

GENERAL SERVICES ADMINISTRATION

AIMS

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 is available through **GSA Advantage!**[™], a menu-driven database system. The INTERNET address for **GSA Advantage!**[™] is: <http://www.GSAAdvantage.gov>

Schedule for – Advertising & Integrated Marketing Solutions (AIMS)

Federal Supply Group: FCX **Class:** 541

Contract Number: GS-07F-0112U

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

Contract Period: 12-01-2007 through 11-30-2012

Pricelist Effective December 1, 2007

Contractor: Research Triangle Institute
3040 Cornwallis Road, P.O. Box 12194
Research Triangle Park, NC 27709-2194

Business Size: Large Business

FAX Number: (919) 316.3911

Web Site: www.rti.org/gsa/

E-mail: aims@rti.org

Contract Administration: Don K. Enichen

CUSTOMER INFORMATION:

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

- 541-4A Market Research and Analysis
- 541-4B Video/Film Production
- 541-4C Exhibit Design and Implementation Services
- 541-5. Integrated Marketing Services.
- 541-1000 Other Direct Costs

- 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. See attached table.
2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$100
4. **Geographic coverage (delivery area):** Domestic, 48 states, Washington DC.
5. **Point(s) of production (city, county, and State or foreign country).** Research Triangle Park, NC primarily.
6. **Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted). See prices attached
7. **Quantity discounts:** None offered.
8. **Prompt payment terms:** Net 30 days
- 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Contact Contractor
10. **Foreign items** (list items by country of origin). None
- 11a. **Time of delivery.** Specified on the Delivery Order
- 11b. **Expedited Delivery.** Items available for expedited delivery are noted in this price list under this heading. 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. point(s).** Destination.
- 13a. **Ordering address.** Same as contractor above or by email to aims@rti.org

- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. **Payment address.** Same as contractor above.
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 if above micro-purchase level.
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.
- 24a. **Special attributes such as environmental attributes** (e.g., recycled content, energy efficiency, and/or reduced pollutants). N/A.
- 24b. **Section 508 compliance information** on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: www.Section508.gov/. N/A.
25. **Data Universal Number System (DUNS) number.** 00-486-8105
26. **Notification regarding registration in Central Contractor Registration (CCR) database.** Research Triangle Institute is registered in the CCR.

Current AIMS Schedule terms available on line at
<http://apps.fss.gsa.gov/clausesearch/searchbyschedule.cfm?scheduleNumber=541>

RTI International is one of the world's leading research institutes with a worldwide staff of more than 2,700. RTI maintains seven regional offices in the United States, five international offices, and two international subsidiaries, with headquarters located in Research Triangle Park, NC. RTI was founded in 1958 through a collaboration with Duke University, the University of North Carolina, and North Carolina State University.

RTI offer its services under the AIMS schedule for the following SINs:

- 541-4A Market Research and Analysis
- 541-4B Video/Film Production
- 541-4C Exhibit Design and Implementation Services
- 541-5. Integrated Marketing Services

RTI offers many distinctive capabilities:

- **Large pool of highly qualified staff.** We can ensure top-quality performance on multiple tasks simultaneously.
- **Nationally recognized experts in social marketing and communication.** RTI staff members have made significant contributions to this field, including groundbreaking work on branding strategies, sophisticated approaches to measuring message awareness, experimental studies to assess the effects of different marketing and communication strategies (e.g., message framing and tailoring), and interventions to promote informed decision making.
- **Multidisciplinary staff offer content expertise.** We have expertise in a wide range of areas, including health; pharmaceuticals; environmental issues; advanced technology; education and training; and social, economic, and international development.
- **Multimedia specialists, Web developers, graphic designers, and other creative staff with years of experience.** We develop messages and materials to promote public awareness and understanding of complex issues related to health, the environment, and other areas and to recruit program and research participants. Graphic designers develop award-winning print and exhibit materials, branding packages, and other marketing materials.
- **Comprehensive and innovative approach to market research and analysis.** RTI offers comprehensive research capabilities and uses the latest technologies, such as Web-based panels, for efficient and cost-effective message testing and sophisticated techniques for audience segmentation (e.g., clustering methods using quantitative software such as CHAID and PRIZM). RTI's survey research and statistical staff handle complex mail, telephone, face-to-face, and Web-based surveys and conduct sophisticated data analyses. Qualitative researchers conduct focus groups, dyads/triads, individual interviews, observational studies, and use a variety of qualitative software packages.
- **Cultural competence and successful marketing strategies for hard-to-reach audiences.** RTI's social marketing and communication projects have focused on a wide range of audiences including racial and ethnic minorities (e.g., Native Americans, refugee populations) and hard-to-reach populations including the homeless, people with low-literacy, and substance abusers. RTI regularly conducts market research and develops materials in Spanish and other languages.

Research Triangle Institute GS-07F-0112U
AIMS Rate Schedule - SINS: 541-4A, 541-4B, 541-4C, 541-
5

Labor Categories	Year 1 12/1/2007 - 11/30/2008	Year 2 12/1/2008 - 11/30/2009	Year 3 12/1/2009 - 11/30/2010	Year 4 12/1/2010 - 11/30/2011	Year 5 12/1/2011 - 11/30/2012
Project Management					
Creative Director	264.60	273.86	283.45	293.37	303.63
Account Executive	181.04	187.38	193.94	200.72	207.75
Senior Account Supervisor	145.49	150.58	155.85	161.31	166.95
Project Coordinator	99.63	103.12	106.73	110.46	114.33
Editors/Graphic Designer/Illustrator 2	116.77	120.86	125.09	129.46	134.00
Editors/Graphic Designer/Illustrator 1	76.06	78.72	81.48	84.33	87.28
Administrative Support	63.21	65.42	67.71	70.08	72.53
Word Processors	42.85	44.35	45.90	47.51	49.17
Survey Scientists					
Survey Scientist 4	323.51	334.83	346.55	358.68	371.24
Survey Scientist 3	227.10	235.05	243.28	251.79	260.60
Survey Scientist 2	176.76	182.95	189.35	195.98	202.84
Survey Scientist 1	155.33	160.77	166.40	172.22	178.24
Midlevel Survey Scientist 2	125.34	129.73	134.27	138.97	143.83
Midlevel Survey Scientist 1	104.98	108.65	112.45	116.39	120.47
Associate Survey Scientist 2	87.84	90.91	94.09	97.39	100.80
Associate Survey Scientist 1	68.56	70.96	73.44	76.01	78.67
Research Assistant 2: Survey Scientist	57.85	59.87	61.97	64.14	66.38
Research Assistant 1: Survey Scientist	50.35	52.11	53.93	55.82	57.78
Data Collection Support	36.42	37.69	39.01	40.38	41.79
Interviewer	32.14	33.26	34.42	35.63	36.88
Marketing Specialists					
Senior Marketing Specialist 4	287.09	297.14	307.54	318.30	329.44
Senior Marketing Specialist 3	241.03	249.47	258.20	267.23	276.59
Senior Marketing Specialist 2	192.82	199.57	206.55	213.78	221.27
Senior Marketing Specialist 1	152.11	157.43	162.94	168.65	174.55
Midlevel Marketing Specialist 2	132.83	137.48	142.29	147.27	152.43
Midlevel Marketing Specialist 1	107.12	110.87	114.75	118.77	122.92
Associate Marketing Specialist 2	96.41	99.78	103.27	106.89	110.63
Associate Marketing Specialist 1	76.06	78.72	81.48	84.33	87.28
Research Assistant 2: Marketing Specialist	66.42	68.74	71.15	73.64	76.22
Research Assistant 1: Marketing Specialist	55.70	57.65	59.67	61.76	63.92
Statisticians					
Sr. Statistician 4	317.08	328.18	339.67	351.55	363.86
Sr. Statistician 3	233.53	241.70	250.16	258.92	267.98
Sr. Statistician 2	200.32	207.33	214.59	222.10	229.87
Sr. Statistician 1	157.48	162.99	168.69	174.60	180.71
Midlevel Statistician 2	143.54	148.56	153.76	159.15	164.72
Midlevel Statistician 1	124.26	128.61	133.11	137.77	142.59
Associate Statistician 2	103.91	107.55	111.31	115.21	119.24
Associate Statistician 1	87.84	90.91	94.09	97.39	100.80
Research Assistant 2: Statistician	79.27	82.04	84.91	87.89	90.96
Research Assistant 1: Statistician	66.42	68.74	71.15	73.64	76.22
Computer Programmers					
Sr. Computer Programmer/Scientist 4	227.10	235.05	243.28	251.79	260.60
Sr. Computer Programmer/Scientist 3	203.53	210.65	218.02	225.66	233.56
Sr. Computer Programmer/Scientist 2	191.75	198.46	205.41	212.60	220.04
Sr. Computer Programmer/Scientist 1	156.40	161.87	167.54	173.40	179.47
Midlevel Computer Programmer/Scientist 2	144.62	149.68	154.92	160.34	165.95
Midlevel Computer Programmer/Scientist 1	126.40	130.82	135.40	140.14	145.05
Associate Computer Programmer/Scientist 2	118.91	123.07	127.38	131.84	136.45
Associate Computer Programmer/Scientist 1	97.49	100.90	104.43	108.09	111.87
Research Asst 2: Computer Programmer/Scientist	81.41	84.26	87.21	90.26	93.42
Research Asst 1: Computer Programmer/Scientist	67.49	69.85	72.29	74.83	77.45
Creative Services					
Creative Services Manager 2	134.62	139.33	144.21	149.26	154.48
Creative Services Manager 1	101.90	105.47	109.16	112.98	116.94
Multi-Media/Web Designer	126.76	131.19	135.78	140.54	145.45
Video/New Media Specialist	75.13	77.76	80.48	83.30	86.21

**Research Triangle Institute GS-07F-0112U
Other Direct Costs - SIN 541-1000**

Description	Price
CD Duplication Pricing	
<i>Price Per CD</i>	
Black (7.50 (1-9) + 15. setup)	\$22.50
Full Color (8.50 (1-9) + setup 35.00)	\$43.50
Adhesive Color Label (8.50 (1-9) + setup 35.00)	\$43.50
3" Mini or Business Card CD w/adhesive label (8.50 (1-9) + 15. setup)	\$43.50
<i>Stock Packaging Options</i>	
Jewel Box with tray	\$0.45
Jewel Box w/double hinged tray	\$0.45
TrimPak	\$0.30
Slimline Jewel Box	\$0.30
C-shell	\$0.30
Soft-Poly Case w/Trap	\$0.30
Soft-Poly Case	\$0.30
Paper Envelop with Window	\$0.15
Tyvek Envelop with Window	\$0.20
3" Mini Clear Vinyl Sleeves	\$0.25
<i>Color Copy Inserts</i>	
Tray Card (4/0) 1-sided, for tray(back side) of jewel box (.40 + 15. setup)	\$15.40
2 Panel Insert (4/0) 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.40
4 Panel Insert (4/0) folded, 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.45
4 Panel Insert (4/0) folded, 2-sided, front insert for jewel box (1.25 + 15. setup)	\$16.25
Retail Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)	\$15.60
Poly Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)	\$15.60
Graphic Design Services (hourly rate for non-conforming artwork or requested services)	\$75.00
DVD Duplicating Pricing	
<i>Price per DVD</i>	
Black (7.50 (1-9) + 15. setup)	\$22.50
Full Color (7.5 (1-9) + 35. setup)	\$42.50
Adhesive Color Label (7.5 (1-9) + 35. setup)	\$42.50
<i>Stock Packaging Options</i>	
Retail Style Case	\$0.40
C-shell	\$0.30
Jewel Box with DVD logo tray	\$0.45
Jewel Box w/double hinged tray	\$0.45
TrimPak	\$0.30
Slimline Jewel Box	\$0.30
Soft-Poly Case w/Trap	\$0.30
Soft-Poly Case	\$0.30
Paper Envelop with Window	\$0.15
Tyvek Envelop with Window	\$0.20
<i>Color Copy Inserts</i>	
Retail case wrap Image on 1-side only (.60 + 15. setup)	\$15.60
Tray Card (4/0) 1-sided, for tray(back side) of jewel box (.40 + 15. setup)	\$15.40
2 Panel Insert (4/0) 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.45
4 Panel Insert (4/0) folded, 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.45
4 Panel Insert (4/0) folded, 2-sided, front insert for jewel box (1.25 + 15. setup)	\$16.25
Poly Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)	\$15.60
Graphic Design Services (hourly rate for non-conforming artwork or requested services)	\$75.00
Camera Operator	\$400/day
Video Editor	\$40/hour

**Research Triangle Institute GS-07F-0112U
Other Direct Costs - SIN 541-1000**

Description	Price	
Replication w/ 4 color wallets		
	CDs each	DVDs Each
Quantity		
300	n/a	\$2.99
500	n/a	\$2.18
1,000	\$0.99	\$1.19
5,000	\$0.71	\$0.85
10,000	\$0.59	\$0.64
Equipment Rental		
Teleprompter		\$300 per day
Camera		\$550 per day
Edit System:		
Final Cut Studio HD Uncompressed Edit Package		\$350 per day
Non Linear Custom Upgrade-Photoshop		\$50 per day
Non Linear Custom Upgrade-After Effects		\$50 per day
Non Linear VTR Upgrade #1 - PVW 2800		\$50 per day
Standard ODC's		
Copying		\$0.09 per copy
Regular telephone calls		\$.06 per minute
Postage/Shipping		Federal Express Government Rates
Meeting Costs		
<i>Based on 150 people</i>		
Parking per day		\$8
Room Rental per day		\$1,500
4 Breakout Training Rooms		\$2,000
Meals (includes continental breakfast, am break (w/fruit and cookies, lunch and afternoon break)		\$64.75
Subtotal per day		\$3,572.75
5 % Tax (baltimore)		178.64
20 % Service Charge (meals only)		\$12.95
Total Meeting Costs per day		\$3,764.34
Focus Group Facility Rental		\$1,200/day
Outside Focus Group Moderators		\$204 per hour
Focus Group Verbatim Transcription		\$25 per hour
Video Transcription		\$1,755

AIMS Labor Category Descriptions

Project Management

Creative Director

The job entails overlooking the design of branding and advertising for a client and ensuring that the new branding and advertising fits in with the client's requirements and the image they wish to promote for their company or product. The main aspects of this role are to interpret a client's communications strategy and then develop proposed creative approaches and treatments that align with that strategy. Another is to initiate and stimulate creative ideas for and from everyone involved in the creative process. Creative directors normally oversee creative service agencies or departments within a corporation. In advertising agencies, this consists of copywriters and art directors. In media design firms, the team can include graphic designers and computer programmers.

Account Executive

Plans, conducts and supervises projects utilizing integrated business services, requiring advanced knowledge of the relevant science and the ability to apply new and unique methods and procedures to meet client's mission oriented needs.

Project Coordinator

The Project Coordinator provides data management, logistics, data publication, and testing support to projects. The Project Administrator is responsible for maintaining project and program Gantt charts and financial databases, gathering estimate to complete information from project participants, and preparing management and customer reports for review and approval by the Project Manager. Work independently and consistently meet project deadlines.

Editors/Graphic Designer/Illustrator 2

Edits project deliverables to ensure accuracy of spelling, grammar, punctuation, and references. Copy edits to ensure consistency and appropriateness of tone and style, as well as consistency of formatting. Can also provide substantive editing when needed to ensure good organization and logical flow of text. Creates exhibit designs, brochures, flyers, posters, photo collages, and PowerPoint or custom slides. Designs newsletters, letterhead, CD labels, certificates, programs, or report covers for project deliverables. Develops technical illustrations, including tables and graphs, Gantt charts, chart, maps, and other conceptual models. Has advanced level knowledge of pertinent software development packages and is able to apply knowledge using new and unique methods.

Editors/Graphic Designer/Illustrator 1

Edits project deliverables to ensure accuracy of spelling, grammar, punctuation, and references. Copy edits to ensure consistency and appropriateness of tone and style, as well as consistency of formatting. Can also provide substantive editing when needed to ensure good organization and logical flow of text.

Creates exhibit designs, brochures, flyers, posters, photo collages, and PowerPoint or custom slides. Designs newsletters, letterhead, CD labels, certificates, programs, or report covers for project deliverables. Develops technical illustrations, including tables and graphs, Gantt charts, chart, maps, and other conceptual models. Has knowledge and experience in working with pertinent software development packages.

Administrative Support

Perform project financial analysis through monitoring actual costs incurred, projecting future costs and estimating costs which have been spent yet not incurred and comparing these amounts to budget. Additional support provided for monitoring subcontract invoices and aiding in the approval of invoices. Staff prepares financial progress reports and charts as required in the contract.

Word Processors

Perform various document preparation tasks, including formatting, typing, and limited graphics development. Create templates shells for reports. Create PDF files, online forms, mail merge documents, and HTML files as needed.

Survey Scientists

Survey Scientist 4

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Survey Scientist 3

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Survey Scientist 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project

reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Survey Scientist 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Midlevel Survey Scientist 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Midlevel Survey Scientist 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Associate Survey Scientist 2

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Associate Survey Scientist 1

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing

methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Research Assistant 2: Survey Scientist

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Research Assistant 1: Survey Scientist

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Data Collection Support

Assists in various data collection tasks across projects of all sizes.

Interviewer

Conducts interviews with survey respondents

Marketing Specialist Categories

Senior Marketing Specialist 4

Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities. Category requirements include minimum education - Ph.D. and 8 years minimum experience.

Senior Marketing Specialist 3

Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but

often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.

Category requirements include minimum education - Ph.D. and 6 years minimum experience.

Senior Marketing Specialist 2

Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.

Category requirements include minimum education - Ph.D. and 4 years minimum experience.

Senior Marketing Specialist 1

Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.

Category requirements include minimum education - Ph.D. and 2 years minimum experience.

Midlevel Marketing Specialist 2

Performs market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. Tasks include design/development of market research strategies and qualitative and quantitative data collection methods; focus group design and moderation; developing and leading data analyses strategies. Coordinates marketing activities with other specialists (e.g., design and web specialists). Category requirements include - MA/MS and 3 years minimum experience.

Midlevel Marketing Specialist 1

Performs market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. Tasks include design/development of market research strategies and qualitative and quantitative data collection methods; focus group design and moderation; developing and leading data analyses strategies. Coordinates marketing activities with other specialists (e.g., design and web specialists). Category requirements include - MA/MS and 1 years minimum experience.

Associate Marketing Specialist 2

Performs market research/analysis and integrated marketing tasks of some technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. Examples of tasks include assisting with design/development of qualitative and quantitative data collection methods; collecting data (e.g., conducting interviews); analyzing, interpreting, and summarizing findings. Assists with coordination of marketing activities with other specialists (e.g., design and web specialists).

Category requirements include - BA/BS and 4 years minimum experience.

Associate Marketing Specialist 1

Performs market research/analysis and integrated marketing tasks of some technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. Examples of tasks include assisting with design/development of qualitative and quantitative data collection methods; collecting data (e.g., conducting interviews); analyzing, interpreting, and summarizing findings. Assists with coordination of marketing activities with other specialists (e.g., design and web specialists).

Category requirements include - BA/BS and 4 years minimum experience.

Research Assistant 2: Marketing Specialist

Provides administrative and limited technical support for integrated marketing and research activities.; examples include conducting literature searches and summarizing information, assisting with data analysis and preparing data summaries. Category requirements include - High School minimum education and 1 year minimum experience.

Research Assistant 1: Marketing Specialist

Provides administrative and limited technical support for integrated marketing and research activities.; examples include conducting literature searches and summarizing information, assisting with data analysis and preparing data summaries. - High School minimum education and 0 years minimum experience.

Statisticians

Sr. Statistician 4

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Statistician 3

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Statistician 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Statistician 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Midlevel Statistician 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Midlevel Statistician 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project

reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Associate Statistician 2

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Associate Statistician 1

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Research Assistant 2: Statistician

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Research Assistant 1: Statistician

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Computer Programmers

Sr. Computer Programmer/Scientist 4

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Computer Programmer/Scientist 3

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Computer Programmer/Scientist 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Sr. Computer Programmer/Scientist 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.

Midlevel Computer Programmer/Scientist 2

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches

and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Midlevel Computer Programmer/Scientist 1

Perform research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.

Associate Computer Programmer/Scientist 2

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Associate Computer Programmer/Scientist 1

Perform research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.

Research Asst 2: Computer Programmer/Scientist

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Research Asst 1: Computer Programmer/Scientist

Perform research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.

Creative Services Categories

Creative Services Manager 2

Plans and coordinates publication and creative services. Provides advice and management supervision for marketing, design, editing, and video professionals, especially on more complex projects.

Oversees projects including budgets, schedules, and client interactions. Has advanced knowledge and experience in project development and financial or budgetary performance.

Creative Services Manager 1

Plans and coordinates publication and creative services. Provides advice and management supervision for marketing, design, editing, and video professionals, especially on more complex projects.

Oversees projects including budgets, schedules, and client interactions.

Multi-Media/Web Designer

Develops multi-media designs for use in electronic media or website development. Has specific design training and experience. Has knowledge and experience in working with pertinent software development packages.

Video/New Media Specialist

Develops complex Video/New Media Products for broadcast, web, or DVD delivery. Has background in Video/New Media development and production. Can oversee projects from scripting to editing. Has advanced level knowledge of pertinent software and hardware and is able to apply knowledge to video, new media and video streaming applications. BA degree and 2-4 years of experience.