



Mission Oriented Business Integrated Services (MOBIS)

Authorized Federal Supply Schedule Price List

Contract Number: GS-10F-0108Y

Federal Supply Group: 874

Class: R499

Contract Period: 12/13/2011 – 12/13/2016

Business size: Woman-owned small business

edCount, LLC
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Contents

Section 1: Client Ordering Information.....	1
Section 2: edCount, LLC Background and Services	2
About edCount.....	2
MOBIS Services	2
Section 3: Selected edCount Clients	5
Section 4: Labor Categories and Descriptions	6
Section 5: GSA Schedule Price List	9

Section 1: Client Ordering Information

GSA Schedule Contract Number: GS-10F-0108Y

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

1a. Awarded Special Item Number(s)

874-1/1RC, 874-2/2RC, 874-3/3RC

1b. Pricing for services

See pages 6 – 9 for labor categories and hourly rates

2. Maximum Order

\$1,000,000.00

3. Minimum Order

\$100.00

4. Geographic Coverage (delivery area)

Domestic only

5. Point(s) of production

Washington, DC

6. Discount from list prices or statement of net price

Government net prices (discounts already deducted)

7. Quantity discounts

1% for task orders that meet or exceed \$250,000.00

8. Prompt payment terms

Net 30 days

9. Government Commercial Credit Cards

Up to micro-purchase threshold only

10. Foreign items

None

11a. Time of Delivery

Specified on the Task Order

11b. Expedited Delivery

Contact contractor

11c. Overnight and 2-day delivery

Contact contractor

11d. Urgent Requirements

Contact contractor

12. F.O.B. Point(s)

Destination

13a. Ordering address

edCount, LLC

5335 Wisconsin Avenue, Suite 440

Washington, DC 20015-2079

Attn: Beth Smucker, Contract Administration
202/895-2783 (direct); 202/895-1503 (fax)

13b. Ordering procedures

For supplies and services, ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA, see the GSA/FSS Schedule homepage: fss.gsa.gov/schedules

14. Payment address(es)

Same as company address

15. Warranty provision

Contractor's standard commercial warranty

16. Export packing charges

N/A

17. Terms and conditions of Government purchase card acceptance

N/A

18 – 24.

N/A

25. Data Universal Numbering System (DUNS) number

15-4419043

26. Notification regarding registration in Central Contractor Registration (CCR) database

Registered

Section 2: edCount, LLC Background and Services

edCount, LLC, is a Washington, DC headquartered, woman-owned small business. We offer clients management consulting, facilitation, and survey services to support high-quality practices and expand capacity to interpret, build, implement, and evaluate policy and programs.

About edCount

edCount was founded in 2003 by Dr. Ellen Forte, a nationally-recognized expert in the field of technical assistance, policy implementation, and assessment validity. For two decades, Dr. Forte has served federal and state clients as a trusted expert, contractor, and consultant; she is also frequently approached by media outlets, education organizations, and other experts to provide feedback, insight, and guidance about K-12 policy and assessment issues. Over time, the demands for Dr. Forte's expertise have led to the development of edCount as a significant source of consulting and facilitation assistance; our staff has grown to over 30 full-time individuals based in multiple offices across the country.

Over the past decade edCount has risen to national prominence as a trusted advisor to education agencies and practitioners, a dependable business partner to organizations and businesses, and a visionary thought-leader in the education field. The primary beneficiaries of edCount's services are state and local education agencies with whom we contract directly or through service agencies such as universities or other non-profits. We also serve the federal government and states as a subcontractor to commercial firms or universities. Since 2003, we have provided direct services to more than 18 states and U.S. territories and have provided advisory services to groups that together have included all 50 states and seven U.S. territories. Since 2006 we have conducted over 30 distinct engagements ranging from \$50K to a projected \$4.0M in revenue.

Having established itself as a stable, reliable, and widely known organization within its initial area of substantive focus edCount, is prepared to both expand the content of our work and to serve federal agencies more directly. Our experience with research and evaluation methods, small group survey methods, and facilitation practices makes us a versatile organization with the capacity to expand to serve a variety of clients and fields as we continue to grow. Accordingly, we determined that as a small woman-owned business it would serve us and our potential clients to be able to offer federal agencies the Mission Oriented Business Improvement Services we have been offering state agencies for the past nine years.

MOBIS Services

edCount has been awarded a GSA Federal Supply Schedule Contract in three special item number (SIN) service areas:

874-1/IRC – Consulting Services, in which we provide expert advice, assistance, guidance or counselling in support of an agency's mission-oriented business functions, with services such as:

- Management or strategy consulting
- Program planning, audits, and evaluations
- Studies, analyses, scenarios, and reports relating to an agency's mission-oriented business programs or initiatives, such as defense studies, tabletop exercises or scenario simulations, educational studies, regulatory or policy studies, health care studies, economic studies, and preparedness studies

- Executive/management coaching services
- Customized business training as needed to successfully perform/complete a consulting engagement
- Policy and regulation development assistance
- Expert Witness services in support of litigation, claims, or other formal cases
- Advisory and assistance services in accordance with FAR 37.203

874-2/2RC – Facilitation Services, in which we provide facilitation and related decision support services for agencies engaged in collaboration efforts, working groups, or teams with services such as:

- Defining, refining, and resolving disputes, disagreements, and divergent views (excluding EEO disputed)
- Leading or facilitating group briefings and discussions, enabling focused decision-making
- Recording discussion content and related facilitation support services
- Debriefing stakeholders
- Preparing and providing draft and final reports relating to the facilitated issues

874-3/3RC – Survey Services, in which we assist clients with mission-oriented business issues at all phases of the survey process with services such as:

- Survey planning, design, and development
- Pretest/pilot surveying
- Assessing reliability and validity of data
- Conducting/administering surveys
- Analyses of quantitative and qualitative survey data
- Production of reports related to the survey
- Briefings of results to stakeholders

edCount has extensive experience with, and regularly provides clients with technical assistance in, all of these service areas. Broadly speaking, our core work consists of consulting, facilitation and survey services to help educators and education agencies improve their capacity to efficiently and effectively implement and respond to federal elementary and secondary education legislation, particularly Title I and Title III of the No Child Left Behind Act of 2001. To do this, we provide specific services such as:

- Strategy and management consulting to meet federal legislative and regulatory requirements;
- Developing documentation to support and report strategic initiatives;
- Designing studies and analyses to validate assessment and accountability systems;
- Assistance developing policy and regulations for federal, state, and local education agencies
- Designing instrumentation and collecting data through focus groups, surveys, structured interviews, and classroom observations;
- Assessing the validity and reliability of survey and assessment data;

- Evaluating systems, programs, practices and policies for a variety of stakeholders and purposes;
- Disseminating information to a variety of audiences via technical reports, articles, score reports, interpretive guides, web-based seminars, books, chapters, presentations, and workshops;
- Building the capacity of practitioners, policymakers, and professionals to understand, build, implement and evaluate policies, programs, and practices;
- Facilitating agency or cross agency meetings to support decision making, documenting meeting content, and reporting results; and
- Facilitating and serving on technical advisory committees, legislative commissions, and expert panels, to provide, collect, and evaluate expert testimony on issues related to standards and assessments.

The techniques, practices and procedures that edCount uses when providing these services are equally suitable for use serving federal agencies and their clients in a broad array of related human services fields including; health, substance abuse, housing, juvenile justice, and the environment.

Section 3: Selected edCount Clients

edCount provides services to a broad range of education agencies and institutions. Our clients, past and present, include:

The **U.S. Department of Education**, including:

- Office of English Language Acquisition
- Office of Planning, Evaluation and Policy Development
- Office of Special Education and Rehabilitative Services
- Office of Elementary and Secondary Education
- National Center for Education Statistics

The **state education agencies** for Alaska, Arizona, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Indiana, Louisiana, Massachusetts, Mississippi, Montana, Nebraska, Nevada, New York, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Washington, Wisconsin, Wyoming, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and the Pacific Assessment Consortium (PAC-6).

Local education agencies, including:

- Charlotte-Mecklenburg Schools
- Alexandria City Public Schools

University-affiliated organizations, including:

- The Laurent Clerc Center at Gallaudet University
- The National Alternate Assessment Center at the University of Kentucky
- The Education Alliance at Brown University

Other independent educational organizations, including:

- Keystone Alternate Assessment Design
- Pearson
- Thompson Publishing
- The Council of Chief State School Officers

Section 4: Labor Categories and Descriptions

Category	Description	Education and Experience
Senior Executive	Senior executive providing programmatic and corporate leadership. Provide oversight and executive level management of overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations. Demonstrated ability to manage multiple large projects, conduct major initiatives or provide intellectual leadership to a program or substantive area. Serve as activity leader, project director, or principal investigator demonstrating comprehensive grasp of technical and political needs. Resolve complex technical, client and staff issues directly and by coaching others. Provide technical oversight on deliverable and proposals and review the work of other managers to ensure that activities adhere to technical, cost and scheduling requirements. Typically a high-level expert with industry-wide knowledge and experience in at least one substantive domain.	PhD, EdD, or JD and 14 years experience
Principal Associate	Senior expert with extensive substantive knowledge both in technical area(s) and in corporate management and leadership. Functions typically include developing and directing a substantive area, corporate service or marketing initiative; designing, reviewing and approving long-range and intermediate goals and plans; managing multiple contract operations and monitoring overall contract performance; using appropriate resources of time, funds and personnel; developing and implementing plans to improve team effectiveness; ensuring that staff have been exposed to the latest methods and techniques; maintaining and managing relationships with senior level management within the client organization.	PhD, EdD, or JD and 7 years experience OR Master's + minimum 11 years

Category	Description	Education and Experience
Managing Associate	Senior expert with extensive substantive knowledge both in technical area(s) and in project management and leadership. Functions include designing appropriate work assignments in accordance with project scope(s) and assuming responsibility for the quality of the work assigned to others; managing tasks, services or projects efficiently, with intellectual engagement, using appropriate resources of time, budget and personnel; managing Senior Associates and coaching as needed to help them manage projects; ensuring that senior level management within the client organization are aware of overall program status; contributing significant substantive expertise and leadership to project design; ensuring quality standards and work performance on all task orders and projects; providing risk management and ensuring quality management; monitoring overall project and contract performance.	PhD, EdD, or JD and 3 years experience OR Master's + minimum 7 years
Senior Associate	Expert with strong substantive knowledge in at least one technical area, and experience developing, executing and managing research or technical assistance activities in support of client needs. Functions include designing and assigning project workflows and tasks (in scale, budget, scope); managing Associates and Research Assistants to ensure timely and efficient completion of small to medium projects; providing substantive direction and guidance to support junior staff's application of specific techniques and practices; managing and communicating regularly with clients; anticipating and resolving complex technical and managerial problems. Demonstrated managerial and supervisory skills.	PhD, EdD, or JD and 2 years experience OR Master's + minimum 4 years OR Bachelor's + minimum 6 years
Associate	Possess demonstrated knowledge and experience conducting research or technical assistance activities in support of client needs. Typically work closely with Senior Associates and manage Research Assistants to complete project tasks. Functions and responsibilities include managing tasks and workflows within projects; contributing to the design of protocols and instruments for data collection activities; facilitating focus groups; conducting interviews; drafting client reports and presentations; conducting complex data analyses; and preparing and providing clients and event participants at meetings, conferences, and panels.	Master's Degree and 1 years experience OR Bachelor's + minimum 3 years

Category	Description	Education and Experience
Research Assistant	Provide support to Associates and Senior Associates to complete project activities. Conducts various activities in support of project team's objectives. Functions typically include collecting, entering and analyzing data; planning and managing events; preparing materials and forms for events, meetings, or data collection activities; supporting event facilitation for focus groups, surveys, panels, conferences, interviews, and other data collection activities; formatting and finalizing reports and other deliverables.	Bachelor's Degree OR 1 years experience

Section 5: GSA Schedule Price List

Consultation, Facilitation, and Survey Services (SINs 874-1, 874-2, 874-3)

Labor Category Number and Title	Year 1	Year 2*	Year 3*	Year 4*	Year 5*
	12/13/2011 thru 12/13/2012	12/13/2012 thru 12/13/2013	12/13/2013 thru 12/13/2014	12/13/2014 thru 12/13/2015	12/13/2015 thru 12/13/2016
1. Senior Executive	\$368.77				
2. Principal Associate	\$184.38				
3. Managing Associate	\$152.14				
4. Senior Associate	\$125.94				
5. Associate	\$77.58				
6. Research Associate	\$51.39				

* **NOTE:** Rates for Years 2 through 5 will be negotiated annually with GSA in accord with changes in edCount's commercial price list.