GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List

Multiple Award Schedule (MAS)
47QSMD20R0001

GENERAL PURPOSE COMMERCIAL INFORMATION
TECHNOLOGY EQUIPMENT, SOFTWARE, AND SERVICES
GS-35F-409BA

National Opinion Research Center (Colorado)
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www.norc.org

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POC: Carrie Lantz
Phone: (312) 759-5240
Email: Lantz-Carrie@norc.org

Business Size: Other than small business.
Contract Option I: June 17, 2019 – June 16, 2024

Price list current as of Modification #PA-0047 effective December 8, 2021

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules page at GSA.gov.

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.
# Table of Contents

About NORC .................................................................................................................................................. 3

Description of Services ................................................................................................................................. 3

- SIN 54151S, Information Technology Professional Services ................................................................. 2
- SIN ANCILLARY, Ancillary Supplies and/or Services .............................................................................. 3
- SIN OLM, Order Lever Material (OM) ........................................................................................................ 3

Labor Category Rates Proposed Under SINs 54151S & ANCILLARY ......................................................... 4

Labor Category Descriptions .......................................................................................................................... 6

- PROJECT MANAGER COMPUTING ........................................................................................................... 6
- SOFTWARE ENGINEER ................................................................................................................................. 6
- DATABASE ANALYST ................................................................................................................................... 7
- SYSTEMS ENGINEER ................................................................................................................................. 7
- PROGRAMMER ANALYST ........................................................................................................................... 7
- TECHNICAL QUESTIONNAIRE ANALYST ................................................................................................. 8
- BUSINESS ANALYST ................................................................................................................................... 8
- QUALITY ASSURANCE ANALYST ............................................................................................................... 9
- TECHNICAL SUPPORT SPECIALIST ......................................................................................................... 9
- SENIOR FINANCIAL ANALYST .................................................................................................................. 9
- FINANCIAL ANALYST ............................................................................................................................... 10
- SENIOR ADMINISTRATIVE ASSISTANT ..................................................................................................... 10
- ADMINISTRATIVE ASSISTANT .................................................................................................................. 10

Contract Terms .............................................................................................................................................. 11
About NORC

National Opinion Research Center (NORC) is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

NORC is headquartered in Chicago with offices in the D.C. Metro area, Atlanta, Boston, and Sacramento, as well as field operations staff members across the country. NORC’s five primary areas of research are:

- Economics, Markets, and the Workforce
- Education, Training, and Learning
- Global Development
- Health and Well-Being
- Society, Media, and Public Affairs

NORC has a substantial research and analysis presence in its Bethesda office, allowing easy access to federal agencies and attracting staff with policymaking experience.

NORC’s exceptional staff comes from a diversity of disciplines—including computer science, economics, education, physical sciences, political science, psychology, public health, public policy, sociology, and statistics—and has experience working in a variety of academic, public, and corporate settings. Veteran research managers with advanced degrees are selected to lead projects that match their skills and experiences. Their research findings frequently appear in the most respected peer-reviewed journals. In particular, NORC enjoys the presence of Senior Fellows, each of whom has nationally recognized expertise in one or more subject matter areas. These Senior Fellows are frequently consulted by policymakers and the media. We are pleased to offer their expertise and active participation to our clients.

Description of Services

NORC is authorized to quote services under SIN 54151S, Information Technology Professional Services, and SIN ANCILLARY, Ancillary Supplies and/or Services, and OLM, Order-Level Materials (OLM).

SIN 54151S, Information Technology Professional Services

NORC has many years of experience in providing IT professional services including resources management, systems and database design and implementation, secure network access, programming, software conversion support, IT project management, data/records management, and other services. NORC’s around 100 IT professionals include software developers, database and systems analysts, infrastructure engineers, business analysts, system architects, and computer security experts. NORC
NORC General Services Administration (GSA) | GS-35F-409BA

maintains a robust IT infrastructure, including a private high-speed WAN, secure remote access systems, and data centers equipped with high-performance servers and large capacity storage arrays.

NORC markets its IT professional services via targeted outreach to current and prospective clients, presentations at a variety of conferences, articles published in respected journals and a well-maintained public-facing website highlighting the company’s projects, professionals, and expertise.

**SIN ANCILLARY, Ancillary Supplies and/or Services**

Ancillary Supplies and/or Services are activities not within the scope of other SINs on this schedule, but provide a solution to a customer requirement. NORC offers such supplies or services as an integral part of the total solution offered, only. In such cases, ancillary supplies and/or services may be ordered in conjunction with or in support of supplies and/or services purchased under SIN 54151S. The labor categories associated with SIN ANCILLARY are those for financial analysts and administrative assistants.

**SIN OLM, Order-Level Materials (OLM)**

Order-Level Materials (OLMs) are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA).
# Labor Category Rates** Proposed Under SINs 54151S & ANCILLARY

** ** Rates will be adjusted annually.

<table>
<thead>
<tr>
<th><strong>54151S - INFORMATION TECHNOLOGY PROFESSIONAL SERVICES</strong></th>
<th>Year 6 Pricing w/IFF</th>
<th>Year 7 Pricing w/IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager - Computing</td>
<td>$212.07</td>
<td>$217.48</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>$174.07</td>
<td>$189.53</td>
</tr>
<tr>
<td>Database Analyst</td>
<td>$178.93</td>
<td>$188.21</td>
</tr>
<tr>
<td>Systems Engineer</td>
<td>$189.10</td>
<td>$198.24</td>
</tr>
<tr>
<td>Programmer Analyst</td>
<td>$176.71</td>
<td>$173.02</td>
</tr>
<tr>
<td>Technical Questionnaire Analyst</td>
<td>$135.94</td>
<td>$155.48</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>$129.32</td>
<td>$136.55</td>
</tr>
<tr>
<td>Quality Assurance Analyst</td>
<td>$139.03</td>
<td>$155.50</td>
</tr>
<tr>
<td>Technical Support Specialist</td>
<td>$90.54</td>
<td>$84.82</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ANCILLARY - ANCILLARY SUPPLIES AND/OR SERVICES</strong></th>
<th>Year 6 Pricing w/IFF</th>
<th>Year 7 Pricing w/IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Analyst</td>
<td>$128.13</td>
<td>$134.03</td>
</tr>
<tr>
<td>Senior Financial Analyst</td>
<td>$177.13</td>
<td>$171.02</td>
</tr>
<tr>
<td>Administrative Assistant</td>
<td>$71.59</td>
<td>$75.61</td>
</tr>
<tr>
<td>Senior Administrative Assistant</td>
<td>$99.89</td>
<td>$97.81</td>
</tr>
</tbody>
</table>
Labor Category Descriptions

PROJECT MANAGER - COMPUTING

**Position description.** The Project Manager - Computing is responsible for planning, implementing, and monitoring the IT systems components for NORC projects. The Project Manager - Computing works with the Project Director and other IT staff to determine the scope, schedule, resources, budget, and risks of all IT activities on a project. This position manages a team of IT staff, including Business Analysts, Software Engineers, Quality Assurance Analysts, and Database/Programmer Analysts to meet project objectives within project constraints. The Project Manager - Computing leads creative approaches to problem solving in all assignments in order to produce quality deliverables that support project goals.

**Minimum qualifications:** Bachelor’s degree in information technology or a related field required. At least six years of experience in software development projects, with at least two years of experience coordinating tasks for these projects as a team lead or project manager. This position requires knowledge of software development methods, particularly as they relate to management of information technology projects.

SOFTWARE ENGINEER

**Position description:** This position is responsible for the implementation and support of software applications, development of software according to the technical requirements, design and data specifications, and the coordination of software coding and testing activities. A software engineer may be expected to code, test, and implement software solutions of appropriate complexity; develop quality and efficient code and documentation for applications and systems; develop program specifications; participate in design and architecture sessions; and provide expertise to database programmers for application related database requests. A software engineer may also support requirements development and quality analyst test plans.

**Minimum requirements:** Bachelor’s degree or equivalent software development experience. Also required are strong analytical skills and strong written and verbal communication, including technical documentation. A minimum of three years of experience in all phases of software development, including requirements, design, implementation, support, and the product release cycles. Experience in database management and object-oriented programming also required.
DATABASE ANALYST

**Position summary:** The Database Analyst plans, designs, and implements databases to support data collection and analysis activities. This position develops and supports efforts to extract, transform, and load data to and from custom systems and databases, as well as designs and documents efficient database models and database load processes, with the goal of building repeatable processes. The Database Analyst works with project staff to determine the requirements necessary to develop and maintain integrated databases. This position also identifies and resolves production and/or applications development problems related to the use of the database management system.

**Minimum qualifications:** Bachelor’s degree in information technology or related field required. At least three years of experience with database and data warehouse design and with complex data manipulation.

SYSTEMS ENGINEER

**Position description:** This position is responsible for assisting with all activities relating to the support and development of technology within NORC's data centers. In addition, this position is responsible for serving as a liaison between IT infrastructure engineering and the rest of the company on issues of performance, capacity, and integrity of NORC’s IT infrastructure. A systems engineer can be responsible for the development, implementation, and maintenance of computing systems throughout the system life-cycle; providing input in developing controls and procedures; maintaining ongoing review of systems' performance; implementation of improvement strategies; and providing consultation in system troubleshooting.

**Minimum qualifications:** Bachelor’s degree in computer science or related field required. A minimum of three years of experience with expertise related to systems analysis, engineering, and administration functions.

PROGRAMMER ANALYST

**Position description:** The Programmer Analyst is responsible for using SAS, SQL, or other software languages, as appropriate, to write custom programs to extract data from various source files, systems and databases, and to transform these data for use in NORC reporting systems. In addition, this position is responsible for assisting in the development of requirements, detailing of program specifications, coding and testing of programs, and writing documentation for the data and metadata outputs. A programmer analyst can be responsible for system set-up, software customization, application and data
A Programmer Analyst may also devise and implement testing procedures for both individual programs and systems, as well as code, test, and implement programs and setups of applications of any complexity.

Minimum qualifications: Bachelor’s degree in information technology or a related field required. A minimum of three years of progressively responsible experience with complex data manipulation using SAS, SQL, and other data management tools.

TECHNICAL QUESTIONNAIRE ANALYST

Position description:
The Technical Questionnaire Analyst is responsible for the technical design and implementation of tools for automated data capture. A Technical Questionnaire Analyst participates in system set-up, software customization, application, and data support for existing systems. This position participates in design and architecture sessions and in technical reviews of specifications for automated data collection systems. The Technical Questionnaire Analyst develops and implements technical specifications using authoring tools and programming languages and prepares documentation. This position also assists in specification, development, and support of questionnaire authoring software and utilities.

Minimum qualifications: Bachelor’s degree or equivalent software development experience required. A minimum of one year of experience in several phases of survey questionnaire development and/or programming of survey data analysis, including requirements, design, implementation, support, and the release cycle.

BUSINESS ANALYST

Position description: The Business Analyst is responsible to elicit, document, and manage business system requirements. This position also addresses issues that could impact the project's schedule, budget, resources, or quality, assisting in problem resolution. A Business Analyst serves as a liaison between non-technical and technical staff.

Minimum qualifications: Bachelor’s degree in informational technology or related field or equivalent business analysis experience required. A minimum of two years of related exposure to business information systems and process analysis, with some experience in data analysis and knowledge of relational database design and data process modeling.
QUALITY ASSURANCE ANALYST

**Position description:** The Quality Assurance Analyst is responsible for serving as a technical consultant in the design and implementation of software test and release cycles for complex systems development, particularly in web- and client-server-based environments. This position is also responsible for the technical quality assurance process. A Quality Assurance Analyst can be responsible for the review of business requirements, functional specifications, use cases, and design and architecture documents in order to produce a test strategy and test cases. This position may also be responsible for creating test strategies, test plans, test cases, test data, and test results. A Quality Assurance Analyst will monitor and address system defects and assist in the development, evolution, execution, and continuous improvement of our quality assurance capabilities, competencies, efficiencies, and delivery quality.

**Minimum qualifications:** Bachelor's degree in information technology or related field or equivalent quality assurance experience. A minimum of three years of related experience or extensive quality assurance/testing experience required.

TECHNICAL SUPPORT SPECIALIST

**Position description:** The Technical Support Specialist provides technical support to staff, answering computer and software questions, resolving issues, maintaining a log through data entry, and prioritizing questions into an issue tracking system.

**Minimum qualifications:** Associate’s degree or equivalent experience. One year extensive experience with customer relations and/or contact.

SENIOR FINANCIAL ANALYST

**Position description:** The Senior Financial Analyst is responsible for monitoring costs for complex projects and may supervise Financial Analysts and Accounting Clerks. This position prepares monthly cost reports for task leaders and/or the Project Director and approves purchase requests and expense reports. A Senior Financial Analyst is also responsible for being the project lead for financial analysis and data.

**Minimum qualifications:** Bachelor’s degree in finance, economics, or accounting. At least five years of related finance experience with advanced spreadsheet proficiency, familiarity with project management, and a background in cost-account management. Experience with government contracts is also required.
FINANCIAL ANALYST

*Position description*: This position is responsible for monitoring costs on quick turnaround projects and/or providing support to a Senior Financial Analyst on large and/or complex projects. The Financial Analyst prepares monthly cost reports for task leaders and/or the Project Director and approves purchase requests and expense reports.

*Minimum qualifications*: Bachelor’s degree in finance, economics, or accounting. At least three years of experience in a position of similar responsibilities in project financial management or related area.

SENIOR ADMINISTRATIVE ASSISTANT

*Position description*: This position is responsible for providing executive assistance and administrative support for senior leadership and to associated project staff.

*Minimum qualifications*: High school diploma or equivalent and at least three years of experience providing administrative support in a team environment. Advanced proficiency with office productivity software required.

ADMINISTRATIVE ASSISTANT

*Position description*: This position is responsible for providing administrative and clerical support for department directors and others and for providing project support to research staff.

*Minimum qualifications*: High school diploma or equivalent and at least one year of experience providing administrative support in a team environment.
<table>
<thead>
<tr>
<th>SIN</th>
<th>Service Proposed (eg Job Title/Task)</th>
<th>Description (250 words)</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience (cannot be a range)</th>
</tr>
</thead>
<tbody>
<tr>
<td>54151S</td>
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<td>The Project Manager - Computing is responsible for planning, implementing, and monitoring the IT systems components for NORC projects. The Project Manager - Computing works with the Project Director and other IT staff to determine the scope, schedule, resources, budget, and risks of all IT activities on a project. This position manages a team of IT staff, including Business Analysts, Software Engineers, Quality Assurance Analysts, and Database/Programmer Analysts to meet project objectives within project constraints. The Project Manager - Computing leads creative approaches to problem solving in all assignments in order to produce quality deliverables that support project goals. This position is responsible for the implementation and support of software applications, development of software according to the technical requirements, design and data specifications, and the coordination of software coding and testing activities. A software engineer may be expected to code, test, and implement software solutions of appropriate complexity; develop quality and efficient code and documentation for applications and systems; develop program specifications; participate in design and architecture sessions; and provide expertise to database programmers for application related database requests. A software engineer may also support requirements development and quality analyst test plans.</td>
<td>Bachelors</td>
<td>6</td>
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<td>54151S</td>
<td>Software Engineer</td>
<td>The Database Analyst plans, designs, and implements databases to support data collection and analysis activities. This position develops and supports efforts to extract, transform, and load data to and from custom systems and databases, as well as designs and documents efficient database models and database load processes, with the goal of building repeatable processes. The Database Analyst works with project staff to determine the requirements necessary to develop and maintain integrated databases. This position also identifies and resolves production and/or applications development problems related to the use of the database management system. This position is responsible for assisting with all activities relating to the support and development of technology within NORC’s data centers. In addition, this position is responsible for serving as a liaison between IT infrastructure engineering and the rest of the company on issues of performance, capacity, and integrity of NORC’s IT infrastructure. A systems engineer can be responsible for the development, implementation, and maintenance of computing systems throughout the system lifecycle; providing input in developing controls and procedures; maintaining ongoing review of systems’ performance; implementation of improvement strategies; and providing consultation in system troubleshooting.</td>
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<td>High School</td>
<td>1</td>
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<tr>
<td></td>
<td>ANCILLARY Financial Analyst</td>
<td>The Technical Support Specialist provides technical support to staff, answering computer and software questions, resolving issues, maintaining a log through data entry, and prioritizing questions into an issue tracking system. This position is responsible for monitoring costs on quick turnaround projects and/or providing support to a Senior Financial Analyst on large and/or complex projects. The Financial Analyst prepares monthly cost reports for task leaders and/or the Project Director and approves purchase requests and expense reports.</td>
<td>Bachelors</td>
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<tr>
<td>ANCILLARY</td>
<td>Position</td>
<td>Education Level</td>
<td>Duration</td>
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<td></td>
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<td>Bachelors</td>
<td>2</td>
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<td>Business Analyst</td>
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This position is responsible for providing executive assistance and administrative support for senior leadership and to associated project staff.
Contract Terms

1a. Table of awarded special item number(s):
SIN 54151S, SIN ANCILLARY, and SIN OLM

1b. Prices: See page 5 for rates. This contract includes labor prices only. Non-labor items or other direct costs (ODCs) necessary to complete services will be included in proposals and will be priced at actual costs, plus appropriate burden in accordance with NORC’s current negotiated indirect rate agreement (NICRA) approved by the U.S. Department of Health and Human Services.

1c. See Section “Labor Category Rates” on page 5 above.

2. Maximum order: $500,000

3. Minimum order: $100

4. Geographic coverage: SIN 54151S – 50 States, DC, SIN ANCILLARY – 50 States, DC SIN OLM – 50 States, DC

5. Point(s) of production: Chicago, IL and Bethesda, MD

6. Discount from list prices or statement of net price: Negotiated per task order, when applicable

7. Quantity discounts: None

8. Prompt payment terms: 1% if paid within 15 days. Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items: No

10a. Time of delivery: 30 days

10b. Expedited delivery: 10 days

10c. Overnight and two-day delivery: Not applicable

10d. Urgent requirements: Not applicable

11a. F.o.b. points: Negotiated at Task Order Level

11b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in the Federal Acquisition (FAR) 8.405-3.

12a. Ordering address: 55 East Monroe, Suite 2000, Chicago, IL 60603

12b. Ordering Procedures: for supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. Payment address: 55 East Monroe, Suite 2000, Chicago, IL 60603

14. Warranty provision: Not applicable

15. Export packing charges, if applicable: Not applicable

16. Terms and conditions of rental, maintenance, and repair: Not applicable

17. Terms and conditions of installation: Not applicable

18a. Terms and conditions of repair parts: Not applicable

18b. Terms and conditions for any other services: Not applicable

19. List of service and distribution points: Not applicable

20. List of participating dealers: Not applicable

22a. Preventive maintenance: Not applicable

22b. Section 508 compliance: Information on Electronic and Information Technology (EIT) supplies and services can be found at www.norc.org. The EIT standards can be found at: www.Section508.gov/

23. Unique Entity Identifier (UEI) Number: MPYFY5UMSDP4

24. Notification regarding registration in System for Ward Management (SAM) database: Registered in SAM.GOV