

General Services Administration
Federal Acquisition Service
Authorized Federal Supply Schedule Price List

**Professional Services Schedule (PSS)
GS-00F-347CA**

Industrial Group: 00CORP

American Institutes for Research

1000 Thomas Jefferson Street, NW
Washington, DC 20007

Contract Period: 9/29/2015 – 9/28/2020

DUNS: 041733197

Business Size: Large, Non-Profit

Website: www.air.org

Contract Administration

POC: Ana Sullivan

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On-line 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>

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-orderi>



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AIR OVERVIEW

ABOUT AMERICAN INSTITUTES FOR RESEARCH

Established in 1946, with headquarters in Washington, D.C., American Institutes for Research (AIR) is an independent, nonpartisan, not-for-profit organization that conducts behavioral and social science research and delivers technical assistance both domestically and internationally. As one of the largest behavioral and social science research organizations in the world, AIR is committed to empowering communities and institutions with innovative solutions to the most critical challenges in education, health, workforce, and international development.



AMERICAN INSTITUTES FOR RESEARCH®
1000 Thomas Jefferson Street NW
Washington, DC 20007-3835
202.403.5000

www.air.org

Making Research Relevant

LOCATIONS

Domestic

Washington, D.C.
Atlanta, GA
Austin, TX
Baltimore, MD
Cayce, SC
Chapel Hill, NC
Chicago, IL
Columbus, OH
Frederick, MD
Honolulu, HI
Indianapolis, IN
Metairie, LA
Monterey, CA
Naperville, IL
New York, NY
Reston, VA
Rockville, MD
Sacramento, CA
San Mateo, CA
Waltham, MA

International

Egypt
Honduras
Ivory Coast
Kyrgyzstan
Liberia
Tajikistan
Zambia

CUSTOMER INFORMATION

1a. Awarded Special Item Numbers:

SIN	Recovery	SIN Description
874-1	874-1RC	Integrated Consulting Services
541-1	541-1RC	Advertising Service
541-2	541-2RC	Public Relations Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video / Film Production
541-4C	541-4CRC	Exhibit Design and Implementation Services
541-5	541-5RC	Integrated Marketing Services
541-1000	541-1000RC	Other Direct Costs

1b. Lowest Priced Model Number: N/A

1c. Labor Category Descriptions: See page 5 for Integrated Consulting Services and page 12 for Advertising and Marketing Services.

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

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic

5. Point of Production: Same as AIR

6. Statement of Net Price: All prices are Net

7. Quantity Discounts: 1% for orders exceeding \$1,000,000

8. Prompt Payment Terms: 0%, Net 30 days

9a. Government purchase cards are accepted up to the micro-purchase threshold

9b. Government purchase cards are not accepted above the micro-purchase threshold

10. Foreign Items: None

11a. Time of Delivery: Specified on the Task Order

11b. Expedited Delivery: Contact AIR

11c. Overnight and 2-day delivery: Contact AIR

11d. Urgent Requirements: Contact AIR

12. **F.O.B Points:** Destination
- 13a. **Ordering Address:** Same as main AIR address
- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. **Payment Address:** Same as main AIR address
15. **Warranty Provision:** Contractor's standard commercial warranty
16. **Export Packing Charges:** N/A
17. **Terms and Conditions of Government Purchase Card Acceptance:** Contact AIR
18. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A
19. **Terms and Conditions of Installation:** N/A
20. **Terms and Conditions of Repair Parts:** N/A
- 20a. **Terms and Conditions for any Other Services:** N/A
21. **List of Service and Distribution Points:** N/A
22. **List of Participating Dealers:** N/A
23. **Preventive Maintenance:** N/A
- 24a. **Environmental Attributes:** N/A
- 24b. **Section 508:** Section 508 compliance information can be found at www.air.org
25. **Data Universal Numbering System (DUNS) Number:** 041733197
26. **Central Contractor Registration (CCR) Database:** Registered
27. **Final Pricing:** See attached

AWARDED RATES

874-1: INTEGRATED CONSULTING SERVICES

Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
	9/29/15-9/28/16	9/29/16-9/28/17	9/29/17-9/28/18	9/29/18-9/28/19	9/29/19-9/28/20
Principal	\$355.41	\$365.18	\$375.23	\$385.55	\$396.15
Executive Director	\$315.39	\$324.06	\$332.97	\$342.13	\$351.54
Deputy Director	\$258.25	\$265.35	\$272.65	\$280.15	\$287.85
Survey Methodologist	\$133.56	\$137.23	\$141.01	\$144.88	\$148.87
Recognized Expert	\$116.96	\$120.18	\$123.48	\$126.88	\$130.37
Senior Scientist 1	\$196.23	\$201.63	\$207.17	\$212.87	\$218.72
Senior Scientist 2	\$184.46	\$189.53	\$194.74	\$200.10	\$205.60
Senior Scientist 3	\$159.12	\$163.50	\$167.99	\$172.61	\$177.36
Senior Scientist 4	\$131.57	\$135.19	\$138.91	\$142.73	\$146.65
Senior Consultant	\$222.31	\$228.42	\$234.71	\$241.16	\$247.79
Consultant II	\$174.35	\$179.14	\$184.07	\$189.13	\$194.33
Consultant	\$147.86	\$151.93	\$156.10	\$160.40	\$164.81
Senior Analyst	\$111.57	\$114.64	\$117.79	\$121.03	\$124.36
Mid Level Analyst 1	\$147.30	\$151.35	\$155.51	\$159.79	\$164.18
Mid Level Analyst 2	\$126.36	\$129.83	\$133.41	\$137.07	\$140.84
Mid Level Analyst 3	\$107.91	\$110.88	\$113.93	\$117.06	\$120.28
Mid Level Analyst 4	\$100.11	\$102.86	\$105.69	\$108.60	\$111.58
Junior Analyst 1	\$80.74	\$82.96	\$85.24	\$87.59	\$89.99
Junior Analyst 2	\$73.42	\$75.44	\$77.51	\$79.65	\$81.84
Junior Analyst 3	\$58.49	\$60.10	\$61.75	\$63.45	\$65.19
Junior Analyst 4	\$40.51	\$41.62	\$42.77	\$43.94	\$45.15
Finance Specialist	\$103.49	\$106.34	\$109.26	\$112.26	\$115.35
Admin/Clerical**	\$85.27	\$87.61	\$90.02	\$92.50	\$95.04
Editor	\$78.20	\$80.35	\$82.56	\$84.83	\$87.16
Graphic Designer**	\$95.05	\$97.66	\$100.35	\$103.11	\$105.94

** SCA labor category

Integrated Consulting Services **LABOR CATEGORY DESCRIPTIONS**

Principal

Shall have a Minimum of 20 years of experience and a Master's degree. Doctoral degrees are common Provides leadership, strategic direction, and expertise to guide program performance. As the most senior advisor, the Principal oversees the strategic and/or technical direction of work, often across a range of projects; and guides the development of strategies to maximize the work quality of senior project staff; ensure adherence to technical, cost, and scheduling requirements; and ensure adequate resources. Often a nationally recognized expert in their field with demonstrated technical, leadership, and/or management.

Executive Director

Shall have a minimum 10-12 years of experience and completed a doctoral or other terminal degree. The experience shall include progressively higher levels of demonstrated management responsibility with a track record of solid accomplishments. The Executive Director shall have a working knowledge of the government's statutory and regulatory requirements that govern complex contracts and experience in providing services under such. The Executive Director shall be recognized as an expert in the area of research, development and/or evaluation of projects.

Deputy Director

Shall have a minimum of 8-10 years of experience in management of a large complex organization in addition to progressively higher level of responsibility in the area of research, development and/or evaluation projects. The Deputy Director shall have at a minimum completed a master's degree as well as an undergraduate degree in their appropriate discipline. The Deputy Director shall have a working knowledge of the Government's statutory and regulatory requirements that govern complex contracts and experience in providing services under such. The Deputy Director shall be a recognized expert with a track record of solid accomplishments in statistics, research, survey methodology, development and/or evaluation of projects.

Survey Methodologist

Shall have completed a doctoral or other terminal degree and shall have been working in the discipline at a minimum of 6-8 years. Areas of expertise shall include but are not limited to study/survey design, instrumentation, sampling, weighting, and data analysis. The Survey Methodologist shall assist other staff in planning statistical analyses and interpreting their results and shall oversee quality control procedures that ensure that the statistical work in all products meets the established standards. Assistance may include all aspects of survey design, but not limited to sample design, questionnaire development, survey procedures, interviewer training, data collection methods, data editing, data imputation, data weighing and data file development.

Recognized Expert

Shall have a minimum of 6-8 years of experience with progressively higher levels of responsibility with a track record of solid accomplishments and completed a doctoral or other terminal degree. A recognized expert is considered here to be a person whose training,

productivity and recent publications would make him or her likely to be nominated as an expert by peers in the discipline. Recognition may take the form of recent publications in refereed journals, invited presentations to professional associations, and publication of books. Leadership positions and current experience in research, development, and evaluation projects are also recognized accomplishments.

Senior Scientist – 1

Shall have a minimum of 8-10 years of experience and completed doctoral or other terminal degree and has demonstrated the ability to produce high quality, current work. The Senior Scientist oversees the planning for, and design of, individual research or development projects; identifies resources needed and develops the plan of work; manages the day-to-day work and ensures the quality of products when the work is completed. Depending upon the requirements of the project, he or she may be a major participant in carrying out the work or may oversee the work of others employed to do the work.

Senior Scientist – 2

Shall have a minimum of 4-6 years of experience and completed a doctoral or other terminal degree. The Senior Scientist shall be both highly qualified in a designated field of study and capable of managing research and development projects with multiple staff members. The Senior Scientist oversees the planning for, and design of, individual research or development projects; identifies resources needed and develops the plan of work; manages the day-to-day work and ensures the quality of products when the work is completed. Depending upon the requirements of the project, he or she may be a major participant in carrying out the work or may oversee the work of others employed to do the work.

Senior Scientist – 3

Shall have a minimum of 2-4 years of experience and is expected to have completed a doctoral or other terminal degree. The Senior Scientist oversees the planning for, and design of, individual research or development projects; identifies resources needed and develops the plan of work; manages the day-to-day work and ensures the quality of products when the work is completed. Depending upon the requirements of the project, he or she may be a major participant in carrying out the work or may oversee the work of others employed to do the work.

Senior Scientist – 4

Shall have a minimum of 1-2 years of experience and completed a master's degree as well as an undergraduate degree in their appropriate discipline. The Senior Scientist oversees the planning for, and design of, individual research or development projects; identifies resources needed and develops the plan of work; manages the day-to-day work and ensures the quality of products when the work is completed. Depending upon the requirements of the project, he or she may be a major participant in carrying out the work or may oversee the work of others employed to do the work.

Senior Consultant

Shall have a minimum of 8 years of experience and a Master's Degree in a relevant field. The Senior Consultant applies demonstrated substantive or methodological knowledge and expertise in area(s) required by the project and assumes major responsibility for conducting project work.

He or she may have a leadership role in projects, including designing technical specifications and coordinating with staff.

Consultant II

Shall have a minimum of 5 years of experience and a Master's Degree in a relevant field. The Consultant II applies substantive or methodological knowledge and expertise in area(s) required by the project and conducts project work. He or she may assist with some project leadership activities, such as designing technical specifications and coordinating with staff.

Consultant

Shall have a minimum of 6 years of experience and a Bachelor's degree in a relevant field. The Consultant applies substantive or methodological knowledge and expertise in area(s) required by the project and conducts project work.

Senior Analyst

Shall have a Minimum of 9 years of experience and bachelor's degree. Master's degree is common. The Senior Analyst typically serves as a senior team member (e.g., researcher, task lead) to support the development of products, deliverables, solutions, and recommendations across one or more tasks or projects. May work independently on detailed assignments. May also lead or coordinate tasks or projects, manage the work of project staff, and conduct activities in support of project goals. The Senior Analyst may contribute to the development of conceptual frameworks that guide project work. Relevant competencies include strong organizational and interpersonal skills, and demonstrated success in writing, conceptualizing, analyzing, and/or consulting

Mid Level Analyst – 1

Shall have a minimum of 6-8 years of experience and have completed a master's degree appropriate to their discipline. The Mid Level Analyst shall have enough experience to be of assistance to Senior Scientists, including experience or education to understand education issues and statistical studies. The Mid Level Analyst shall have experience in conducting short-turnaround analyses; producing statistical tables, charts, and graphs to support more complex analytic work; preparing literature and data documentation searches and reviews; and producing the results of analyses in clear written form. The Mid Level Analyst works with limited supervision of senior management. They may lead small project teams to accomplish specific requirements of the scope of work. Mid Level Analysts may manage project tasks and budgets and be tasked to produce deliverables.

Mid Level Analyst – 2

Shall have a minimum of 4-6 years of experience and expected to have completed a master's degree appropriate to their discipline and assumes a key role in the execution of project work. The Mid Level Analyst shall have experience in conducting short-turnaround analyses; producing statistical tables, charts, and graphs to support more complex analytic work; preparing literature and data documentation searches and reviews; and producing the results of analyses in clear written form. The Mid Level Analyst works with limited supervision of senior management. They may lead small project teams to accomplish specific requirements of the

scope of work. Mid Level Analysts may manage project tasks and budgets and be tasked to produce deliverables

Mid Level Analyst – 3

Shall have a minimum of 2-4 years of experience and expected to have completed a master's degree The Mid Level Analyst shall have experience in conducting short-turnaround analyses; producing statistical tables, charts, and graphs to support more complex analytic work; preparing literature and data documentation searches and reviews; and producing the results of analyses in clear written form. The Mid Level Analyst works with limited supervision of senior management. They may lead small project teams to accomplish specific requirements of the scope of work. Mid Level Analysts may manage project tasks and budgets and be tasked to produce deliverables.

Mid Level Analyst – 4

Shall have a minimum of 1-2 years of experience and expected to have completed a master's degree appropriate to their discipline. The Mid Level Analyst shall have experience in conducting short-turnaround analyses; producing statistical tables, charts, and graphs to support more complex analytic work; preparing literature and data documentation searches and reviews; and producing the results of analyses in clear written form. The Mid Level Analyst works with limited supervision of senior management. They may lead small project teams to accomplish specific requirements of the scope of work. Mid Level Analysts may manage project tasks and budgets and be tasked to produce deliverables

Junior Analyst – 1

Shall have a minimum of 5-6 years of experience and completed a bachelor's degree appropriate to their discipline. The Junior Level Analyst shall have knowledge necessary to support the work of more senior Analysts, including experience or education to understand education issues and statistical studies. The Junior Level Analyst, as a result of education and/or experience, shall be capable of assisting with literature and data documentation searches and reviews; supporting statistical data analysis activities; and assisting in the preparation of statistical reports including the development of statistical tables, charts, and graphs.

Junior Analyst – 2

Shall have a minimum of 4-5 years of experience and a bachelor's degree appropriate to their discipline. The Junior Level Analyst, as a result of education and/or experience, shall be capable of assisting with literature and data documentation searches and reviews; supporting statistical data analysis activities; and assisting in the preparation of statistical reports including the development of statistical tables, charts, and graphs.

Junior Analyst – 3

Shall have a minimum of 2-3 years of experience and a bachelor's degree appropriate to their discipline. The Junior Level Analyst, as a result of education and/or experience, shall be capable of assisting with literature and data documentation searches and reviews; supporting statistical data analysis activities; and assisting in the preparation of statistical reports including the development of statistical tables, charts, and graphs.

Junior Analyst – 4

Shall have a Minimum of 0-1 year of experience and have completed a bachelor's degree appropriate to their discipline. The Junior Level Analyst, as a result of education and/or experience, shall be capable of assisting with literature and data documentation searches and reviews; supporting statistical data analysis activities; and assisting in the preparation of statistical reports including the development of statistical tables, charts, and graphs.

Finance Specialist

Shall have a minimum of 2 years of experience and a bachelor degree and is familiar with word processing, spreadsheet, and database software. The Finance Specialist would be involved with the management of project funds, including but not limited to preparing and reconciling finance reports, developing budgets, and ad hoc reporting.

Administrative/Clerical

Shall have a minimum of 2-3 years of experience and a high school degree.

Administrative/Clerical Staff provide general administrative and logistical support such as preparing routine correspondence; mail processing, filing, reproduction, courier services, scheduling appointments, and arranging staff and project meetings/travel. They may review consultant/vendor invoices for discrepancies, prepares purchase orders for payment, and analyze financial and other reports, as requested.

Editor

Shall have a minimum of 2 years of experience and a bachelor degree with skills necessary to review written reports for grammatical accuracy, clarity of presentation, and consistency with specific standards. Editors shall have a working knowledge of descriptive and multi-variate statistics and their display.

Graphic Designer

Shall have a minimum of 1 - 2 years of experience and an associates' degree with skills necessary to improve the appearance, accuracy, and readability of data in reports, in both written and electronic formats, through the use of graphic design and adherence to specific standards and guidelines. They shall have demonstrated experience in preparing graphics for reports, specifically reports containing data analyses.

AWARDED RATES

541-1: ADVERTISING SERVICES

541-4A: MARKET RESEARCH AND ANALYSIS

541-4B: VIDEO / FILM PRODUCTION

541-4C: EXHIBIT DESIGN & IMPLEMENTATION SERVICES

541-2: PUBLIC RELATIONS SERVICES

541-5: INTEGRATED MARKETING SERVICES

541-1000: OTHER DIRECT COSTS

Labor Category	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
	9/29/15-9/28/16	9/29/16-9/28/17	9/29/17-9/28/18	9/29/18-9/28/19	9/29/19-9/28/20
Director	\$277.86	\$286.20	\$294.07	\$302.15	\$310.46
Project Manager	\$228.31	\$235.16	\$242.21	\$249.48	\$256.96
Account Supervisor	\$176.60	\$181.90	\$187.35	\$192.98	\$198.76
Sr. Account Executive	\$148.02	\$152.46	\$157.03	\$161.75	\$166.60
Account Executive	\$100.01	\$103.01	\$106.10	\$109.28	\$112.56
Jr. Account Executive	\$67.62	\$69.65	\$71.74	\$73.89	\$76.11
Program Administrator	\$135.55	\$139.62	\$143.80	\$148.12	\$152.56
Art Director/Sr. Designer	\$159.29	\$164.07	\$168.99	\$174.06	\$179.28
Graphic Designer/Artist**	\$112.83	\$116.21	\$119.70	\$123.29	\$126.99
Traffic/Print Production Manager	\$140.53	\$144.75	\$149.09	\$153.56	\$158.17
Production Coordinator	\$77.73	\$80.06	\$82.46	\$84.94	\$87.49
Sr. Communications Researcher	\$180.74	\$186.16	\$191.75	\$197.50	\$203.42
Communications Researcher	\$154.93	\$159.58	\$164.37	\$169.30	\$174.38
Jr. Communications Researcher	\$94.58	\$97.42	\$100.34	\$103.35	\$106.45
Science Writer	\$113.40	\$116.80	\$120.31	\$123.92	\$127.63
Sr. Editor	\$143.24	\$147.54	\$151.96	\$156.52	\$161.22
Editor	\$74.24	\$76.47	\$78.76	\$81.12	\$83.56
Sr. Edesktop Publishing Specialist	\$119.81	\$123.40	\$127.11	\$130.92	\$134.85
Word Processor/Desktop Publishing Specialist	\$99.21	\$102.19	\$105.25	\$108.41	\$111.66
Conference Manager	\$148.76	\$153.22	\$157.82	\$162.55	\$167.43
Senior Conference Specialist	\$118.58	\$122.14	\$125.80	\$129.58	\$133.46
Exhibit Specialist**	\$84.71	\$87.25	\$89.87	\$92.56	\$95.34
Conference Assistant	\$73.88	\$76.10	\$78.38	\$80.73	\$83.15
Sr. Database Specialist	\$179.20	\$184.58	\$190.11	\$195.82	\$201.69
Database Specialist	\$87.05	\$89.66	\$92.35	\$95.12	\$97.98
Sr. Web Developer	\$148.77	\$153.23	\$157.83	\$162.56	\$167.44
Web Developer	\$72.20	\$74.37	\$76.60	\$78.89	\$81.26
Warehouse/Distribution Manager	\$175.99	\$181.27	\$186.71	\$192.31	\$198.08
Sr. Information Specialist	\$122.25	\$125.92	\$129.70	\$133.59	\$137.59
Information/Distribution Specialist	\$98.52	\$101.48	\$104.52	\$107.66	\$110.89

** SCA labor category

541-1000: OTHER DIRECT COSTS

ODC Category	GSA Rate	Unit of Measure
Art buyout A type of agreement (usually for illustration) which grants the purchaser unlimited rights to the artwork, (sometimes just for that piece -- limited use; sometimes for any use).	\$6,906.84	each
Brochure	\$3,127.68	each
Clam Shells Often used for toolkits, this is a hard plastic rectangular housing mechanism that can be up to several inches in depth to allow inclusion of print products beneath a flap, and/or a die-cast moulding to insert products like audio cassettes, CDs, or videos.	\$35,847.83	each
Closed Captioning for TV PSA Captions display spoken dialogue as printed words on the television screen and are specifically designed for viewers who are deaf and hard of hearing. Captions are carefully placed to identify speakers, on- and offscreen sound effects, music, and laughter. Closed captions are hidden as data within the television signal.	\$591.20	each
Color proofs	\$557.10	each
Concept testing	\$5,912.02	each
Drum Scan Used for creating high quality scanned images from film originals.	\$520.13	each
Exhibit Production/Design	\$43,157.74	each
Courier Services	\$528.68	per week
Focus Group Services	\$33,880.42	each
Illustration	\$17,167.60	each
Media Planning & Placement	\$220,773.02	each
Media Research Database Services	\$7,628.78	each
Photography	\$10,036.98	each
Press clipping service	\$1.93	per clip
Reproduction	\$1.70	per copy
Sigma Encoding & Tracking This is used to track when a Public Service Announcement is aired on television so that the client will know when and where it has been played.	\$6,253.10	each
Survey	\$82,427.20	each
Talent – radio PSA	\$3,871.24	each
Tool Kit A collection of materials sometimes including print, booklets, audio, video, (CD, DVD), and other products for educational use.	\$153,062.20	each
Transcription	\$4,485.18	each
Translation	\$682.16	per hour
Video Monitoring	\$11.36	per segment
Video Production	\$5,116.18	each
Z-card A wallet sized plastic card with fold-out paper insert containing printed information (like a map or an educational piece that an individual might carry in back pocket or in wallet).	\$215,902.42	lot

Advertising and Marketing Services

LABOR CATEGORY DESCRIPTIONS

Director

Provides leadership and strategic direction for all aspects of public health communications planning, including the design and implementation of qualitative research and the development of creative strategies for behavior change campaigns. Develops and manages science and health information dissemination programs, including oversight of information response centers. Provides expertise in policy analysis and technical assistance related to access to health care and associated measurement issues. Oversees the work of project staff to ensure adherence to technical, cost, and scheduling requirements.

Minimum education, experience and training: Advanced degree in health sciences, public health, health administration, health communications or a related field. An average of 15 years work experience with demonstrated expertise in the field, as well as the ability to provide programmatic and corporate leadership.

Project Manager

Develops and manages social marketing programs, communication strategies, and communication campaigns, including writing articles, major reports, presentations, and manuals. Plans and manages projects efficiently, on time, and within budget and interfaces with clients, government officials, potential clients, and partner organizations to meet client and organizational objectives.

Minimum education, experience and training: Bachelor's or Master's degree, with an average of 11 years work experience in health communication or equivalent academic work. Demonstrated expertise in social marketing and media relations on the national and local levels, including experience working with communications research and serving underserved populations.

Account Supervisor

Develops multi-channel communication campaigns and training programs. Interfaces with clients, government officials, potential clients and partner organizations. Selects, hires and manages subcontractors. Writes articles, major reports, presentations, and manuals. Manages all tasks efficiently on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's degree with 6-10 years communications experience. Senior level expert in health and education with extensive strategic communication expertise in the public and non-profit sectors. Media relations experience on the national and local levels and experience in serving under-served populations; experience in community development desired.

Senior Account Executive

Provides professional communications, technical assistance, public/media relations, and other program support services for public health awareness and education campaigns and programs. Develops training materials, curricula, and presentation materials that effectively communicate information to clients and staff. Serves as task leader and manages projects efficiently, on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's or master's degree in communications or public health with 5-7 years experience. Experience in public relations agency and/or government contracting is highly desirable.

Account Executive

Participates in strategic planning of public health marketing campaigns. Provides program planning and Web site development. Conducts media outreach, tracking, and analysis. Develops educational and promotional materials. Conducts telephone interviews, site interviews, and focus groups. Works with partner organizations and coalitions, and interacts with clients with direction from the project manager. Serves as a task leader and/or collaborates with project team to complete assigned tasks.

Minimum education, experience and training: Bachelor's degree in communications, public health, or journalism and/or comparable knowledge; Master's preferred. Three or more years experience with demonstrated ability in media relations; and ability to synthesize information and translate medical/scientific facts into consumer, professional, and media formats. Experience in public relations agency, government contracting, and social marketing is highly desirable.

Junior Account Executive

Provides public and media relations, such as media list development, media pitch preparation, and press materials development for public health awareness and education campaigns. Researches and writes health education and training materials. Assists with assessment field activities, such as interviewing and data collection. Interacts with clients with direction from the project manager.

Minimum education, experience and training: Bachelor's degree in communications and/or comparable knowledge; Masters degree preferred. Three years of relevant work experience in communications or health area with demonstrated ability to translate medical/scientific facts into consumer, professional, and media formats. Public relations agency experience preferred.

Program Administrator

Provides staffing and budget forecasts, budget oversight, and financial monitoring to senior managers and project teams. Tracks spending on funded projects. Shares timely and relevant financial information and procedures with project staff.

Minimum education, experience and training: Bachelor's degree in business administration and/or comparable knowledge. Four years or more experience with demonstrated ability in budget forecasting and financial monitoring.

Art Director/Senior Designer

Develops strategically sound creative concepts and research-driven print, electronic, and broadcast materials by integrating science, education and marketing communications arts. Provides expertise in presentation approaches, styles, techniques, and related production factors. Supervises and delegates creative work of vendors and designers. Supervises and/or prepares art layouts and concepts, illustrations, and detailed storyboards.

Minimum education, experience and training: Bachelor's degree in art or graphic design. Ten years or more experience in commercial production arts and technologies, design, and computer graphics. Experience with design firm with health, pharmaceutical, biomedical, or education accounts helpful.

Graphic Designer/Artist

Develops tailored communications materials and artwork including, newsletters, publication and cover designs, brochures, posters, full-scale ad campaigns, corporate identity systems, press kits, promotional packages, exhibits, and custom illustrations for diverse audiences.

Minimum education, experience and training: Bachelor's degree in graphic design. Four years or more experience in health communications with demonstrated knowledge in conceptualization, layout, typography, photography, illustration, Web/animation, production, and prepress work.

Traffic/Print Production Manager

Coordinates and tracks work for creative staff; assigns print work to graphic designers, confers with print vendors and print production team for all creative design, acts as broadcast coordinator on television and radio production, and coordinates all union talent for new and residual spots. Develops and maintains job schedules to ensure timely delivery of products and services encompassing concept and development, production, and placement or distribution. Maintains processing/tracking records, complete job files, and retrieval systems, and develops and monitors all budgets for creative services and products.

Minimum education, experience and training: Bachelor's degree or equivalent academic work experience and a minimum of 7 years experience, or an advanced degree and a minimum of 3 years work experiences in all stages of print and broadcast production.

Production Coordinator

Provides support services to design group and Traffic/Print Production Manager. Performs inhouse design work, such as laminating materials and creating business cards, labels, and design mock-ups. Conducts stock photography research and collects, files, and stores design samples; searches for files as requested by project staff; performs inventory and ordering of supplies; routes invoices.

Minimum education, experience and training: Bachelor's degree or equivalent academic work and 2 year work experience. Some design experience with a MAC required.

Senior Communications Researcher

Oversees, designs, coordinates, and conducts formative research on public health behavior change interventions, mass media campaigns, health promotion programs, and community-based programs designed to prevent or control health risk behaviors. Uses results of research to write technical reports, proposals, or articles for professional publication. Builds messaging and dissemination strategies from audience-based research to support client communications initiatives. Manages medium to large projects efficiently, on time and within budget, overseeing the work of junior Communications Research project staff.

Minimum education, experience and training: Bachelor's degree with a minimum of 7 years work experience or an advanced degree with a minimum of 4 years work experience.

Communications Researcher

Conducts communication research and program evaluation, including designing, implementing, analyzing, and presenting quantitative and qualitative health research. Develops education, training and technical assistance materials; and writes technical reports. Develops and manages social marketing and communications programs. Writes message strategies and communications plans informed by audience-based research to support project objectives. Provides strategic

expertise in developing and executing brand identities, integrated communications plans and materials for clients. Manages medium-sized tasks and projects efficiently, on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's degree with 3-7 years experience.

Junior Communications Researcher

Participates in qualitative research activities, such as the development of research protocol; conducting interviews, analysis and reporting the results; coordinating logistics and recruiting for upcoming focus groups; and providing budgetary estimates. Conducts literature reviews and cross-site comparisons. Provides assistance on health research projects. Interacts with clients with direction from the project manager.

Minimum education, experience and training: Bachelor's degree with 1-3 years of relevant work experience.

Science Writer

Translates primary research findings from peer-reviewed medical/scientific/journal sources into articles understandable and suitable for a lay audience. Develops detailed outlines, abstracts and initial drafts that synthesize the relevant and available scientific or health information. Works with researchers and editors to incorporate new research findings into existing materials on health science.

Minimum education, experience and training: Bachelor's degree or higher in health/sciencebased program or journalism/writing. Three–5 years experience writing or reporting on health, health science, or medicine-related issues with some or all of that experience in writing for a lay audience. Must possess or develop certified competency in Plain Language writing as defined by the National Institutes for Health and be familiar with guidelines for effective writing for the Web, as well as traditional print formats.

Senior Editor

Manages projects, schedules, budgets and staff of editors and proofreaders to ensure high-quality and timely work. Confers with clients to establish specifications and timelines. Offers consultation on document concepts, styles, and formats. Serves as lead or managing editor for multiple assignments concurrently. Writes, edits, and proofreads a wide variety of materials for multiple audiences.

Minimum education, experience and training: BA/BS degree or equivalent academic and work experience; Master's degree preferred. Minimum 5 years experience in managing the development of complex scientific publications, coordinating peer review processes, and healthrelated publications for general or professional audiences.

Editor

Conducts substantive editing, original writing, and document production planning, as well as proofreading and copyediting tasks. Checks facts and references and ensures compliance with client-specific instructions. Translates health-related technical information into language appropriate for non-technical audiences as required. Interfaces with desktop publishing staff to ensure high-quality and timely work. Serves as task leader as needed.

Minimum education, experience and training: BA/BS degree or equivalent academic and work experience. Minimum 3 years experience in editing and proofreading health-related publications for general or professional audiences. Experience working with both print and electronic (HTML-based) publications.

Senior Desktop Publishing Specialist

Designs and produces high-quality, visually effective page proofs, reproduction masters, and camera-ready materials for client publications and for company documents. Develops page layouts for logical and easily understood presentation of information within the publication. Ensures cost competitive, on-time, within-budget delivery of high-quality products. Coordinates and tracts desktop publishing workload, which involves analyzing delivery commitments and workload in relation to resources. Establishes methods/measures to promote and ensure quality, responsiveness. Assists staff in development of desktop publishing skills.

Minimum education, experience and training: Bachelor's degree and/or a minimum of five years desktop publishing experience to include at least 2 years advanced experience. Knowledge of proofreading marks expected. Experience/aptitude with graphic, desktopping and word processing programs required. Familiarity with LAN-based system, GPO style, and government contracting environment is desirable. Formal study of graphic arts/design also highly desirable.

Word Processor/Desktop Publishing Specialist

Creates and/or formats documents for print or electronic publishing, including creation of styles/frames; applying templates, layout and design, business graphics, importing, placement, and linking of graphics and text files, proper use of specified styles, keyboarding as needed, and creating portable document files (PDF).

Minimum education, experience and training: Associate's degree required and 3-5 years relevant experience, preferably in a Federal contracting environment. Strong knowledge of various publishing, graphics, and word processing programs.

Conference Manager

Directs conference planning and support capabilities for large, complex, national and international conferences/meetings for clients. Oversees program and logistics design, site selection, contracting, participant communications, dignitary liaison, audiovisual technologies, meeting publications, banquet services, on-site support, reimbursement processing, and postconference evaluation and reporting. Develops and/or coordinates consolidated budget and cost estimate submissions, and allocates project hours and/or budgets. Monitors expenditures to budget and contract approval/restriction terms.

Minimum education, experience and training: Bachelor's degree or equivalent academic and work experience. Five or more years conference management experience to include budget and large conference management. Experience with scientific/ health, government and international meetings expected.

Senior Conference Specialist

Provides technical oversight, direction and quality assurance/control for all aspects of conference planning. Oversees and conducts facility and vendor negotiations, selections and performance. Processes purchase orders and invoices; monitors expenditures to budget and contract approval/restriction terms. Prepares or contributes to reports/analysis for project director.

Minimum education, experience and training: Bachelor's degree or equivalent academic and work experience. Five or more years conference management experience to include budget and large conference management. Experience with scientific/ health, government and international meetings expected.

Conference Assistant

Provides general administrative and logistics support to conference team. Prepares administrative, conference-related documents and correspondence. Proofreads and formats documents, such as meeting invitations, confirmations, and thank-you letters; logistics fact sheets; guidelines for reimbursements, posters and exhibits, preparation of abstracts, speaker facilitation, agendas and/or programs. Leads tasks such as mailing, collating and coordinating mail-outs, stuffing of folders and nametags. Staffs onsite registration desk and provides conference support.

Minimum education, experience and training: Associate's degree or equivalent experience preferred.

Exhibit Specialist

Provides planning and implementation of annual exhibit programs for clients. Handles all logistical exhibit arrangements; including shipment of exhibit displays and publications. Prepares and maintains a timeline and tracking system to manage the work and ensure that details are handled and deadlines are met. Researches, prepares and monitors exhibit budgets. Compiles exhibit evaluations and prepares client reports.

Minimum education, experience and training: Bachelor's degree preferred with minimum of three years of exhibits management experience. Knowledge of technology applications related to exhibits strongly desired. Knowledge of health-related marketing, exhibiting, and communications preferred.

Senior Database Specialist

Conceptualizes and defines project database requirements. Designs, develops, tests, deploys, and maintains interactive, data-driven complex information systems and databases using 508-compliant Web applications with Microsoft tools and technologies. Directs the work of junior database specialists.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development. Requires 5 or more years experience in database development, testing, documentation, and deployment. Strong programming background with most major versions of HTML (IE and Netscape extension code) required; developing n-tier Web applications using Visual Basic, C++ and/or Microsoft SQL Server and hands-on development experience with the Microsoft.NET Platform is preferable. Microsoft developer certification is desirable.

Database Specialist

Designs, maintains, and runs queries and reports using databases developed in MS-SQL Server 2000, MS-ACCESS, and MYSQL for various projects. Formats, tests, and disseminates broadcast e-mail messages and press releases to members of client databases. Ensures that broadcast mailings are compliant with the CAN/SPAM ACT.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development. Strong programming background with most major versions of HTML (IE and Netscape extension code) required; experience developing n-tier Web applications using Visual Basic, C++ and/or Microsoft SQL Server and hands-on development experience with the Microsoft.NET Platform is preferable. Microsoft developer certification is desirable.

Senior Web Developer

Conceptualizes layout and design of Web sites and pages, and takes projects through the production and launch processes to deliver quality designs on time. Creates 508-compliant public health and education-focused Web sites/pages, ecommerce Web-sites, intranet and extranet sites, marketing campaign e-mails, monthly on-line e-zine publications, brochures, advertisements and collateral materials. This includes development of logos, graphic images, animations, Web site designs and Web page layouts optimized for the Web and suited to the project's needs. Directs the work of Web Developer.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science, graphics/Web design, or art. Three+ years graphic/Web design experience desired in the following areas: Photoshop, Dreamweaver, PowerPoint & other design tools as well as HTML, DHTML, CSS, JavaScript, XML; knowledge of 508-compliance and related accessibility issues required.

Web Developer

Creates 508-compliant public health and education-focused Web sites/pages, ecommerce Web sites, intranet and extranet sites, marketing campaign e-mails, monthly on-line e-zine publications, brochures, advertisements and collateral materials. This includes development of logos, graphic images, animations, Web site designs and Web page layouts optimized for the Web and suited to the project's needs.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development with one or more years of professional Web development experience in: Photoshop, Dreamweaver, PowerPoint & other design tools as well as HTML, DHTML, CSS, JavaScript, XML.

Warehouse/Distribution Manager

Directs the fulfillment of orders, including mass mailing of materials; maintains an accurate inventory of all materials, and monitors costs and budgets related to the warehouse and fulfillment functions of projects. Provides cost estimates for mass mailings; oversees all aspects of mass mailing projects, including issuance of bids for projects, vendor selection, performance, and quality control and accounting for tasks performed by third parties. Selects the most cost effective shipping methods to meet delivery time frames; tracks time sensitive shipments en route, and resolves tracking or delivery issues. Oversees the assembly, shipment, and return of all displays and materials in support of exhibits/conferences.

Minimum education, experience and training: High school diploma or GED equivalent required. Associate's degree or other post-high school education or training preferred. Three or more years warehouse, distribution, or delivery management experience required.

Senior Information Specialist

Serves as a resource for Inquiry Response staff and for senior level assistance with complex and/or technical inquiries or information searches. Conducts Web and literature searches and develops timely and accurate responses to fax, e-mail, or standard mail inquiries from professionals and the public, including referrals to client approved external resources.

Minimum education, experience and training: Bachelor's degree in nursing, health sciences, public health, or information science/technology field; Master's degree preferred. Five years or more experience in clinical settings, health projects and/or health information service programs with demonstrated research and inquiry response skills, a thorough knowledge of health information resources.

Information/Distribution Specialist

Conducts Web and literature searches and develops timely and accurate responses to fax, e-mail, or standard mail inquiries from professionals and the public, including referrals to client approved external resources.

Minimum education, experience and training: Bachelor's degree in health sciences, public health, health administration health information or a related information science/technology field. One-3 years experience in health projects and/or health information service programs with demonstrated research and inquiry response skills, a strong knowledge of health information resources.

Service Contract Act (SCA) Matrix

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Admin/Clerical	01112 General Clerk II	2005-2104
Exhibit Specialist	13011 Exhibit Specialist III	2005-2104
Graphic/Designer/Artist	15080 Graphic Artist	2005-2104

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide)



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