

## **Social Dynamics, LLC**

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**Point of Contact:** Dr. Douglas Klayman

**Contract Number:** GS-10F-0052T

**Schedule Number:** 874 (MOBS)

**SIN Numbers:** 874-1, 874-4

SD acknowledged the Service Contract Act (SCA) is applicable to this contract as it applies to the entire MOBIS 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 CRF 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 wage determination number. Failure to do so may result in cancellation of the contract.

## 1. LABOR CATEGORIES

1. Project Director or Principal Investigator
2. Project Manager/Senior Research Associate
3. Senior Management Consultant
4. Management Consultant
5. Research Associate II
6. Research Associate I
7. Research Assistant
8. Website Developer
9. Senior Database Developer
10. Database Developer
11. Administrative Assistant

## 2. LABOR CATEGORY DESCRIPTIONS

### 2.1 Project Director or Principal Investigator

Provides executive-level consulting services to internal and external clients. Manages the operational and administrative functions of research, evaluation, and performance measurement studies.

Essential duties and responsibilities include:

- Establishing and maintaining professional relationships with internal and external clients;
- Preparing administrative and fiscal reports;
- Providing daily supervision to the staff;
- Developing management and business strategies to assure appropriate business growth and production; and
- Overseeing project design and development.

### Education and/or Experience

Ph.D. in Social Sciences, including Sociology, Economics, Psychology, Public Administration, Business Administration, Organizational Development, or a related field, plus ten years of progressively responsible experience to include five years of administrative supervisory experience. Or a Master's degree in Social Sciences or a related field, plus fifteen years of progressively responsible experience to include five years of administrative supervisory experience.

## **2.2 Project Manager/Senior Research Associate**

Provides executive management services to projects and internal and external clients.

Essential duties and responsibilities include:

- Managing all aspects of assigned projects to include the development of project plans, staffing requirements, budgets, deliverables, timelines, and client relations strategies;
- Providing Project Leadership and Project Management for internal and external projects and contracts;
- Developing project plans specifying goals, strategy, staffing, scheduling, identification of risks, contingency plans, and allocation of available resources;
- Formulating and defining the technical scope and objectives of projects;
- Identifying and scheduling project deliverables, milestones, and required tasks;
- Coordinating recruitment and assignment of project personnel;
- Assigning duties, responsibilities, and scope of authority to project personnel;
- Directing and coordinating the activities of project personnel to ensure project progresses on schedule and within budget;
- Establishing standards and procedures for project reporting and documentation;
- Reviewing status reports prepared by project personnel and modifying schedules and plans as required;
- Preparing project status reports and keeping management, clients, and others informed of project status and related issues;
- Conferring with project personnel to provide technical advice and resolve problems;
- Coordinating and responding to requests for changes from original specifications;
- Monitoring project results against technical specifications; and
- Monitoring performance of programs after implementation.

### **Education and/or Experience**

Ph.D. in Social Sciences, plus five years of administrative- and/or executive-level experience, including two years of supervisory experience. Or a Master's degree in Social Sciences and seven years of administrative- and/or executive-level experience, including three years of supervisory experience.

## **2.3 Senior Management Consultant**

Provides executive-level consulting services in the areas of strategic planning, facilitation, consulting, and organizational structuring.

Essential duties and responsibilities include:

- Consulting in organizational strategies including critical organization analyses and developing action plans and technical and operational solutions for organization change;
- Project Leadership and Project Management;
- Preparing proposals and estimating required resources in response to client requests;
- Developing strategic action plans;
- Developing performance audits and evaluations;
- Developing survey designs;
- Analyzing quantitative and qualitative survey data;
- Preparing and presenting reports and project deliverables for client contracts; and
- Utilizing commercial and specialized software packages.

### **Education and/or Experience**

Ph.D. in Social Sciences, Business, or related field. Ten years of progressively responsible experience in management consulting, to include five years of supervisory and/or administrative experience.

## **2.4 Management Consultant**

Provides mid-level consulting services in the areas of strategic planning, facilitation, and organizational structuring.

Essential duties and responsibilities include:

- Assisting in consulting in organizational strategies including critical organization analyses and developing action plans and technical and operational solutions for organization change;
- Project Leadership and Project Management;
- Assisting in the preparation of proposals and estimating required resources in response to client requests;
- Assisting in the development of strategic action plans;
- Developing performance audits and evaluations;
- Developing survey designs;
- Analyzing quantitative and qualitative survey data;
- Preparing and presenting reports and project deliverables for client contracts; and
- Utilizing commercial and specialized software packages.

### **Education and/or Experience**

Master's degree in Social Sciences, Business, or related field. Five years of progressively responsible experience in management consulting, to include five years of supervisory and/or

administrative experience.

## 2.5 Research Associate II

Provides management services to projects and internal and external clients. Supports efforts of Project Director and/or Project Manager/Senior Research Associate in the development of high-quality research products on behalf of clients. Develops in-depth familiarity with matters related to data including availability, quality, and applications.

Essential duties and responsibilities include:

- Coordinating assigned project activities to include administrative and project-related functions;
- Providing leadership in data collection and data analysis, as well as in project design activities;
- Assisting in developing project plans specifying goals, strategy, staffing, scheduling, identification of risks, contingency plans, and allocation of available resources;
- Helping to formulate and define the technical scope and objectives of projects;
- Identifying and scheduling project deliverables, milestones, and required tasks;
- Assisting in the management of recruitment and assignment of project personnel;
- Assigning duties, responsibilities, and scope of authority to Research Assistant and entry-level personnel;
- Directing and coordinating activities of project personnel to ensure project progresses on schedule and within budget;
- Assisting in establishing standards and procedures for project reporting and documentation;
- Reviewing status reports prepared by project personnel and modifying schedules and plans as required;
- Preparing project status reports and keeping management, clients, and others informed of project status and related issues;
- Conferring with project personnel to provide technical advice and resolve problems;
- Responding to requests for changes from original specifications;
- Assisting in monitoring project results against technical specifications; and
- Monitoring performance of programs after implementation.

### Education and/or Experience

Master's degree in Social Sciences, plus three years of management experience.

## 2.6 Research Associate I

Supports efforts of Project Director, Project Manager/Senior Research Associate, and/or Research Associate II in the development of high-quality research products on behalf of clients. Develops familiarity with matters related to data including availability, quality, and applications.

Essential duties and responsibilities include:

- Performing research on behalf of clients and staff;
- Working with Research Assistants, sometimes in a supervisory capacity, to develop high-quality research on behalf of clients;
- Acting as a data manager, with knowledge of data availability, quality, and applications and frequency of updates;
- Using statistical software to locate data and supply formatted data to staff; and
- Contributing on occasion to the writing of client reports and publications.

### **Education and/or Experience**

A Bachelor's degree in Social Sciences or related field and one year of related experience.

## **2.7 Research Assistant**

Supports efforts of Project Directors, Project Managers, Research Associate II, and/or Research Associate I in developing high-quality research products on behalf of clients.

Essential duties and responsibilities include:

- Supporting efforts of upper-level staff in developing high-quality research products for clients;
- Helping support efforts of supervisors in the development of proposals targeted toward potential clients;
- Working closely with student interns, sometimes in a supervisory capacity, to support the production of high-quality reports, presentations, and publications; and
- Using statistical software to locate data and supply formatted data to staff.

### **Education and/or Experience**

A Bachelor's degree is required.

## **2.8 Website Developer**

Builds software applications such as Web-enabled survey systems to provide the technical architecture of Web sites or Web-based software products.

Essential duties and responsibilities include:

- Gathering feedback from design and technical staff on Web site development needs;
- Building user interface applications and backend databases using various programming and scripting languages;
- Authoring complex Web pages;
- Assisting in project planning and Web site design;
- Creating prototypes and functional specifications for software projects;

- Creating technical methodologies for engineering solutions to Web-based development problems;
- Determining new Web technologies to utilize, such as browsers, languages, and plug-ins, based on company's needs; and
- Making suggestions on creating Web-based technical standards for specific Web sites and the company as a whole.

### **Education and/or Experience**

A minimum of a Bachelor's degree in Information Technology and two years of experience performing Web development. Experience may be substituted on a year-for-year-basis for the educational requirement.

### **Programming Languages and Database**

HTML, DHTML, ASP Visual Basic/ASP.NET, SQL. Additional experience may include Oracle, SQL Server, Macromedia Shockwave, Macromedia Flash.

### **Platforms and Communication**

Windows 7 and 8, Windows 95, UNIX, TCP/IP, Microsoft Terminal Server.

## **2.9 Senior Database Developer**

Supervisory responsibility for the development of complex database systems.

### **Education and/or Experience**

Requires a Bachelor's degree with ten years of experience of which a minimum of four years must be specialized in database development and administration.

### **Programming Languages and Database**

HTML, DHTML, ASP Visual Basic/ASP.NET, SQL. Additional experience may include Oracle, SQL Server, Macromedia Shockwave, Macromedia Flash.

### **Platforms and Communication**

Windows 7 and 8, Windows 95, UNIX, TCP/IP, Microsoft Terminal Server.

## **2.10 Database Developer**

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Mid-level responsibility for the development of complex database systems.

### **Education and/or Experience**

Requires a Bachelor's degree with five years of experience.

### **Programming Languages and Database**

HTML, DHTML, ASP Visual Basic/ASP.NET, SQL. Additional experience may include Oracle, SQL Server, Macromedia Shockwave, Macromedia Flash.

### **Platforms and Communication**

Windows 7 and 8, Windows 95, UNIX, TCP/IP, Microsoft Terminal Server.

## **2.11 Administrative Assistant**

Provides office services by implementing administrative systems, procedures, and policies, and monitoring administrative projects.

Essential duties and responsibilities include:

- Maintaining workflow by studying methods, implementing cost reductions, and developing reporting procedures;
- Creating and revising systems and procedures by analyzing operating practices, recordkeeping systems, forms control, office layout, and budgetary and personnel requirements; implementing changes;
- Developing administrative staff by providing information, educational opportunities, and experiential growth opportunities;
- Resolving administrative problems by coordinating preparation of reports, analyzing data, and identifying solutions;
- Ensuring operation of equipment by completing preventive maintenance requirements, calling for repairs, maintaining equipment inventories, and evaluating new equipment and techniques;
- Providing information by answering questions and requests;
- Maintaining supplies inventory by checking stock to determine inventory level, anticipating needed supplies, placing and expediting orders for supplies, and verifying receipt of supplies;
- Completing operational requirements by scheduling and assigning administrative projects; expediting work results;
- Maintaining professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies; and
- Contributing to team efforts by accomplishing related results as needed.

**Skills/Qualifications**

Reporting Skills, Administrative Writing Skills, Microsoft Office Skills, Managing Processes, Organization, Analyzing Information, Professionalism, Problem Solving, Supply Management, Inventory Control, Verbal Communication.

**3. PRICE LIST**

Commercial Labor Category	GSA (Loaded) Hourly Rates)	GSA Discount
Principal Investigator/Project Director	\$171.16	6.60%
Senior Research Associate	\$137.15	5.28%
Sr. Management Consultant	\$137.15	5.28%
Sr. Database Developer	\$137.15	5.28%
Management Consultant	\$106.12	3.25%
Research Associate II	\$105.03	3.25%
Research Associate I	\$95.27	3.25%
Database Developer	\$95.27	3.25%
Website Developer	\$93.43	3.25%
Administrative Assistant	\$61.95	3.40%
Research Assistant	\$78.93	4.15%

Labor Categories	MOBIS RATES BY YEAR				
	11/13/2011	11/13/2012	11/13/2013	11/13/2014	11/13/2015
	11/12/2012	11/12/2013	11/12/2014	11/12/2015	11/12/2016
Principal Investigator/Project Director	\$171.16	\$175.44	\$179.83	\$184.33	\$188.93
Senior Research Associate	\$137.15	\$140.57	\$144.09	\$147.69	\$151.38
Sr. Management Consultant	\$137.15	\$140.57	\$144.09	\$147.69	\$151.38
Sr. Database Developer	\$137.15	\$140.57	\$144.09	\$147.69	\$151.38
Management Consultant	\$106.12	\$108.77	\$111.49	\$114.28	\$117.13
Research Associate II	\$105.03	\$107.66	\$110.35	\$113.11	\$115.94
Research Associate I	\$95.27	\$97.66	\$100.10	\$102.60	\$105.16

Database Developer	\$95.27	\$97.66	\$100.10	\$102.60	\$105.16
Website Developer	\$93.43	\$95.76	\$98.16	\$100.61	\$103.13
Administrative Assistant	\$61.95	\$63.50	\$65.09	\$66.71	\$68.38
Research Assistant	\$78.93	\$80.90	\$82.92	\$84.99	\$87.12

## 4. SIN DESCRIPTIONS

Social Dynamics, LLC has built a reputation for high-quality products and services, prompt and courteous service, and creative project teams that often exceed the expectations of our clients. The company employs programmatic and technical staff members who have a wealth of experience managing contracts for government agencies and large commercial organizations, speaking at national conferences and task force meetings, completing technical and nontechnical reports, and designing and managing the implementation of complex research studies.

As a small business, Social Dynamics has developed excellent working relationships with several notable organizations that provide research and analysis, information system design, and meeting management services. Social Dynamics has existing partnerships Mathematica Policy Research, Inc., Research Triangle Institute, Westat, and the Urban Institute, among other large businesses. Social Dynamics' successful partnerships are due in large part to the company's reputation as an innovative firm with a cadre of highly professional and dedicated staff.

### **SIN 874-1: INTEGRATED CONSULTING SERVICES**

Social Dynamics is well positioned to provide the government with consulting services as they relate to strategic planning, high performance work, systems alignment, leadership systems, organizational assessments, performance measures and indicators, program audits, evaluations, and customized training. Our senior staff members have traveled internationally and throughout the United States providing support to government agencies on disability, employment, education, health, welfare, youth, and mental health services, and have conducted random assignment studies, program audits, grantee reviews, and presentations to large audiences.

Social Dynamics approaches each consulting opportunity with enthusiasm and a keen interest in the needs, goals, and objectives of the client. We routinely conduct evaluability assessments to determine the approaches and methodological tools needed to help our clients improve systems, policies, and procedures. We occasionally employ the Delphi Method when collecting information from large groups to develop consensus on key issues and needs. When called upon to assist in strategic planning, we utilize a systemic goal-based model that includes a system-wide needs assessment, identification of goals and short-term objectives, and a logic model (see below) that illustrates program and business processes. Social Dynamics has been called upon to speak at Federal government regional conferences on performance measurement and evaluation and regularly attends special interest conferences as invited speakers and/or meeting facilitators.

Social Dynamics provides state-of-the-art program evaluation and survey services, administration, and analysis. Social Dynamics offers the complete life cycle of research and analysis services, from problem definition and planning, identification of key research questions, and instrumentation development, through sampling, statistical analysis, data presentations, and final recommendations. In the field of disability employment, we design communications materials, program evaluations, analyses of secondary data, and literature reviews and syntheses that help our clients understand the needs of their target populations and the optimal strategies that can be used to alleviate disadvantageous situations. We often use key driver analyses to

identify causal and associative links between consumer characteristics and health care services and outcomes. In the fields of youth services, employment, and education, we conduct surveys that provide our clients with up-to-date estimates of the size and characteristics of their target populations and geo-spatial analyses that identify high-risk communities and the service needs of at-risk populations. In the disability and education fields, we evaluate the implementation of large-scale disability employment strategies and school reform efforts by collecting information from large Federal data systems and conducting surveys with multiple respondent categories, from agency executives and consumers to employment counselors.

We also use state-of-the-art statistical analyses and data modeling to evaluate program outcomes, measure program effectiveness, and identify process indicators, including program inputs/resources versus program outputs/outcomes. Our procedures include pilot testing and pre-test reliability analyses using various methods, including retest, alternative-form, split-halves, and measurements of internal consistency. A detailed assessment of validity is included in the pilot test procedures.

Finally, we cover the complete life cycle of the program evaluation and survey processes. At Social Dynamics, we believe that client expectations and objectives drive the survey process. Therefore, our senior staff members work closely with clients and related stakeholders to identify key research questions and project objectives in order to ensure that data collection instruments and their administration are focused, concise, cost-effective, and accurately reflect the information required for our clients to make important decisions. In addition, we have considerable experience developing Office of Management and Budget (OMB) clearance packages and routinely work with our clients to meet all OMB requirements. We also develop Web-based, password protected survey applications that respondents complete online.

Social Dynamics designs customized databases and data entry applications that our trained interviewers use to contact respondents, complete data collection instruments, and evaluate non-responses, refusals, and follow-up contacts. Our program evaluation and survey response rates are exceptionally high. We use formal, automated telephone and mail follow-up procedures and a 1-800 technical assistance hotline for respondents who require additional clarification on instructions and/or survey questions. Small incentives/gifts are often used to reward respondents for completing a survey.

The analysis and presentation of data includes a comprehensive data quality protocol that measures the quality of survey data. The protocol includes edit, range, and internal consistency checks. It also uses statistical procedures to evaluate the shape of the distribution of selected key data elements to ensure normality for application in linear statistical analyses. Our approach to statistical analysis is closely aligned with the goals and objectives of each study as defined by the client and related stakeholders. Basic descriptive analyses are used to describe respondent and/or program characteristics. Multivariate statistical analyses are used to identify causal and associative relationships, which link respondent and/or program characteristics to programmatic or policy-related outcomes. Social Dynamics also presents briefings to a wide range of audiences including program administrators, Federal officials, legislators, and target populations, informing each of relevant findings and recommendations designed to improve policies and programs. Briefings are facilitated by senior staff members and include professionally prepared graphical

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and tabular illustrations of findings.

**Three project-specific examples of program evaluation studies:**

**I. Random Assignment Program Evaluation of the Disability Employment Initiative, U.S. Department of Labor, Office of Disability Employment Policy (ODEP)**

The Disability Employment Initiative (DEI) includes multiple data collection and analysis methodologies braided together to conduct an impact, outcome, and implementation analysis of the DEI. Evaluation strategies for this 23-state intervention include the development of a DEI Data System, site visits and observations of program activities, customer focus groups, and stakeholder interviews. Data from these strategies will produce an evaluation of the implementation, outcomes, and impact of the DEI. Specific functional and technical skills employed for this project include:

- OMB application preparation
- Database administration
- Virtual Private Network (VPN) administration
- Internet-based client interface development
- Rubric development for qualitative data analysis
- Data analysis and modeling
- Site visit, interview, and focus group protocol development
- Systems analysis and logic modeling
- Systems change analysis
- Qualitative analysis
- Policy recommendations
- Reporting in multiple policy formats

**II. Evaluation of Individualized Learning Plans, U.S. Department of Labor, Office of Disability Employment Policy**

Social Dynamics is providing evaluation services in support of ODEP’s five-year research and demonstration project designed to understand the effectiveness of Individualized Learning Plans (ILP). The research and demonstration project intends to assess whether quality ILPs improve the readiness of all students, including youth with disabilities, for successful post-secondary outcomes. Core services include secondary data analysis, qualitative data collection, national analyses of ILP policies, and data warehouse management. This work requires the following functional and technical skills:

- Database development and management
- Measurement development
- Qualitative and quantitative data collection, coding, and analysis
- Policy analysis
- Project management
- Survey administration

**III. Quasi-Experimental (with Comparison Group) Evaluation of the Maryland 21<sup>st</sup> Century Community Learning Centers Program, Maryland State Department of**

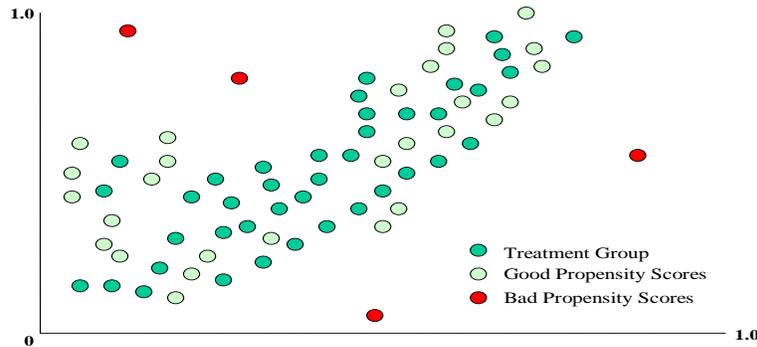
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## Education

At Social Dynamics we recognize the need for quasi-experimental research that provides valid and reliable answers to important policy-related questions. Social Dynamics uses a range of innovative quasi-experimental research designs that provide our clients with lucid information on program outcomes, implementation, best practices, and service utilization. For example, to ensure that comparison group members are accurately matched to treatment group members, Social Dynamics uses propensity score matching, which is designed to measure a comparison group candidate's predicted probability (propensity) of being a program participant (treatment group member) and match the resulting "propensity scores" with those of the comparison group members. This approach allows us to include a wide range of observable characteristics when matching comparison group members to treatment group members than can be accomplished with a manual matching procedure. We match comparison with treatment group candidates on as many variables as possible to ensure that the two groups have as many of the same characteristics as the other.

Our analysts begin this process by selecting variables such as level of education attained, age, gender, income, receipt of public assistance, and general category of disability (e.g., physical, acquired, developmental) to match group members. With this information, a variable ( $P$ ) with a value of 1 for treatment group members and 0 for comparison group members is created. Next, a set of demographic variables ( $X_1$ - $X_6$ ) are created to represent each demographic characteristic that is available and a probability model (binary logistic regression) is established, where  $P$  is the dependent variable and  $X_1$ - $X_6$  are the independent variables. The parameter estimates from this logistic regression model indicate the extent to which each independent variable ( $X$ ) affects the dependent variable ( $P$ ). Next, the sum of the product of the beta coefficients and corresponding  $X$  values for each treatment and comparison group member equals the propensity score ( $P^*$ ). Finally, comparison group candidates with propensity scores within one-half of one standard deviation from a treatment group member are eligible for inclusion in the impact analysis. The Exhibit below provides a hypothetical scatter plot diagram of propensity scores. The dark green dots represent treatment group propensity scores while the light green dots represent comparison group members whose propensity scores are similar to at least one treatment group member. The red dots represent "bad" or non-matching propensity scores of comparison group candidates. This process will result in a close match with at least one member of the comparison group for each treatment group member, based on relevant the characteristics.

## Propensity Score Matching



### 4.1 Surveys and Training in Program Evaluation and Data Utilization

- National Survey of Parents of Middle School Students
- National Survey of High School Graduates
- Survey of Kansas High School Students Civic Knowledge Based on Bill of Rights Institute Curriculum
- Migrant and Seasonal Farmworker Survey Design Project

In support of ODEP, Social Dynamics developed a design document for a Survey of Public Attitudes toward People with Disabilities. The goal of the survey was to better understand attitudes toward people with disabilities in order to inform policy and practice and improve disability employment systems.

In order to inform the design of the survey instrument and plans for survey sampling and analysis, Social Dynamics prepared a sampling and analysis plan that operationalized a multi-dimensional definition of attitude formation. The survey methodology was designed to stratify the sample of respondents by college attainment with one stratum made up of college-educated sampling units and the other comprising non-college-educated sampling units. Within each stratum, a simple random sample of telephone numbers was to be selected (for the telephone survey). Each selected telephone number would lead to a household from which one member aged 18 to 64 would be randomly selected for an interview. The sample selection was to be carried out independently within the strata.

The analysis plan included basic unweighted descriptive bivariate (uncontrolled) statistical presentations in tabular and graphical forms to provide information about the respondent sample, as well as bivariate tables for each substantive survey item to illustrate how public attitudes are influenced by respondent characteristics. Because the analysis was aimed at presenting a

statistical profile of the survey population, all statistics would be weighted. For a particular analytical cell  $c$  of interest, the corresponding estimated proportion  $\hat{p}_c$  was calculated as:

$$\hat{p}_c = \frac{\sum_{i \in C^*} w_{i,hlk}^{(3)}}{\sum_{i \in C} w_{i,hlk}^{(3)}}$$

where  $C$  represents the analytic cell and  $C^*$  represents all individuals in the analytic cell that meet the characteristic of interest.

We hypothesized, based on our review of previous research on public attitudes toward people with disabilities, that socioeconomic status (i.e., a composite variable including level of education, household income, and employment status/type of employment) would be positively correlated with favorable attitudes toward people with disabilities. It was necessary to test the relationship between the Interaction with Disabled Persons Scale (IDP), which was included in the survey instrument, and each respondent characteristic to determine the strength of each one and its relevance to multivariate statistical analysis procedures. We emphasized the need for the Rao-Scott Chi-Square test for this purpose. Several contingency tables were created that cross-classified all respondents by IDP score and each of the individual characteristics of interest.

Multiple statistical methods for addressing the questions guiding this study could have been used, and little previous research or consensus was available regarding the best statistical methodology. A clear understanding of the factors that predict positive attitudes toward people with disabilities was necessary. To achieve this objective, we decided to employ a technique known as principal component analysis (PCA), which identifies the “factors” that have close relationships with favorable attitudes (dependent variable) toward businesses that hire and retain people with disabilities and women executives, and businesses that provide support services for people with disabilities. PCA is designed to select the fewest “components” (set of variables) necessary to explain the largest amount of variation in the dependent variable. The eigenvalue, which represents the amount of variation in the variables accounted for by each component (otherwise known as factors), is converted into “percent of variance-explained values” to determine the most useful (or explanatory) components. The more variance accounted for by a given component, the more valuable it is in terms of understanding the relationships between certain outcomes (i.e., positive attitudes toward people with disabilities) and the variables that comprise each component. The PCA component matrix lists the correlation values for each variable of each component (or factor), and the components are named for the variables with which they are most highly correlated.

The main advantage of using the principal components as opposed to the original vectors is that the first two principal components generally explain most of the variation in the data. This is verified by looking at the eigenvalues of the original vectors covariance matrix, which represent the variances of the principal component. Using individual IDP items and the first two principal components, Social Dynamics was able to successfully develop a profile of individuals with a positive attitude toward people with disabilities.

## **4.2 SIN 874-4: TRAINING SERVICES**

### **Training in Program Evaluation and Data Utilization**

Social Dynamics employs experts in statistical analysis, the application of statistical models to business and program forecasting, quality control mechanisms, strategic planning, benchmarking, performance measurement, social research, and program evaluation. As a result of our expertise in these areas, we have been called upon to provide training to a range of clients to support their organizational improvement initiatives. Our training on program evaluation and statistical analysis, entitled Evaluation, Logic Models, and the Counterfactual: An Administrator's Guide to Empirical Program Evaluation, was presented at four Federal government conferences in 2005. Our senior staff members have also conducted training sessions for grantees on government-required accountability procedures and the use of information technology for data collection and analysis. Social Dynamics training sessions have been attended by groups ranging in size from 10 to 70. All training courses include handouts, all location logistics, and planning and equipment.

#### **4.2.1 ACYF Trainings**

In 2005, Social Dynamics presented Evaluation, Logic Models, and the Counterfactual: An Administrator's Guide to Empirical Program Evaluation. This comprehensive training program covers evaluation terminology, design, theory of change, pricing evaluations, coordinating design meetings, implementation, selecting an evaluation vendor, and communicating with external evaluations. The 2005 schedule included four training sessions for the U.S. Department of Health and Human Services' regional meetings.

#### **4.2.2 Child Care Bureau's State Administrator Training**

In 2004, Social Dynamics provided a condensed training session for the Child Care Bureau's State Administrators' Conference in Washington, DC. The training documentation entitled A Summary of Evaluation Methods included study design, challenges to implementation, and the preparation of outcomes and logic models.

#### **4.2.3 Pennsylvania Department of Early Childhood and the Pennsylvania Child Care Association Trainings**

In 2005, Social Dynamics also presented a hands-on training session entitled Evaluation for Agency Administrators. This comprehensive training program, which was presented two times at the conference, covers evaluation terminology, design, pricing evaluations, implementation, and selecting an evaluation vendor.

## 5.0 CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross- reference to item descriptions and awarded price(s). **SIN: 874-1, 874-4**

N/A

*Prices based on performance work statements and labor categories for each contract.*

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price.. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

N/A

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

2. Maximum order. **\$1,000,000.00**

3. Minimum order. **\$100.00**

4. Geographic coverage (delivery area). **50 United States and US Territories.**

5. Point(s) of production (city, county, and State or foreign country).

N/A

6. Discount from list, prices or statement of net price.

N/A

7. Quantity discounts.

N/A

8. Prompt payment terms.**3% 15 days, 2% 30 days.**

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. N/A

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. N/A

10. Foreign items (list items by country of origin) N/A

11a. Time of delivery. (Contractor insert number of days.) N/A

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” Under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. N/A

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. N/A

11d. Urgent Requirements. The Contractor will note in its price list the Urgent. Requirements” clause of its contract and advice agencies that they can also contact the Contractor’s representative to affect a faster delivery.

N/A

12. F.O.B. point(s).

N/A

13a. Ordering address(es). **Social Dynamics, LLC 481 North Frederick Road Suite 410 Gaithersburg, MD 20878**

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample EPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)). Contactor is to simply include this statement as item 13b.

14. Payment address(es) **Social Dynamics, LLC 481 North Frederick Road Suite 410 Gaithersburg, MD 20878**

15. Warranty provision. **Social Dynamics, LLC 481 North Frederick Road Suite 410 Gaithersburg, MD 20878**

16. Export packing charges, if applicable.

N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)

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N/A

18. Terms and conditions of rental, maintenance, and repair (if applicable) **N/A**

19. Terms and conditions of installation (if applicable). **N/A**

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **N/A**

20a. Terms and conditions for any other services (if applicable) **N/A**

21. List of service and distribution points (if applicable). **N/A**

22. List of participating dealers (if applicab1). **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. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at [www.Section508.gov/](http://www.Section508.gov/). **N/A**

25. Data Universal Number System (DUNS) number. **170770692**

26. Notification regarding registration in Central Contractor Registration (CCR) database. **Social Dynamics, LLC CCR registration is valid through 02-02-14.**