

GSA Federal Supply Schedule

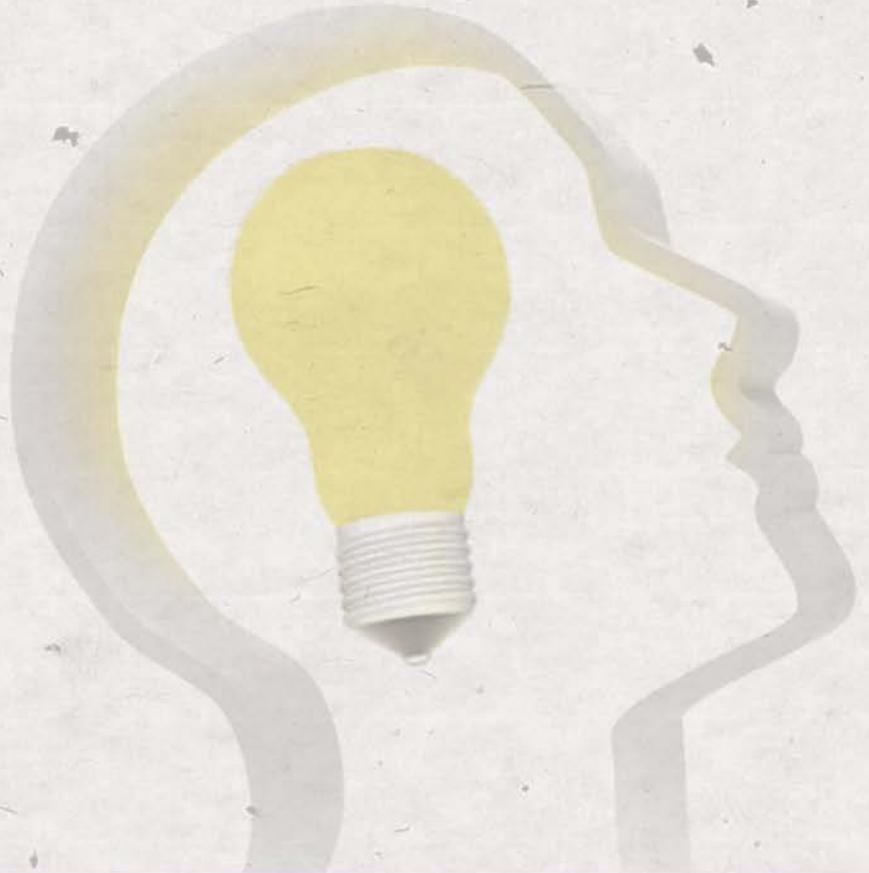
GS-23F-8181H

Base Year-Option Period 3: May 21, 1998 – September 30, 2017

Industrial Group 874; Industrial Class 8742

Mission Oriented Business Integrated Services (MOBIS)

Through Modification A246



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DAI-SOLUTIONS.COM

THE POWER TO TRANSFORM

Customer Information

1. a.) Special Item Numbers (SINs) Awarded:

Contract Number: GS-23F-8181H

874-1: Integrated Consulting Services

874-4: Training Services

b.) Prices shown in price list are net, all discounts deducted and valid for all areas including worldwide.

2. Maximum Order: Dougherty & Associates, Inc. understands that the total dollar value of any order placed by the Government under this contract will not exceed \$1,000,000.00, except for requirements exceeding the minimum order according to Clause I-FSS-125 (August 1995).
3. Minimum Order: \$100.00
4. Geographic Coverage (Delivery Area): Worldwide
5. Point(s) of Production (City, County, and State or Foreign Country): Alexandria, Virginia
6. Discount from list prices or statement of net price: N/A
7. Quantity Discounts: One percent (1%) for \$500,000.00 to \$1,000,000.00 per task order per year.
8. Foreign Items: None
9. (a.-d.) Time of Delivery: As stipulated on individual Task Orders.
10. FOB Point: Destination Ordering Address:
Dougherty & Associates, Inc.
1199 North Fairfax Street, Suite 800
Alexandria, VA 22314
11. Payment Address:
Dougherty & Associates, Inc.
1199 North Fairfax Street, Suite 800
Alexandria, VA 22314
12. Warranty Provision: N/A
13. Export Packing Charges: N/A
14. Terms and conditions of Government purchase card acceptance: Dougherty & Associates, Inc. accepts the Government Purchase card but does not offer any additional discount.
15. – 23. N/A
24. a–b Special Attributes: N/A
25. Data Universal Number System (DUNS) number: 931806749
26. Dougherty & Associates, Inc. is registered in the Central Contractor Registration (CCR) database.

Introduction

Dougherty & Associates, Inc. (DAI), a woman-owned small business, is pleased to offer government customers a full spectrum of Mission Oriented Business Integrated Services (MOBIS)-related services through our GSA Schedule. Our staff specializes in the federal workplace. DAI has two divisions that support the Federal government. The Management Consulting Division concentrates on supporting agencies in their business process reengineering and project improvement efforts to include workforce planning and the analysis of human capital requirements to support the overall strategic plan and mission of an agency. The Communications Division is responsible for providing a cadre of services to include developing and executing marketing and communications strategies and plans and the development of collateral materials. DAI's professionals advise our customers on ways to:

- Build and maintain their vision and strategic plans,
- Survey the state of their organizations,
- Improve services and products,
- Train their personnel in the techniques to ensure a quality managed organization,
- Enhance teamwork,
- Evaluate the quality and cost effectiveness of their processes,
- Recognize individuals and teams who further agency accomplishments,
- Devise methods for streamlining operations, and
- Design methods for open communication and continual feedback.

Since 1995, DAI has been helping clients improve their business processes. Our approach is "customer-driven" and our staff understands the drivers that are guiding government entities to become more efficient and effective in their delivery of products and services to the public. Thorough planning, frequent review of scheduled activities, careful execution of tasks, and, most importantly, close coordination and exchange of ideas with our customers, exemplifies DAI's management style. Our philosophy is that close, continuous, and open communication with our clients leads to improved operations as well as products and services.

The DAI organization is characterized by the following:

- Simple and effective organizational structure that facilitates responsiveness, flexibility, and accountability;
- Close and continuous corporate monitoring and support;
- Clear and direct lines of authority;
- Close coordination and open lines of communication with clients, project staff, and corporate leadership;
- Formal and informal quality control processes; and
- The use of automation in tracking costs and monitoring tasks and performance.

Description of Services

DAI was awarded SIN 1 (Integrated Consulting Services) and SIN 4 (Training Services). The following describes the services we offer in each SIN.

SIN 874 – 1: Integrated Consulting Services

DAI's staff of seasoned professionals provides expert advice and assistance in support of a Federal Agency Mission-Oriented Business Integrated Services, to include management and strategy consulting; facilitation; survey services, and advisory and assistance services in accordance with FAR 37.203.

Management & Strategy Consulting and FAR 37.203

DAI has a proven track record in providing Federal agencies with successful management and strategy consulting, to include providing advisory and assistance services in accordance with FAR 37.203.

Our Human Capital, Learning Solution and Strategic Communications experts provide the relevance, scope and situational awareness necessary to increase comprehension of and provide solutions to the complex issues currently facing government agencies. These services include providing research, evaluations, studies, analyses, simulations, reports, policy and regulation development assistance, and strategy formulation.

Key to DAI's success at providing successful our integrated consulting services is a philosophy that improvement in the services and operations essential to an Agency's mission can only be achieved through close, continuous, and open communication with our clients. Of additional significance is that DAI's integrated service offering features project managers who are Subject Matter Experts in the consulting projects they oversee.

DAI's expertise leverages industry-leading change management practices to the evaluation of management and leadership needs. Our philosophy emphasizes continuous and incremental changes to improve the way an organization operates. Our approach, based in enterprise engineering, enables organizations to analyze their business processes to improve efficiency and productivity, and involves the entire organization in a process that examines the type of work being accomplished as well as the role staff plays.

Through strategic analysis and planning, DAI's management team assesses the organization and clarifies its strategic and business goals. From this analysis, we recommend appropriate and specific strategies to support the reengineering process that will ensure the necessary improvements are implemented.

DAI provides the necessary support to develop and implement improvement plans that include activities, timelines, and resources. We ensure that improvement plans address areas that cut across the entire organization. Once plans are approved, we support the entire implementation process and work with the organization until the transition is complete.

Once completed, we develop and support the evaluation phase to ensure the reengineering process met the objectives.

DAI's Human Capital experts have proven experience in employee performance analysis; skills-based jobs analysis; and quality management requirements. Our staff has experience working with all levels of employees, from upper management to entry-level personnel.

Facilitation

DAI's Human Capital, Learning Solution and Strategic Communications practices have extensive experience in facilitation and decision-support services. This experience includes working collaboratively with groups, integrating products and processes, and supporting self-directed work teams focused on solving problems.

Our approach to facilitation is rooted in skills which foster a renewed Agency operating culture in which service elements and associates are fully aligned with corporate-wide business and mission objectives. DAI facilitation experts generate collaborative, informed solutions through focus groups, individual interviews and group facilitations. Our facilitation capabilities yield the identification of qualitative and quantitative feedback that Federal agencies must possess for sustained improvement of business practices and the achievement of agency goals.

Survey Services

DAI provides a full range of survey services to meet organizational goals, applying a variety of methodologies to include survey planning, design, and development; survey administration; data validation and analysis; reporting, and stakeholder briefings.

Through the use of automated tools, DAI conducts large and small-scale surveys based on a seven-step qualitative and quantitative survey process:

1. Establishing the goals and objectives of the project,
2. Developing a detailed sampling plan,
3. Choosing the optimal survey methodology,
4. Creating the questionnaire,
5. Pre-testing and validating the questionnaire,
6. Administering the survey and collecting data, and
7. Analyzing data and providing a final technical report and professional briefing.

DAI offers increased value to our clients by linking both the scientific and practical aspects of survey activity through an integrated design process, and have experience applying this approach in the following areas:

- Computer assisted telephone interviews (CATI)
- E-mail surveys

- In-person interviews
- Mail surveys
- Scannable surveys
- Web-based surveys

DAI statisticians and analysts use a variety of statistical packages to analyze data, including Statistical Package for Social Science (SPSS) and Statistical Analysis System (SAS). DAI specializes in conducting automated surveys, particularly Web-based surveys hosted on a secure server, to help organizations improve response rates, data integrity, and the timeliness of the survey cycle.

SIN 874 – 4: Training Services

DAI provides both off-the-shelf courses and custom designed training programs, developed with a thorough understanding of the specific performance objectives to be achieved. Performance objectives are derived through a comprehensive and accurate training needs analysis. DAI's training professionals employ a proven, systematic approach to training development that is based on continuous evaluation and feedback throughout every phase. DAI's approach is based on the Instructional Systems Design (ISD) process and includes the following steps:

1. Conducting a needs assessment to identify performance objectives and deficiencies,
2. Developing a program that achieves the identified objectives,
3. Delivering the program by using the most effective learning strategies,
4. Evaluating the training program to assess overall effectiveness, and
5. Redesigning or modifying the program based on the evaluation.

DAI's training staff has over 60 years of cumulative experience designing and conducting large, complex training programs as well as seminars and workshops. Staff expertise spans the spectrum of educational technologies including traditional classroom techniques, programmed instruction, interactive multimedia, computer-based training (CBT), Web-based training (WBT), simulation, and gaming. Our staff has developed training programs on a wide variety of topics including health care, customer service, information technology, sales and management, process engineering, personnel management, team building, and many others.



DAI Labor Rates

SIN 874 – 1: Consultation Rates

Option 3					
Labor Category	Year 16 10/1/2012- 9/30/2013	Year 17 10/1/13- 9/30/14	Year 18 10/1/14- 9/30/15	Year 19 10/1/15- 9/30/16	Year 20 10/1/16- 9/30/17
Coders	\$37.19	\$38.22	\$39.27	\$40.35	\$41.46
Editor	\$111.06	\$114.11	\$117.25	\$120.47	\$123.79
Field Interviewers	\$59.16	\$60.79	\$62.46	\$64.18	\$65.94
Focus Group Specialist	\$67.60	\$69.46	\$71.37	\$73.33	\$ 75.35
Job/Task Analysis Consultant	\$143.68	\$147.63	\$151.69	\$155.86	\$160.15
Junior Analyst II	\$78.16	\$80.31	\$82.52	\$84.78	\$87.12
Junior Consultant	\$67.60	\$69.45	\$71.36	\$73.33	\$75.34
Junior Copywriter	\$54.47	\$55.97	\$57.51	\$59.09	\$60.72
Junior Designer/Analyst	\$109.85	\$112.88	\$115.98	\$119.17	\$122.45
Junior Editor	\$72.95	\$74.95	\$77.02	\$ 79.13	\$81.31
Junior Facilitator	\$109.85	\$112.88	\$115.98	\$119.17	\$122.45
Junior Writer	\$91.45	\$93.97	\$96.55	\$99.21	\$101.94
Mid-Level Consultant	\$109.85	\$112.88	\$115.98	\$119.17	\$122.45
Mid-Level Facilitator	\$143.68	\$147.63	\$151.69	\$155.86	\$160.15
Program Manager	\$199.24	\$204.72	\$210.35	\$216.14	\$222.08
Senior Consultant	\$212.43	\$218.28	\$224.28	\$230.45	\$236.78
Senior Designer	\$211.25	\$217.06	\$223.03	\$229.16	\$235.47
Senior Editor	\$135.49	\$139.21	\$143.04	\$146.98	\$151.02
Senior Facilitator	\$211.25	\$217.06	\$223.03	\$229.16	\$235.47
Senior Program Manager	\$262.67	\$269.89	\$277.31	\$284.94	\$292.77
Senior Project Director	\$238.44	\$245.00	\$251.73	\$258.66	\$265.77
Senior Project Manager	\$170.24	\$174.92	\$179.73	\$184.67	\$189.75

SIN 874 – 1: Consultation Rates (continued)

Senior Technical Writer	\$130.27	\$133.85	\$137.53	\$141.31	\$145.20
Senior Writer	\$130.65	\$134.24	\$137.93	\$141.73	\$145.62
Survey Administrator	\$67.60	\$69.45	\$71.36	\$73.33	\$75.34
Survey Analyst	\$143.68	\$147.63	\$151.69	\$155.86	\$160.15
Technical Writer	\$104.22	\$107.09	\$110.03	\$113.06	\$116.17
Telephone Interviewers	\$42.26	\$43.42	\$44.61	\$45.84	\$47.10
Writer	\$117.59	\$120.82	\$124.15	\$127.56	\$131.07

SIN 874 – 4: Training Services

Option 3					
<i>Labor Category</i>	Year 16 10/1/2012- 9/30/2013	Year 17 10/1/13- 9/30/14	Year 18 10/1/14- 9/30/15	Year 19 10/1/15- 9/30/16	Year 20 10/1/16- 9/30/17
Editor	\$111.06	\$114.11	\$117.25	\$120.47	\$123.79
Job/Task Analysis Consultant	\$143.68	\$147.63	\$151.69	\$155.86	\$160.15
Junior Analyst II	\$78.16	\$80.31	\$82.52	\$84.78	\$87.12
Junior Consultant	\$67.60	\$69.45	\$71.36	\$73.33	\$75.34
Junior Copywriter	\$54.47	\$55.97	\$57.51	\$59.09	\$60.72
Junior Editor	\$72.95	\$74.95	\$77.02	\$79.13	\$81.31
Junior Writer	\$91.45	\$93.97	\$96.55	\$ 99.21	\$101.94
Mid-Level Consultant	\$109.85	\$112.88	\$115.98	\$119.17	\$122.45
Program Manager	\$199.24	\$204.72	\$210.35	\$216.14	\$222.08
Senior Consultant	\$212.43	\$218.28	\$224.28	\$230.45	\$236.78
Senior Editor	\$135.49	\$139.21	\$143.04	\$146.98	\$151.02
Senior Program Manager	\$262.67	\$269.89	\$277.31	\$284.94	\$292.77
Senior Project Director	\$238.44	\$245.00	\$251.73	\$258.66	\$265.77
Senior Project Manager	\$170.24	\$174.92	\$179.73	\$184.67	\$189.75
Senior Technical Writer	\$130.27	\$133.85	\$137.53	\$141.31	\$145.20
Senior Writer	\$130.65	\$134.24	\$137.93	\$141.73	\$145.62
Technical Writer	\$ 104.22	\$107.09	\$110.03	\$113.06	\$116.17
Writer	\$117.59	\$120.82	\$124.15	\$127.56	\$131.07

MOBIS Labor Category Descriptions

Senior Program Manager

As a senior executive, oversees all program activities and works directly with Program Managers in their responsibilities to ensure the accurate and successful implementation of multiple projects within the Program Area. Reports directly to Senior corporate staff and has profit and loss responsibility for all projects implemented within their designated Program area.

Education: Master's Degree or greater

Years of Experience: 20 years or more

Program Manager

As a senior executive, has overall responsibility for all of the projects within the designated program area and reports directly to the Senior Program Manager. Oversees the responsibilities of the various Project Directors and has profit and loss authority on all projects within the specified program area.

Education: Master's Degree or greater

Years of Experience: 18 years or more

Senior Project Director

Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners, and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

Education: Master's Degree or greater

Years of Experience: 15 years or more

Senior Project Manager

Is responsible for successful delivery of projects through detailed project planning, scheduling, and costing. Leads and guides teams of specialists, analysts, and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule, and reports progress of project to the project director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues.

Education: Master's Degree or greater

Years of Experience: 12 years or more

Senior Consultant

Is responsible for successful delivery of projects through detailed project planning, scheduling, and costing. Leads and guides teams of specialists, analysts, and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule, and reports progress of project to the project director on an

ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues.

Education: Master's Degree or greater

Years of Experience: 20 years or more

Job/Task Analysis Consultant

Leads teams of analysts in performing analytical tasks that are required to provide information necessary to successfully implement projects. Is responsible for analysis of business processes and structures, cataloging and abstracting documents, other analytical skills as required, and the preparation of formal analysis. Is able to work under pressure and has the capacity to handle numerous projects at once.

Education: Bachelor's Degree, Master's Degree preferred

Years of Experience: 10 years or more

Mid-Level Consultant

Performs varied analytical functions, as needed, including analysis of business processes and structures and cataloging and abstracting documents. Has excellent research, presentation preparation, and writing skills. Works in a fast-paced environment and performs independently, as well as a team player. Accomplishes analysis for a project in a timely fashion.

Education: Bachelor's Degree

Years of Experience: 8-9 years

Junior Consultant

Performs varied analytical functions, as needed, under the supervision and direction of a senior analyst. Works as a team player and supports the completion of analysis projects in a timely manner.

Education: Bachelor's Degree

Years of Experience: 3-5 years

Junior Analyst II

Performs varied analytical functions, as needed, including analysis of business processes and structures and cataloging and abstracting documents. Has excellent research, presentation preparation, and writing skills. Works in a fast-paced environment and performs independently and as a team player. Accomplishes analyses for a project in a timely fashion.

Education: Bachelor's Degree

Years of Experience: 5-8 years

Senior Technical Writer

Determines requirements and creates copy for internal and external technical communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures,

TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other Writers and Junior Writers in the execution of their tasks.

Education: Master's Degree

Years of Experience: 12 years or more

Technical Writer

Creates copy for internal and external technical communications based on guidance from Senior Technical Writer and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 8 years or more

Senior Writer

Determines requirements and creates copy for internal and external communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other Writers and Junior Writers in the execution of their tasks.

Education: Master's Degree

Years of Experience: 12 years or more

Writer

Creates copy for internal and external communications based on guidance from Senior Writer and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 8 years or more

Junior Writer

Creates copy for internal and external communications based on guidance from other writers. Based on guidance, develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 5 years or more

Junior Copywriter

Based on guidance from writing staff develops copy for both internal and external communications to include:

newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 5 years or more

Senior Editor

Determines requirements and edits internal and external communications produced by a variety of staff members to include proposal writers. Coordinates editing activities for all on-staff editors for publications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other editors in the execution of their tasks.

Education: Master's Degree

Years of Experience: 12 years or more

Editor

Based on guidance from Senior Editor assignments edits internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Website content.

Education: Bachelor's Degree

Years of Experience: 8 years or more

Junior Editor

Based on guidance from editorial staff supports all editing assignments, for both internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 5 years or more

Senior Facilitator

Is responsible for successful delivery of projects through detailed project planning, scheduling, and costing. Leads and guides teams of facilitators, specialists, analysts, and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule, and reports progress of project to the project director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues to support all facilitation requirements.

Education: Master's Degree or greater

Years of Experience: 20 years or more

Job/Task Facilitator

Leads teams of facilitators in performing tasks that are required to provide information necessary to successfully

implement facilitation projects. Is responsible for analysis of business processes and structures, facilitating groups and supporting other facilitation tasks while managing mid-level and junior facilitators and projects. Is able to work under pressure and has the capacity to handle numerous projects at once.

Education: Bachelor's Degree, Master's Degree preferred

Years of Experience: 10 years or more

Mid-Level Facilitator

Performs varied facilitative type of functions, as needed, including analysis of business processes and following the lead of senior and jog/task facilitators as required. Has excellent presentation preparation and writing skills.

Works in a fast-paced environment and performs independently, as well as a team player. Accomplishes tasks in a timely fashion.

Education: Bachelor's Degree

Years of Experience: 8-9 years

Junior Facilitator

Performs varied facilitations functions, as needed, under the supervision and direction of senior facilitators. Works as a team player and supports the completion of projects in a timely manner.

Education: Bachelor's Degree

Years of Experience: 3-5 years

Focus Group Specialists

Coordinates focus groups and works with other facilitators to implement projects. Performs varied functions, as needed, under the supervision and direction of senior facilitators. Works as a team player and supports the completion of projects in a timely manner.

Education: Bachelor's Degree

Years of Experience: 5 years or more

Junior Editor

Based on guidance from editorial staff supports all editing assignments, for both internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

Education: Bachelor's Degree

Years of Experience: 5 years or more

Senior Designer

Is responsible for successful delivery of projects through detailed project planning, scheduling, and costing. Leads and guides teams of survey designers, specialists, analysts, and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule, and reports progress of project to the project

director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues. Has excellent research, presentation preparation, and writing skills. Works in a fast-paced environment and performs independently, as well as a team player.

Education: Master's Degree or greater

Years of Experience: 20 years or more

Survey Designer

Leads teams of designers and manages the development of surveys for all types of applications to support successfully implement of survey projects. Is responsible for analysis of business processes, developing survey questions, managing survey implementation, and analyzing survey data. Is able to work under pressure and has the capacity to handle numerous projects at once. Has excellent research, presentation preparation, and writing skills. Works in a fast-paced environment and performs independently, as well as a team player.

Education: Bachelor's Degree or greater

Years of Experience: 10 years or more

Junior Designer/Analyst

Performs varied survey design functions, as needed, including analysis of business processes, developing survey questions, managing survey implementation, and analyzing survey data under the direction of the Survey Designer and Senior Designer. Accomplishes survey tasks in a timely fashion.

Education: Bachelor's Degree

Years of Experience: 3-5 years

Survey Administrator

Performs survey administration under the supervision and direction of a Senior Designer. Works as a team player and supports the completion of survey projects in a timely manner.

Education: Bachelor's Degree or greater

Years of Experience: 5 years or more

Field Interviewers

Performs field interviews to support survey implementation under the supervision and direction of a Senior Designer and Survey Analyst. Works as a team player and supports the completion of survey projects in a timely manner.

Education: Bachelor's Degree

Years of Experience: 3-5 years

Coders

Codes data from surveys and puts into appropriate spreadsheets in MS Excel under the supervision of the Survey

Administrator who is supervised by the Senior Designer and Survey Analyst. Works as a team player and supports the completion of survey projects in a timely manner.

Education: Bachelor's Degree

Years of Experience: 3-5 years

How to reach us...

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