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# Statement of Work Solicitation FA228023R0006



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# Statement of Work

### Summary

CareStarter appreciates the opportunity to provide this response to the Statement of Objectives for AFWERX Digital Ethnography (SOO) and Solicitation FA228023R0006 issued April 25, 2023. This document outlines the task offerings and labor categories necessary to support varying types of digital ethnography projects using the expertise CareStarter demonstrated in the Small Business Innovative Research Phase I contract FA864919PA114.

The unifying factor of projects that may be issued under this SOW is the use of digital ethnography (DE). Digital ethnography is a research methodology that involves the study of human behavior, interactions, and cultural practices within digital environments. It seeks to understand and interpret how individuals engage with technology, digital platforms, and online communities.

In digital ethnography, researchers observe and analyze online activities, such as social media interactions, forum discussions, and user-generated content to gain insights into people's beliefs, motivations, and experiences.

What sets digital ethnography apart from traditional surveying is its immersive and holistic approach. Instead of relying solely on structured questionnaires, digital ethnography allows researchers to capture rich, contextual data by observing natural behaviors in real-time. It enables the exploration of social dynamics, cultural norms, and individual perspectives that may not be fully captured through traditional survey methods.

Digital ethnography can serve as a foundational element of an operational program by providing a deep understanding of target audiences, user preferences, and market trends. By integrating digital ethnographic research into the program's framework, organizations can gain valuable insights that inform decision-making, product development, and communication strategies. Moreover, since digital ethnography can be an ongoing and iterative process, it enables organizations to continuously monitor and adapt to changes in the digital landscape, ensuring the program remains effective and aligned with user needs.

Leveraging our expertise in anthropologic analysis and behavioral science, we can enable organizations to conduct DE projects, to gain valuable insights into user behavior and preferences. Our project management services ensure efficient execution, while ongoing support services guarantee seamless operation and timely assistance. With our resource delivery, dashboards, and data-driven approach, clients can make informed decisions and optimize outcomes.

The results and application of insights and data produced by DE efforts may be incorporated into a wide variety of mission areas, business needs or programs; as such, this SOW incorporates a broad list of labor categories to allow greater flexibility in fielding the most appropriate and efficient team to



deliver on future task orders. Further, CareStarter's DE and support services are anticipated to be provided in an "as-a-Service" model with future task order CLIN structures and payment schedules aligned to project milestone achievements.

Our approach is unlike any other. We have been designated a sole-source provider of Digital Ethnography services in Pennsylvania through our work with Penn State Smeal College of Business. Other sole-sourced designations and awards include work for the Ministry of Health in British Columbia, Canada; the State of Virginia; and the United States Air Force. We have performed this kind of research worldwide for over 12 years and for hundreds of organizations, from healthcare systems across the United States to specialized services and presentations worldwide, including the National Health Service of the UK.

### Capabilities Overview

CareStarter's Platform as a Service (PaaS) offering provides a comprehensive and integrated solution for organizations seeking to understand a target audience(s) in order to streamline their operations and enhance service delivery. With CareStarter's PaaS, clients gain access to a suite of interconnected services, including digital ethnographic (DE) research, Database as a Service (DaaS), and Software as a Service (SaaS). This integrated approach enables clients to leverage DE insights, efficient data management, and a user-friendly software interface to improve decision-making, optimize workflows, and deliver a seamless user experience. By harnessing the power of the CareStarter PaaS, organizations can drive innovation, enhance productivity, and achieve their business objectives more effectively.

This statement of work encompasses various tasks to be undertaken by CareStarter in support of the DoD. The tasks range from conducting a digital ethnography baseline study to building a baseline database, providing research-as-a-service (RaaS), database-as-a-service (DaaS), software-as-a-service (SaaS), and platform-as-a-service (PaaS) offerings, and accommodating supporting work identified within specific projects.

Drawing from our comprehensive comprehension of DE services and guided by the objectives outlined in the SOO, CareStarter envisions that work performed under this IDIQ may include, and is not restricted to, the following types of projects:

- **Digital Ethnographic Baseline Study:** The scope involves developing a research plan and methodology, conducting digital ethnographic research on the target audience(s), analyzing the collected data, and presenting the findings in a comprehensive report.
- **Digital Ethnographic Research as a Service (RaaS):** The scope requires the development of a customized research plan and methodology based on specific research needs. CareStarter will conduct ongoing digital ethnographic research, analyze the data collected, and provide regular reports and updates.



- **Digital Ethnographic Add-On Package:** The scope involves adding an additional topic area to an existing digital ethnography research project. This task entails identifying the topic area, developing a research plan and methodology, conducting research, and integrating the data into the existing research findings.
- **CareStarter Database Build:** CareStarter will analyze the data needs for the project, develop a database schema, build a baseline database using industry-standard technologies, populate it with relevant data, and implement backup and recovery procedures for data security and availability.
- **CareStarter Database as a Service (DaaS):** CareStarter will deploy the baseline database to a cloud infrastructure, configure it to be scalable and highly available, implement monitoring and alerting systems, and provide ongoing maintenance and support.
- **CareStarter Software as a Service (SaaS):** The scope entails developing a web-based user interface for the CareStarter technology platform, deploying it to a cloud infrastructure, integrating it with the DaaS offering to create a complete SaaS offering. Additionally, automated testing and deployment procedures will be implemented, and ongoing maintenance and support will be provided.
- **CareStarter Platform as a Service (PaaS):** PaaS combines digital ethnography RaaS, DaaS, and SaaS into a PaaS offering for the CareStarter Technology platform. Customized digital ethnography research plans and methodologies will be developed, the DaaS and SaaS offerings will be deployed to a cloud infrastructure, integration will be performed, and automated testing, deployment procedures, and ongoing maintenance and support will be provided.
- Additional Duties as Assigned: CareStarter will collaborate with the client to define the requirements, develop a plan of action, execute the plan, provide progress updates, gather client feedback, and deliver any required documentation or reports.
- **Ongoing Program Support:** The ongoing program support task involves providing continuous assistance, guidance, and coordination to ensure the smooth execution and success of the program.

With CareStarter's Platform as a Service (PaaS), you can unlock the full potential of digital ethnographic projects, leverage advanced data management and analysis tools, and receive comprehensive support to drive successful research initiatives and outcomes.

#### Benefits to the Department of Defense

The core capabilities offered by CareStarter provide several key benefits to the Department of Defense (DoD) and its initiatives:

• Enhanced Research and Insights: The Research-as-a-Service (RaaS) capability, supported by a team of experts in applied anthropology and behavioral science, enables the DoD to gain deep insights into user behavior and preferences. This empowers the DoD to understand the needs of its personnel and target audiences, optimize decision-making, and develop effective strategies.



- Efficient Data Management: The Database as a Service (DaaS) capability ensures the DoD has a reliable and scalable infrastructure for efficient data management. This allows for the secure storage, organization, and retrieval of critical information, facilitating streamlined operations and informed decision-making.
- **Streamlined Operations:** The Software as a Service (SaaS) capability provides the DoD with web-based user interfaces and software solutions that optimize operations. These solutions streamline processes, improve efficiency, and enhance the user experience, ultimately leading to improved productivity and mission success.
- **Comprehensive Platform:** The Platform as a Service (PaaS) capability integrates RaaS, DaaS, and SaaS offerings into a single platform, providing a holistic solution for research, data management, and software deployment. This integration enhances collaboration, reduces complexity, and promotes synergies across different areas of the DoD's operations.
- **Data-Driven Decision Making:** Through technical analysis and the utilization of advanced data management tools, the DoD can extract valuable insights from complex datasets. These insights enable data-driven decision-making, allowing the DoD to make informed choices, optimize resource allocation, and maximize mission effectiveness.
- Effective Program Design and Management: CareStarter's expertise in program design and project management ensures that the DoD's initiatives are well-planned, effectively executed, and aligned with organizational goals. This capability minimizes risks, optimizes resource utilization, and enhances overall program success.
- **Ongoing Support and Resource Delivery:** The availability of ongoing support services and resource delivery ensures that the DoD has access to dedicated assistance throughout the project lifecycle. This includes troubleshooting, maintenance, and the provision of skilled professionals when needed, ensuring seamless operations and timely project completion.
- Actionable Insights through Dashboards: The inclusion of dashboards enables the DoD to visualize and monitor key performance indicators and metrics in a user-friendly and interactive manner. This facilitates real-time tracking of progress, identification of trends, and enables data-informed decision-making at all levels of the organization.

By leveraging these core capabilities, the DoD can benefit from advanced research capabilities, streamlined operations, data-driven decision-making, effective program management, and ongoing support. These advantages enable the DoD to enhance mission readiness, improve operational efficiency, and achieve its strategic objectives effectively.

### Contractor Statement of Work



#### Contract Type

This is an ID/IQ contract. Individual TOs may be issued on a performance-based Firm-Fixed-Price (FFP) basis and/or Time and Materials (T&M) basis.

#### Period of Performance

The ordering period for the basic contract shall be twelve (12) months from the effective date of award with five (5), twelve (12) month optional ordering periods.

#### Place of Performance

The place of performance shall be identified in individual TOs. Locations will be Government or Contractor sites within the continental United States (CONUS) and/or outside the continental United States (OCONUS).

#### Travel

Travel shall be in accordance with individual TO requirements. OCONUS travel may require additional authorization and approvals as specified in the individual TO.

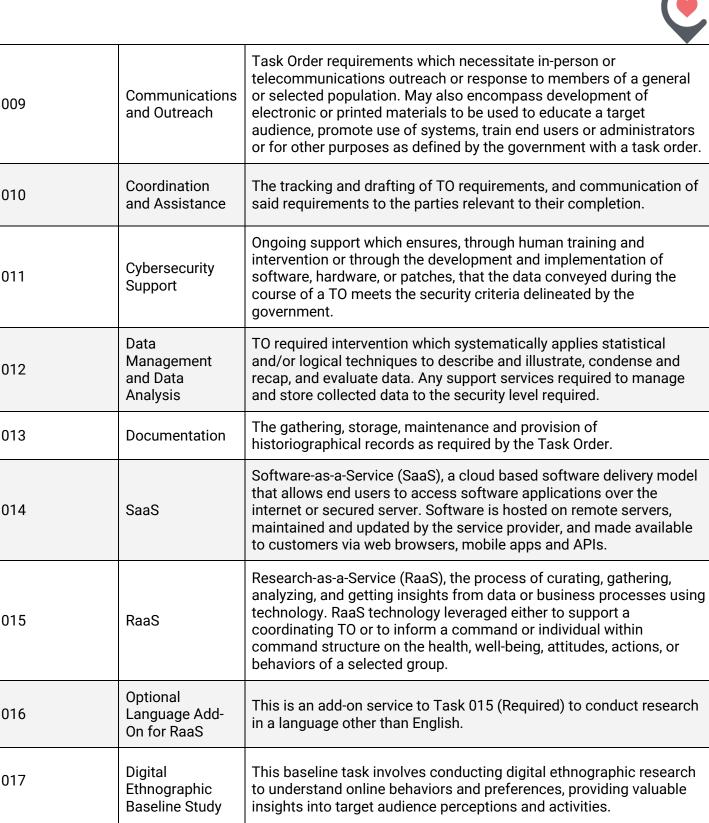
## Scope of Tasks

Certain tasks are identified here for ease of ordering as "bundled" tasks that can be priced on future Task Orders with a single price. These tasks may also be combined to support Single Sentiment Analysis, Continuous Sentiment Analysis and Ongoing Program Support as needed on future Task Orders.

TASK NUMBER	TASK NAME	TASK DESCRIPTION
001	Task Order Management, Strategy and Planning Support	Oversight and management of all aspects of a Task Order to achieve its successful completion and fulfill objectives. Program and project coordination activities, personnel management, deliverable and schedule management, communication with stakeholders, budget and cost oversight and inter- or intra-project alignment. A Task Order Management Plan may be defined as required by the Task Order to describe the technical approach, organizational resources and management controls to be employed to meet the cost, performance and schedule requirements throughout task order execution.
001-1	Task Order Reporting	Task Order Reporting requirements will be defined within each Task Order.



001-2	Task Order Meetings and Communications	Task Order Meeting and Communications with the Government will be defined within each Task Order.
001-3	Schedule Management	Task Order monitoring and short-interval assessment as meets the needs of the ordered succession of CLINs to accomplish each in the manner determined in agreement with the CO.
001-4	Work Breakdown Structure	Task Order analysis and deconstruction in furtherance of an ordered breakdown of the specific work to be completed as is core to the process of TO delivery.
002	Project Design and Prototyping	Initial scoping and design guidelines provided as necessary to reach common agreement and understanding with the CO. Follow on tracking and delivery of scoped prototype as meets TO requirements.
003	Implementation and Integration	Actions in furtherance of the successful function of the contracted TO, to any system requiring communication or data sharing between persons or systems.
004	Operations	Management and monitoring, to include direct individual interventions, employed in furtherance of the prompt, safe, and efficient delivery of a TO. Additionally, any action taken on behalf of the contractor or government agency, to guard against intentional or accidental waste, fraud or abuse.
004-1	Technical Support and Customer Service	Creation and implementation of services and resources dedicated to supporting the client, user, or service recipient in successful product utilization. Ongoing training on resource utilization. Call center support as specified by TO.
005	Quality Assurance and Testing	<i>TESTING</i> : Activities to include, but not limited to beta testing, ongoing functional analysis, stress testing, reporting and debugging, of any software or system owned and utilized by the contractor to deliver services as required by a purchased TO. <i>QUALITY ASSURANCE</i> : Oversight of any or all activities to ensure compliance with requirements, guidelines and quality standards.
006	Reporting	All activities which lead to the delivery of a functional report on policies, procedures, progress, or impediments before, during or after a TO. Additionally, the gathering, storage, maintenance and provision of historiographical records as required by the FAR.
007	Software Development and Systems Engineering	Task Order requirements which necessitate the development or maintenance of any software, and/or technical support for software utilization.
008	Maintenance and Enhancement	Actions taken to preserve and maintain existing software. Any additional action required to improve an existing systems and software to modernize or specify that software or to meet specific requirements delineated in a purchased TO.



017-1



018	Optional Language Add- On for Baseline Study	This is an add-on service to Task 017 (Required) to conduct research in an additional language.
019	Hardware, Software, License and Maintenance Procurement	Any hardware or software requiring either a single service or ongoing licensure, the procurement or maintenance of which is necessary to support a TO.



## Attachment 1 SOW Labor Categories and Descriptions

Labor Categories and Descriptions are provided to support team composition on future Task Orders. CareStarter has provided a broad range of Labor Categories to accommodate a wide variety of potential future projects which may address many mission areas or programs.

All personnel (Key and staff) will be defined at the Task Order level commensurate with Task Order requirements.

PERSONNEL LABOR CATEGORIES	DESCRIPTION	REQUIRED DEGREE OR EQUIVALENT	REQUIRED YEARS OF EXPERIENCE
Administrative Professional I	Executive Secretaries and Executive Administrative Assistants - Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.	Associate's degree or 2 years of relevant experience.	Minimum 1 year experience.
Administrative Professional II	Executive Secretaries and Executive Administrative Assistants - Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.	Bachelor's degree or 4 years relevant experience.	Minimum 3 years experience.
Administrative Professional III	Executive Secretaries and Executive Administrative Assistants - Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.	Bachelor's degree or higher.	Minimum 5 years experience.
Administrative Professional IV	Executive Secretaries and Executive Administrative Assistants - Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.	Master's degree or higher.	Minimum 8 years experience.

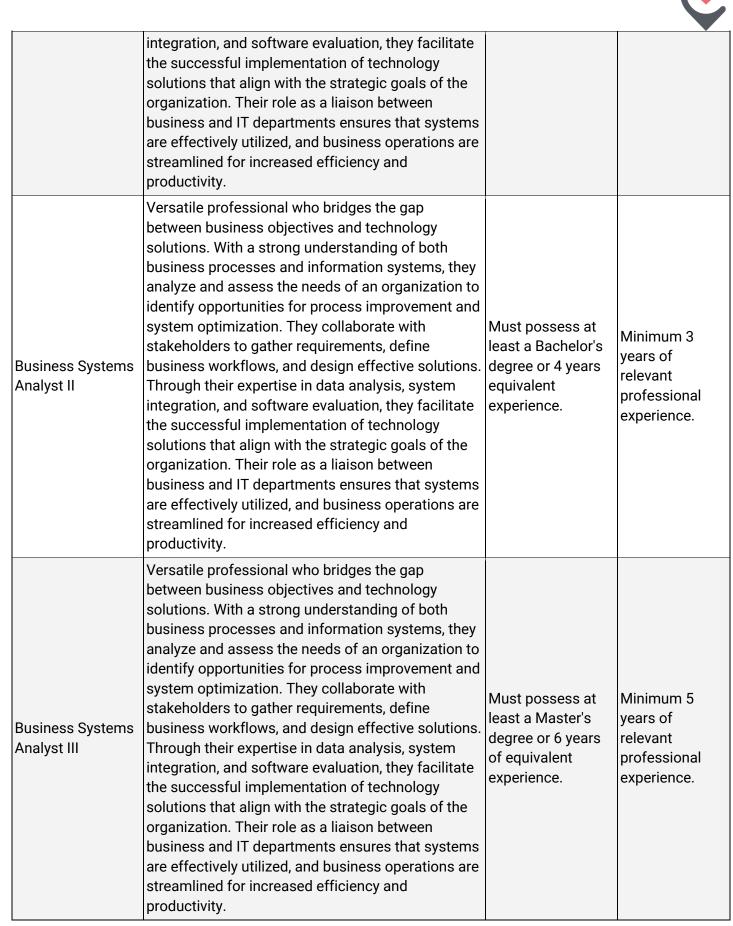


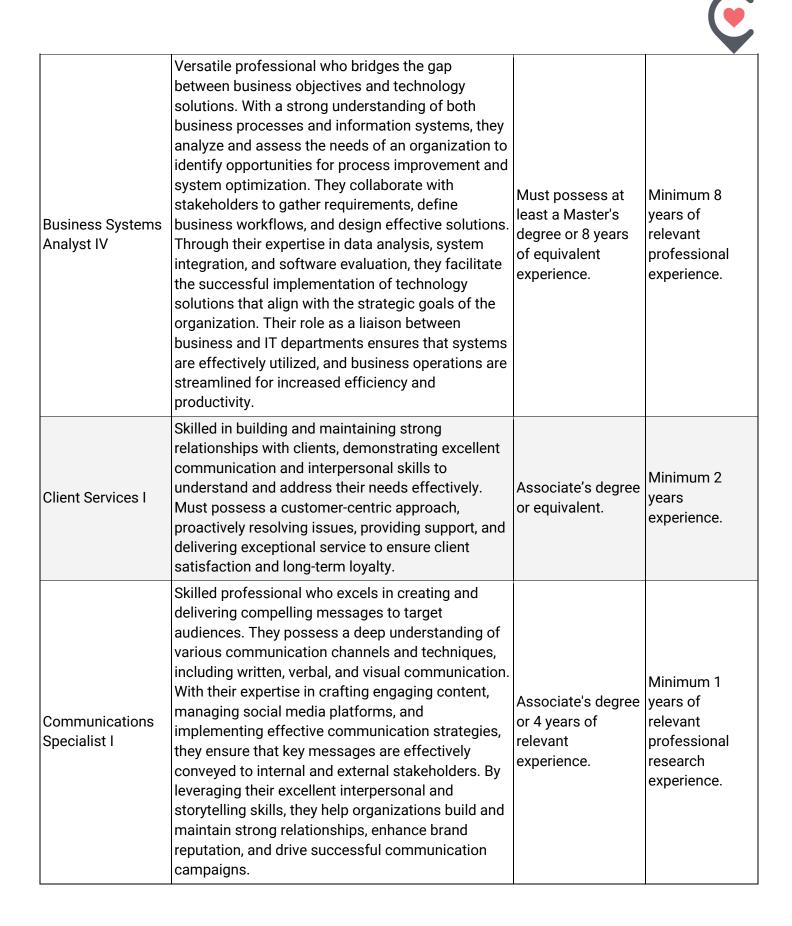
Analyst I	Plans, develops, or conducts surveys, studies, and/or survey sampling. Analyze and interpret the meaning of survey data, determine survey objectives, or suggest or test question wording. Develop or apply mathematical or statistical theory and methods to collect, organize, interpret, and summarize numerical data to provide usable information. Develop survey samples, statistically weight data.	Bachelor's or equivalent experience in the field of statistics, surveys, data science, psychology, sociology, or economics.	Minimum 2 years of relevant experience in a similar position.
Analyst II	Plans, develops, or conducts surveys, studies, and/or survey sampling. Analyze and interpret the meaning of survey data, determine survey objectives, or suggest or test question wording. Develop or apply mathematical or statistical theory and methods to collect, organize, interpret, and summarize numerical data to provide usable information. Develop survey samples, statistically weight data.	Bachelor's or equivalent experience in the field of statistics, surveys, data science, psychology, sociology, or economics.	Minimum 4 years of relevant experience in a similar position.
Analyst III	Plans, develops, or conducts surveys, studies, and/or survey sampling. Analyze and interpret the meaning of survey data, determine survey objectives, or suggest or test question wording. Develop or apply mathematical or statistical theory and methods to collect, organize, interpret, and summarize numerical data to provide usable information. Develop survey samples, statistically weight data.	Master's degree or equivalent experience in the field of statistics, surveys, data science, psychology, sociology, or economics. There is no equivalency for years of relevant experience. A Bachelor's degree is required for this position.	Minimum 6 years of relevant experience in a similar position.
Anthropologist I	Skilled in the study of human societies, cultures, and behavior from a holistic and comparative perspective. This role involves conducting research, analyzing data, and providing insights into various aspects of human life, including social structures, beliefs, practices, and cultural dynamics.	Bachelor's degree in Anthropology or a related field. Proven experience in conducting anthropological research and fieldwork.	Minimum 1 years of relevant professional research experience.



Anthropologist II	Skilled in the study of human societies, cultures, and behavior from a holistic and comparative perspective. This role involves conducting research, analyzing data, and providing insights into various aspects of human life, including social structures, beliefs, practices, and cultural dynamics.	Bachelor's degree in Anthropology or a related field. Proven experience in conducting anthropological research and fieldwork.	Minimum 3 years of relevant professional research experience.
Anthropologist III	Skilled in the study of human societies, cultures, and behavior from a holistic and comparative perspective. This role involves conducting research, analyzing data, and providing insights into various aspects of human life, including social structures, beliefs, practices, and cultural dynamics.	Master's or PhD degree in Anthropology or a related field. Proven experience in conducting anthropological research and fieldwork.	Minimum 4 years of relevant professional research experience.
Anthropologist IV	Skilled in the study of human societies, cultures, and behavior from a holistic and comparative perspective. This role involves conducting research, analyzing data, and providing insights into various aspects of human life, including social structures, beliefs, practices, and cultural dynamics.	PhD degree in Anthropology or a related field. Proven experience in conducting anthropological research and fieldwork.	Minimum 8 years of relevant professional research experience.
Associate I	Interfaces with the client on regular basis. Produces deliverables under supervision of senior team members including presentations, reports, etc. Supports the completion of project specific tasks within estimated time frames and budget constraints. Supports presentations and client meetings.	Bachelor's degree or 4 years of relevant experience.	Minimum 1 years of relevant professional research experience.
Associate II	Interfaces with the client on regular basis. Produces deliverables under supervision of senior team members including presentations, reports, etc. Supports the completion of project specific tasks within estimated time frames and budget constraints. Supports presentations and client meetings.	Must possess at least a Bachelor's degree or 4 years equivalent experience.	Minimum 3 years of relevant professional research experience.
Associate III	Interfaces with the client on regular basis. Produces deliverables under supervision of senior team members including presentations, reports, etc. Supports the completion of project specific	Must possess at least a Master's degree or 6 years of equivalent	Minimum 5 years of relevant professional

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	tasks within estimated time frames and budget constraints. Supports presentations and client meetings.	experience.	research experience.
Behavioral Scientist II	Skilled professional who applies scientific principles and research methodologies to study human behavior and its impact on various domains, such as social, organizational, or consumer behavior. They employ a range of qualitative and quantitative research techniques to gather and analyze data, providing valuable insights and recommendations to inform decision-making and improve outcomes in diverse fields.	Must possess at least a Bachelor's degree. There is no equivalency for years of relevant experience. A Bachelor's degree is required for this position.	Minimum 2 years of relevant experience in a similar position.
Behavioral Scientist III	Skilled professional who applies scientific principles and research methodologies to study human behavior and its impact on various domains, such as social, organizational, or consumer behavior. They employ a range of qualitative and quantitative research techniques to gather and analyze data, providing valuable insights and recommendations to inform decision-making and improve outcomes in diverse fields.	Must possess at least a Master's degree. There is no equivalency for years of relevant experience. A Master's degree is required for this position.	Minimum 4 years of relevant experience in a similar position.
Behavioral Scientist IV	Skilled professional who applies scientific principles and research methodologies to study human behavior and its impact on various domains, such as social, organizational, or consumer behavior. They employ a range of qualitative and quantitative research techniques to gather and analyze data, providing valuable insights and recommendations to inform decision-making and improve outcomes in diverse fields.	Must possess at least a PhD degree. There is no equivalency for years of relevant experience. A PhD degree is required for this position.	Minimum 6 years of relevant experience in a similar position.
Business Systems Analyst I		Bachelor's degree or 4 years of relevant experience.	Minimum 1 years of relevant professional research experience.





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Communications Specialist II	Skilled professional who excels in creating and delivering compelling messages to target audiences. They possess a deep understanding of various communication channels and techniques, including written, verbal, and visual communication. With their expertise in crafting engaging content, managing social media platforms, and implementing effective communication strategies, they ensure that key messages are effectively conveyed to internal and external stakeholders. By leveraging their excellent interpersonal and storytelling skills, they help organizations build and maintain strong relationships, enhance brand reputation, and drive successful communication campaigns.	Must possess at least a Bachelor's degree or 4 years equivalent experience.	Minimum 3 years of relevant professional experience.
Communications Specialist III	Skilled professional who excels in creating and delivering compelling messages to target audiences. They possess a deep understanding of various communication channels and techniques, including written, verbal, and visual communication. With their expertise in crafting engaging content, managing social media platforms, and implementing effective communication strategies, they ensure that key messages are effectively conveyed to internal and external stakeholders. By leveraging their excellent interpersonal and storytelling skills, they help organizations build and maintain strong relationships, enhance brand reputation, and drive successful communication campaigns.	Must possess at least a Master's degree or 6 years of equivalent experience.	Minimum 5 years of relevant professional experience.
Communications Specialist IV	Skilled professional who excels in creating and delivering compelling messages to target audiences. They possess a deep understanding of various communication channels and techniques, including written, verbal, and visual communication. With their expertise in crafting engaging content, managing social media platforms, and implementing effective communication strategies, they ensure that key messages are effectively conveyed to internal and external stakeholders. By leveraging their excellent interpersonal and storytelling skills, they help organizations build and maintain strong relationships, enhance brand reputation, and drive successful communication	Must possess at least a Master's degree or 8 years of equivalent experience.	Minimum 8 years of relevant professional experience.

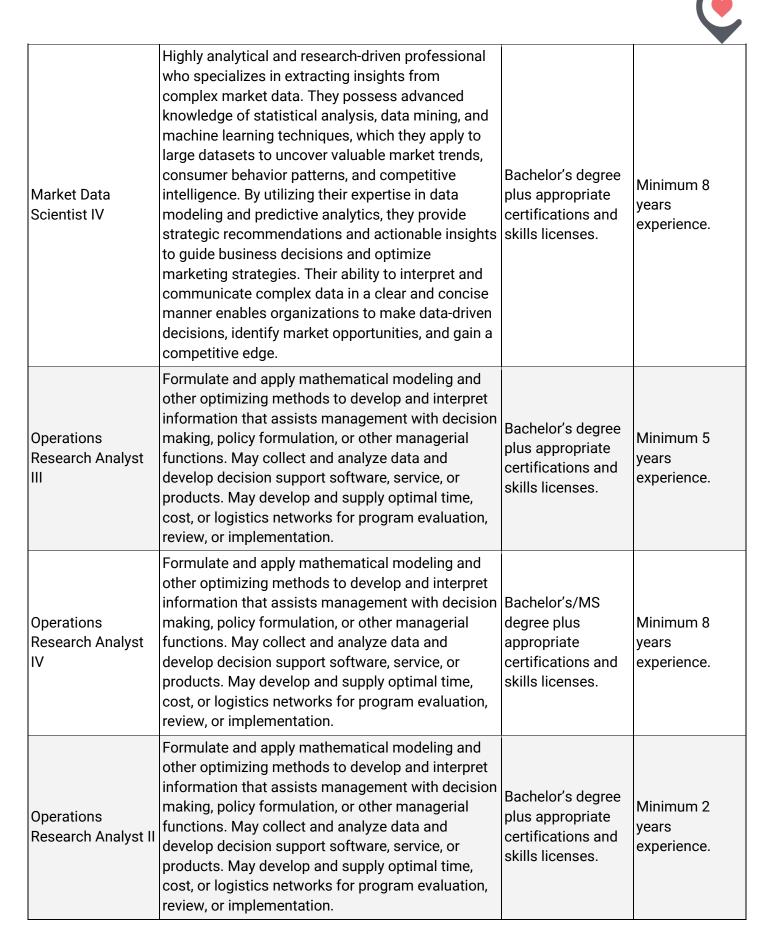


	campaigns.		
Consultant	Has mastery of and provides advice in a particular area of expertise. Provides expertise including an understanding of current best practices and appropriate implementation of the latest techniques and tools. Delivers presentations, leads client meetings, and performs assessments. Applies expertise and experience to execute clients' initiatives and lead efforts toward positive change.	Must possess at least a MA/MS (or equivalent) in the candidate's area of specialty. A Bachelor's degree and 6 years of experience may be substituted for a MA/MS.	Minimum 8 years of relevant professional experience, including Minimum 4 years leading projects.
Data Analyst I	A data analyst is a skilled professional who specializes in collecting, organizing, and analyzing large volumes of data to uncover meaningful insights, trends, and patterns. They possess expertise in data manipulation, statistical analysis, data visualization, and data mining techniques. Their role involves interpreting complex data sets, generating reports and dashboards, and providing valuable recommendations to support informed decision-making and strategic planning within an organization.	Associate's degree or 4 years of relevant experience.	Minimum 1 years of relevant professional research experience.
Data Analyst II	A data analyst is a skilled professional who specializes in collecting, organizing, and analyzing large volumes of data to uncover meaningful insights, trends, and patterns. They possess expertise in data manipulation, statistical analysis, data visualization, and data mining techniques. Their role involves interpreting complex data sets, generating reports and dashboards, and providing valuable recommendations to support informed decision-making and strategic planning within an organization.	Must possess at least a Bachelor's degree or 4 years equivalent experience.	Minimum 3 years of relevant professional experience.
Data Analyst III	A data analyst is a skilled professional who specializes in collecting, organizing, and analyzing large volumes of data to uncover meaningful insights, trends, and patterns. They possess expertise in data manipulation, statistical analysis, data visualization, and data mining techniques. Their role involves interpreting complex data sets,	Must possess at least a Master's degree or 6 years of equivalent experience.	Minimum 5 years of relevant professional experience.

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	generating reports and dashboards, and providing valuable recommendations to support informed decision-making and strategic planning within an organization.		
Data Analyst IV	A data analyst is a skilled professional who specializes in collecting, organizing, and analyzing large volumes of data to uncover meaningful insights, trends, and patterns. They possess expertise in data manipulation, statistical analysis, data visualization, and data mining techniques. Their role involves interpreting complex data sets, generating reports and dashboards, and providing valuable recommendations to support informed decision-making and strategic planning within an organization.	Must possess at least a Master's degree or 8 years of equivalent experience.	Minimum 8 years of relevant professional experience.
Data Collection Manager	Skilled in managing all aspects of the data collection group along with overseeing and contributing to all phases of collection and can demonstrate attention to detail, strong initiative, a passion for innovation, and a vast planning and organizational skill set.	Bachelor's degree or a minimum of 2 years' experience in a similar position is required.	Minimum 2 years of relevant experience in a similar position.
Data Entry I	Exhibit exceptional skills in accuracy and attention to detail, efficiently inputting and verifying large volumes of data while maintaining a high level of data integrity.	Associate's degree or equivalent.	Minimum 2 years experience.
Data Entry II	Exhibit exceptional skills in accuracy and attention to detail, efficiently inputting and verifying large volumes of data while maintaining a high level of data integrity.	Associate's degree or equivalent.	Minimum 4 years experience.
Data Entry III	Exhibit exceptional skills in accuracy and attention to detail, efficiently inputting and verifying large volumes of data while maintaining a high level of data integrity.	Bachelor's degree or equivalent.	Minimum 6 years experience.
Database Administrator I	Skilled in database management systems, including installation, configuration, and maintenance, ensuring optimal performance, security, and data integrity, and proficient in database backup and recovery, monitoring and troubleshooting, SQL query optimization, and implementing data access controls, while staying updated with industry best practices and emerging technologies in the field of database	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 2 years experience.

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	administration.		
Database Administrator II	Skilled in database management systems, including installation, configuration, and maintenance, ensuring optimal performance, security, and data integrity, and proficient in database backup and recovery, monitoring and troubleshooting, SQL query optimization, and implementing data access controls, while staying updated with industry best practices and emerging technologies in the field of database administration.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 4 years experience.
Database Administrator III	Skilled in database management systems, including installation, configuration, and maintenance, ensuring optimal performance, security, and data integrity, and proficient in database backup and recovery, monitoring and troubleshooting, SQL query optimization, and implementing data access controls, while staying updated with industry best practices and emerging technologies in the field of database administration.	Bachelor's degree or equivalent experience plus appropriate certifications and skills licenses.	Minimum 6 years experience.
Engineer I	Skilled in technical design, analysis, and proficiency and the ability to design, analyze, and build complex systems and solve technical challenges.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 2 years experience.
Engineer II	Skilled in technical design, analysis, and proficiency and the ability to design, analyze, and build complex systems and solve technical challenges.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 5 years experience.
Engineer III	Skilled in technical design, analysis, and proficiency and the ability to design, analyze, and build complex systems and solve technical challenges.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 8 years experience.
Market Data Scientist I	Highly analytical and research-driven professional who specializes in extracting insights from complex market data. They possess advanced knowledge of statistical analysis, data mining, and machine learning techniques, which they apply to large datasets to uncover valuable market trends, consumer behavior patterns, and competitive	Bachelor's degree or equivalent experience plus appropriate certifications and skills licenses.	Minimum 1 year experience.

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	intelligence. By utilizing their expertise in data modeling and predictive analytics, they provide strategic recommendations and actionable insights to guide business decisions and optimize marketing strategies. Their ability to interpret and communicate complex data in a clear and concise manner enables organizations to make data-driven decisions, identify market opportunities, and gain a competitive edge.		
Market Data Scientist II	Highly analytical and research-driven professional who specializes in extracting insights from complex market data. They possess advanced knowledge of statistical analysis, data mining, and machine learning techniques, which they apply to large datasets to uncover valuable market trends, consumer behavior patterns, and competitive intelligence. By utilizing their expertise in data modeling and predictive analytics, they provide strategic recommendations and actionable insights to guide business decisions and optimize marketing strategies. Their ability to interpret and communicate complex data in a clear and concise manner enables organizations to make data-driven decisions, identify market opportunities, and gain a competitive edge.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 2 years experience.
Market Data Scientist III	Highly analytical and research-driven professional who specializes in extracting insights from complex market data. They possess advanced knowledge of statistical analysis, data mining, and machine learning techniques, which they apply to large datasets to uncover valuable market trends, consumer behavior patterns, and competitive intelligence. By utilizing their expertise in data modeling and predictive analytics, they provide strategic recommendations and actionable insights to guide business decisions and optimize marketing strategies. Their ability to interpret and communicate complex data in a clear and concise manner enables organizations to make data-driven decisions, identify market opportunities, and gain a competitive edge.	Bachelor's degree plus appropriate certifications and skills licenses.	Minimum 5 years experience.





Program Director I	Skilled in visionary leadership and is responsible for overseeing the planning, execution, and successful delivery of complex projects or initiatives within an organization. They possess a deep understanding of project management methodologies and apply their expertise to drive the achievement of program objectives. They provide strategic direction, establish clear goals, and ensure effective resource allocation to maximize program outcomes. With exceptional communication and stakeholder management skills, they foster collaboration among cross-functional teams and maintain strong relationships with clients and key stakeholders. Their keen attention to detail, analytical mindset, and problem-solving abilities enable them to identify risks and implement mitigation strategies to keep programs on track. As a program director, they drive innovation, promote continuous improvement, and ensure the program's alignment with organizational goals, ultimately delivering successful outcomes and driving organizational growth.	Bachelor's degree or equivalent experience.	Minimum 2 years experience.
Program Director II	Skilled in visionary leadership and is responsible for overseeing the planning, execution, and successful delivery of complex projects or initiatives within an organization. They possess a deep understanding of project management methodologies and apply their expertise to drive the achievement of program objectives. They provide strategic direction, establish clear goals, and ensure effective resource allocation to maximize program outcomes. With exceptional communication and stakeholder management skills, they foster collaboration among cross-functional teams and maintain strong relationships with clients and key stakeholders. Their keen attention to detail, analytical mindset, and problem-solving abilities enable them to identify risks and implement mitigation strategies to keep programs on track. As a program director, they drive innovation, promote continuous improvement, and ensure the program's alignment with organizational goals, ultimately delivering successful outcomes and driving organizational growth.	Bachelor's degree or equivalent experience.	Minimum 4 years experience.



Program Director III	Skilled in visionary leadership and is responsible for overseeing the planning, execution, and successful delivery of complex projects or initiatives within an organization. They possess a deep understanding of project management methodologies and apply their expertise to drive the achievement of program objectives. They provide strategic direction, establish clear goals, and ensure effective resource allocation to maximize program outcomes. With exceptional communication and stakeholder management skills, they foster collaboration among cross-functional teams and maintain strong relationships with clients and key stakeholders. Their keen attention to detail, analytical mindset, and problem-solving abilities enable them to identify risks and implement mitigation strategies to keep programs on track. As a program director, they drive innovation, promote continuous improvement, and ensure the program's alignment with organizational goals, ultimately delivering successful outcomes and driving organizational growth.	Master's degree or equivalent experience.	Minimum 6 years experience.
Program Director IV	Skilled in visionary leadership and is responsible for overseeing the planning, execution, and successful delivery of complex projects or initiatives within an organization. They possess a deep understanding of project management methodologies and apply their expertise to drive the achievement of program objectives. They provide strategic direction, establish clear goals, and ensure effective resource allocation to maximize program outcomes. With exceptional communication and stakeholder management skills, they foster collaboration among cross-functional teams and maintain strong relationships with clients and key stakeholders. Their keen attention to detail, analytical mindset, and problem-solving abilities enable them to identify risks and implement mitigation strategies to keep programs on track. As a program director, they drive innovation, promote continuous improvement, and ensure the program's alignment with organizational goals, ultimately delivering successful outcomes and driving organizational growth.	Master's degree or equivalent experience.	Minimum 8 years experience.



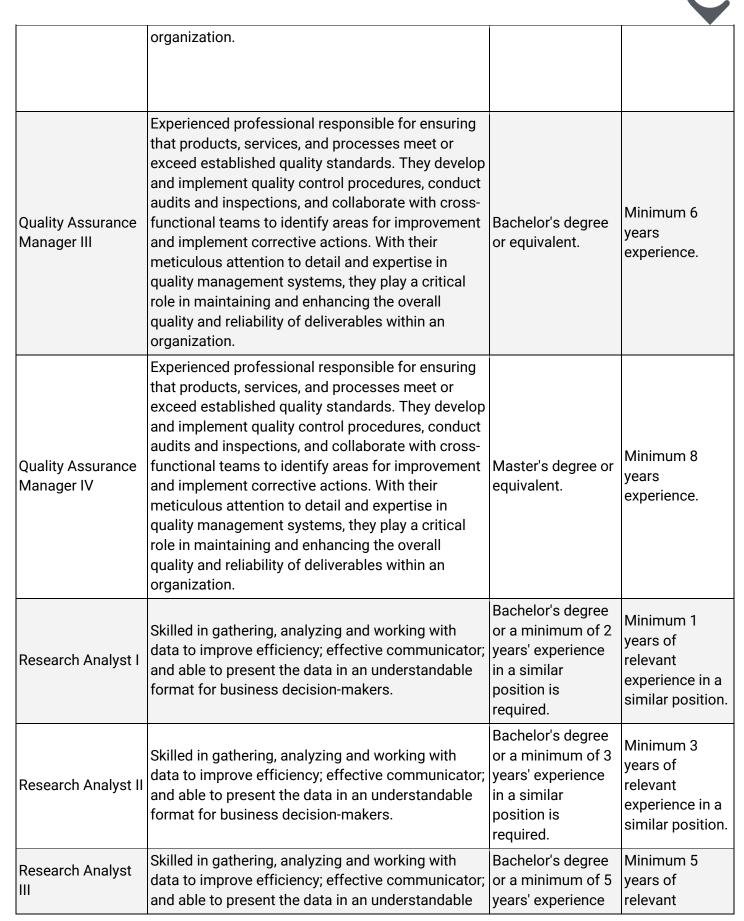
Project Coordinator I	Responsible for coordination of individual or multiple projects including quality control, communications and assisting managers and directors in ensuring quality and timely completion of projects within time frame and budget. Coordinators' experiences and skills allow them to manage different aspects of complex projects and effectively organize and track them for clients.	Bachelor's degree or 4 years of experience.	Minimum 2 years of relevant project experience.
Project Coordinator II	Responsible for coordination of individual or multiple projects including quality control, communications and assisting managers and directors in ensuring quality and timely completion of projects within time frame and budget. Coordinators' experiences and skills allow them to manage different aspects of complex projects and effectively organize and track them for clients.	Bachelor's degree or 6 years of experience.	Minimum 5 years of relevant project experience.
Project Coordinator III	Responsible for coordination of individual or multiple projects including quality control, communications and assisting managers and directors in ensuring quality and timely completion of projects within time frame and budget. Coordinators' experiences and skills allow them to manage different aspects of complex projects and effectively organize and track them for clients.	Master's degree or 6 years of experience.	Minimum 7 years of relevant project experience.
Project Director	Skilled in contract management, company leadership, strategic thinking and execution of strategic plans.	Master's or PhD degree or a minimum of 8 years experience.	Minimum 8 years experience.
Project Leader I	Responsible for management and supervision of the research team, quality control, review and approval of deliverables and assisting managers and directors in determining the overall approach to a project. Directs the completion of project specific tasks within time frame and budget. Leads project meetings and client presentations.	Bachelor's degree or equivalent experience.	Minimum 2 years experience leading projects.
Project Leader II	Responsible for management and supervision of the research team, quality control, review and approval of deliverables and assisting managers and directors in determining the overall approach to a project. Directs the completion of project specific tasks within time frame and budget. Leads project meetings and client presentations.	Bachelor's degree or equivalent experience.	Minimum 3 years experience.



Project Leader III	Responsible for management and supervision of the research team, quality control, review and approval of deliverables and assisting managers and directors in determining the overall approach to a project. Directs the completion of project specific tasks within time frame and budget. Leads project meetings and client presentations.	Must possess at least a MA/MS. A Bachelor's degree and 6 years of experience may be substituted for a MA/MS.	Minimum 5 years of relevant professional experience and experience, including Minimum 1 year leading projects.
Project Leader IV	Responsible for management and supervision of the research team, quality control, review and approval of deliverables and assisting managers and directors in determining the overall approach to a project. Directs the completion of project specific tasks within time frame and budget. Leads project meetings and client presentations.	Must possess at least a MA/MS. A Bachelor's degree and 10 years of experience may be substituted for a MA/MS.	Minimum 10 years experience.
Project Manager I	The Project Manager (PM) shall be the Contractor's primary point of contact for the government on all areas of performance under this requirement. The PM will be responsible for providing project management capabilities, including scheduling and attending meetings, developing agendas, documenting meeting minutes, and coordinating survey review packages.	Bachelor's degree or equivalent experience.	Minimum 3 years of relevant experience.
Project Manager II	The Project Manager (PM) shall be the Contractor's primary point of contact for the government on all areas of performance under this requirement. The PM will be responsible for providing project management capabilities, including scheduling and attending meetings, developing agendas, documenting meeting minutes, and coordinating survey review packages.	Master's degree or equivalent experience.	Minimum 5 years of relevant experience.
Project Manager III	The Project Manager (PM) shall be the Contractor's primary point of contact for the government on all areas of performance under this requirement. The PM will be responsible for providing project management capabilities, including scheduling and attending meetings, developing agendas, documenting meeting minutes, and coordinating survey review packages.	Must possess at least a PhD in an interdisciplinary field. 10 years of relevant experience may be substituted in place of a PhD.	Minimum 8 years of relevant experience.



Public Relations Specialist I	Public Relations Specialist - Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.	Associate's degree or equivalent.	Minimum 2 years experience.
Public Relations Specialist II	Public Relations Specialist - Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.	Associate's degree or equivalent.	Minimum 4 years experience.
Public Relations Specialist III	Public Relations Specialist - Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.	Bachelor's degree or equivalent.	Minimum 6 years experience.
Public Relations Specialist IV	Public Relations Specialist - Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.	Master's degree or equivalent.	Minimum 8 years experience.
Quality Assurance Manager I	Experienced professional responsible for ensuring that products, services, and processes meet or exceed established quality standards. They develop and implement quality control procedures, conduct audits and inspections, and collaborate with cross- functional teams to identify areas for improvement and implement corrective actions. With their meticulous attention to detail and expertise in quality management systems, they play a critical role in maintaining and enhancing the overall quality and reliability of deliverables within an organization.	Associate's degree or equivalent.	Minimum 2 years experience.
Quality Assurance Manager II	Experienced professional responsible for ensuring that products, services, and processes meet or exceed established quality standards. They develop and implement quality control procedures, conduct audits and inspections, and collaborate with cross- functional teams to identify areas for improvement and implement corrective actions. With their meticulous attention to detail and expertise in quality management systems, they play a critical role in maintaining and enhancing the overall quality and reliability of deliverables within an	Associate's degree or equivalent.	Minimum 4 years experience.

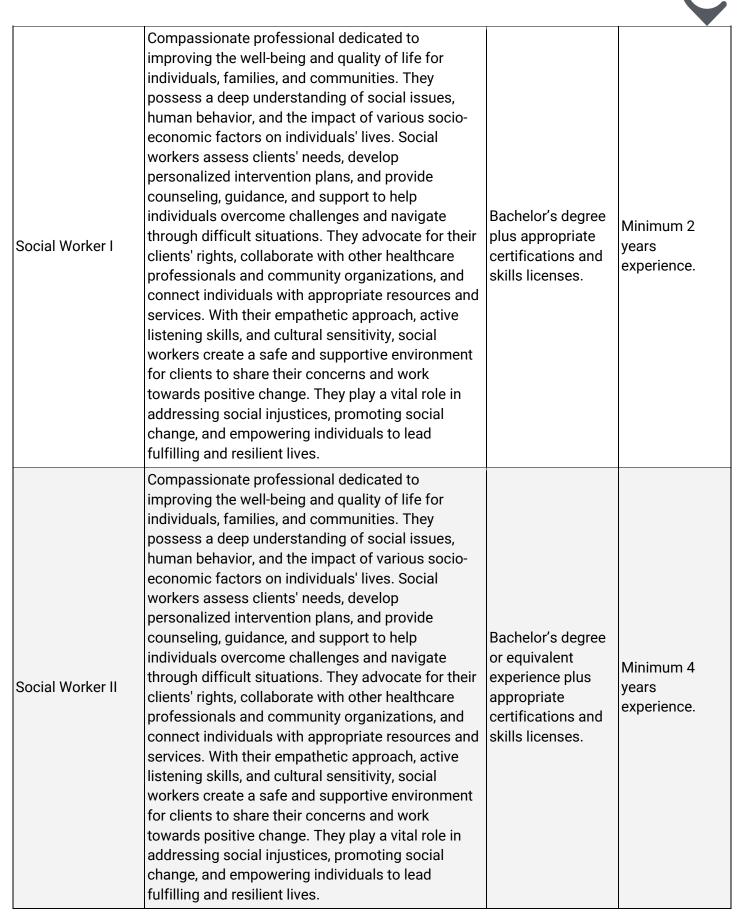


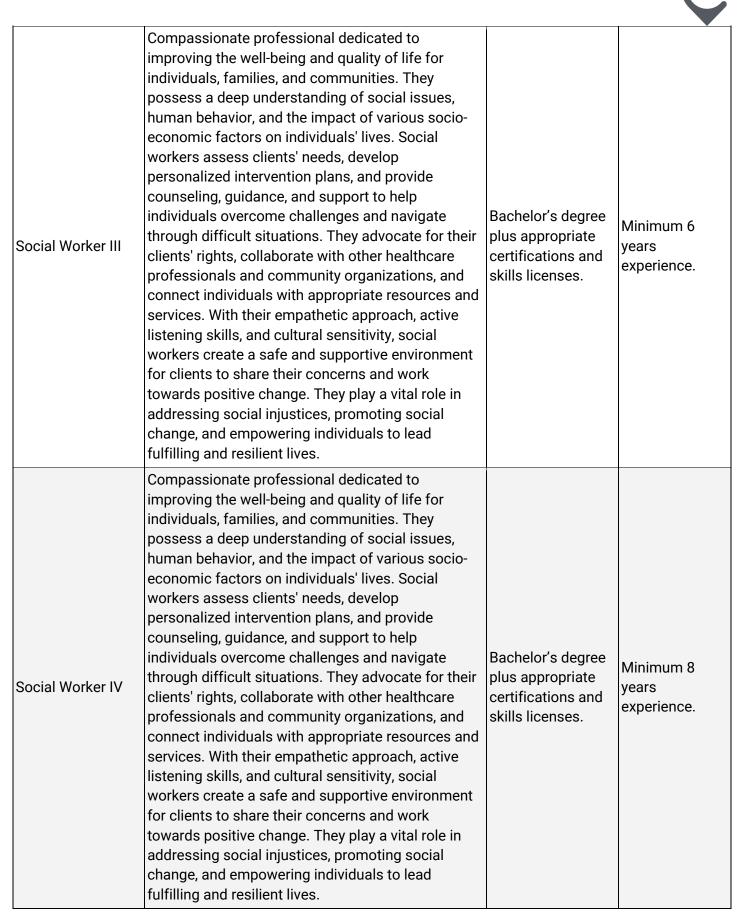


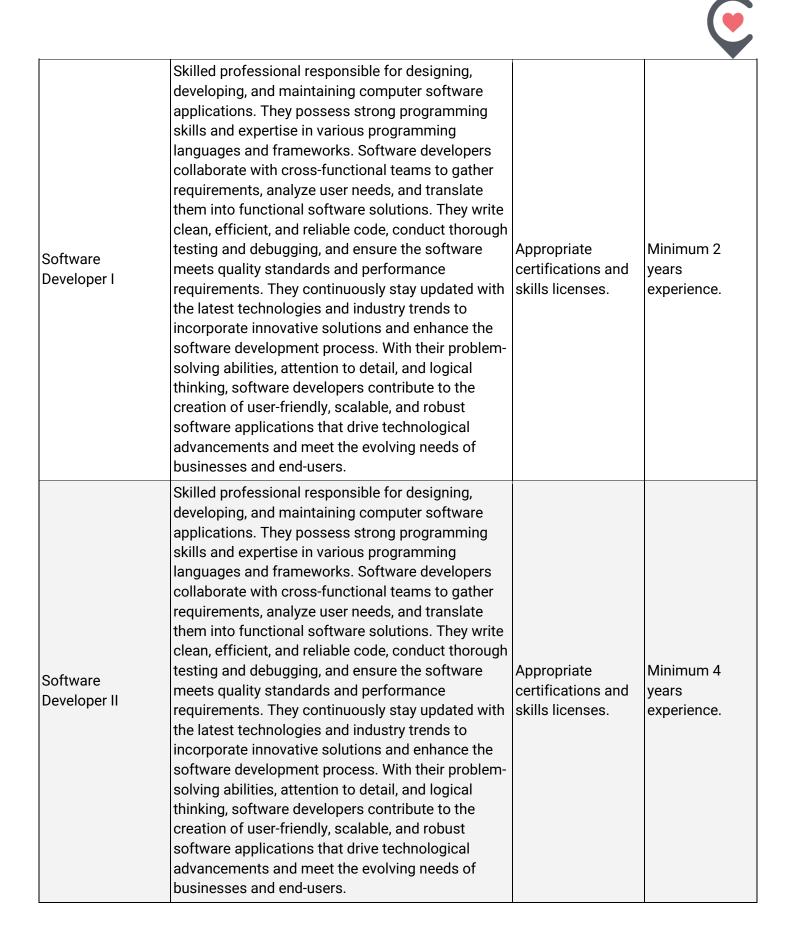
	format for business decision-makers.	in a similar position is required.	experience in a similar position.
Research Analyst IV	Skilled in gathering, analyzing and working with data to improve efficiency; effective communicator; and able to present the data in an understandable format for business decision-makers.	Bachelor's degree or a minimum of 7 years' experience in a similar position is required.	Minimum 7 years of relevant experience in a similar position.
Risk Manager I	Skilled professional responsible for identifying, assessing, and mitigating risks within an organization. They utilize their expertise in risk analysis and management frameworks to evaluate potential threats and vulnerabilities, develop risk mitigation strategies, and establish effective risk management processes. By conducting thorough risk assessments, implementing risk control measures, and monitoring risk indicators, they ensure that the organization can proactively respond to and minimize potential risks. With their strong analytical skills, attention to detail, and ability to communicate risk-related information to stakeholders, they play a crucial role in safeguarding the organization's assets, reputation, and overall success.	Bachelor's degree or 4 years of experience.	Minimum 2 years of relevant experience.
Risk Manager II	Skilled professional responsible for identifying, assessing, and mitigating risks within an organization. They utilize their expertise in risk analysis and management frameworks to evaluate potential threats and vulnerabilities, develop risk mitigation strategies, and establish effective risk management processes. By conducting thorough risk assessments, implementing risk control measures, and monitoring risk indicators, they ensure that the organization can proactively respond to and minimize potential risks. With their strong analytical skills, attention to detail, and ability to communicate risk-related information to stakeholders, they play a crucial role in safeguarding the organization's assets, reputation, and overall success.	Bachelor's degree or 6 years of experience.	Minimum 5 years of relevant experience.



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Risk Manager III	risk assessments, implementing risk control measures, and monitoring risk indicators, they ensure that the organization can proactively respond to and minimize potential risks. With their strong analytical skills, attention to detail, and ability to communicate risk-related information to stakeholders, they play a crucial role in safeguarding the organization's assets, reputation, and overall success.	6 years of experience.	years of relevant experience.
Risk Manager IV	Skilled professional responsible for identifying, assessing, and mitigating risks within an organization. They utilize their expertise in risk analysis and management frameworks to evaluate potential threats and vulnerabilities, develop risk mitigation strategies, and establish effective risk management processes. By conducting thorough risk assessments, implementing risk control measures, and monitoring risk indicators, they ensure that the organization can proactively respond to and minimize potential risks. With their strong analytical skills, attention to detail, and ability to communicate risk-related information to stakeholders, they play a crucial role in safeguarding the organization's assets, reputation, and overall success.	Master's degree or 8 years of experience.	Minimum 10 years of relevant experience.
Senior Associate	Provides guidance and direction for specific sub- tasks of a project. Holds specific expertise in one or more key areas, and is knowledgeable in others. Interfaces with the client on a regular basis. Produces deliverables with minimal supervision from senior team members including presentations, reports, etc. Supports the completion of project specific tasks within estimated time frames and budget constraints. Supports presentations and client meetings.	Must possess at least a MA/MS. A Bachelor's degree and 6 years of experience may be substituted for a MA/MS.	Minimum 4 years of relevant professional research experience.







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Software Developer III	Skilled professional responsible for designing, developing, and maintaining computer software applications. They possess strong programming skills and expertise in various programming languages and frameworks. Software developers collaborate with cross-functional teams to gather requirements, analyze user needs, and translate them into functional software solutions. They write clean, efficient, and reliable code, conduct thorough testing and debugging, and ensure the software meets quality standards and performance requirements. They continuously stay updated with the latest technologies and industry trends to incorporate innovative solutions and enhance the software development process. With their problem- solving abilities, attention to detail, and logical thinking, software developers contribute to the creation of user-friendly, scalable, and robust software applications that drive technological advancements and meet the evolving needs of businesses and end-users.	Appropriate certifications and skills licenses.	Minimum 6 years experience.
Software Tester I	A software tester is responsible for evaluating software applications and systems to ensure they meet quality standards and functional requirements. They conduct various tests, identify defects or issues, and provide detailed reports to assist in improving the software's performance and usability.	Appropriate certifications and skills licenses.	Minimum 2 years experience.
Software Tester II	A software tester is responsible for evaluating software applications and systems to ensure they meet quality standards and functional requirements. They conduct various tests, identify defects or issues, and provide detailed reports to assist in improving the software's performance and usability.	Appropriate certifications and skills licenses.	Minimum 4 years experience.
Software Tester III	A software tester is responsible for evaluating software applications and systems to ensure they meet quality standards and functional requirements. They conduct various tests, identify defects or issues, and provide detailed reports to assist in improving the software's performance and usability.	Appropriate certifications and skills licenses.	Minimum 6 years experience.