

## Data Recognition Corporation

**Federal Supply Group:** 874-1 Class R499

**Contract Number:** GS-10F-0278S

**Federal Supply Group:**

874-1 and 847-1RC Class R499

**Contract Number:**

GS-10F-0278S

**Contract Period:**

May 30, 2006 through May 29, 2016

**Business Size:**

Large Business

**Contractor:**

Data Recognition Corporation  
13490 Bass Lake Road  
Maple Grove, MN 55311

**Corporate Phone:**

763-268-2000

**Corporate Fax:**

763-268-3002

**Web Site:**

[www.datarecognitioncorp.com](http://www.datarecognitioncorp.com)

**Contract Administrator (POC):**

Lonny Wittnebel

**Email:**

[lwittnebel@datarecognitioncorp.com](mailto:lwittnebel@datarecognitioncorp.com)

**Phone:**

763-268-2258

Note: Agencies can browse GSA Advantage! by accessing GSA Home Page at [www.gsa.gov](http://www.gsa.gov).

## About DRC

### A Partner for Excellence

DRC is a proven, nationally recognized research partner to the Federal government, state governments, multinational corporations, and not-for-profit institutions. With more than 35 years of experience in the design, management, and reporting of data obtained from large-scale, multi-mode research programs, DRC remains a leader in the survey industry. DRC provides research, technology, process consulting, and complete project administration—in-house, in one integrated process.



We are proud of our client retention; almost half of our current clients have been with us in excess of 10 years. Many of these relationships involve large-scale, complex programs. Others are more characterized by a series of ad hoc studies. Either way, we are pleased to be the recurring choice of leading government agencies, companies, and organizations.

### End-to-End Survey Research Solutions

DRC excels in delivering results for large-scale, complex programs involving such challenges as multi-modes, multiple versions, multiple facility/establishment points of contact, hierarchical organizational levels, and content-sensitive data collection. We provide research, technology, process consulting, and complete project administration—in-house, in one integrated process. DRC has the capabilities to support all phases of the survey process: content development, forms design, printing, distribution, collection including telephone, mail, and web administration, scanning, data analysis, reporting of data and results, and follow-up action planning. This high degree of integration provides DRC with the control and capabilities to maximize responsiveness

and the flexibility to meet client needs. Each step is carefully designed to ensure the highest return on our clients' research investment.

## **SIN#874-1 Integrated Consulting Services**

### **Integrated Survey Solutions**

DRC excels in delivering results for large-scale, complex programs involving such challenges as multiple modes and versions, numerous hierarchical organizational levels, and content-sensitive surveys. We provide research, technology, process consulting, and complete project administration—in-house, in one integrated process.

DRC delivers survey solutions in a variety of modalities, including web, paper, IVR, and CATI. DRC has the capabilities to support all phases of the survey process: content development, forms design, printing, distribution, collection, data collection, data analysis, and report production. This high degree of integration allows us to maximize responsiveness and flexibility in order to meet client needs.

DRC's survey services include:

- Program management
- Strategic planning
- Study design
- Sampling design
- Questionnaire development
- Multiple language capabilities
- Printing, inserting, and mailing
- Data collection via mail, web, CATI, and IVR
- Social media reputation management
- Statistical data analysis
- Comment cleaning, coding, and alerting
- Web reporting, controlled access, at any level of aggregation
- Customized and standard dashboard and scorecard report formats with drill-downs to details
- Processes for the dissemination of targeted "push reports"
- In-house production capabilities to support programs requiring thousands of unit-level and roll-up customized paper reports
- Training/certifications (e.g., HIPAA, ISO 9001:2008, CAHPS)
- Data security (e.g., DIACAP)
- Qualitative research
- Performance measurement
- Program evaluation

### **Practice Area Specializations**

DRC's survey research practice area specializations include:

- Military Life and Health

- Patient Satisfaction
- Customer Satisfaction and Loyalty
- Employees and the Workplace

### **Exceptional Data Security**

DRC understands the importance of keeping our clients' data, including Personally Identifiable Information (PII), secure. We develop and administer numerous survey programs that contain highly sensitive and confidential information, such as military personnel and patient health records. With over 35 years of experience managing confidential databases for survey research projects, we have fine-tuned our security systems, disaster-recovery processes, and confidentiality procedures to be the best in the industry.

### **High Capacity**

DRC has a longstanding, solid reputation for providing large-scale data capture and reporting services for a wide range of applications. DRC excels in delivering complex, multi-mode, secure survey programs that involve multiple versions, multiple languages, numerous reporting levels, and content-sensitive material. We deliver these surveys both nationally and globally. On an annual basis, DRC:

- Produces and mails over 6 million paper surveys.
- Processes in excess of 2.5 million paper surveys (4.5 million pages).
- Sends over 2 million web survey invitations.
- Captures more than 600,000 web responses.
- Delivers high-volume projects with sample sizes up to 1.3 million.
- Prints almost 300 million documents and produces over 10 million booklets.
- Constructs 77 million images for variable digital printing and report production.

As one of the most experienced providers of comprehensive large-scale survey design and administration, DRC is dedicated to ensuring that our administration, research, measurement, and reporting strategies keep up with changing trends, markets, and technologies, as well as meeting the professional guidelines of national survey research organizations like CASRO and AHRQ.

### **Qualitative Research**

To complement our quantitative research capabilities, DRC also offers a full range of qualitative research methods. Our qualitative research services include: research conceptualization and development of study methodologies; protocol development and testing; focus groups and in-person interviews; case studies; program evaluation; qualitative research analysis; and preparation of technical reports and publishable papers.

DRC also offers a variety of customizable comment processing services to maximize the valuable information found in open-ended responses on survey returns. This includes transcription, sanitizing, coding, translation, and qualitative theme development. We can also provide alerts to our clients for "hot comments"—those that require immediate client attention or resolution. With our in-house comment processing team of skilled individuals, DRC's complex comment processing capacity is nearly 500,000 comments per month.

## Rates

Researcher-Director	\$289.02
Researcher-Level 1	\$222.91
Researcher-Level 2	\$199.13
Researcher-Level 3	\$149.13
Sr. Programmer	\$241.43
Intermediate Programmer	\$185.56
Junior Programmer	\$154.63
Senior Project Manager	\$193.22
Intermediate Project Manager	\$154.39
Operations Specialist	\$50.39

## Labor Category Definitions

Job Category	Definition/Qualifications
Researcher—Director	Master's degree required; 15 years of related survey and management experience
Researcher—Level 1	Master's degree required; 10 years of related survey and management experience
Researcher—Level 2	Bachelor's degree required; 10 years of related survey experience
Researcher—Level 3	Bachelor's degree required; 5 years of related survey experience
Senior Programmer	Bachelor's degree required; 8 years of related experience
Intermediate Programmer	Bachelor's degree required; 4 years of related experience
Junior Programmer	Bachelor's degree required; 2 years of related experience
Senior Project Manager	Bachelor's degree required; 6 years of related experience
Intermediate Project Manager	Bachelor's degree required; 4 years of related experience
Operations Specialist	High school diploma or equivalent; six months to a year of general office experience or equivalent post-secondary related courses

### Researcher—Director

- Master's degree and 15 or more years of relevant survey research experience required. Ph.D. and 10 or more years of experience preferred. Social science education or management consulting background with heavy emphasis on survey research and methods.
- Define and refine survey content.
- Conduct meetings with external clients to determine project objectives and how they will be completed.
- Facilitate the integration of Consulting Services capabilities and efforts with those of other teams within the Division.
- Identify and implement a set of theoretical frameworks as guidelines for consulting business in particular area of focus.
- Provide summary and analysis of survey results through associated graphs, charts, and tables as required by clients.
- Direct analysis of data and non-response and discuss recommendations and potential follow-up action.
- Assess reliability and validity of data.

- Manage all areas of research department and direct work as needed.
- Make decisions regarding the projects that will be completed within the department including, but not limited to, determining the resources and staff needs, prioritizing tasks for the most efficient use of resources, monitoring the work output of associates, holding them accountable for their work quality and output, and assuming final accountability for department performance.
- Conceptualize new product/service offerings and market positioning, and how the department should operate in the future to best support the business.

### **Researcher—Level 1**

- Master's degree and 10 or more years of relevant experience required. Social science education or management consulting background with significant emphasis on survey research and methods.
- Work with Researcher Director to identify and develop business opportunities and service offerings.
- Lead complex survey research activities including organizing and assigning of tasks, training of Level 2 and Level 3 Researchers, contract compliance and revisions, revenue billing and forecasting, determining technical and staff needs, and assisting in writing of proposals.
- Serve as project lead contact with clients, suppliers, and company departments to obtain or provide information regarding current projects.
- Design surveys and data collection processes based on client needs.
- Conduct and interpret statistical analyses of data.
- Serve as a primary internal and external expert on statistics and methods.
- Lead preparation of written findings, reports, and presentations, and research results.
- Assume overall lead responsibility for accurate, timely completion of client projects.

### **Researcher—Level 2**

- Bachelor's degree and 10 or more years of relevant experience required. Social science education or management consulting background with experience in survey research and methods.
- Obtain information from clients regarding their product or service needs and assist in proposal development.
- Interact with the supervisor, team members, and other Survey Division staff to obtain or provide information regarding projects, organize and assign tasks, and assist with training of Researcher Level 3.
- Design surveys and data collection processes based on client needs.
- Conduct and interpret statistical analyses of data.
- Prepare drafts of written findings reports, presentations, and assist with writing of journal research projects.
- Responsibility for accurate, timely completion of assigned tasks within client projects.

### **Researcher—Level 3**

- Bachelor's degree and 5 or more years of relevant experience required. Social science education or management consulting background with experience in survey research and methods.
- Set up and run statistical analyses as directed.
- Assist consulting team in developing survey content.

- Assist in production of survey reports.
- Research and draft content for tools to support the survey process.
- Support delivery of survey consulting services under direction of Director and/or Level 1 or Level 2 Researchers.
- QA and other administrative tasks as requested on projects in the Survey Division.
- Carry out library research, benchmarking, literature reviews.

### **Senior Programmer**

- Bachelor's degree and 8 years of related experience required
- Estimate hours needed to complete assigned projects, identify areas of concern and provide recommendations
- Architect applications with system performance expectations for application being developed
- Re-architect systems utilizing technology advances to streamline processes and improve performance.
- Manage the design and analysis for each assigned project including creation of Technical System Design
- Follow adopted processes/methodologies and identify process improvements
- Produce code to meet standards for each assigned task
- Perform unit testing; strive for zero defects
- Document steps throughout application development process and identify areas for improvement
- Conduct project meetings and development meetings (Design Review, Code Review, Output Review, etc.)
- Identify and track changes in scope of work as they occur and notify appropriate team members
- Provide work direction/assignments to others
- Define development schedules and prioritize workloads and resources
- Demonstrate an understanding of business and technical requirements for each assigned project
- Train and mentor Intermediate and Junior Programmers
- Create Logical Architecture and Data Model for complex systems
- Create user interface/deliverable mockups for assigned projects
- Assist with creation of Physical Data Model and Physical Architecture Design
- Recommend new processes to improve projects' effectiveness
- Attend and support client meetings as well as conducting technical meetings with client technical staff

### **Intermediate Programmer**

- Bachelor's degree and 4 years of related experience required
- Work with senior programmers to create accurate estimates of hours needed to complete assigned tasks
- Provide input to schedules and follow accordingly to meet project deadlines
- Document steps throughout application development process
- Follow and demonstrate an understanding of adopted processes/methodologies

- Demonstrate an understanding of business and technical requirements for each assigned project
- Demonstrate an understanding of system performance expectations for application being developed
- Lead design and analysis for each assigned project including creation of Technical System Design
- Create Logical Architecture and Data Model for less complex systems
- Create user interface/deliverable mockups for assigned projects
- Produce code to meet standards for each assigned task
- Perform unit testing; strive for zero defects
- Implement, maintain and support application following approval by Software Quality Assurance (i.e., production release)
- Participate in project meetings and development meetings (Design Review, Code Review, Output Review, etc.)
- Identify changes in scope of work as they occur and notify appropriate team members
- Provide work direction/assignments to Junior Programmers

### **Junior Programmer**

- Bachelor's degree and 2 years of related experience required
- Follow and demonstrate an understanding of adopted processes/methodologies
- Develop an understanding of business and technical requirements for each assigned task
- With close direction from Senior Programmer, produce code to meet standards for each assigned task
- Perform unit testing; strive for zero defects
- Maintain and support application following implementation by Senior or Intermediate Programmer
- Maintain and support application as needed
- Document steps throughout application development process
- Participate in project meetings and development meetings (Design Review, Code Review, Output Review, etc.)
- Identify changes to scope of work as they occur and notify appropriate team members
- Follow schedules to meet task deadlines
- Schedule and run jobs for data processing

### **Senior Project Manager**

- Bachelor's degree and 6 years of related experience required, Master's degree preferred
- Serves as Program Director and the contractor counterpart to the government program/technical manager for a program requiring integration of multiple project components.
- Functions as the primary point of contact for customers in the areas of contract performance and technical direction.
- Organizes, directs, and coordinates planning and output of task order objectives and ensures the quality and timeliness of contract deliverable items.
- Designs data collection processes to properly support the data collection methodology.

- Ensures that all deliverable items conform to contract and applicable government/client standards.
- Plans, assigns, schedules, and reviews work to subordinates.
- Explains policies, purpose and objective of tasks to project staff.
- Estimate hours needed to complete assigned projects, identify areas of concern and provide recommendations
- Obtain information and requirements from clients regarding their product or service needs.
- Design data collection processes to properly support the data collection methodology
- Develop client project reports.
- Manage effectiveness of team members by communicating project information, setting priorities, coordinating associate's activities, determining staff training needs, providing ongoing mentoring and leadership and assessing their performance.
- Review information from outside vendors to regarding best price, oversee purchase of materials, monitor contract specifications, revisions, pricing, billing, and costs.
- Assume ultimate responsibility for the accurate, timely, cost-effective completion of client projects to ensure customer client satisfaction.
- Design, implement, and communicate procedures within the department and monitor for compliance.

### **Intermediate Project Manager**

- Bachelor's degree and 4 years of related experience required
- Manages facets of contract operations.
- Interacts with current clients to obtain information regarding product and service needs.
- Formulates strategic plans and approves contract deliverables.
- Plans, organizes and oversees work efforts, assigns project resources, supervises subordinate personnel, provides risk management, ensures quality control, and monitors task and sub-project contract performance.
- Obtains bids from outside vendors to ensure best price, purchases materials, monitors contract specifications, revision, pricing, billing and costs.
- Provide leadership and guidance to support activities of process design, process improvement, and quality assurance
- Assist in estimating the hours and resources needed to complete project.
- Assume responsibility for accurate, timely completion of projects by organizing/scheduling work to be completed and resolving issues.
- Interact with team members to coordinate activities, obtain or provide information regarding projects and changes to projects, assign tasks, and set priorities.
- Provide work direction to Associate Project Specialist as needed and monitor quality of work
- Provide information to appropriate departments (survey production, overprinting, mailing services, survey receiving, survey processing, data collection) regarding job parameters and changes to current projects
- Develop client project reports to meet the client requirements.

### **Operations Specialist**

- High school diploma or equivalent and 6 months of general office experience required; PC experience preferred

- Responsible for providing processing support for projects including, but not limited to, receiving, scanning, editing, and/or validating, as well as assisting in the overall operation of the department.
- Check in surveys or tests, classify them, and prepare them for scanning.
- Scan documents, enter data into computers and create data files, edit documents, and perform quality control on batches to ensure accurate data.
- Process reports of all projects by assembly, collating, punching, and binding.
- Send surveys or tests back to internal or external clients or properly dispose of them.
- Train and supervise daily activities of temporary employees during peak seasons.
- Provide other clerical support as needed including sorting mail for associates and letting associates know the status of projects.
- Staff the customer service desks.
- Perform comment coding and cleaning.

The following SCA matrix is incorporated into the contract:

SCA Eligible Contract Labor Category	SCA Equivalent Code - Title	WD Number
Operations Specialist	01152 – Data Entry Operator II	WD 05-2287

The SCA is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated SCA labor category are based on the U.S. Department of Labor Wage Determination Number identified in the matrix. The price offered is based on the preponderance of where work is performed. Should DRC perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

## Contact

Federal Supply Group: 874-1 and 874-1RC Class R499  
 Contract Number: GS-10F-0278S  
 Contract Period: May 30, 2006 through May 29, 2016  
 Business Size: Large Business

Contractor: Data Recognition Corporation  
 13490 Bass Lake Road  
 Maple Grove, MN 55311

Corporate Phone: 763-268-2000  
 Corporate Fax: 763-268-3002  
 Website: [www.datarecognitioncorp.com](http://www.datarecognitioncorp.com)

Contract Administrator (POC): Lonny Wittnebel  
 Email: [lwittnebel@datarecognitioncorp.com](mailto:lwittnebel@datarecognitioncorp.com)  
 Phone: 763-268-2258

For Orders Contact: Jon Leinen  
 Email: [jleinen@datarecognitioncorp.com](mailto:jleinen@datarecognitioncorp.com)  
 Phone: 763-268-2452

## Ordering Information

**1a.** Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers: **874-1**

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

**1c.** If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided.

**2.** Maximum Order: **\$1,000,000.00**

**3.** Minimum Order: **\$100.00**

**4.** Geographic Coverage (Delivery Area): **Domestic and Overseas**

**5.** Point(s) of production (city, county, and state or foreign country): **Same as company address**

**6.** Discount from list prices or statement of net price: Government net prices (discounts already deducted). **See Attachment.**

**7.** Quantity discounts: **None Offered**

**S.** Prompt payment terms: **0% - 30 days**

**9a.** Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes**

**9b.** Notification whether Government purchase cards are accepted or not above the micro-purchase threshold: **Government purchase cards are accepted at and above the micro-purchase threshold.**

**10.** Foreign items: (list items by country of origin): **None**

**11a.** Time of Delivery (Contractor insert number of days): **Specified on the Task Order**

**11b.** Expedited Delivery: **Contact Contractor**

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

**11d.** Urgent Requirements. The Contractor will note in its price list the Urgent Requirements clause of its contract and advise agencies that they can also contact the Contractor s representative to effect a faster delivery: **Contact Contractor**

**12.** F.O.B. Point(s): **Destination**

**13a.** Ordering Address(es): **Same as company address**

**13b.** Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).**

**14.** Payment address(es): **Same as company address**

**15.** Warranty provision: **Contractor s standard commercial warranty**

**16.** Export Packing Charges (if applicable): **N/A**

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

**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**

**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**

**24.** 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 web site or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/)

**25.** Data Universal Numbering System (DUNS) number: **02-157-4967**

**26.** Notification regarding registration in Central Contractor Registration (CCR) database (SAM.gov): **Registered**