



## **MULTIPLE AWARD SCHEDULE (MAS)**

Large Categories/Subcategories Offered:

\*Professional Services: Marketing and Public Relations, Business Administrative Services

\*Information Technology: Web Based Marketing Services

## **Federal Supply Schedule Price List**

## **CONTRACT NUMBER**

47QRAA18D00FV

## **CONTRACT PERIOD**

Sept. 18, 2018 – Sept. 17, 2023

## **BUSINESS SIZE / STATUS**

Small Business

## **CONTRACT ADMINISTRATION:**

### **Primary Contact:**

Douglas Turner  
dwtturner@agenda-global.com

### **Alternate Contact:**

Christopher Taylor  
ctaylor@agenda-global.com

Prices shown herein are NET  
(discount deducted).  
Price list current through modification  
#PS-0018 dated October 25, 2022

# **agenda.**

PUBLIC AFFAIRS COMMUNICATIONS ADVOCACY

## **Agenda, LLC.**

1140 3rd Street, NE  
Washington, DC 20002  
**agenda-global.com**

Online 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!® [www.gsaadvantage.gov](http://www.gsaadvantage.gov)

For more information on ordering from Federal Supply Schedules, see Ordering Guidelines at:  
[www.gsa.gov/schedules-ordering](http://www.gsa.gov/schedules-ordering)

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## Contract Information

1a. Table of Awarded Special Item Numbers (SINs):  
Please refer to [GSA eLibrary](#) for detailed SIN descriptions

SIN 00CORP	Description
541611/541611RC	Integrated Consulting Services
541810/541810RC	Advertising Services
541820/541820RC	Public Relations Services
541511/541511RC	Web Based Marketing Services
541910/541910RC	Market Research & Analysis
512110	Video / Film Production
541922	Commercial Photography Services
541430	Commercial Art & Graphic Design
541613/541613RC	Integrated Marketing Services
611430	Professional and Management Development Training
OLM/OLM RC/OLM-STLOC	Order-Level Materials (OLM)

### State & Local Purchasing Programs:



□ (RC) Disaster Recovery Purchasing Program Section 833 of the National Defense Authorization Act allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.



□ (STLOC) Section 211 of the E-Government Act of 2002 (the Act) amended the Federal Property and Administrative Services Act to allow for "Cooperative Purchasing." The Cooperative Purchasing Program allows state, local, and tribal governments to purchase IT, security, and law enforcement products and services offered through specific Schedule contracts. Cooperative Purchasing allows eligible entities to purchase from approved industry partners, at any time, for any reason, using any funds available.

□ Federal Grants During Public Health Emergencies Section 319 of Public Health and Services Act.

## Contract Information

- 1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on page #15
- 1c. Labor Category Descriptions: Please refer to page #8
- 2. Maximum Order: \$1,000,000
- 3. Minimum Order: \$100.00
- 4. Geographic Coverage: Worldwide
- 5. Point of Production: Same as company address
- 6. All Prices shown herein are Net (discount deducted).
- 7. Quantity Discount: Orders over \$500,000 will be discounted an additional 5% on all labor hours
- 8. Prompt Payment Terms: Net 30 Days
- 9a. Government Purchase Card is accepted at or below the micro-purchase threshold.
- 9b. Government Purchase Card is accepted above the micro-purchase threshold.
- 10. Foreign Items: None
- 11a. Time of Delivery: Specified on the Task Order
- 11b. Expedited Delivery: Contact Contractor
- 11c. Overnight/2-Day Delivery: Contact Contractor
- 11d. Urgent Requirements: Contact Contractor
- 12. FOB Point: FOB Destination
- 13a. Ordering Address: Same as Contractor
- 13b. 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.
- 14. Payment Address: Same as Contractor
- 15. Warranty Provisions: Agenda, LLC. warrants and implies that the services delivered under this contract are fit for the particular purpose described in the contract.
- 16. Export Packing charges: Not Applicable
- 17. Terms and conditions of Government Purchase Card Acceptance:  
(any thresholds above the micro-purchase level): Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair: Not Applicable
- 19. Terms and conditions of installation: Not Applicable
- 20a. Terms and conditions of repair parts: Not Applicable
- 20b. Terms and conditions of any other services: Not Applicable
- 21. List of service and distribution points: Not Applicable
- 22. List of participating dealers: Not Applicable
- 23. Preventive maintenance: Not Applicable
- 24a. Environmental attributes, e.g., recycled content,  
energy efficiency, and/or reduced pollutants: Not Applicable
- 25. Data Universal Number System (DUNS) Number: 079175640
- 26. Agenda, LLC is registered in the System for Award Management (SAM) database.



## Company Overview

Agenda is an award-winning boutique public affairs and integrated communications firm with unparalleled experience advancing key issues, interests, policies, and trends in the U.S., Europe, Africa, and across all 30 NATO member nations. Agenda specializes in developing refined and targeted engagement programs that incorporate traditional, social, digital, and earned-media campaigns designed to build broad public awareness and support – or targeted action and mobilization – by leveraging cutting-edge tools to engage key audiences. They have done this effectively for leading foundations, institutions, universities, state and federal agencies, global food providers, energy companies, tribes, and multinational organizations such as NATO and the UN. Agenda has extensive branding, marketing, advertising, public relations, advocacy, and strategic planning experience. They handle everything from multi-million-dollar, multi-market, campaigns to modest-budget efforts for a wide variety of industries, governments, and organizations. But regardless of the scale of the assignments, Agenda brings fresh thinking, perspective, and ingenuity to every challenge. [www.agenda-global.com](http://www.agenda-global.com)

## Contract Overview

GSA awarded Agenda, LLC a GSA Federal Supply Schedule contract for The Multiple Award Schedule (MAS), Contract No. 47QRAA18D00FV. The current contract period is September 18, 2018 – September 17, 2023. GSA may exercise a total of up to three additional 5-year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

Agenda provides Marketing, Communications, & Media, Public Affairs, Advocacy, Strategy, Engagement, Crisis, Marketing, Public Relations, Social/Digital, Design, Professional and Management Development Training under the MAS contract.

## Contract Administrator

### Primary Contact:

Douglas Turner  
Agenda, LLC  
320 Gold Ave SW, Ste 1400  
Albuquerque, NM 87102  
Phone: 505-888-5877  
Fax: 505-361-2694  
Email: [dwtturner@agenda-global.com](mailto:dwtturner@agenda-global.com)

### Alternate Contact:

Christopher Taylor  
Agenda, LLC  
320 Gold Ave SW, Ste 1400  
Albuquerque, NM 87102  
Phone: 505-888-5877  
Fax: 505-361-2694  
Email: [ctaylor@agenda-global.com](mailto:ctaylor@agenda-global.com)

# Contract Use

This contract is available for use by all federal government agencies, as a source for Professional Services, for worldwide use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

# Contract Scope

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities, and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor’s facilities or the ordering agencies’ facilities. The government will determine the contractor’s compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

# Special Item Number (SIN) Descriptions

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Agenda, LLC. has been awarded a contract by GSA to provide services under the following SINs:

SIN 541611	Integrated Consulting Services
SIN 541810	Advertising Services
SIN 541820	Public Relations Services
SIN 541511	Web Based Marketing Services
SIN 541910	Market Research & Analysis
SIN 512110	Video / Film Production
SIN 541922	Commercial Photography Services
SIN 541430	Commercial Art & Graphic Design
SIN 541613	Integrated Marketing Services
SIN 611430	Professional and Management Development Training
SIN OLM	Order-Level Materials (OLM)

Please refer to GSA e-Library for complete Special Item Number (SIN) descriptions.

# Team Arrangements

Teaming Arrangements may be possible with any vendor holding Current GSA Multiple Award Schedule.



# Instructions for placing orders for services based on GSA schedule hourly rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Agenda, LLC. meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide Professional Services, follow these simple steps:

<b>Orders under the Micro-Purchase Threshold</b>	
Select the contractor best suited for your needs and place the order.	
<b>Orders in-between the Micro-Purchase Threshold and the Simplified Acquisition Threshold</b>	
Prepare a SOW or Performance Work Statement (PWS) in accordance with FAR 8.405-2(b).	
Prepare and send the RFQ (including SOW and evaluation criteria) to at least three GSA Schedule contractors.	
Evaluate, then make a “Best Value” determination.	
<b>Note:</b> <i>The ordering activity should request GSA Schedule contractors to submit firm-fixed price to perform the services identified in the SOW.</i>	
<b>Orders over the Simplified Acquisition Threshold</b>	
Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least three contractors.	
Seek price reductions.	
Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).	
<b>Note:</b> <i>The ordering activity should request GSA Schedule contractors to submit firm-fixed price to perform the services identified in the SOW.</i>	
<b>Developing a Statement of Work (SOW)</b>	
<b>The SOW, include the following information:</b> <ul style="list-style-type: none"><li>□ Work to be performed,</li><li>□ Location of work,</li><li>□ Period of performance;</li><li>□ Deliverable schedule, and</li><li>□ Special standards and any special requirements, where applicable.</li></ul>	<b>Preparing a Request for Quote (RFQ)</b> <ul style="list-style-type: none"><li>□ Include the SOW and evaluation criteria;</li><li>□ Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;</li><li>□ If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.</li><li>□ May be posted on GSA’s electronic RFQ system, e-Buy</li></ul>

For more information related to ordering services, go to <http://www.gsa.gov/schedules-ordering> and see guidelines in the Multiple Award Schedule (MAS) Desk Reference Guide.

## Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

### Ordering from BPAs:

**Single BPA.** If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

**Multiple BPAs.** If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

**BPAs for hourly rate services.** If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

**Duration of BPAs.** BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

### Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.



## Labor Category Descriptions

Experience Substitutions:		
High School Diploma + 2 years additional experience	Equals	Associates Degree
Trade/Vocational School or Technical Training or Military training in relevant field		
Associates Degree + 2 years additional experience	Equals	Bachelors Degree
HS Diploma + 4 years additional experience		
HS Diploma + Professional or Industry Standard Technical Certification in a relevant field (e.g. Digital Video Engineering Professional, Microsoft Certified Solutions Expert, Certified Information Professional, Adobe Certified Associate, Certified Meeting Professional)		
Bachelors Degree + 2 years additional experience	Equals	Masters Degree
HS Diploma + Professional License (e.g. Project Management Professional (PMP), Strategic Communication Management Professional)		
Masters Degree + 3 years additional experience	Equals	PhD
Education Substitutions:		
A Ph.D. may be substituted for 3 years of required experience with a Masters Degree or 5 years with a Bachelors Degree.		
A Masters Degree may be substituted for 2 years of required experience with a Bachelors Degree.		
A Bachelors Degree may be substituted for 4 years of required experience with a HS Diploma.		
An Associates Degree may be substituted for 2 years of required experience with a HS Diploma.		
A Professional Certification in a relevant field may be substituted for 4 years of required experience with a HS Diploma.		

### Principal

The functional responsibilities include the following: Top executives devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations. Employees must have a minimum of twenty (20) years of experience in public relations, advertising, marketing, public affairs, or project management. Employees must have a minimum of a bachelor's degree in their relative field. An advanced graduate degree may substitute for up to three (3) years of work experience.

### Senior Company Management

The functional responsibilities include the following: Overall management and administration of client projects; Project and program design; Review and approval of project plans and work product. Management of project team members and assignments. Employees must have a minimum of twelve (12) years of experience in public relations, advertising, marketing, public affairs, or project management. Employees must have a minimum of a Bachelor's Degree in their relative field. An advanced graduate degree may substitute for up to three (3) years of work experience.

### **Managing Directors**

The functional responsibilities include the following: Project and program design; Day- to-day management of clients and projects. Management of project team members. Press release preparation and copywriting. Employee must have a minimum of ten (10) years of experience. Employee must have a minimum of a Bachelor's Degree in the related discipline.

### **Directors**

The functional responsibilities include the following: Day-to-day client and work implementation; Press release preparation; Other required copywriting. Employees must have a minimum of eight (8) years of experience in public relations, advertising, marketing, public affairs, or project management. Employees must have a minimum of a Bachelor's Degree in the related discipline.

### **Associate Director**

The functional responsibilities include the following: Research; database management; media monitoring. Assistance in preparation of copy for print materials and releases. Employees must have a minimum of five (5) years of experience. Employees must have a minimum of a Bachelor's Degree in their relative discipline.

### **Administrative Project Support Services**

The functional responsibilities include the following: administrative support, including oversight of files and records, office equipment; recording minutes; travel arrangements, mail and delivery, phone system, and correspondence. Employee must have a minimum of one (1) years of experience. Employee must have a minimum of a high school diploma.

### **Graphic Design / Art Direction Services**

The functional responsibilities include the following: Conception and design of graphic materials, including print advertising, brochures, newsletters, direct mail, websites, etc. Employees must have a minimum of five (5) years of experience. Employees must have a minimum of a Bachelor's Degree in their relative discipline. Employees must be proficient in various software programs, such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

### **Video Editor**

The functional responsibilities include: Film and video editors and camera operators manipulate moving images that entertain or inform an audience. Employees must have a minimum of ten (10) years of experience. Employees must have a minimum of a Bachelor's Degree in their relative field.

### **Functional Specialist I**

The functional responsibilities include: Possesses knowledge in designated field or discipline; ability to support assessments of organizational or project challenges using specialized skills, knowledge, or education; contributes to the execution of project and supports the assessment of industry methodologies, trend, or policy; supports the project team's objectives; may include specialized certifications and/or qualifications relevant to the project scope. Experience & Education: Minimum of 2 years of experience and Bachelor's Degree.

### **Functional Specialist II**

The functional responsibilities include: Possesses knowledge and experience in designated field or discipline and in providing solutions to an organization's challenges. Contributes to the implementation of strategy and helps assess the impact of industry trends and policies; directs the activities of other Specialists or other staff, as necessary. May include specialized certifications and/or qualifications. Experience & Education: Minimum of 5 years of experience and Master's Degree.

### **Functional Specialist III**

The functional responsibilities include: Senior expert with extensive knowledge in designated field or discipline; provides insight and advice concerning task or project strategic direction and outcomes; may contribute to the evaluation, analysis, and development of recommended solutions; resolves complex problems which require an in-depth knowledge of subject matter related to the designated field or discipline; applies principles and methods of the subject matter to specialized solutions; generally, possesses demonstrated ability and experience in management consulting and specialized expertise in technical domains; may direct other staff as necessary on activated related to the specified field or discipline. Experience & Education: Minimum of 10 years of experience and Master's Degree.

### **Subject Matter Expert I**

The functional responsibilities include the following: Senior expert with extensive knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence objectives of complex efforts; primarily used on projects for specific expertise, not in a managerial capacity, to align with and support the organization's core goals and strategic direction. Experience & Education: Minimum of 10 years of experience and a bachelor's degree or professional certification.

### **Subject Matter Expert II**

The functional responsibilities include the following: Senior expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence

objectives of complex efforts; primarily utilized on projects for specific expertise, not in a managerial capacity, to align with and support the organization's core goals and strategic direction. Experience & Education: Minimum of 15 years of experience, Master's Degree and professional certification.

### **Subject Matter Expert III**

The functional responsibilities include the following: Senior industry leader and expert with extensive, enterprise-wide knowledge and experience in one or more designated functional and/or domain areas; provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions; provides high level vision to program/project manager or senior client leadership to influence objectives of complex efforts; primarily utilized on projects for specific expertise, not in a managerial capacity, to align with and support the organization's core goals and strategic direction. Experience & Education: Minimum of 20 years of experience, Master's Degree or equivalent and professional certification.

### **Instructional Designer**

The functional responsibilities include the following: Outstanding skills in organizational wide training initiatives, presentation, and communication skills. Designs and develops customized training courses aligned with strategic plans, business plans, organizational assessments, cultural change programs, and business process improvements. Develops storyboards to support training programs. Develops and presents leadership training programs based on advanced business management precepts. Experience in one or more of the following areas: strategic analysis of enterprise wide training systems and training requirements; customized training solutions, curriculum development, web-based and instructor led training programs, workshop development, program evaluation; business cases, and performance management; human capital planning, workforce assessments

and professional development; process documentation, process implementation, process improvement, process reengineering; facilitation; project management; training and workshop development; and design, development, implementation, and maintenance of learning systems. Minimum Education: MS/MA/MBA in an associated discipline or the equivalent 5 years in experience.

### **Sr. Instructional Designer**

The functional responsibilities include the following: Outstanding skills in organizational wide training initiatives, presentation, and communication skills. Designs and develops customized training courses aligned with strategic plans, business plans, organizational assessments, cultural change programs, and business process improvements. Develops storyboards to support training programs. Develops and presents leadership training programs based on advanced business management precepts. Experience in one or more of the following areas: strategic analysis of enterprise wide training systems and training requirements; customized training solutions, curriculum development, web-based and instructor led training programs, workshop development, program evaluation; business cases, and performance management; human capital planning, workforce assessments and professional development; process documentation, process implementation, process improvement, process reengineering; facilitation; project management; training and workshop development; and design, development, implementation, and maintenance of learning systems. Minimum Education: PHD/MBA in an associated discipline or the equivalent 10 years in experience.

### **Instructional Facilitator**

The functional responsibilities include the following: Develops and delivers appropriate training and facilitation solutions to achieve organizational goals. Conducts the research necessary to develop and revise materials for

courses and meetings and prepares appropriate catalogs. Prepares training materials; course outline, course manuals, background materials, workbooks, training aids, certificates, course surveys, and end of course reports. Trains personnel by conducting formal classroom courses or meetings, workshops and seminars or provides web-based training. Experience in one or more of the following subject areas: Strategic planning and business operations; group facilitations, organizational effectiveness; change management; program and project management; communications and professional skills; leadership and management skills; human performance. Additional experience in workshop development and facilitation, web-based and instructor led training programs, customized training solutions, curriculum development, program evaluation; business cases, and performance management; human capital planning, workforce assessments and professional development; process documentation, process implementation, process improvement, process reengineering; facilitation; training and workshop development; and design, development, implementation, and maintenance of learning systems. Minimum Education: BS/BA in an associated discipline or the equivalent 2 years in experience.

### **Sr. Instructional Facilitator**

The functional responsibilities include the following: Develops and delivers appropriate training and facilitation solutions to achieve organizational goals. Conducts the research necessary to develop and revise materials for courses and meetings and prepares appropriate catalogs. Prepares training materials; course outline, course manuals, background materials, workbooks, training aids, certificates, course surveys, and end of course reports. Trains personnel by conducting formal classroom courses or meetings, workshops and seminars or provides web-based training. Experience in one or more of the following subject areas: Strategic planning and business operations; group facilitations, organizational effectiveness;

change management; program and project management; communications and professional skills; leadership and management skills; human performance. Additional experience in workshop development and facilitation, web-based and instructor led training programs, customized training solutions, curriculum development, program evaluation; business cases, and performance management; human capital planning, workforce assessments and professional development; process documentation, process implementation, process improvement, process reengineering; facilitation; training and workshop development; and design, development, implementation, and maintenance of learning systems. Minimum Education: BS/BA in an associated discipline or the equivalent 5 years in experience.

### **Training Coordinator**

The functional responsibilities include the following: Schedules and coordinates all classroom training; schedules location, date/ time, materials, and attendance. Develops, coordinates, schedules, and maintains all training courses and programs. Collects, compiles and reports results of evaluation, attendance, and training data. Communicates data findings and reports as needed. Prepares and documents procedures for employees and management who are appointed for training. Maintains management training tracking process, enters data, tracks completion, results, and processes communication and certification to recipients and market leadership. Develops, Implements, Administers and Maintains a Training Management System. Experience in one or more of the following subject areas: Training coordination and scheduling, Organizational training requirements and planning, web-based training systems, training reporting. Minimum Education: BS/BA in an associated discipline or the equivalent of 1 year experience.

### **Multimedia specialist I**

The functional responsibilities include the following: Uses current graphic design technology and computer software packages to produce and develop multimedia files and presentations for multiple projects. Education/ Experience: Bachelor's Degree and 2 years of related experience.

### **Multimedia specialist II**

The functional responsibilities include the following: Use computer software to develop interactive courseware and web-based training. Supervises production of courseware graphics, proposal, and other business graphics. Must be with applications such as Flash, CS3 Action Scripting, and CS4 Production Premium and maintain fluency in current and emerging applications. Education/Experience: Bachelor's Degree in related field with 4 years of experience depending on education.

### **Executive Strategic Advisor**

The functional responsibilities include the following: Provides very high-level strategic advisory services and consultations; defines agenda and project objectives; contributes to the formulation of multiple strategic initiatives; provides and generates innovative approaches to address complex situational or programmatic problems; supports development of program innovation and lasting change. Experience & Education: Minimum of 15 years of experience and Doctorate Degree Experience & Education Substitution: Education and experience may be substituted for each other. In addition, individuals who have held high public office, senior positions within major corporations, the United States Military, or commensurate organizations.



## GSA Labor Rates

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN(s)	GSA Title	GSA Rate
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Principal	\$342.72
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Senior Company Management	\$244.80
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Managing Director	\$195.83
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Director	\$146.88
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Associate Director	\$122.41
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Administrative Project Support	\$73.44
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Graphic Design	\$146.88
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Art Direction	\$195.83
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Video Editor	\$269.27
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Functional Specialist I	\$73.44
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Functional Specialist II	\$122.41
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Functional Specialist III	\$195.83
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Subject Matter Expert I	\$220.32
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Subject Matter Expert II	\$269.28
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Subject Matter Expert III	\$318.25
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Instructional Designer	\$97.92
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Senior Instructional Designer	\$146.88
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Instructional Facilitator	\$78.34
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Sr. Instructional Facilitator	\$93.03
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Training Coordinator	\$53.86
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Multimedia Specialist I	\$73.43
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Multimedia Specialist II	\$122.41
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541910, 541922, 611430	Executive Strategic Advisor	\$480.81

Service Contract Labor Standards: Agenda uses no SCLS/SCA-eligible labor in the execution of these programs. The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.