Notification regarding registration in Central Contractor Registration (CCR) database:** CAGE Number: 1VVH8

Executive Summary

Business

Since 1982 Lasselle-Ramsay has provided content and learning solutions for new products, business initiatives, and regulatory requirements. Lasselle-Ramsay employs proven methodologies and expertise to deliver solutions that increase productivity and drive know-how.

Lasselle-Ramsay is a woman-owned and operated small business with 23 years' experience in designing and delivering custom information and learning programs to leading corporations such as Hewlett-Packard, Cisco Systems, palmOne, Boston Scientific, Genentech, McKesson, and Fireman's Fund.

The Lasselle-Ramsay approach includes

- A proven information design methodology that provides an end-to-end solution for all content development from design and development to delivery, maintenance, and obsolescence
- An integrated approach that identifies common content elements across functional areas to gain leverage, ensure consistency, shorten development time, and reduce cost
- The use of the most advanced enabling technologies to ensure information is developed and delivered effectively and efficiently

Our services cover all aspects of the training and documentation process from design through development, to delivery of the materials for deployment in a wide range of media including print, classroom, and web-based.

Services

Lasselle-Ramsay, Inc. offers all services required to deliver and deploy information and learning solutions.

- **Content management**
- **Learning solutions**
 - e-learning
 - mentored
 - multimedia
 - instructor-led
- **Technical documentation**
 - user guides
 - technical manuals
 - installation instructions
 - technical sales brochures

- data sheets
- API guides
- context-sensitive online help systems
- white papers
- web-based information sources
- PDF documents for web or CD-ROM delivery
- **Performance support solutions**
 - business processes and procedures
 - online help systems
 - information portals

Lasselle-Ramsay's Approach

Lasselle-Ramsay uses a proven methodology (4-D) for developing leading-edge training solutions. The approach provides an end-to-end solution, starting with defining customer requirements and continuing through design, development, and delivery of a completed project. The outcomes for each phase ensure the success in the next.

Lasselle-Ramsay creates custom solutions based on our clients' culture, budget, and timelines, frequently recommending a blended approach to best meet their needs.



The Define phase determines what outcomes must be achieved for the project to be successful. In this phase, we gather information about our client's business issues, the audience intended for training, and any specialized skills the project will require. The information gathered during the Define phase provides the foundation on which the following phases will be built. The goals, team, tasks, output, and tools for the Define phase are outlined as follows.

- **Define Phase Goal**
 - Scope (Budget Sponsorship)
 - Outline Project Goals
 - Understand Business Environment
 - Define Audience
- **Define Phase Team**
 - Account/Project Manager
 - Team Lead
 - Sponsor/Business owner
 - Lead Instructional Designer

- **Define Phase Tasks**
 - Data Gathering
 - Interviews/Focus Groups/Surveys
 - Observation
 - Review Existing Material
 - Analyze Data
- **Define Phase Output**
 - Requirements Document
 - Audience Description
 - Proposal for Following Phases
 - Estimated Schedule
- **Define Phase Tools**
 - Define Phase Tools
 - Surveys
 - Questionnaires
 - Matrix



The Design phase details how the deliverables will be constructed. In this phase, Lasselle-Ramsay develops the outlines and organizational structure around which content will be developed during the remainder of the project. Once approved, the elements in the Design phase form the blueprint on which the successful and efficient completion of the entire project rests. At the conclusion of this phase, both LR and the client understand and agree how the training will be organized, what the delivery media will be, and what the overall length of the completed product will be. The goals, team, tasks, output, and tools for the Design phase are outlined as follows.

- **Design Phase Goal**
 - Project Details
 - Create Implementation Plan
- **Design Phase Team**
 - Account/Project Manager
 - Team Lead/Instructional Designer
 - Production Coordinator
 - Subject Matter Expert (SME)
- **Design Phase Tasks**
 - Build Templates/Standards
 - Write Style Guide
 - Build Prototype/Models (Usability Test Plan)
 - Define Toolset
 - Build Team

- Validate Cost
- Develop Curriculum Design
- **Design Phase Output**
 - Curriculum Master Plan/Detailed Design Document
 - Templates
 - Writing/Editing Style Guide
 - Approved Prototype/UI Design
- **Design Phase Tools**
 - Existing Models/Templates
 - Existing Style Guides
 - Project Tracking/Setup Spreadsheets
 - Detailed Schedules



The majority of the work on a project takes place during the Develop phase. Lasselle-Ramsay's typical development process includes the milestones illustrated in the following process flow. A detailed design document must be agreed on with the client before the writing begins. Alpha and beta drafts are delivered to the client for review, and feedback is incorporated into subsequent drafts. The Lasselle-Ramsay project manager ensures that each milestone in this phase is on time and within budget. The goals, team, tasks, output, and tools for the Develop phase are outlined as follows.

- **Develop Phase Goal**
 - Develop Content for Delivery
- **Develop Phase Team**
 - Account/Project Manager
 - Instructional Designers/Content Developers/Authors
 - Web Developers
 - Production Coordinator
 - SME, Team Leads
 - Graphic and Animation Illustrators
- **Develop Phase Tasks**
 - Status and Milestone Reviews
 - Detailed Outline
 - Review Drafts
 - Testing
 - Final Drafts
 - Copyedit
 - Final Production

- **Develop Phase Output**
 - Training Materials (Print and Online)
 - Performance Support Tools
 - Online Help (Print and Online)
 - Reference (Print and Online)
 - On-the-Job Training
- **Develop Phase Tools**
 - As Defined in Design Phase



The Deliver phase covers the milestones required for creating an end product for the client. This phase prepares the files for final delivery. Whether the deliverable is a web site, help system, or training modules, a variety of steps must be performed to prepare the document for the final production process. These steps might include generating a table of contents and index, verifying cross-references, and creating PDF files. Train-the-trainer sessions are conducted to ensure the client can effectively use the training materials. The goals, team, tasks, output, and tools for the Deliver phase are outlined as follows.

- **Deliver Phase Goal**
 - Hand off Quality Product to Client
 - Train-the-Trainer
- **Deliver Phase Team**
 - Account Manager
 - Production Coordinator
 - Project Manager
 - Technical Lead
- **Deliver Phase Tasks**
 - Create Delivery Media
 - Archive Files
 - Create Support Documentation
 - Debrief Project
- **Deliver Phase Output**
 - Support Documentation
 - Final Files
 - Evaluation Forms
 - Train-the-Trainer
- **Deliver Phase Tools**
 - As Defined in Design Phase

Instructor-Led Training (SIN 27-400)

Train-the-Trainer/Facilitation Skills Workshop

The Facilitation Skills Workshop prepares participants, who are often technical subject matter experts, to pass their knowledge to others.

Each workshop is conducted in two six-hour sessions in which five participants learn to teach concepts, processes, and skills. In an active, supportive, and engaging environment, this motivating workshop builds on a foundation of facilitation theory. Participants accumulate skills, experience, and confidence to facilitate effective, engaging learning programs.

At the conclusion of each workshop, participants are able to do the following:

- Use their personal styles and experiences to create a learning environment for maximum impact
- Establish their credibility
- Engage and motivate participants
- Deal effectively with difficult people and situations
- Comfortably use visual and job aids
- Use their class materials to effectively facilitate the content and the learning experience
- Provide ongoing feedback, recommendations, and peer facilitation support

Course Development (SIN 27-500)

Lasselle-Ramsay provides clients with consulting services in the area of training. These consulting services include the following:

- Improving organizational and individual performance
- Performing assessments
- Designing training programs and support tools
- Implementing programs

Specifically, Lasselle-Ramsay improves organizational and individual performance by focusing on research to understand clients' business needs, the critical success factors, and what behaviors (both individual and corporate) characterize success. Research is conducted by various methods including observation, interviews, reviews of existing documents and materials, focus groups, and surveys. The research culminates in written recommendations for actions required to improve overall company performance with a focus on training programs and activities. Additionally, evaluation and measurement programs are created that map to the identified business needs. Processes are created to make sure training programs meet business needs by means of feedback "loops" that keep training programs relevant and updated, and to ensure ongoing improvement of individual and corporate performance.

Lasselle-Ramsay determines what types of training programs need to be employed to increase organizational and individual performance. Lasselle-Ramsay achieves this by conducting assessments that analyze audiences and the tasks they need to perform successfully, identify the performance gaps within client organizations, identify the appropriate training programs to fill the gaps, and define the technology requirements to support the training programs.

Lasselle-Ramsay designs training programs that utilize blended learning approaches and diverse distribution methods supported by the latest enabling technologies (e.g., web-based, multimedia, distance learning, self-study, print-based, job aids, on-the-job coaching) to best fit the needs of the organization and their budget. Lasselle-Ramsay's training development activities include curriculum master plans, "training tracks" for work groups (and individuals, as appropriate), detailed design documents, and usability testing (design and implementation). Further, LR designs appropriate support tools (e.g., online help/reference, job aids, reference guides) to assist individuals on the job by providing "just in time" support.

Lasselle-Ramsay designs and develops programs so that clients' organizations can maintain and update the courseware internally. Lasselle-Ramsay accomplishes this by providing maintenance documentation (e.g., technical manuals, style guides, standards), designing implementation plans, transferring knowledge to appropriate client staff, and handing off the training programs according to the organization's needs and level of maintenance expertise.

Labor Category Responsibilities and Requirements

Professional Staff

Lasselle-Ramsay has assembled a highly skilled and experienced staff of professional management consultants, facilitators, instructional designers, and technical consultants to design and deliver the most effective management, organizational, and business improvement solution that Government agencies require in the areas of consultation, facilitation, training, and support products.

Project Manager

Responsibilities: Staff and manage all project personnel. Manage client expectations to ensure all project goals and objectives are met. Make and maintain project schedules. Manage projects to ensure deliverables are on time and within budget. Coordinate development and delivery of the project deliverables, review deliverables for completeness as defined in the Statement of Work (SOW), and to maintain quality standards. Provide regular communication with client through status meetings.

Requirements: Three to five years' experience managing training development or documentation projects.. Experience with a range of learning methodologies and documentation including business processes and user and technical manuals as well as knowledge of the entire publication process. Knowledge of technology and tools required to develop and deploy learning and content.

Subject Matter Expert

Responsibilities: Provide in-depth knowledge of a particular technical area to the project team. Work closely with the instructional designers to identify course content and to develop and test exercises and case studies.

Requirements: Recognized expert in the curriculum subject matter including professional experience in the field. The subject matter expert (SME) has content expertise as well as an understanding of the knowledge requirements of each knowledge segment. The SME will typically have on-the-job experience in the technical area. For example, the SME for a finance course may be a financial analyst or comptroller; for a network administration course, a network support engineer or data center administrator.

Technical Writer

Responsibilities: Research, design, develop, and write documentation materials to meet LR's client's requirements. Design and develop technically accurate documentation through the analysis of, and based on, user or system design specifications, using the product, and consulting with SMEs to determine system functional specifications. Revise preliminary drafts of documentation and training materials as required by LR's client reviews and user test results. Compile tables of contents, indexes, art manuscripts, and supplemental materials as required. Assist in proofreading, editing, revising, formatting, and producing any documentation and training materials under development by LR.

Requirements: Three years' minimum technical writing experience. Requires a B.A. or B.S. degree in English or a related field or a degree in a relevant technical area as well as application, hardware, or systems knowledge. LAN/WAN, optical, communications, broadband, wireless, biomedical, utilities, or regulated environment knowledge. Proficiency needed in the theoretical and practical application of highly specialized information to computer systems analysis, programming, and software engineering.

Senior Instructional Designer

Responsibilities: Determine the overall training objectives. Review source material and interview subject matter experts to determine the content of the training materials. Clearly define the target audience and their performance goals. Determine appropriate measurements to evaluate the success of the training. Determine logistical or environmental factors that may influence the successful implementation of the project. Based on previous research, prepare needs assessment reports for the client's review and approval. Based on the approved needs assessment, prepare instructional designs and content outlines for training materials. Work with the LR development team to ensure that the training objectives are met and that the design is implemented effectively. Research and write documentation and training materials as required. Recommend tools and systems for efficient development and delivery of training materials and to facilitate client review. Interview and assist in selection of technical writing and training development candidates.

Requirements: Five years' minimum instructional design experience; technical writing a plus. Requires a B.A. or B.S. degree. Software/hardware manufacturing or systems knowledge in an optical, networks, communications, broadband, wireless, biomedical, utilities, or regulated environment.

Instructional Designer (Labor Category includes Instructional Designers, Course Developers, Storyboard Developers, and Usability Specialists)

Responsibilities: Based on the approved needs assessment, prepare instructional designs and content outlines for training materials. Work with the Lasselle-Ramsay development team to ensure that the training objectives are met and that the design is implemented effectively. Research and write documentation and training materials as required.

Requirements: Three years' minimum instructional design experience; technical writing a plus. Requires a B.A. or B.S. degree. Software/hardware manufacturing or systems knowledge in an optical, networks, communications, broadband, wireless, biomedical, utilities, or regulated environment.

Programmer/Author

Responsibilities: Program components of the instructional materials that will be used in a digital format, for example, PowerPoint files, computer-based training, web-based training. Responsible for preparing custom code using languages such as JavaScript Java, Perl, and C++, and authoring languages such as Dreamweaver, Toolbook II, and Authorware.

Requirements: Three years' direct multimedia experience. Experience using tools mentioned and three years working with Instructional Designers on training projects. Interface design and graphics, animation, and simulation knowledge a plus.

Technical Consultant/Interface Designer

Responsibilities: Create graphic look and feel and implement information architecture through easy-to-use navigation elements using web design standards, implementation methodologies, and web development tools.

Requirements: Four years' direct multimedia experience using HTML, XML, Java and JavaScript, C++, and authoring tools such as Dreamweaver and Flash. Knowledge of user-centered interface design concepts. Knowledge of web design standards, implementation methodologies, and web development tools.

Information Analyst

Responsibilities: Analyze business processes and procedures and the information and learning needs of end users; evaluate existing content and determining the best ways to get the right content to the right people; identify single-sourcing opportunities; gather user requirements for web-based functionality; create use cases, site maps, content matrices, wireframes, user

personas, and scenarios; translate business requirements into appropriate and successful solutions; present solutions to key product sponsors and stakeholders.

Requirements: Undergraduate degree or master's degree in Human Computer Interaction Design, Instructional Design, Library or Information Science preferred; 3+ years consulting experience; 3+ years interaction design experience; 3+ years user-centered design experience; exceptional teamwork, communication, and organizational skills; strong presentation and negotiation skills; flexible and team oriented; ability to analyze business needs and define strategies that solve them; experience with content management systems and XML.

Copy Editor/Proofreader

Responsibilities: Copyedit documents to ensure clarity, grammatical correctness, and consistency. Prepare and implement style sheets for individual manuscripts. Ensure adherence to existing style guidelines. Under the supervision of the production supervisor, gather information and research reference sources to make recommendations for consistent editorial style.

Requirements: Bachelor's degree or equivalent and one to two years' experience as an editor in a publishing environment.

Desktop Publisher

Responsibilities: Design, implement, and troubleshoot templates based on client and project manager specifications. Format and lay out documentation and training materials. Enter editorial changes in files. Enter index tags in files. Prepare final hard copy and electronic media.

Requirements: Two years' experience in desktop publishing and extensive knowledge of Adobe FrameMaker and Microsoft Word, Webworks, and HTML. Some graphics experience. Experience in formatting technical documents for the computer industry.

Graphic Artist/Animator/Simulator/Template Designer

Responsibilities: Develop graphics to support curriculum, including line drawings, flowcharts, slide presentations, digital images, animations, video stills/clips, and simulations.

Requirements: Three years' direct multimedia experience. Experience with PhotoShop, Illustrator, and other illustration tools as well as 3-D modeling tools, Flash, HTML, and XML, and Internet courseware development tools such as Dreamweaver.

GSA Price List (SIN 27-400): Workshop

Workshop	Days	# of Participants	Commercial Price	GSA Discount	GSA Discounted Price	Special Item Number
Train-the-Trainer Facilitation Skills	Flexible	Minimum of Five Maximum is Negotiable	\$2000 for Minimum Number of Students. \$450 for Each Additional Student.	12%	\$1760 for Minimum Number of Students. \$396 for Each Additional Student.	27-400

GSA Price List (SIN 27-500): Custom Training Development

Labor Category	Commercial Hourly Rate	GSA Discount	GSA Discounted Hourly Rate	Special Item Number
Project Manager	\$150	22.00%	\$117.00	27-500
Information Architect	\$150	18.66%	\$122.00	27-500
Subject Matter Expert	\$150	18.66%	\$122.00	27-500
Technical Writer	\$110	21.09%	\$86.80	27-500
Instructional Designer/ Usability Specialist	\$125	30.80%	\$86.50	27-500
Course Developer	\$125	30.80%	\$86.50	27-500
Storyboard Developer	\$125	30.80%	\$86.50	27-500
Senior Instructional Designer	\$130	21.23%	\$102.40	27-500
Programmer/Author	\$110	21.09%	\$86.80	27-500
Technical Consultant/ Interface Designer	\$140	16.29%	\$117.20	27-500
Copyeditor/Proofreader	\$80	12.00%	\$70.40	27-500
Desktop Publisher	\$80	12.00%	\$70.40	27-500
Graphic Artist/Animator Simulator/Template Designer	\$110	21.09%	\$86.80	27-500

Quantity Discounts for SIN 27-400 and 27-500:

- *1.25% quantity discount for \$100,000.00-\$249,999.99 worth of products/services purchased annually
- *2.50% quantity discount for \$250,000.00 or more worth of products/services purchased annually
- *6.19% quantity discount for \$500,000.00 or more worth of Copyeditor/Proofreader purchased annually, in lieu of the 2.50% quantity discount for \$250,000.00 or more worth of the product purchased annually