Advertising and Integrated Marketing Solutions

michael cohen group LLC
research evaluation consulting

375 West Broadway, Suite 502
New York, NY 10012
Phone: 212-431-2252
Fax: 212-343-1509
Contact: Michael Cohen
Email: mcohen@mcgrc.com

SIN: 541-4A and 541-1000
Contract No.: GS-07F-392AA
Contract Period: September 23, 2013 through September 22, 2018
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About MCG

Michael Cohen Group (MCG) is a small business enterprise widely recognized as an industry leader and innovator in the areas of complex market research and program evaluation necessary for the enhancement of Federal agency effectiveness.

Who we are
MCG is an applied research, scientific evaluation, assessment and consulting firm headquartered in New York. MCG has conducted research and evaluations on behalf of a wide range of Federal agencies and departments, educational institutions, non-profits and foundations in the public and non-profit sectors, as well as for corporations in the private sector in over 50 countries worldwide. MCG has broad experience in evaluating the effectiveness of governmental, corporate, educational and promotional messaging and programs for citizens and consumers. We are experts in assisting clients in crafting messages and programs targeted to specific populations, and in measuring how effectively and completely such messaging and programs have reached and informed their intended audiences.

Staffed by Experienced Experts
MCG’s research professionals represent a diversity of social and scientific disciplines, including education, sociology, psychology, media, political science and anthropology. All of MCG’s senior researchers have a minimum of 10 year experience in their field and hold advanced degrees, including six senior researchers with Ph.D. degrees in the social sciences. MCG is an expert in using cutting-edge research methodologies expected by agencies of the Federal government, and has unparalleled experience in conducting the kind of rigorous and scientific research that such agencies demand to measure the effectiveness of their programs. MCG has been certified as an Evaluation Researcher by the U.S. Department of Education Institute of Education Sciences (IES), and is listed in the IES Registry of Evaluation Researchers in the “What Works Clearinghouse.”

Our Philosophy
Through action-oriented research MCG provides clients with usable, actionable knowledge and insights. Knowledge gained from research allows clients to overcome obstacles, solve problems, and ensures success. MCG understands that research gives voice to numerous constituents. Research makes the invisible visible and gives individuals a significant role in the development of the products, services, and communications that directly impact their lives.
**Extensive Federal agency experience**
MCG has extensive expertise in assessing levels of exposure and awareness of communication and educational campaigns, products and services, and in evaluating the impact on perceptions, attitudes and behavior that those campaigns have on their targeted audiences. In particular, MCG’s experience in evaluating the effectiveness of new and innovative emerging digital platforms and content has given it special expertise in devising evaluation methods and processes that are customized for answering complicated research questions involving digital media and the internet. MCG does not rely on boiler-plate research methodologies to address complicated research challenges. Instead, MCG conducts needs analysis and devises customized research solutions using a methodological tool-box that contains a broad range of cutting-edge qualitative and quantitative techniques.

**Current Federal projects**
MCG is currently the evaluation partner for Project UMIGO and Project ELC, two partnerships awarded Ready To Learn cooperative agreements in 2010 by the U.S. Department of Education. The focus of Ready To Learn is the optimal utilization of media for education. Both Projects UMIGO and LAMP are developing educational transmedia properties for children ages two to eight. MCG as evaluation partner is responsible for formative research to inform the creation of educational media properties as well as summative assessments of educational effectiveness of those properties.
Through the prism of MCG’s collective experience, we achieve our mission of providing actionable solutions derived from rigorous research-based knowledge.

Our services....

The ability to inform product development and craft successful marketing, communication and educational programs and campaigns and to maintain their effectiveness for their intended audiences requires insightful and relevant research based on rigorous social science techniques and methods. MCG can provide your agency with a wide array of market research and analysis services, including the following:

- **Formative evaluation research** (product and communications development)
  - Needs assessment
  - Formative research for feedback to development of a product or program
  - Process evaluation of program delivery or intervention
  - Ethnography and lifestyle research
  - Concept testing
  - Message development and testing
  - Copy assessment and evaluation
  - Advertising development and testing

- **Survey research and public opinion tracking: design, implementation and analysis**
  - Segmentation
  - HTML modeling
  - Trend analysis

- **Brand equity research**

- **Customer satisfaction, loyalty benchmarking and tracking studies**

- **Customer value evaluations**

- **Market trends analysis**

- **Summative evaluation research** (assessment of impact and effectiveness)
  - Program evaluation based on logic modeling
  - Scientific experimental evaluation, including Randomized Control Trials (RCTs)
  - Quasi-experimental summative research
  - Federal, State, and Non for Profit as well as private sector program evaluations integrating formative and summative research

- **Longitudinal studies to identify and track patterns of change over time**

- **Evaluation of media and communications on digital platforms: usability and learning**

- **Cross-cultural research**
  - International qualitative research
  - International survey research

- **Research on awareness, attitudes and communications for targeted messaging**

- **Assessment of educational and curriculum programs and properties**
Cutting-edge research and survey research techniques…

MCG maintains its expertise in mainstream research and evaluation methods implementing cutting-edge research techniques and methodologies. Among the research techniques MCG uses to measure the effectiveness of governmental projects, programs and communications campaigns are the following:

- **Qualitative research techniques**
  - Dialogical interviews: one-on-one in depth interviews (IDIs), friendship groups and triads
  - Focus Group Interviews (FGIs): in person and online
    - Projective techniques
    - Concept sorting and prioritizing
    - Clinical interview techniques
  - Qualitative research with children from 2 through teens in group and individual interviews
  - Online bulletin board discussions
  - Pilot and field Testing

- **Observational research: structured observation of classrooms, workplaces and organizational programs**
  - Standardized assessments instruments
  - Customized observations to identify patterns in use of digital properties (websites, apps, etc.)

- **Participant observation and evaluation using feedback from those involved in a program, service or group process**

- **Survey research techniques and analysis of online, phone and intercept interviews**
  - Significance testing
  - Factor analysis
  - Segmentation analysis
  - Modeling

- **Longitudinal studies tracking behavior or progress over time for programs or interventions using customized measures and markers of change**

- **Grass roots analysis of opinions and responses to particular news, events, organizations and public figures**

- **Analysis of use and impact of media and educational products with understanding and sensitivity to child development and its dynamics**
1a. Awarded Special Item Numbers (SINs):
541-4A – Market Research and Analysis
541-1000 – Other Direct Costs

9b. Government Purchase Cards:
Accepted at or above the micro-purchase level.

1b. Lowest Priced Model Number and Price for Each SIN: Not Applicable.
(Government net price based on a unit of one)


2. Maximum Order: $1,000,000 per SIN

Contract Number: GS-07F-392AA

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. Points of Production: Not applicable.

6. Discount from List Prices: Prices listed are GSA Net, Discount Deducted.

7. Quantity Discounts: None.

8. Prompt Payment Terms: Net 30 days.

9a. Government Purchase Cards:
Accepted at or below the micro-purchase level.

10. Foreign Items: None.

11a. Time of Delivery: To be determined at time of task order.

11b. Expedited Delivery: Contact contractor for availability.

11c. Overnight and 2-Day Delivery: Contact contractor for rates.

11d. Urgent Requirements: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.


13a. Ordering Address: Same as contractor address. Customer should contact contractor for additional addresses.

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. Payment Address: Same as contractor address.

15. Warranty Provision: Not applicable.
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: Not applicable.

19. Terms and Conditions of Installation: Not applicable.

20. Terms and Conditions of Repair Parts: Not applicable.

20a. Terms and Conditions for Any Other Services: Not applicable.

21. List of Service and Distribution Points: Not applicable.

22. List of Participating Dealers: Not applicable.

23. Preventive Maintenance: Not applicable.

24a. Special Attributes such as Environmental Attributes: Contractor encourages digital and verbal delivery of reports to reduce recycling needs.

24b. Section 508 Compliance for EIT: As applicable.

25. DUNS NUMBER: 136255523

26. Notification Regarding Registration in Central Contractor Registration (CCR) Database: Currently Active in System for Award Management (SAM)
### Table 1: Hourly Rates by Labor Category

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Per Hour Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Investigator/Senior Officer</td>
<td>$328.72</td>
</tr>
<tr>
<td>Co-Principal Investigator</td>
<td>$273.80</td>
</tr>
<tr>
<td>Senior Research Director</td>
<td>$273.80</td>
</tr>
<tr>
<td>Senior Research Design Consultant</td>
<td>$293.95</td>
</tr>
<tr>
<td>Senior Statistical Advisor</td>
<td>$278.84</td>
</tr>
<tr>
<td>Senior Project Director</td>
<td>$278.84</td>
</tr>
<tr>
<td>Program Manager</td>
<td>$174.36</td>
</tr>
<tr>
<td>Senior Research Associate</td>
<td>$144.38</td>
</tr>
<tr>
<td>Research Associate</td>
<td>$114.56</td>
</tr>
<tr>
<td>Field Coordinator</td>
<td>$114.56</td>
</tr>
<tr>
<td>Data Analyst</td>
<td>$149.42</td>
</tr>
<tr>
<td>Administrative Staff</td>
<td>$69.72</td>
</tr>
<tr>
<td>Field Interviewer</td>
<td>$64.69</td>
</tr>
<tr>
<td>Data Coding/Entry</td>
<td>$64.69</td>
</tr>
</tbody>
</table>

### Table 2: Other Direct Costs (ODCs)

<table>
<thead>
<tr>
<th>Support Products (ODC's)</th>
<th>Item per Unit</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent Recruitment*</td>
<td>per participant</td>
<td>$163.22</td>
</tr>
<tr>
<td>Respondent Incentives*</td>
<td>per participant</td>
<td>$102.77</td>
</tr>
<tr>
<td>Focus Group Facility Rental**</td>
<td>per focus group</td>
<td>$652.86</td>
</tr>
<tr>
<td>Focus Group Respondent Refreshments</td>
<td>per person</td>
<td>$8.54</td>
</tr>
<tr>
<td>Client Refreshments</td>
<td>per person</td>
<td>$88.81</td>
</tr>
<tr>
<td>Transcription Services</td>
<td>per hour</td>
<td>$30.23</td>
</tr>
<tr>
<td>Translation Equipment</td>
<td>per day</td>
<td>$318.72</td>
</tr>
<tr>
<td>Video Taping Fee</td>
<td>per group</td>
<td>$178.33</td>
</tr>
</tbody>
</table>

* Vary, depending on nature of recruit and level of incidence.

** Vary, depending on facility location.
<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Responsibilities</th>
<th>Experience and Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Investigator/Senior Officer</td>
<td>This position is responsible for technical design oversight and overall performance review, assuring adequate resources, and oversight of quality work across all projects. The senior officer represents the organization at top level policy and planning meetings. Often the President of the company, but could include Senior Executive level positions.</td>
<td>20 years of successful management and leadership of large and complex projects. Educational requirements include an advanced college degree in social sciences or equivalent combination of education and experience at minimum. Past experience must include 10 years of senior level management or team leadership. Technical publications in related field are desirable. Excellent organizational, oral and written skills are expected.</td>
</tr>
<tr>
<td>Co-Principal Investigator</td>
<td>Leads technical expertise in planning and implementation of projects. Individual provides management, leadership and technical direction of large, complex projects, including oversight of management, budget, and administrative review of projects. This position also provides expertise on current best practices and use of latest research techniques. Often a corporate executive vice-president position, but could include senior technical staff.</td>
<td>15 years of successful management and leadership or technical direction of large and complex projects. Educational requirements include an advanced college degree at a minimum, or a combination of an advanced college degree and ten years of experience in the field. Excellent organizational, oral and written skills are required.</td>
</tr>
<tr>
<td>Senior Research Director</td>
<td>Provides managerial oversight services across multiple projects. Directs and approves overall approaches and plans to projects and resolves elevated client issues. Delivers presentations and leads client meetings. Identifies areas in which research may enhance clients’ performance and leads efforts to advance understanding in these areas.</td>
<td>12 years of successful management and leadership or technical direction of large and complex projects. Educational requirements include a college degree and eight years of professional research and management. Excellent organizational, oral and written skills are required.</td>
</tr>
<tr>
<td>Senior Research Design Consultant</td>
<td>Provides technical oversight across multiple projects. Senior-level manager or analyst with major responsibilities on a project with skills in such areas as survey design, operations analysis, information processing, and research reports.</td>
<td>10 years of professional research or management experience including at least 4 years of successful management or technical direction of large and complex projects. Educational requirements include an advanced degree or equivalent combination of education and experience. Excellent organizational, oral and written skills are required.</td>
</tr>
<tr>
<td>Labor Category</td>
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<td>Experience and Education</td>
</tr>
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</tr>
<tr>
<td>Senior Statistical Advisor</td>
<td>Provides technical leadership in the use of quantitative and qualitative research includes; directing the research design, coordination, and delivery of formative research and evaluation; provides lead technical assistance on program evaluation, including development of questions, study design, sampling, instrument development, data collection procedures, data analyses, and report preparation; pursues the identification and development of new research and evaluation opportunities science research and evaluation issues.</td>
<td>10 years of professional research and evaluation, project planning and management. Education requirements include an advanced degree in related fields, or an equivalent combination of education and experience.</td>
</tr>
<tr>
<td>Senior Project Director</td>
<td>Directs the development and administration of evaluation technical assistance for programs and services required by federal agencies; designs and conducts evaluations of a range of social programs; designs assessment instruments; prepares program plans, budgets and evaluation reports; supervises development of material for public information; develops proposals for private and government grant programs.</td>
<td>8 years of experience in designing and conducting evaluation in the social sector; including 5 years of experience planning and managing technical assistance programs. Education requirements include an advanced degree in education, health, or social sciences, or equivalent combination of education and experience.</td>
</tr>
<tr>
<td>Program Manager</td>
<td>Responsible for management and supervision of several research teams in an area of expertise and/or manages multiple projects within a single program. Typically manages development of proposals and contracts, leads collaboration with outside organizations, and serves as technical expert in area of specialty.</td>
<td>6 years of professional research or management experience including at least 4 years of successful management or technical direction of large and complex projects. Advanced degree in related fields, or an equivalent combination of education and experience.</td>
</tr>
<tr>
<td>Senior Research Associate</td>
<td>Provides guidance and direction for specific sub-tasks of a project. This individual holds specific expertise in qualitative and quantitative research techniques. Frequently plays a major technical role in the project.</td>
<td>5 years of experience in a technical role on projects of varying size and complexity. Educational requirements include an advanced college degree or an equivalent combination of education and experience.</td>
</tr>
<tr>
<td>Labor Category</td>
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<tr>
<td>----------------</td>
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</tr>
<tr>
<td><strong>Research Associate</strong></td>
<td>This position produces deliverables under supervision of senior team members including presentations, reports, etc. Individual supports the completion of project specific tasks within estimated time frames and budget constraints. Provides presentation support and supports client meeting materials.</td>
<td>3 years of successful research project experience. Education requirements include a Bachelors Degree.</td>
</tr>
<tr>
<td><strong>Field Coordinator</strong></td>
<td>Responsible for coordination of individual or multiple projects including quality control, communications and assisting managers and directors in ensuring quality and timely completion of projects within time frame and budget. Coordinators’ experiences and skills allow them to manage different aspects of complex projects and effectively organize and track them for clients.</td>
<td>3 years of successful research project experience. Education requirements include a Bachelors Degree.</td>
</tr>
<tr>
<td><strong>Data Analyst</strong></td>
<td>Responsible for technical expertise including accurate and timely data analysis reporting with superior knowledge of currently available software such as SPSS.</td>
<td>3 years of successful analysis related project experience. Education requirements include a Bachelors Degree.</td>
</tr>
<tr>
<td><strong>Administrative Staff</strong></td>
<td>Administrative and secretarial staff provide skilled work in a wide range of word processing and other areas, such as Excel, PowerPoint, Word, scheduling, as well as administration.</td>
<td>No prior experience required; demonstrable skills in the required areas. Educational requirement include a high school diploma.</td>
</tr>
<tr>
<td><strong>Field Interviewer</strong></td>
<td>Individuals are involved in the supervision and conduct of data collection activities.</td>
<td>No prior experience is required. Must have the ability to successfully perform tasks required according to specifications after training. No educational requirement is required.</td>
</tr>
<tr>
<td><strong>Data Coding/Entry</strong></td>
<td>Reviews and codes data records according to defined rules and procedures.</td>
<td>Must have the ability to successfully perform the required tasks after training. Educational requirements include a high school diploma, but college degrees are common.</td>
</tr>
</tbody>
</table>
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