



U.S. General Services Administration

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Multiple Award Schedule

Federal Supply Group: Professional Services

CONTRACT NUMBER: GS-07F-281BA

CONTRACT PERIOD: August 27, 2019 through August 26, 2024

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 GSAAvantage.gov



Aptive Resources, LLC.
421 King Street, STE 200
Alexandria, VA 22314-3121
Telephone: 571-210-4500

Contract Administration Source: Rachele Cooper (rachele.cooper@aptiveresources.com)

Website: www.aptiveresources.com

Modification #PS-0034, dated 09/04/2020

Business Size: **Small Business**
Socioeconomic Indicators: **WOSB, VOSB, SDVOSB**

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

GSA AWARDED TERMS AND CONDITIONS

APTIVE RESOURCES, LLC.

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs):

541330ENG: Engineering Services - Services include: applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, processes, and systems. Services may involve any of the following activities: provision of advice, concept development, requirements analysis, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

NOTE: Services under this SIN cannot include architect-engineer services as defined in the Brooks Act and FAR Part 2, or construction services as defined in FAR Parts 2 and 36.

541715: Engineering Research and Development and Strategic Planning - Service include conducting research and experimental development (except nanotechnology and biotechnology research and experimental development) in the physical, engineering and life sciences such as; such as agriculture, electronics, environmental, biology, botany, computers, chemistry, food, fisheries, forests, geology, health, mathematics, medicine, oceanography, pharmacy, physics, veterinary and other allied subjects.

Typical tasks include, but are not limited to, analysis of mission, program goals and objectives, program evaluations, analysis of program effectiveness, requirements analysis, organizational performance assessment, special studies and analysis, training, and consulting; requirements analysis, cost/cost performance trade-off analysis, feasibility analysis, developing and completing fire safety evaluation worksheets as they relate to professional engineering services; operation and maintenance, evaluation of inspection, testing, and maintenance program for fire protection and life safety systems, program/project management, technology transfer/insertion, training and consulting.

NOTE: Services under this NAICs can not include architect-engineer services as defined in the Brooks Act and FAR Part 2 or construction services as defined in the Federal Acquisition Regulation Part 36 and Part 2.

541611: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services - Provide operating advice and assistance on administrative and management issues.

Examples include: strategic and organizational planning, business process improvement, acquisition and grants management support, facilitation, surveys, assessment and improvement of financial management systems, financial reporting and analysis, due diligence in validating an agency's portfolio of assets and related support services, strategic financial planning, financial policy formulation and development, special cost studies, actuarial services, economic and regulatory analysis, benchmarking and program metrics, and business program and project management.

Inherently Governmental services as identified in FAR 7.503 or by the ordering agency are prohibited. It is the responsibility of the Contracting Officer placing the order to make this determination. Ordering activities must require prospective contractors to identify potential conflicts of interest and address those, prior to task order award.

Personal services as defined in FAR 37.104 are prohibited.

611430: Professional and Management Development Training - Services include offering an array of short duration courses and seminars for management and professional development. Training for career development may be provided directly to individuals or through employers' training programs, and courses may be customized or modified to meet the special needs of customers. Instruction may be provided in diverse settings, such as the establishment's or agency's training facilities, and through diverse means, such as correspondence, television, the Internet, or other electronic and distance-learning methods. The training provided may include the use of simulators and simulation methods.

Examples include Training Services that are instructor led Training or Web Based Training of Education Courses, Course Development and Test Administration, Learning Management, and Internships; Environmental Training Services in order to meet Federal mandates and Executive Orders; training of agency personnel to deal with media and media responses; Logistics Training Services related to system operations, automated tools for supply and value chain management, property and inventory management, distribution and transportation management, and maintenance of equipment and facilities; Audit & Financial training services related to course development and instruction required to support audit, review, financial assessment and financial management activities.

Any firm offering Defense Acquisition Workforce Improvement Act (DAWIA) and Federal Acquisition Certification in Contracting (FAC-C) Training for Acquisition Workforce Personnel will include an identify only DAWIA and FAC-C courses that have been deemed DAU equivalent or approved by the Federal Acquisition Institute (FAI).

NOTE: In accordance with OMB Policy Letter 05-01, civilian agencies must follow the course equivalency determinations accepted by the Defense Acquisition University (DAU) to ensure that core training is comparable across the workforce and qualifies for certification. When procuring FAC-C and DAWIA training for the audience identified below, the task order level Contracting Officer shall confirm that the courses being acquired are listed on one of the following websites: <https://www.fai.gov/drupal/certification/verified-contracting-course-vendor-listing> OR <http://icatalog.dau.mil/appg.aspx> (click on commercial vendors). Training Audience – Acquisition professionals interested in completing FAC-C or DAWIA

541810: Advertising Services - Services provided under this SIN will 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.

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, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.

NOTE: Any commissions received for advertising agencies will either

(a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

SIN 541511 Web Based Marketing - Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541820: Public Relations Services - Services provided include providing 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; executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, media alerts and press clipping services related activities to public relations services.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541511: Web-Based Marketing Services - Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541910: Market Research and Analysis - Services include customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers (in relation to services provided under this schedule).

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

512110: Video/Film Production - Services include writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring; and editing.

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, accessibility and video streaming development. Filming in studios, on location, live shows or events may also be required.

NOTE: Any commissions received for media placement will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541922: Commercial Photography Services - Services include photography which may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other forms of media such as: black and white, color photography, digital photography, aerial photography, architectural photography, still photographs, field and studio photography; and related photography services such as photo editing and high-resolution scans.

NOTE: Any commissions received for commercial photography services will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541430: Graphic Design Services- Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills

Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre existing materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541613: Marketing Consulting Services - Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns. Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support, assistance with conducting the challenge / contest / competition, facilitating events; and supporting the judging of events are included. The challenge / contest / competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

SIN 611512 Flight Training - Includes aviation and flight training.

541810ODC: Other Direct Costs (ODC's) for Marketing and Public Relations Services - All Other Direct Costs (ODCs) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 541922, and 561920. ODCs shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 ODC are not Order-Level Materials (OLMs). ODC's are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible ODCs may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered ODCs.

NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

OLM: Order Level Materials (OLM): OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs.

541850: Exhibit Design and Advertising Services - Services include conceptualizing, designing and producing exhibits and their accompanying materials, providing and/or making recommendations for carpet and padding installation for exhibit property; 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); and media illumination services

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

561920: Conference, Meeting, Event and Trade Show Planning Services - Service include organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), project 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; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

339950: Signs - Includes all signage, such as directories, site/facility identification, scoreboards, exit signs, etc.

339999F: Flags, Banners, Pennants, and Related Products - Includes all flags, banners, pennants, and related products.

561439: Document Production On-site and Off-site Services - Includes the necessary equipment (e.g. high-volume digital color copiers, scanners) and personnel required for effective on-site/off-site document production. Also includes single or multiple shift production operations, consumable supplies (paper and transparencies are usually not included), on-going equipment maintenance, and customized agency reports.

NOTE: Consider job turnaround time, maximum number of impressions per day or month, document quality expectations, etc.

511210: Software Licenses - Includes both term and perpetual software licenses and maintenance.

NOTE: Subject to Cooperative Purchasing

54161: Agency Human Capital Evaluation - This function assesses results achieved across all Human Capital Management systems and activities in support of mission goals to identify and implement improvements.

56131: Talent Acquisition - The Talent Acquisition function is the establishment of internal programs and procedures for attracting, recruiting, assessing, and selecting highly qualified, productive employees with appropriate skills and competencies, from all sectors of society, all in accordance with merit system principles. Services include developing a staffing strategy and plan; establishing an applicant evaluation approach; announcing the vacancy, sourcing and evaluating candidates against the competency requirements for the position; initiating pre-employment activities; and hiring employees.

541612HC: Agency Human Capital Strategy, Policy and Operations - Professional services include but are not limited to development of effective human capital management strategies and enhanced policy. This Function contains the following Sub-Functions: A.1.1 Workforce Planning; A.1.2 Human Capital Strategy; A.1.3 Organizational Design and Position Classification; A.1.4 Diversity and Inclusion; A.1.5 Employee Engagement and Communications; A.1.6 Organizational Development(OPM/Federal Human Capital Business Reference Model)

1b. **LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:** Please see the pricelist below for details

1c. **HOURLY RATES (services only):** See attached GSA Awarded Pricelist

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

Maximum Order for SIN 541922, 339950, 339999F and OLM: \$250,000, Maximum Order for SIN 511210: \$500,000
*If the "best value" selection places your order over this 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:** N/A

6. **DISCOUNT FROM LIST PRICES:** Net GSA pricing is listed in the attached pricing table.

7. **QUANTITY DISCOUNT(S):** None

8. **PROMPT PAYMENT TERMS:** 0%, Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9a. Government purchase cards **must be accepted** at or below the micro-purchase threshold

9b. Government purchase cards **are accepted** above the micro-purchase threshold

10. **FOREIGN ITEMS:** None

11a. **TIME OF DELIVERY:** Specified per Individual Task Order

11b. **EXPEDITED DELIVERY:** Items available for expedited delivery are noted in this price list.

11c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact the Contractor for rates

11d. **URGENT REQUIREMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery. Urgent requirement in accordance with I-FSS-140-B

12. **FOB POINT:** Destination

13a. ORDERING ADDRESS:

Aptive Resources, LLC.
421 King St. STE 200
Alexandria, VA 22314
(P) 571-210-4500

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3.

14. PAYMENT ADDRESS:

Aptive Resources, LLC.
421 King St. STE 200
Alexandria, VA 22314
(P) 571-210-4500

15. **WARRANTY PROVISION:** N/A

16. **EXPORT PACKING CHARGES:** N/A

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Government Purchase Card accepted for purchases above the micro-purchase threshold.

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: As applicable

25. DUNS NUMBER: 828890751

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Active; CAGE Code 5AF04

Aptive Resources, LLC - Labor Category Descriptions

ASSOCIATE / ANALYST I

Description: Prepares and conducts analyses and studies, needs assessments, and requirements analysis to align systems and solutions; applies analytical methodologies and principles to meet client needs; prepares forecasts and analyzes trends, develops and analyzes metrics, and prepares reports and recommendations related to management, organizational structure, policies/procedures and systems; areas of focus include but are not limited to business performance, project analysis, internal control, risk assessment, and support of project objectives.

Experience & Education: Minimum of 1 year of experience and Bachelor's Degree

ASSOCIATE / ANALYST II

Description: Prepares and conducts analyses and studies, needs assessments, and requirements analysis to align systems and solutions; applies analytical methodologies and principles to meet client needs; prepares forecasts and analyzes trends, develops and analyzes metrics, and prepares reports and recommendations related to management, organizational structure, policies/procedures and systems; areas of focus include but are not limited to business performance, project analysis, internal control, risk assessment, and support of project objectives.

Experience & Education: Minimum of 2 years of experience and Bachelor's Degree

ASSOCIATE / ANALYST III

Description: Prepares and conducts analyses and studies, needs assessments, and requirements analysis to align systems and solutions; applies analytical methodologies and principles to meet client needs; prepares forecasts and analyzes trends, develops and analyzes metrics, and prepares reports and recommendations related to management, organizational structure, policies/procedures and systems; areas of focus include but are not limited to business performance, project analysis, internal control, risk assessment, and support of project objectives.

Experience & Education: Minimum of 4 years of experience and Bachelor's Degree

MANAGEMENT CONSULTANT I

Description: Possesses knowledge, experience, and capabilities in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations; evaluates options to address organizational challenges and contributes to implementation of project plans; supports project objectives and helps assess the impact of industry trends and policies.

Experience & Education: Minimum of 4 years of experience and Bachelor's Degree

MANAGEMENT CONSULTANT II

Description: Possesses demonstrated knowledge, experience, and ability in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations; evaluates options to address organizational challenges and contributes to implementation of project plans; supports project objectives and helps assess the impact of industry trends and policies.

Experience & Education: Minimum of 6 years of experience and Master's Degree or certification*

MANAGEMENT CONSULTANT III

Description: Possesses demonstrated knowledge, experience, and ability in the development and management of solutions, recommendations, or outcomes across multiple tasks and/or organizations; evaluates options to address organizational challenges and manages implementation of project plans; directs activities in support of project objectives and helps assess the impact of industry trends and policies; manages projects tasks as needed.

Experience & Education: Minimum of 10 years of experience and Master's Degree or certification*

FUNCTIONAL SPECIALIST I

Description: Possesses knowledge in designated field or discipline; supports assessments of organization's challenges using specialized skills and knowledge; contributes to the execution of project or task plan and helps assess the impact of industry trends, policy or standard methodologies; conducts activities in support of the project team's objectives; may include specialized certifications and/or qualifications relevant to the project scope.

Experience & Education: Minimum of 2 years of experience and Bachelor's Degree

FUNCTIONAL SPECIALIST II

Description: Possesses demonstrated knowledge in designated field or discipline; possesses substantive experience providing solutions to an organization's challenges through the application of knowledge gained through similar prior engagements; participates in the development of solutions by leveraging knowledge of the designated field or discipline; contributes to the implementation of strategy and helps assess the impact of industry trends and policies; directs the activities of Specialists or other staff as necessary on activities related to the specified field or discipline; may include specialized certifications and/or qualifications relevant to the project scope.

Experience & Education: Minimum of 4 years of experience and Master's Degree or certification*

FUNCTIONAL SPECIALIST III

Description: Senior expert with extensive knowledge in designated field or discipline; provides insight and advice concerning task or project strategic direction and outcomes; may contribute to the evaluation, analysis, and development of recommended solutions; resolves complex problems which require an in-depth knowledge of subject matter related to the designated field or discipline; applies principles and methods of the subject matter to specialized solutions; generally possesses demonstrated ability and experience in management consulting and specialized expertise in technical domains; may direct other staff as necessary on activities related to the specified field or discipline.

Experience & Education: Minimum of 8 years of experience and Master's Degree or certification*

SUBJECT MATTER EXPERT I

Description: Senior expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence objectives of complex efforts; primarily utilized on projects for specific expertise, not in a managerial

capacity, to align with and support the organization's core goals and strategic direction.

Experience & Education: Minimum of 10 years of experience and Master's Degree or certification*

SUBJECT MATTER EXPERT II

Description: Senior expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence objectives of complex efforts; primarily utilized on projects for specific expertise, not in a managerial capacity, to align with and support the organization's core goals and strategic direction.

Experience & Education: Minimum of 12 years of experience and Master's Degree or certification*

SUBJECT MATTER EXPERT III

Description: Senior industry leader and expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence objectives of complex efforts; primarily utilized on projects for specific expertise, not in a managerial capacity, to align with and support the organization's core goals and strategic direction.

Experience & Education: Minimum of 14 years of experience and Master's Degree or certification*

PROJECT MANAGER

Description: Performs day-to-day management of contract support operations, possibly involving multiple tasks and groups of personnel at multiple locations, on a single project; demonstrates skills in the scope of work encompassed by the task order; provides technical guidance to the project team in performance of the work, and reviews the quality of all work products; organizes, directs, and coordinates the planning and production of all contract support activities; responsible for staffing, project planning, project financials, and staff direction and oversight; maintains and manages the client interface at the COTR levels of the client organization; assists the Program Manager as required in managing contract performance.

Experience & Education: Minimum of 6 years of experience and Master's Degree or certification*

PROGRAM MANAGER

Description: Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations; maintains and manages relationships with senior level management within the client organization; responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision; this may include subject matter and unique technical knowledge; ensures quality standards and work performance on all task orders and projects; plans, organizes, and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project, and directs program personnel.

Experience & Education: Minimum of 10 years of experience and Master's Degree or certification*

PROGRAM DIRECTOR / SENIOR ADVISOR

Description: Senior executive responsible for providing strategic direction, vision, leadership, and program management to the team; contributes to organizational direction through regular involvement with senior level client leadership and team members; maintains productive and effective client relationship with the most senior levels of the client organization.

Experience & Education: Minimum of 15 years of experience and Master's Degree or certification*

CORPORATE EXECUTIVE

Description: Provides strategic advisory services and consultations; defines agenda and project objectives; manages execution of multiple strategic initiatives; balances potentially conflicting themes and objectives; generates innovative approaches to address business problems; ensures that appropriate structure is in place to support innovation and lasting change.

Experience & Education: Minimum of 15 years of experience and Bachelor's Degree

* Certifications include, but are not limited to:

- Project Management Professional – PMP
- Communication Management Professional - CMP
- Certified Information Systems Security Professional – CISSP
- Six Sigma Green Belt - SSGB
- Professional Certified Marketer – PCM

PRINCIPAL

Description: Provide oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations. Maintains and manages relationships with senior level management within the client organization. Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision; this may include subject matter and unique technical knowledge. Responsible for managing multiple contract operations, ensure quality standards and work performance on all task orders and projects, plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project and contract performance, etc.

Experience and Education: Minimum of twelve (12) years of consulting experience and Bachelor's degree and MPA/MBA

SENIOR CONSULTANT SME

Description: Senior expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas. The SME provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. They are responsible for providing high level vision to program/project manager or senior client leadership to influence objectives of complex efforts. The Subject Matter Expert is primarily utilized on projects for their specific expertise, not in a managerial capacity, in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational subunits, so that they align with the organization's core goals and strategic direction. The Subject Matter Expert is

typically a former high-ranking military or civilian official and recognized by industry as an expert in their specific field.

Education and Experience: Minimum of ten (10) years consulting experience and Bachelor's Degree.

SENIOR ASSOCIATE

Description: Applies an organization-wide set of disciplines for the planning, analysis, design, and construction of information systems on an enterprise-wide basis or across, a major sector of the enterprise. Perform data collection from multiple sources to include the web, client databases, and other resources. Utilize analytical tools and methodology to perform data analysis in support of the development of analytical products. May perform enterprise strategic systems planning, enterprise information planning and business area analysis. Will gather basic data, identify key stakeholders, review the effectiveness of existing programmatic or community investments, and propose programmatic strategies, possible implementing partners, resource requirements (human, technical, financial) and key performance indicators.

Experience and Education: Minimum of six (6) years of consulting experience and Master's Degree.

ASSOCIATE

Description: Apply an organization-wide set of disciplines for the planning, analysis, design, and construction of information systems on an enterprise-wide basis or across, a major sector of the enterprise. Associates perform data collection from multiple sources to include the web, client databases, and other resources. Utilize analytical tools and methodology to perform data analysis in support of the development of analytical products. May perform enterprise strategic systems planning, enterprise information planning and business area analysis. Associates may be experts in programmatic, sectoral, topical, regional, or community assessments and evaluations. Associates will gather basic data, identify key stakeholders, review the effectiveness of existing programmatic or community investments, and propose programmatic strategies, possible implementing partners, resource requirements (human, technical, financial) and key performance indicators

Experience and Education: Minimum of three (3) years of consulting experience and Bachelor's Degree

JUNIOR ASSOCIATE

Experience and Education: Minimum of one (1) year of consulting experience and Bachelor's Degree

Description: Assist in researching and analyzing issues. Primary responsibilities include handling standard client inquiries; researching the client's mission, programs, audiences, and stakeholders; and developing reports and materials under the guidance of senior-level Aptive team members. plays a key role in contract activity implementation.

Contribute to the design and delivery of all project activities, including assessments, due diligence, quality assurance, and training design and delivery, stakeholder coordination and engagements, and research and analytics.

PROJECT MANAGER

Description: Provides day-to-day project management for smaller projects or is the team lead for a work stream within a larger project involving multiple tasks and groups of personnel at multiple locations. Demonstrates skills in the scope of work encompassed by the task order; provides technical guidance to the project team in performance of the work and reviews the quality of all work products. Leader, experience in project and task management, responsible for ensuring successful task completion within the scheduled timeframe consistent with the established scope of work to include both the technical and financial solutions. Organizes, directs, and coordinates the planning and production of all activities associated with assigned tasks. Organizes, directs, and coordinates the planning and production of all contract support activities.

Experience and Education: Minimum of three (3) years of management experience and Bachelor's Degree

SENIOR FINANCIAL ANALYST

Description: Performs budgeting, auditing, forecasting, and/or analysis. Identify potential problems and solutions through analysis. Interfaces with functional specialists and acts as a focal point to coordinate all disciplines in the recommended solution. Apply state-of-the-art applications to effectively automate financial applications in the most effective manner while adhering to established Accounting Principles and Practices. May interact with auditors and senior managers to research financial and economic trends and assist in applying findings to practices.

Experience and Education: Minimum of up to eight (8) years of financial or contract admin Experience and Bachelor's Degree and MBA/CPA

PROJECT COORDINATOR

Description: Develops, deploys, and oversees the use of industry standard artifacts including project charters, communications plans, status reports, work plans using tools such as Microsoft Project, change control plans, risk and issues management plans, etc., for managing day-to-day project activity. Collects data and generates appropriate reports to advise the management team on the status and health of ongoing project activity. Define task level performance measures and standards. Knowledgeable of federal contract and procurement practices; prepares and monitors task budgets and schedules.

Experience and Education: Minimum of two (2) years of experience and Bachelor's Degree

ADMINISTRATIVE ASSISTANT

Description: Perform moderately complex tasks of an administrative nature such as technical report preparation, maintenance of technical project information, maintenance of technical documentation and databases, coordination and/or production of graphic support for briefings and publications and general administrative and/or secretarial duties. Perform routine security tasks, including maintaining visitor control records, labeling, tracking, and safeguarding classified material.

Experience and Education: Minimum of one (1) years of experience and HS Diploma

SENIOR RESEARCH ANALYST

Description: Provide quantitative and qualitative technical assessments and recommendation to management on the stature of future technologies, trends and requirements. Formulate technical assessment and recommendations. Attends and presents papers at seminars and conferences; identifies and assembles relevant technical literature and conducts research in designated customer areas of interest. Perform requirements analysis, concept implementation, data analysis, and reporting. Conducts needs assessment and development of recommended project control solutions to be used for planning, scheduling, and tracking of each project through integration of various program management tools. Organize project and task workloads within budget and schedule guidelines

General Experience: Minimum of six (6) years of experience in analysis and Bachelor's Degree

RESEARCH ANALYST

Description: Plans, develops, and conducts systematic research under direction of Behavioral Scientist or Research Analyst. Participate in the evaluation of systems to identify design deficiencies or to determine feasibility of solutions to identified deficiencies. Provide support for requirements analyses. Perform statistical analyses of data to determine significant relationships among performance and cost effectiveness measures.

Education and Experience: Minimum of two (2) years' experience and a Bachelor's Degree

SENIOR WRITER/EDITOR

Description: Gathers data from subject matter experts and conducts literature reviews. Translate technical information into clear and readable documents. Writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets Attend and record notes of high level technical meetings. Prepare technical reports and other key project documents; tailor materials to target audiences; ensure the quality control of publications; oversees preparation of publication packages for client review and processing.

Experience and Education: Minimum of six (6) years of experience in technical writing or related field and Bachelor's Degree

WRITER/EDITOR

Description: Performs writing, editing, and/or rewriting of moderately complex technical documents and reports. Collects, organizes, and formats data, charts, diagrams, etc. Apply consistent formatting and style throughout documents and contract deliverables. Use a variety of software programs to develop documentation.

Work with senior technical staff to ensure accuracy and completeness. Conducts research and ensures the use of proper technical terminology. Translate technical information into clear, readable documents for use by technical and non-technical personnel.

Experience and Education: Minimum of three (3) years of writing/editing experience and Bachelor's Degree

PRINCIPAL DESIGNER

Description: Responsible for making sure that each communication reinforces fundamental communications strategy, connects with priority targets, and accomplishes concrete objectives. Primary responsibilities include developing senior client relationships, overseeing the development and implementation of overall branding and identity development programs for clients, ensuring the appropriate and sufficient staffing to fulfill all project goals, and managing the financial aspects of client relationships.

Experience and Education: 12+ years of design experience and Bachelor's Degree and MBA/MPA

SENIOR DESIGNER/ASSOCIATE

Description: Works with client to develop creative briefs and develop design solutions to meet client needs and reflect an understanding of target audiences. Primary responsibilities include communicating effectively with the client and Aptive team, producing effective designs that incorporate overarching strategy, and reinforcing the "big picture" in a creative or communications campaign.

Experience and Education: 6+ years of design experience and Bachelor's Degree

CREATIVE DESIGNER/ASSOCIATE

Description: Designs concepts and materials that are subject and context sensitive to ensure that they achieve client goals and meet their satisfaction. Primary responsibilities include producing effective designs that incorporate overarching strategy.

Experience and Education: 3+ years of design experience and Bachelor's Degree

GRAPHIC ARTIST

Description: Supports the design and development of complex graphics and illustrations for use in technical materials, manuals, and publications. Artwork may include tables, charts, flowcharts, viewgraphs/slides, brochures, forms, illustrations, photographs, promotional materials, posters, postcards, and book covers.

Experience and Education: 1+ years of design experience and Bachelor's Degree

SENIOR COMMUNICATIONS ASSOCIATE

Description: Oversees multi-faceted communications program areas. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Experience and Education: 6+ years of experience in communications and Bachelor's Degree in communications or related field

COMMUNICATIONS ASSOCIATE

Description: Leads communications program area, developing communications product and service strategy. Builds team capable of providing range of support services including media and legislative relations, news monitoring, evaluation, and trends analysis.

Develops and coordinates the media form and outlets, print, radio, TV, cable, Internet, interactive computer technology (such as CDROM) and kiosks to support marketing communications campaigns. Meets with client regularly to discuss performance, propose initiatives, and establish priorities

Experience and Education: 3+ years of experience in communications and Bachelor's Degree in communications or related field.

VIDEO PRODUCER/ASSOCIATE

Description: Performs budgeting, auditing, forecasting, and/or analysis. Identify potential problems and solutions through analysis. Interfaces with functional specialists and acts as a focal point to coordinate all disciplines in the recommended solution. Apply state-of-the-art applications to effectively automate financial applications in the most effective manner while adhering to established Accounting Principles and Practices. May interact with auditors and senior managers to research financial and economic trends and assist in applying findings to practices.

Experience and Education: Minimum of up to eight (8) years of financial or contract admin experience and Bachelor's Degree

WEB CONTENT ANALYST

Description: Assists in the development and implementation of content on websites. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Has knowledge of commonly used concepts, practices, and procedures within a particular field.

Experience and Education: 3+ years of experience and BA/BS Degree

WEB PROGRAMMER

Description: Designs, develops, and implements software packages for web sites.

Has knowledge of standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Works under general supervision; typically reports to a project leader or manager. A certain degree of creativity and latitude required

Experience and Education: 3+ years of experience and Bachelor's Degree

Aptive Resources, LLC
GSA Awarded Pricelist

SIN(s)	Service/Labor Category	GSA Hourly Rate
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Associate/ Analyst I	\$ 66.06
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Associate/ Analyst II	\$ 74.32
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Associate/ Analyst III	\$ 90.67
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Management Consultant I	\$ 90.67
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Management Consultant II	\$ 132.04
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Management Consultant III	\$ 159.56
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Functional Specialist I	\$ 71.24
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Functional Specialist II	\$ 120.08

SIN(s)	Service/Labor Category	GSA Hourly Rate
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Functional Specialist III	\$ 198.84
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Subject Matter Expert I	\$ 213.21
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Subject Matter Expert II	\$ 277.10
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Subject Matter Expert III	\$ 289.69
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Project Manager	\$ 162.90
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Program Manager	\$ 199.22
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Program Director/ Senior Advisor	\$ 258.98
512110, 541330ENG, 541430, 541511, 541611, 541613, 541715, 541810, 541810ODC, 541820, 541910, 541922, 611430, 611512, 54161, 56131, 541612HC	Corporate Executive	\$ 420.71
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Principal	\$ 185.89

SIN(s)	Service/Labor Category	GSA Hourly Rate
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Consultant SME	\$ 176.83
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Associate	\$ 140.55
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Associate	\$ 127.86
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Junior Associate	\$ 87.96
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Project Manager	\$ 127.86
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Financial Analyst	\$ 99.75
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Project Coordinator	\$ 49.87
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Administrative Assistant	\$ 38.09
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Research Analyst	\$ 119.48

SIN(s)	Service/Labor Category	GSA Hourly Rate
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Research Analyst	\$ 75.26
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Writer/Editor	\$ 110.63
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Writer/Editor	\$ 88.87
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Principal Designer	\$ 185.89
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Designer/Associate	\$ 140.55
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Creative Designer/Associate	\$ 127.86
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Graphic Artist	\$ 56.22
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Senior Communications Associate	\$ 140.55
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Communications Associate	\$ 127.86

SIN(s)	Service/Labor Category	GSA Hourly Rate
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Video Producer/Associate	\$ 127.86
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Web Content Analyst	\$ 97.93
541330ENG, 541715, 541611, 611430, 611512, 541810, 541922, 541820, 541511, 541910, 512110, 541922, 541430, 541613, 54161, 56131, 541612HC	Web Programmer	\$ 125.14

Service Contract Labor Standards (SCLS) are applicable to this contract and as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS 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 SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the SCLS labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

SIN	Support Product/ Labor/ Other Direct Cost (ODC)	Unit of Issue	GSA Offered Rate with IFF
541810ODC	Stock Images	Image	\$30.98
541810ODC	Video Production and Editing	Hour	\$92.95
541810ODC	Brochure Printing	Page	\$3.93