



Guardians Of Honor^{LLC}
Integrity...It's In The Name

Deploying Messages That Matter

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Business Size:
SBA Certified
Small, Disadvantaged,
Woman-Owned Business



Advertising and Integrated Marketing Solutions (AIMS)

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule**



Contract #: GS-07F-0530X

SINS: 541-1
541-2
541-3
541-4B
541-4C
541-4D
541-4F
541-1000

Contract Period:
May 23, 2011 through
May 22, 2016

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.gsadvantage.gov>.

Catalog and Price List

General Services Administration

Federal Supply Service Authorized Federal Supply Schedule Price List Advertising and Integrated Marketing Solutions

CONTRACT NUMBER

GS-07F-0530X

May 23, 2011 – May 22, 2016

BUSINESS SIZE: Small, Disadvantaged, Woman-owned (SDWOB)

Ordering Information

Customer Information/Terms & Conditions

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	Category	PRICE
All SIN's	Administrative Assistant II	\$52.04/Hr (Government Site)

1c. HOURLY RATES:

See Commercial Price List

2. MAXIMUM ORDER*: \$1,000,000 per SIN

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

3. MINIMUM ORDER: \$100

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

5. POINT(S) OF PRODUCTION: Oxon Hill, MD

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(\$): 0%

8. PROMPT PAYMENT TERMS: Net 30 Days

9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Guardians of Honor, LLC
1100 North Glebe Road, Ste 1010
Arlington, VA 22201
Phone: (703) 224-4412
Fax: (703) 779-8542
Email: AIMS@gohnow.com

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:

Should Electronic Funds Transfer (EFT) payment be available, GOH requests that the EFT remittance be specified as follows:

Guardians of Honor, LLC
SunTrust Bank
ABA Routing Number – See invoice
Account No: See invoice

Should EFT not be available, the remittance address is as follows:

Guardians of Honor, LLC
1100 North Glebe Road, Ste. 1010
Arlington, VA 22201

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.



16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above or below the 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 AVAILABLE): 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 for EIT: Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services details can be found at: www.gohnow.com. The EIT standards can be found at: www.Section508.gov/.

25. DUNS NUMBER: 007532588

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Currently Active

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About GSA

A Multiple Award Schedule covers contracts that the GSA Federal Supply Service has negotiated with qualified companies for a group of related products or services to be delivered directly to the customer. The terms Federal Supply Schedule and Multiple Award Schedule are often interchangeable. Schedule contracts are awarded to companies supplying the same types of items - in this case, innovative strategic marketing, logistics, exhibit, and collateral material design, development and deployment - at varying prices. All you have to do is review the features and prices of the service you need, determine the best value for your agency, and place your order.

WHO CAN USE SCHEDULES?

- All federal agencies and activities in the executive, legislative, and judicial branches
- Mixed-ownership government corporations as defined in the Government Corporation Control Act, such as the U.S. Postal Service
- The government of the District of Columbia
- Other authorized organizations and activities

HOW TO ACCESS AIMS SERVICES

GSA's streamlined ordering procedures have reduced the tedious, time-consuming government procurement process to a few simple steps. GSA has done this by prequalifying vendors to perform a range of services. GSA has reviewed vendor qualifications, capabilities and cost schedules in advance of the need for services, and identified these vendors, by type of service, on its [GSA Advantage!™](#) Web site. For Guardians of Honor, refer to Contract Number: GS-07F-0530X. This approval is valid for all organizations in the federal government, and other governmental agencies and can be completed in as little as three weeks.

ADVANTAGES OF FEDERAL SUPPLY SCHEDULES

Flexibility

- Wide service selections
- No order limit/contract ceiling
- Multiple requirements awards

Cost Savings

- Reduced procurement time & administration cost
- No CBD/Fed Biz Ops synopsis necessary
- Vetted pricing fair/reasonable

Peace of Mind

- Regulation compliance
- Direct contractor agency relationship
- Competition requirements met

To obtain GSA AIMS schedule services and products, federal agencies work directly with approved GSA AIMS contractors such as GOH. Please use the following simplified procedure for placing an order:

STEP 1: Prepare Request for Quote that includes:

1. A performance-based statement of work that outlines the work to be performed
2. Type of task order – labor hour (LH) or firm fixed price (FFP)
3. Basis to be used for contractor selection (i.e., best value, etc.)

STEP 2: Transmit the Request for Quotes to contractors:

1. Select at least three qualified contractors on the schedule
2. Send request for quotes to selected contractors

STEP 3: Evaluate Quotes:

1. Evaluate responses based on the factors identified in the request for quotes

STEP 4: Select the contractor to receive the order:

1. Place the order directly with GOH (the schedule contractor that represents the best value).
2. Issue directly from requesting agency's contracting office to the selected contractor without GSA involvement in the procurement process. All task order reporting requirements and remission of fees to the GSA are the responsibility of the contractor.

Overview



WHO WE ARE

Guardians of Honor (GOH) is a woman-owned, SDB certified management solutions firm dedicated to protecting your most valuable assets; people, programs and performance and committed to economic development and job creation in the communities in which we operate. Founded in 1997, our award-winning team of creative professionals coupled with strong strategic alliances allows us to excel at identifying opportunities, generating ideas and deploying messages that matter. Our strategic solutions deliver respected results for our government clients. Our solutions include awareness and recruitment programs, community outreach strategies, website design and development, collateral material development and distribution, corporate sponsorship, meeting and special event planning, trade show logistics and exhibit design, media relations; as well as creative and technical writing.

Our Services include:

EXPERIENCE

Founded in 1997, Guardians of Honor is one of the most versatile management consulting firms in the DC Metropolitan area. We provide a full range of management, technical, and professional services to clients in the United States and abroad. Our firm has the team in place capable of supporting Federal Agencies and Fortune 500 companies.

EXPERTISE

Guardians of Honor's professionals are skilled in the fields of marketing, media, public information and events management. We provide strategic and cost-effective implementation support based on our clients' specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, corporate communications and logistics.

VALUE

Guardians of Honor protects each client's most valuable assets: people, programs and performance and delivers "Best Value" through a single source of strategic and

comprehensive communication, logistical and outreach solutions. GOH's highly productive staff is experienced and proven professionals steeped in the requirements necessary to administer government contracts and reach government audiences. We stand ready to exceed expectations.

We're Strategic

Our four-step process elicits an in-depth understanding of our clients and their goals and objectives, to develop strong strategic plans that deliver results.

1. **Plan** – We pride ourselves on scrupulous research to uncover industry and market trends, competitors and target audience to best understand your business, identify appropriate messaging and develop a strong communication plan complete with evaluation metrics.
2. **Design** – An essential piece of our process, we first develop objectives based on your identified goals. Once objectives are outlined, a strategic plan details specific tactics designed to acquire intended results.
3. **Execute** – Implementation and persistent follow-up of your well-developed plan is the key to its success. We ensure milestones are met and provide you with status updates throughout the project.
4. **Measure** – A critical step, we evaluate the success of the plan at multiple intervals to ensure that objectives are being met.

WHAT AIMS SERVICES DOES GOH OFFER?

Through AIMS you can access GOH's expertise in the following areas:

GOH AIMS Specialized Marketing Services: Contract #: GS-07F-0530X

- o Advertising Services SIN 541-1
- o Public Relations Services SIN 541-2
- o Web Based Marketing Services SIN 541-3
- o Video/Film Production Services SIN 541-4B
- o Exhibit Design and Implementation Services SIN 541-4C
- o Conference, Events and Tradeshow Planning Services SIN 541-4D
- o Commercial Art and Graphic Design Services SIN 541-4F

These services can be contracted during 2011-2016 through contract number:

GS-07F-0530X.

Services



SIN 541 1 Advertising Services

Guardians of Honor will continue to deliver solutions with integrity under this SIN that promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. GOH services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and
- Public Service Announcements)
- Media planning
- Media placement services

541 2 Public Relations Services

Guardians of Honor will continue to deliver solutions with integrity that provide customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Typical tasks involve the consultation, development and implementation of the following:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews

SIN 541 3

Web Based Marketing Services

Guardians of Honor will continue to deliver solutions with integrity under this SIN that develop strategies for an agency to provide the maximum use of their Internet capabilities. Media will always be provided in a format that is compatible with the ordering agency's software requirements; with continual website updates and maintenance. Typical tasks involve the consultation, development and implementation of the following:

- Website design and maintenance services
- E-mail marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services

541 4B

Video/Film Production

Guardians of Honor will continue to deliver solutions with integrity that provide videotape and film production services to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Typical tasks involve the consultation, development and implementation of the following:

- Shooting
- Sourcing talent/subject matter experts
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

541 4C

Exhibit Design and Implementation Services

Guardians of Honor will continue to deliver solutions with integrity that provide all necessary arrangements for exhibits in various venues. Typical tasks involve the consultation, development and implementation of the following:

- Conceptualizing, designing and producing exhibits and their accompanying materials
- Providing and/or making recommendations for exhibit soft goods and

- furniture
- Preview set-up and dismantling of exhibit property
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)
- Media illumination services

541 4D

Conference, Events and Tradeshow Planning Services

Guardians of Honor will continue to deliver solutions with integrity that provide all necessary arrangements for conferences, seminars and trade shows. Typical tasks involve the consultation, development and implementation of the following services for a show, event and/or booth:

- Project and Logistics Management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Liaison support with venue
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation

541 4F

Commercial Art and Graphic Design Services

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, as well as updating, rewriting, and/or editing materials. Typical tasks involve the consultation, development and implementation of the following:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

Price List



SINS 541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D and 541-4F		
Labor Category	Hourly Rate Government Site	Hourly Rate GOH Site
Program Director I	\$ 150.80	\$ 202.79
Program Director	\$ 152.38	\$ 204.91
Sr. Program Manager	\$ 132.21	\$ 177.79
Project Manager III	\$ 117.62	\$ 158.17
Project Manager	\$ 118.87	\$ 159.84
Research Associate II	\$ 82.66	\$ 111.16
Research Associate	\$ 83.54	\$ 112.34
Research Assoc/Evaluation Coordinator	\$ 79.26	\$ 106.59
Sr. Researcher/Evaluator	\$ 142.30	\$ 191.35
Technical Writer	\$ 91.47	\$ 123.01
Events/Executive Coordinator II	\$ 59.48	\$ 79.98
Events Coordinator	\$ 60.11	\$ 80.83
Research Assistant II	\$ 64.76	\$ 87.08
Research Assistant I	\$ 62.27	\$ 83.73
Research Assistant	\$ 65.44	\$ 88.00
Administrative Associate	\$ 50.79	\$ 68.30
Administrative Assistant	\$ 58.55	\$ 78.74
Administrative Assistant II	\$ 50.26	\$ 67.58

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire AIMS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

LABOR CATEGORIES

PROGRAM DIRECTOR

Functional Responsibilities: Manage substantial contract support operations involving multiple projects. Has demonstrated expertise in program and/or systems management, planning and development. Organizes, directs, coordinates planning and production of all contract support activities. Proficient in the following:

- Effective communication skills at all levels of management.
- Serving as the contractor's authorized interface with the Contracting Officer's Technical Representative (COTR), government management personnel & client agency representatives.
- Formulating & enforcing work standards, assign contractor schedules, reviewing work discrepancies, supervising contractor personnel, and communicating policies, purposes, and goals of the organization to subordinate personnel.
- Responsibly overseeing overall contract performance. Under stringent time frames, assembles & recruits as necessary to perform assigned tasks.
- Demonstrated capability in the overall management of multi-task contracts of the size, type, and complexity described in the Task Order. Deal with ambiguity & changing client circumstances.
- Directing talent and providing video layout, direction, and design for all types of video. Managing all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production.

Education/Experience: MA/BA/BS in social science, education or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 13 + years of experience developing, implementing and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROGRAM DIRECTOR I

Functional Responsibilities: Manage substantial contract support operations involving multiple projects. Has demonstrated expertise in program and/or systems management, planning and development. Organizes, directs, coordinates planning and production of all contract support activities. Proficient in the following:

- Effective communication skills at all levels of management.
- Serving as the contractor's authorized interface with the Contracting Officer's Technical Representative (COTR), government management personnel & client agency representatives.
- Formulating & enforcing work standards, assign contractor schedules, reviewing work discrepancies, supervising contractor personnel, and communicating policies, purposes, and goals of the organization to subordinate personnel.
- Responsibly overseeing overall contract performance. Under stringent time frames, assembles & recruits as necessary to perform assigned tasks.
- Demonstrated capability in the overall management of multi-task contracts of the size, type, and complexity described in the Task Order. Deal with ambiguity & changing client circumstances.
- Directing talent and providing video layout, direction, and design for all types of video. Managing all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production.

Education/Experience: MA/BA/BS in social science, education or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 12 + years of experience developing, implementing and managing programs.

Certifications/Security Clearance: As defined by specific task order.

SENIOR PROGRAM MANAGER

Functional Responsibilities: Responsible for handling the day-to-day management and administration of project tasks. Develops detailed work plans and schedules in response to support service requests. Assigns staff responsibilities and supervises all staff efforts. Proficient in the following:

- Maintaining control over, and redirecting available resources as necessary to complete tasks in accordance with scheduled milestones and budgetary constraints.
- Developing, coordinating, executing, managing, and evaluating outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Transferring knowledge and skills to the clients enabling them to cultivate and sustain success through facilitation, mediation and/or training.
- Performing quality checks of all work products.

- Interacting continuously with government technical representatives to present interim results, discuss concerns, and ensure total product/service satisfaction.
- Directing talent and providing video layout, direction, and design for all types of video.
- Managing aspects of the video production or other functions required to create the video.
- Generating video and audio content for the web with either existing or new footage. Capable of applying effects, transitions, title sequences, and other editing functions to production.

Education/Experience: BA/BS in social science, education or management. The degree of competency and depth of capability increases according to the minimum education and experience required for each level offered.

Minimum Experience/Training: 6 + years of experience developing, implementing and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROJECT MANAGER III

Functional Responsibilities: Performs routine project administration work. Work involves front line support with establishing program/project goals and objectives. Oversees talent and provides video layout, direction, and design for all types of video. Manages all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production. Proficient in the following:

- Assisting in developing program guidelines, procedures, policies, rules, and regulations.
- Assisting in developing schedules, priorities, and standards for achieving project/program goals.
- Assisting in evaluating project/program activities.
- Assisting in developing training, facilitation.
- Working under the guidance of project/program lead.

Education/Experience: BA/BS in social science, education or management.

Minimum Experience/Training: 4 + years of experience developing, implementing and managing programs.

Certifications/Security Clearance: As defined by specific task order.

PROJECT MANAGER

Functional Responsibilities: Performs routine project administration work. Work involves front line support with establishing program/project goals and objectives. Oversees talent and provides video layout, direction, and design for all types of video. Manages all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production. Proficient in the following:

- Assisting in developing program guidelines, procedures, policies, rules, and

- regulations.
- Assisting in developing schedules, priorities, and standards for achieving project/program goals.
- Assisting in evaluating project/program activities.
- Assisting in developing training, facilitation.
- Working under the guidance of project/program lead.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques.

Education/Experience: BA/BS in social science, education or management.

Minimum Experience/Training: 5 + years of experience developing, implementing and managing programs.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE II

Functional Responsibilities: Key writer of research syntheses and other policy and practice oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role and transferring knowledge and skills to the clients, enabling them to cultivate and sustain success. Researches and analyzes new approaches and techniques. Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium.

Proficient in the following:

- Serving as a key facilitation resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Intervening with groups in conflict situations to resolve issues and keep the group on track.
- Community Development.
- Strong evaluation and communication background.
- Process Improvement.
- Team Building.
- Demonstrating considerable poise and business maturity.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques. Producing and managing products using new media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means.
- Interfacing with users to determine scope of project and best medium. Has experience with multi-media devices.
- Interfacing with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience: MA/BA in social science, education or management.

Minimum Experience/Training: 3-5 years of experience developing, implementing and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE

Functional Responsibilities: Key writer of research syntheses and other policy and practice oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role and transferring knowledge and skills to the clients, enabling them to cultivate and sustain success. Researches and analyzes new approaches and techniques. Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium. Proficient in the following:

- Serving as a key facilitation resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Intervening with groups in conflict situations to resolve issues and keep the group on track.
- Community Development.
- Strong evaluation and communication background.
- Process Improvement.
- Team Building.
- Demonstrating considerable poise and business maturity.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques. Producing and managing products using new media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means.
- Interfacing with users to determine scope of project and best medium. Has experience with multi-media devices.
- Interfacing with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience: Ph.D. /MA in social science, education or management.

Minimum Experience/Training: 5-7 years of experience developing, implementing and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSOCIATE / EVALUATION COORDINATOR I

Functional Responsibilities: Key writer of research syntheses and other policy and practice oriented publications. Provides functional leadership and development of evaluation framework within organizations and training programs. Plays a key role in ensuring effective operation of the department; implementing change initiatives to enhance the department's value-added role. May collect, classify and analyze quantified and statistical data. Proficient in the following:

- Serving as a key resource and support for content management dissemination, technical assistance and evaluation of selected activities and data analysis.
- Reviewing communication products for clarity, effectiveness, and alignment with image and messaging.
- Researching and analyzing new approaches and techniques. Executes graphic/illustration projects and assists in coordination of all production scheduling.
- Interfacing with users and project leaders to determine scope of project and best medium.
- Assisting in research, design and writing on relevant topics.
- Strong evaluation and communication background.
- Demonstrating considerable poise and business maturity.

Education/Experience: MA/BA in social science, education or management.

Minimum Experience/Training: 3-5 years of experience developing, implementing and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

SENIOR RESEARCHER / EVALUATOR

Functional Responsibilities: Design & conduct large-scale qualitative & quantitative evaluations; experience writing evaluation reports, supervising field research assistants. Development of evaluation questions and selection of appropriate methods for answering them; selection, orientation & supervision of field assistants; implement questionnaires & other survey instruments, conduct interviews & focus groups; analysis of information; reporting. Key coordinator of evaluation & knowledge management research syntheses & other policy or practice oriented publications. Proficient in the following:

- Providing functional leadership & development of evaluation framework within organizations & training programs; strategic plan assessment, project planning facilitation & survey design, planning facilitation & mediation.
- Ensuring effective operation of department; implementing change initiatives to enhance the department's value-added role. May co-chair evaluation working groups & oversee follow-up activities: briefing book preparation & background materials; monitor internal & external evaluation meetings.
- Collecting, classifying and analyzing quantified and statistical data in projects and special studies. Develop study plans, determines data needs, and statistical techniques to be applied.
- Reviewing agency records, collecting and analyzing data, interviewing agency staff, researching laws, drafting policy alternatives, designing and executing program evaluations, management reviews, budget analyses and policy analyses.

Education/Experience: Ph.D. in social science, education or management.

Minimum Experience/Training: 7-9 years of experience developing, implementing and evaluating outcome measurement.

Certifications/Security Clearance: As defined by specific task order.

TECHNICAL WRITER

Functional Responsibilities: Prepares draft and final form technical documents. Develops technical narratives and data, edits documents for spelling, grammar, and proper format, and for proofreading finished documents. Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and is able to write across all mediums. May have related experience in writing documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production. Uses various word processing equipment and applications. Proficient in the following:

- Developing reports, reviews and observations.
- Editing technical papers for accuracy, grammar, and style.
- Summarizing technical articles into shorter research or policy briefs.
- Overseeing publication process including relationships with outside vendors.
- Strategic and creative direction of Social Media projects. Specializes in Social Media strategy and campaign execution. Coordinates and collaborates with client and other team members on project activities and goals.

Education/Experience: MA/BA/BS or equivalent in one of the social sciences.

Minimum Experience/Training: 5-10 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order

EVENTS/EXECUTIVE COORDINATOR II

Functional Responsibilities: Plans, coordinates and executes conferences, meetings, workshops, committee of visitor's reviews, conventions, panels and special events. Proficient in the following:

- Development of agendas, coordinating presenters, pre-event logistical support, on-site support, and post meeting evaluations.
- Managing site selections, budget tracking, creative trafficking, event consolidation shipping, word processing, spreadsheets and graphical support.
- Liaising with other internal departments as it relates to meeting and event needs. May provide guidance and manage event planner team.

Education/Experience: MA/BA in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 4-6 years of experience developing, implementing and managing directly related tasks.

Certifications/Security Clearance: As defined by specific task order.

EVENTS COORDINATOR

Plans, coordinates and executes conferences, meetings, workshops, committee of visitor's reviews, conventions, panels and special events. Assists in leading the project team and coordinating the project. Implements the agreed action plan to the agreed standards and deadlines. Acts as a liaison with the project team and customer on all project-related matters, ensuring the effective preparation and delivery of all project activities, events, meetings, and production of all necessary documentation. Provides ongoing evaluation of project activities/events and reporting on project progress. Proficient in the following:

- Development of agendas, coordinating presenters, pre-event logistical support, on-site support, and post meeting evaluations.
- Managing site selections, budget tracking, creative trafficking, event consolidation shipping, word processing, spreadsheets and graphical support.
- Liaising with other internal departments as it relates to meeting and event needs. May provide guidance and manage event planner team. Coordinates manpower and resources for conference projects. Assures quality control programs are in place and consistent on all projects assigned.

Education/Experience: MA/BA in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 6-10 years of experience developing, implementing and managing directly related tasks.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT II

Functional Responsibilities: Coordinates work of less experienced Research Assistants. Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: MA/BA in or equivalent in one of the social sciences.

Minimum Experience/Training: 3-5 years of experience in social science research.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT I

Functional Responsibilities: Coordinates work of less experienced Research Assistants. Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: MA/BA in or equivalent in one of the social sciences.

Minimum Experience/Training: 4-6 years of experience in social science research.

Certifications/Security Clearance: As defined by specific task order.

RESEARCH ASSISTANT

Functional Responsibilities: Experienced in conducting and writing literature reviews, constructing tables and graphics using spreadsheet software (e.g., Excel), assembling presentations using presentation software (e.g., PowerPoint), and running cross-tabulations and elementary multivariate statistical analyses. Proficient in the following:

- Providing document analysis and synthesis; literature, telephone, internet, and personal contact for research or related assignments.
- Serving as project liaison as needed.
- Supporting day-to-day details of office administration within programs.

Education/Experience: BA/BS or equivalent in one of the social sciences.

Minimum Experience/Training: 5-7 years of experience in social science research.

Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSOCIATE

Functional Responsibilities: Processes advanced registrations, issues receipts, sends confirmation letters, maintains conference databases and addresses questions from the attendees. Supports on-site meeting and registration services, editorial services, travel support and computer support. Acts as liaison with clients, associates and the general public. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.
- Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 4-6 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSISTANT

Functional Responsibilities: Conducts a variety of clerical and administrative activities. Maintains program/project/task files. Plans and coordinates meetings and makes travel arrangements for staff. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.
- Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 5-7 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

ADMINISTRATIVE ASSISTANT II

Functional Responsibilities: Conducts a variety of clerical and administrative activities. Maintains program/project/task files. Plans and coordinates meetings and makes travel arrangements for staff. Provides facilitator support, scribes for client sessions, data management, and results documentation. Proficient in the following:

- Working under supervision to provide support to professional and technical personnel, including task managers.
- Providing word processing/spread sheets/graphics as directed and other duties as assigned.
- Preparing documents, correspondence and reports via e-mail, Microsoft Word, Excel, and PowerPoint.

Education/Experience: BA/BS in Business Administration or appropriate specialized field of study.

Minimum Experience/Training: 3-5 years of experience in a professional office environment.

Certifications/Security Clearance: As defined by specific task order.

AIMS Points of Contact



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