

GENERAL SERVICES ADMINISTRATION

Authorized Federal Supply Schedule



(MOBIS)

Mission Oriented Business Integrated Services

Price List

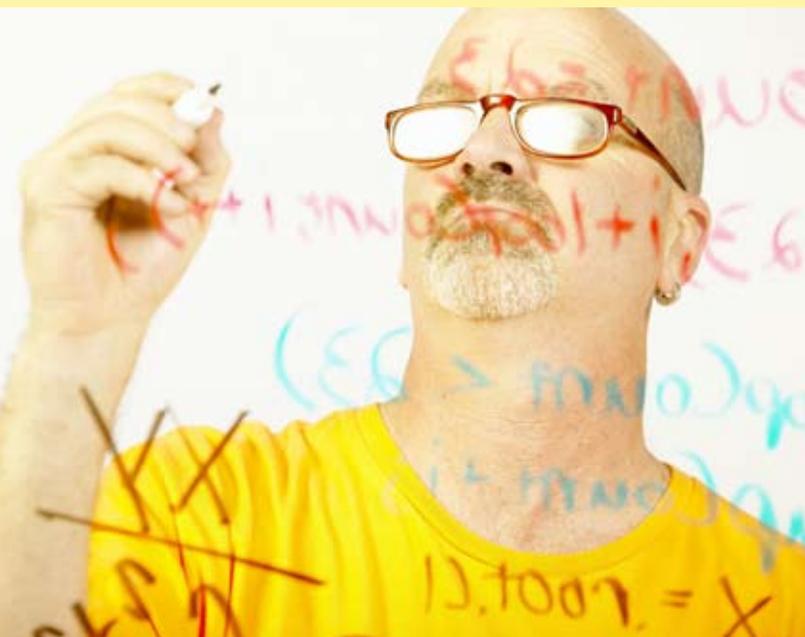
**Contract Number:
GS-23F-9777H**

**Contract Period:
10/1/97-9/30/12
plus option to extend
to 9/30/17**



**Macro International Inc.
11785 Beltsville Drive, Suite 300
Calverton, MD 20705
Phone: (301) 572-0200
Fax: (301) 572-0999**

Macro International Inc. is a highly regarded professional services firm based in Calverton, Maryland. Since 1966, Macro has successfully provided management, organization, and business improvement services to thousands of Government, corporate, and nonprofit clients. Our consultants are experts in various areas of consulting and research, as well as in developing exceptional support products. We strive to provide our customers with unparalleled service. For your convenience we have included contract and pricing information for your review. We look forward to working with you soon in achieving your objectives.



“ We meet the changing needs of Government organizations today. ”

Level I, Executive Officer

Minimum General Experience – Senior executives and corporate officers responsible for overall direction and management oversight of project operations and whose final approval is required on all commitments of Macro International Inc.’s corporate resources. At least 15 years of progressively more responsible experience in managing complex, time-sensitive projects, including those with multiple activities, tasks and deliverables.

Functional Responsibility – Responsible for directing financial activities and overseeing project development with ultimate responsibility for ensuring completion of all work products and deliverables on time, within budget, and to the client’s satisfaction, and for providing technical advisory and consultation expertise.

Minimum Education – M.A., M.S., or M.B.A. in relevant content fields as appropriate to the project.

Level II, Technical Director

Minimum General Experience – Senior managers and principals responsible for all phases, activities, staffing, and outcomes involved in a project, including budget management for the entire project. At least 10 years of progressively more responsible experience in the primary discipline required by the project. Demonstrated ability to manage numerous complex and time-sensitive project activities and tasks simultaneously.

Functional Responsibility – Responsible for managing technical tasks to meet all deadlines, budgets, and project requirements and ensuring that problems encountered during the course of a project are identified, remedied, and prevented from reoccurrence.

Minimum Education – B.A. or B.S. in relevant content fields as appropriate to the project. In many cases, Technical Directors have Masters-level degrees or the equivalent.

Level III, Senior Project Manager or Principal Investigator or Senior Subject Matter Expert

Minimum General Experience – Senior project managers, principal investigators, senior subject matter experts, and other project leaders whose well-defined technical skills in both general and specialized subject matter provide expertise that is critical to a project’s success. Typically 8-10 years or more of progressively responsible experience in the primary discipline required by the project and/or in project and task management. Demonstrated experience directly producing client deliverables with limited technical supervision.

Functional Responsibility – Responsible for providing technical leadership for projects. Ensures standards of quality and applicability to project goals and client specifications are met within the context of the applicable technical field.

Minimum Education – B.S. as appropriate. In many cases, Level III personnel have Masters-level degrees or the equivalent.

continued on next page

We offer the following services under the MOBIS schedule:

Consulting	SIN 874-1, 874 1RC
Facilitation	SIN 874-2, 874 2RC
Survey	SIN 874-3, 874 3RC
Training	SIN 874-4, 874 4RC
Support Products	SIN 874-5, 874 5RC

Hourly Labor Rate

Consulting Services: SIN 874-1, 874 1RC

Facilitation Services: SIN 874-2, 874 2RC

Survey Services: SIN 874-3, 874 3RC

	Oct. 2007– Sept. 2008	Oct. 2008– Sept. 2009	Oct. 2009– Sept. 2010	Oct. 2010– Sept. 2011	Oct. 2011– Sept. 2012
Level I	\$243.42	\$251.21	\$259.25	\$267.55	\$276.11
Level II	\$187.39	\$193.39	\$199.58	\$205.97	\$212.56
Level III	\$148.56	\$153.31	\$158.22	\$163.28	\$168.50
Level IV	\$112.48	\$116.08	\$119.79	\$123.62	\$127.58
Level V	\$85.50	\$88.24	\$91.06	\$93.97	\$96.98
Level VI	\$67.06	\$69.21	\$71.42	\$73.71	\$76.07
Level VII	\$33.77	\$34.85	\$35.97	\$37.12	\$38.31
Level VIII	\$29.78	\$30.79	\$31.78	\$32.80	\$33.85

Daily Labor Rates

	Oct. 2007– Sept. 2008	Oct. 2008– Sept. 2009	Oct. 2009– Sept. 2010	Oct. 2010– Sept. 2011	Oct. 2011– Sept. 2012
Level I	\$1,947.36	\$2,009.68	\$2,074.00	\$2,140.40	\$2,208.88
Level II	\$1,499.12	\$1,547.12	\$1,596.64	\$1,647.76	\$1,700.48
Level III	\$1,188.48	\$1,226.48	\$1,265.76	\$1,306.24	\$1,348.00
Level IV	\$899.84	\$928.64	\$958.32	\$988.96	\$1,020.64
Level V	\$684.00	\$705.92	\$728.48	\$751.76	\$775.84
Level VI	\$536.48	\$553.68	\$571.36	\$589.68	\$608.56
Level VII	\$270.16	\$278.80	\$287.76	\$296.96	\$306.48
Level VIII	\$238.72	\$246.32	\$254.24	\$262.40	\$270.80

Level IV, Task Manager or Team Leader or Mid-Level Consultant/Analyst/Trainer

Minimum General Experience – At least 6 years of progressively responsible experience in technical work similar to the project. Demonstrated ability to manage technical tasks. Has knowledge of and experience in related functional areas addressed by the project, general knowledge of Government contracting practices, environments, standards, and procedures. Excellent written and oral communication skills and an ability to work and communicate effectively with Macro's technical and managerial staff, as well as client staff. Produces client deliverables with technical supervision from Levels I-III managers and experts.

Functional Responsibility – Responsible for coordinating all tasks and activities of a project to ensure accurate communication between client and contractor staff, identifying and resolving issues as they arise, alerting specialists to changes in project scope, and generally ensuring the quality and timeliness of each deliverable.

Minimum Education – B.A. or B.S. in appropriate technical field.

Level V, Associates

Minimum General Experience – Trainers, researchers, consultants, and analysts at the associate level. Bachelors degree or at least 2 years of experience in related project work.

Functional Responsibility – Complete technical work as assigned under close technical supervision by Levels I-IV personnel.

Minimum Education – B.A. or B.S. in appropriate technical field.

Level VI, Administrative Support

Minimum General Experience – Graphic design generalists, desktop publishers, production and word processing staff, administrative assistants, editors, and other project support staff. At least 18 months of experience performing clerical and administrative duties on Government contracts.

Functional Responsibility – Duties include formatting and preparing final deliverables including reports, tables, spreadsheets and presentations. Original documents are normally prepared by technical staff, then edited by Level VI staff, and prepared for final production. Supervise all elements



Training Services: SIN 874-4 Macro's Core Courses

- Assessing Learning Needs—1 day*
- Benchmarking for Breakthrough Ideas—1 day
- Building Cross-Cultural Collaboration—3 days
- Results-Oriented Action Planning—1 day†
- Secretaries as Customer Service Ambassadors—2 days
- Social Issues and Workplace Performance—1 day
- Teaming for Improvement—3 days

Macro's Senior Management and Train-the-Trainer Courses

- Leading Customer Service Excellence—5 days ‡
- Leadership Styles and Skills in a Rapidly Changing Environment—3 days
- Measuring and Managing Performance—2 days
- Presentation and Facilitation Skills Development—5 days
- Strategic Planning for Organization Change—2 days

* Recommended before a training intervention.

† Recommended after a training intervention.

‡ Macro does not provide train-the-trainer instruction for this 5-day course.

Off-the-Shelf Training Courses:**

SIN 874-4*, 874 4RC

	Core Course 1 Day	Core Course 2 Days	Core Course 3 Days	Senior Management & Train-the- Trainer Course 2 Days	Senior Management & Train-the- Trainer Course 3 Days	Senior Management & Train-the- Trainer Course 5 Days
Minimum no. of Participants‡	12	12	12	12	12	5
Maximum no. of Participants	40	40	40	40	40	40
Course Price						
Oct. 2007–Sept. 2008	\$3,986	\$6,266	\$8,546	\$9,134	\$12,645	\$16,961
Oct. 2008–Sept. 2009	\$4,146	\$6,517	\$8,888	\$9,500	\$13,151	\$17,640
Oct. 2009–Sept. 2010	\$4,312	\$6,777	\$9,243	\$9,880	\$13,677	\$18,345
Oct. 2010–Sept. 2011	\$4,484	\$7,048	\$9,613	\$10,275	\$14,224	\$19,079
Oct. 2011–Sept. 2012	\$4,663	7,330	\$9,997	\$10,686	\$14,793	\$19,842

Course cost includes one trainer and training manuals for a minimum number of participants only.

‡There are discounts for additional participants in excess of the minimum.

** Per Modification #PO-0009.

Support Products Participant Manuals**

SIN 874-5*†, 874 5RC

	1-Day Courses	2-Day Courses	3-Day Courses	5-Day Courses
Oct. 07–Sept. 08	\$118.12	\$147.66	\$177.18	\$236.25
Oct. 08–Sept. 09	\$122.84	\$153.57	\$184.27	\$245.70
Oct. 09–Sept. 10	\$127.75	\$159.71	\$191.64	\$255.53
Oct. 10–Sept. 11	\$132.86	\$166.10	\$199.31	\$265.75
Oct. 11–Sept. 12	\$138.17	\$172.74	\$207.28	\$276.38

Support Products Facilitators Manuals**

SIN 874-5*‡, 874 5RC

	1-Day Courses	2-Day Courses	3-Day Courses
Oct. 07–Sept. 08	\$236.25	\$295.31	\$354.37
Oct. 08–Sept. 09	\$245.70	\$307.12	\$368.54
Oct. 09–Sept. 10	\$255.53	\$319.40	\$383.28
Oct. 10–Sept. 11	\$265.75	\$332.18	\$398.61
Oct. 11–Sept. 12	\$276.38	\$345.47	\$414.55

†Participant manuals can only be sold in tandem with course. Participant manuals will only be sold to agency trainers who have gone through Macro's Presentation and Facilitation Skills Development course.

‡Can only be sold in tandem with course. Participant manuals will only be sold to Macro sanctioned "master trainers."

** Per Modification ##PO-0009.

Areas of Expertise

Consulting and Research Areas

Action Learning
 Action Planning
 Actionable Recommendations
 Adaptive Services
 Affirmative Action Strategies
 Analysis Data Conversion
 Assessment Centers
 Behavioral Feedback
 Behavioral Interviewing
 Benefit Accuracy
 Best Practices/Benchmarking
 Branding
 Business Planning
 Business Process Improvement
 Business Process Reengineering
 Career Development
 Change Management
 Climate Assessment
 Climate Surveys
 Coaching
 Coalition Building
 Cognitive Interviewing Techniques
 Collaboration
 Collective Learning
 Communications
 Communications Meeting/Conference Support
 Communications Research
 Communities of Practice
 Competency Identification
 Competitive Strategy
 Complex Systems
 Computer-Assisted Personal Interviewing (CAPI) Survey
 Computer-Assisted Telephone Interviewing (CATI) Survey
 Conflict Resolution/Consensus Building
 Content Management Systems
 Core Competencies
 Cost-Benefit and Cost-Effectiveness Evaluations
 Creativity
 Crisis Intervention
 Cross-Cultural/Diversity Issues
 Cross-Functional Collaboration
 Culture Assessment/Change
 Curriculum Development
 Customer Satisfaction/Loyalty
 Customer Service/Training Data
 Data Management
 Data Mining
 Data Quality Control/Cleaning
 Data Standardization
 Data Warehousing
 Database Administration
 Database Design
 Database Development
 Decision Processes
 Decision Support Services
 Decisionmaking
 Demographic Statistical Analysis
 Demography
 Developmental Assessment Centers
 Dialogue Sessions
 Disaster and Emergency Preparedness
 Disaster Recovery
 Disease Registries
 Dispute Resolution
 Diversity
 Diversity Training
 Editorial Services
 Effectiveness
 Effectiveness Assessment
 Efficiency Assessment
 Emotional Intelligence
 Employee Satisfaction/Loyalty
 Employee Surveys
 Empowerment
 Environmental Scanning
 Environmental Scans
 Epidemiological Studies
 Error-Prone Modeling
 Estimation
 Ethical Leadership
 Ethnographic Research
 Evaluability Assessment
 Evaluation
 Evaluation Methodology Development
 Executive Coaching
 Executive Interviewing
 Executive Teams
 Exhibit Services
 Experimental Design
 Expert Elite Interviewing
 Facilitation
 Federal Enterprise Architecture (FEA) Guidelines
 Feedback
 Financial and Business Management Analysis
 Focus Group Best Practices
 Focus Group Facilitation
 Focus Group Recruitment
 Focus Group Research
 Focus Group Training
 Geographic Information Systems (GIS)
 Government Information Security Reform Act (GISRA)
 Government Performance and Results Act (GPRA)
 Graphic Design
 Graphic Presentation Development
 Group Facilitation
 Group/Team Development
 Health and Epidemiology Research
 Health Insurance Portability and Accountability Act (HIPAA)
 Heuristic Evaluation
 HIPAA Audits
 HIPAA Issues Management
 Health Outreach
 Health Registry
 Higher Education Statistics
 Human Relations Skills
 Human Resource Management
 Impact Evaluation
 Improper Payment Studies
 Imputation
 Income Verification
 Individual Assessment/Performance Improvement
 Influence Skills (Processes)
 Information Architecture
 Information Media
 Information Tracking and Referral
 Innovation
 Innovative Reporting Mechanisms
 In-Person Interviewing

of final production including printing and duplicating, shipping, etc. May include coordination of schedules and meetings, note taking, filing, writing business correspondence and other general office work.

Minimum Education – High school degree and specialized training in office software products such as MS Word, PowerPoint, and Excel.

Level VII, Telephone Interviewers

Minimum General Experience – Staff conducting telephone interviews for data collection tasks associated with research and evaluation projects. Interviewers complete a basic training program that covers interviewing techniques and protocols used at Macro International, are closely supervised and monitored, and receive project-specific training for each separate data collection project.

Functional Responsibility – Duties include telephone interviewing for specified populations as defined by the project and as designed by the research management staff. Interviewers input interviewee responses into an on-line system, including open-ended comments and remarks as specified in the research methodology.

Minimum Education – High school degree.

Level VIII, Other Data Collection Staff

Minimum General Experience – Staff who collect interview data from subjects face-to-face, in field situations; or includes interviewers and other data collectors who gather data from mail surveys. Interviewers complete a basic training program that covers interviewing techniques and protocols used at Macro International, are closely supervised and monitored, and receive project-specific training for each separate data collection project. Staff handling mail surveys receive training in data entry protocols. All data entry is carefully monitored by research managers at higher levels, according to research protocols established for the project.

Functional Responsibility – Duties include field data collection and interviewing for specified populations as defined by the project and as designed by the research management staff. Mail survey interviewers enter data, including scanned forms, into a research database prepared by the research manager. Interviewers may record data on paper questionnaires or electronic devices as specified in the research methodology.

Minimum Education – High school degree.

continued on next page



“Our staff of seasoned facilitators provide trusted services and advice and is in touch with the needs of our customers.”

Consulting and Research Areas (Continued)

Instructional Systems Design
 Instrument Development
 Interaction Design
 Intercept Surveys
 Interface Design
 Internet Focus Groups
 Internet Surveys/Web Surveys
 Interpersonal Skills (Effectiveness)
 Knowledge Acquisition
 Knowledge Management
 Knowledge Management Systems
 Large-Scale Change
 Leadership Development
 Leading Innovation
 Learning
 Literature Searches and Reviews
 Logic Modeling
 Management Development
 Market Research
 Marketing Planning
 Measurement
 Media Analysis
 Media Training
 Meeting Facilitation
 Mentoring
 Multivariate Analysis
 Networks of Learning
 NIST Standards
 OMB Best Practices
 Organizational Assessments
 Organizational Change
 Organizational Communications
 Organizational Development
 Organizational Learning
 Organizational Surveys
 Outcome Evaluation
 Outcomes
 Outreach Strategy
 Outreach Strategy Implementation
 Participative Learning
 Partnership Building
 Performance Improvement
 Performance Management
 Performance Measurement
 Performance Measurement Systems Design
 Planning
 Policy Analysis and Evaluation
 Problem Diagnosis
 Process Evaluation
 Product Development
 Productivity Improvement
 Program Evaluation/Assessments
 Qualitative Research
 Quality Assurance
 Quality Management
 Quantitative Research
 Quasi-Experimental Design
 Questionnaire Development
 Record Matching
 Relationship Management
 Research and Evaluation Design
 Resistance to Change
 Respondent Location
 Results
 Risk Assessment
 Sampling
 Secondary Analysis
 Security Assessment
 Security Maintenance
 Self-Directed Learning
 Self-Managed Teams
 Servant Leadership
 Situated Learning
 Social Marketing
 Software Testing and Evaluation
 Statistical Analysis and Tabulation
 Statistical Quality Assurance
 Statistics, Inferential and Descriptive
 Strategic Analysis
 Strategic Leadership
 Strategic Marketing
 Stress Management
 Succession Planning
 Survey Research and Analysis Tools
 Sustainable
 Systems Alignment/Change
 Systems Analysis
 Systems Thinking
 Team Building
 Technical Writing and Copyediting
 Technology Assessments
 Training Action Planning
 Training Assessment/Evaluation
 Training Design
 Training Development
 Training Needs Analysis
 Transformational Leadership
 Trust (Organizational)
 Usability Evaluation
 Validation
 Values Clarification
 Verification
 Visioning
 Web-based Analytical Database Systems
 Web-based Data Collection and Reporting Systems
 Web-based Distance Monitoring
 Web Site Best Practices
 Web Site Design
 Web Site Development
 Web Site Evaluation
 Web Site Hosting
 Workflow Analysis
 Workforce Development
 Workplace Violence

Training Customization and Education Technology Areas

CD-ROM
 Computer-Based Training (CBT)
 Course Customization
 Curriculum Development
 Distance Learning
 Internet Training
 Intranet Training
 Multimedia Training
 Traditional Evaluation
 Training Teleconferencing
 Training Videoconferencing
 Training Videos
 Workforce Training

MOBIS Contracting Procedure

1. Federal Agency identifies MOBIS-related needs.
2. Agency staff prepare statement of work.
3. Agency procurement office reviews vendor price lists and requests price quotes from three MOBIS vendors for the statement of work.
4. Macro responds on the basis of its MOBIS contract.
5. Agency procurement office reviews quotes received and prepares justification if placing an order for other than the lowest price. MOBIS award is made on the basis of the "best value" to the Government Agency.
6. Agency staff submit to procurement office justification or recommendation for vendor, funding document, and statement of work.
7. Agency procurement office awards a firm-fixed price delivery order, labor hour task order, or time and material.
8. Macro begins work.
9. Agency (not GSA) serves as the Contracting Officer's Technical Representative (COTR).

Terms and Conditions

Prompt Payment Discount: None

Minimum Order: \$300.00

Maximum Order: \$1,000,000.00*

FOB Point: Destination

Contract Type: Firm-fixed price, labor hour, time and material

Government Credit Cards: Macro accepts the Government purchase card. No additional discounts are offered for payment by Government purchase card.

Security clearances: Macro International Inc. will obtain all necessary security clearances as required.

License fees: Macro International Inc. will be responsible for obtaining all necessary permits, licenses for complying with all applicable Federal, State and Municipal laws.

All provisions of Clause 552.238-76, "Price Reduction (Feb. 2007)" are applicable except paragraph (c).

Clause 552.216-71, Economic Price Adjustment (Feb. 1996) (Alternate I - Jan. 1989) is not applicable.

Geographic Coverage: Domestic and overseas

Time of Delivery: To be negotiated

Expected Delivery: To be negotiated

Urgent Delivery: To be negotiated

**Under Federal supply schedules, this amount represents the amount over which agencies are encouraged to ask for volume discounts. There is no price ceiling on individual task orders or on the maximum total amount that can be ordered under this contract.*

Contract Information

Contract Number: GS-23F-9777H

Special Item Numbers Offered:

Consulting Services: SIN 874-1, 874 1RC

Facilitation Services: SIN 874-2, 874 2RC

Survey Services: SIN 874-3, 874 3RC

Training Services: SIN 874-4, 874 4RC

Support Products: SIN 874-5, 874 5RC

Duration:

October 1, 1997–September 30, 2012

with option to extend to 09/30/17



CONTACTS AND ORDERING ADDRESS

For Contract/Ordering/Billing Information:

GSA Contract Administration
Macro International Inc.
11785 Beltsville Drive, Suite 300
Calverton, MD 20705
Phone: (301) 572-0890
Fax: (301) 572-0999
E-mail: gsacontracts@macrointernational.com

Payment Address:

Macro International Inc.
c/o Citizens Bank
P.O. Box 7777 (W510546)
Philadelphia, PA 19175-0546
Account no.: 6205881202
ABA no.: 036076150
EIN: 52-0955232

For General Questions:

contact@macrointernational.com

Business Size: Large

DUNS Number: 066783721

Internet Ordering: Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through *GSA Advantage!™*, a menu-driven database system. The Internet address for *GSA Advantage!™* is <http://www.gsaadvantage.gov>.

10/07



**“We are
recognized
as one of the
top companies
providing
research to the
Federal
Government.”**

Prices Effective 10/1/07