

## Reference Text File for AFYA, INC GS-10F-0309L

AFYA, Inc., (AFYA), a technical and professional services firm, was founded in 1991. AFYA's mission is to assist our clients in improving the quality, timeliness, and efficiency of their program development and management services. AFYA focuses on providing mission-oriented solutions that are tailored to each client's unique needs. We specialize in supporting clients in the areas of public health and social science whose programs are designed to integrate healthy individuals and families into their communities and help remove barriers to an optimum quality of life.

AFYA is approved to offer mission-oriented business improvement services through the General Services Administration's (GSA's) Federal Supply Service (FSS) under Federal Supply Code (FSC) 874. Our approved SINs include:

**874-1 Consulting Services:** Includes studies, analyses, and assessments; providing expert advice, assistance, guidance, or counseling; strategic business and action planning; process and productivity improvement; and customized training designed to improve an organization's business operations.

**874-2 Facilitation Services:** Includes facilitating group interaction of working groups and self-directed work teams and directing consensus development. Includes agenda development, meeting planning, logistical support as related to group facilitation, and convening and leading work groups. May also include the development of draft and final meeting materials.

**874-3 Survey Services:** Includes the design, conduct, and implementation of surveys, including survey instrument design, sampling, pilot testing of survey instruments, data collection and analysis, and report development.

Since AFYA is a minority-owned firm and certified small, disadvantaged business, contracts issued to AFYA under the GSA schedule contribute to an agency's ability to meet its small and small, disadvantaged business targets. More information on the services provided by AFYA under each approved SIN is provided below, along with our pricing in each area.

### **SIN 874-1 Consulting Services**

AFYA has provided organizational development and management consulting services to the Federal government and the private sector since the firm's founding. Our staff conduct a variety of studies and analyses, including policy and program evaluations, feasibility studies, and evaluability assessments. AFYA's management consulting services focus on such organizational development processes as short-term and long-range program planning, program and infrastructure development, improved communication mechanisms, and sustainability. Our focus is on improving our client's mission-oriented work by providing integrated business solutions. We provide a full range of culturally competent consulting services, including:

- evaluation and study design;
- identification of study populations;
- instrument design;
- data collection and analysis;
- organizational assessments;
- strategic, business, and action planning;
- customized training; and
- report production (draft and final).

AFYA has provided consulting services in the areas of:

- child abuse prevention and education,
- domestic violence prevention and education,
- welfare reform;
- HIV/AIDS prevention and treatment,
- health care financing policies,
- homelessness;
- managed care,
- mental health systems transformation,
- minority health,
- substance abuse prevention and treatment, and
- workforce development.

### **SIN 874-2 Facilitation Services**

AFYA provides group facilitation and consensus development services to work groups involved in collaborative actions designed to improve mission-oriented services. Our group facilitators serve as neutral parties who help work group members identify and resolve divergent views. Our services include defining and refining the agenda, problem solving, logistical support as it relates to meeting facilitation, and the production of meeting summaries to be used as a permanent record of group interaction. Interactive work groups supported by AFYA have included:

- advisory group meetings,
- board meetings,
- scientific work group meetings,
- task force meetings,
- technical assistance workshops,
- teleconferences, and
- videoconferences.

AFYA staff specialize in applying information technology to facilitate group interaction and decisionmaking. We design Web sites to publicize specific meetings, manage the meeting registration process via the Web site, and arrange for meetings to be simulcast via the Internet. We use an online event management system, MeetingTrak®, designed in Microsoft Access. These capabilities allow our clients to reach more potential meeting attendees and speed both preregistration and the distribution of postmeeting materials.

## **Publications Design and Development**

In support of our work group facilitation services, AFYA offers a range of publications design and development services. Our Publications Production Center (PPC) provides the following services:

- original writing,
- substantive editing,
- copyediting,
- proofreading, and
- graphic design.

Products produced by AFYA's PPC have included technical assistance and training manuals, research reports, and work group proceedings. Our editors are experienced in both the Government Printing Office Style Manual and the Chicago Manual of Style.

## **SIN 874-3 Survey Services**

Survey services are an integral part of AFYA's MOBIS capabilities. Since 1991, AFYA has provided a range of survey services to assist our clients in achieving mission-oriented work and improving their business management functions. These services include:

- survey design and development,
- needs assessments,
- design of data collection instruments,
- program evaluations and assessments,
- feasibility studies,
- qualitative and quantitative data analysis, and
- report production.

In keeping with the firm's mission, most of AFYA's surveys focus on issues that impact high-risk, underserved, economically disadvantaged, or other special populations. Our areas of focus include:

- health and human service delivery systems,
- health disparities,
- homelessness,
- HIV/AIDS prevention and education,
- maternal and child health,
- Medicare and Medicaid,
- mental health systems transformation,
- minority health,
- suicide prevention,
- welfare reform, and
- workforce development.

GS-10F-0309L AFYA, INC AFYA, INC AFYA, INC /// 874-1;874-2;874-3 CONSULTING SERVICES;FACILITATION SERVICES;SURVEY SERVICES





**SUMMARY LIST OF AFYA, INC., LABOR CATEGORIES FOR  
MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)  
And Staff Whose Rates Were Used to Produce Loaded Rates**

Corporate Monitor  
**Ajay, Bhardwaj, Ph.D.**

Senior Project Director  
**Princess Katana, M.D., M.Ed.**

Project Director  
**Tonya Burke, J.D., CMP**

Assistant Project Director  
**Lola Oguntomilade, M.P.H.**

Senior Researcher  
**Robin Pugh-Yi, Ph.D.**

Researcher  
**Michelle Bieber-Tregear, Ph.D.**

Senior Technical Writers  
**Marcella Wolfe, M.A.**  
**Irene Goldstein, M.A.**  
**Stephanie Joyce, M.A.**

Technical Writers  
**Beth Rabinowitz, B.A.**  
**Elizabeth Sheley, B.A.**

Production Manager  
**Kenneth Thweatt, BFA**

Database Manager  
**Rogelio Amaya, A.A.**

Database Administrator  
**Eduardo Cabrera, A.A.**

Facilitator  
**Gloria Stables, Ph.D.**  
**Donna Kolkin, Ph.D.**

Conference Coordinator III  
**Faith Dates-Ogbonna, B.A.**  
**Deidre' Young, B.A., CMP, CGMP**  
**Robbyn Harris, CMP**  
**Robin Dade**

Project Administrator  
**Nicole Grandy**  
**Lynn Peniston**

Conference Assistant  
**Philisha Rembert**

Graphic Artist  
**Derrick Hill, B.A.**

Editor  
**Maryellen Thirolf, M.A.**

Production Specialist  
**Pat Jackson**

Administrative Assistant  
**Shameka Blackwell**

# AFYA, Inc.

## Labor Category Descriptions for

### Mission Oriented Business Integrated Services (MOBIS) Staffing

#### *Corporate Monitor*

- **Minimum Education/Experience/Skills:** Advanced degree from an accredited college or university in the scientific or technical areas(s) in which projects are being monitored, combined with a minimum of 15 years of experience directing major Federal contracts. Must have demonstrated ability to plan, organize, and control diverse activities and the ability to meet corporate business development and performance objectives. Requires excellent written and verbal communication skills.
- **Duties and Responsibilities:** Reporting to company president or vice president, plans, organizes, and controls all technical and operational aspects of assigned projects or task orders. Interviews, selects, hires, and assigns senior management staff. Interacts with highest-level client representatives. Directs senior staff in the development of work plans and budgets for assigned contracts and task orders. Anticipates and implements solutions to anticipated operational problems, based on knowledge of latest technological advances in assigned disciplines. Accountable for the profitability of all assigned projects.

#### *Senior Project Director*

- **Minimum Education/Experience/Skills:** Advanced degree from an accredited college or university in a field of study related to the assigned project(s). Doctorate-level degree may be required to direct projects in the area of market research. Equivalent experience in a related technical discipline at a senior level may be substituted for education, at the company's discretion. Requires 7-10 years' management experience, preferably in the Federal government contract arena and knowledge of the Federal Acquisition Regulations.
- **Duties and Responsibilities:** Plans, organizes, and controls all technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls budgets, schedules, and timelines. Designs, develops, and implements solutions to anticipated operational problems. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Demonstrates excellent communication skills (both verbal and written) and knowledge of latest technological advances in related disciplines. Prepares or conducts reviews of contract deliverables, including monthly reports and technical deliverables. Monitors schedules. Prepares and submits administrative and financial reports to the client at the required frequency.

#### *Project Director*

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university in a field of study related to the assigned project(s). Advanced degree may be required to direct projects in the research and evaluation and survey research areas. Equivalent experience in a related technical discipline at a senior level may be substituted for education, at the company's discretion. Requires 5-7 years of management experience, preferably in the Federal Government contract arena. For market research projects, requires knowledge of statistical software used to perform data analysis.
- **Duties and Responsibilities:** Plans, organizes, and controls all technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls budgets, schedules, and timelines. Designs, develops, and implements solutions to anticipated operational problems. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Demonstrates excellent communication skills (both verbal and written) and knowledge of latest technological advances in related disciplines. Manages project staff and resources on a day-to-day basis and guides junior staff. Prepares and submits administrative and financial reports to the client at the required frequency.

### ***Assistant Project Director***

- ***Minimum Education/Experience/Skills:*** Degree from an accredited college or university in a field of study related to the assigned project(s). Equivalent experience in a related technical discipline may be substituted for education, at the company's discretion. Requires 2-3 years of management experience and demonstrated ability to management discrete task orders and assignments.
- ***Duties and Responsibilities:*** Assists a Project Director in planning, organizing, and controlling all technical, fiscal, operational, and performance activities on assigned projects and task orders. May be assigned to develop and control budgets, schedules, and timelines. Advises Project Director of anticipated problems. Must be able to assist in the development and implementation of innovative solutions. Interprets contract specifications. Assists the Project Director in identifying, assigning, and supervising staff. May be assigned to draft monthly and/or annual reports for review and approval by the Project Director. Performs the duties of a Project Director in that person's absence. May also serve as task order or work assignment leader.

### ***Senior Researcher***

- ***Minimum Education/Experience/Skills:*** Advanced degree from an accredited college or university in the scientific or technical area(s) being studied, combined with a minimum of 10 years as a senior researcher. Experience designing and implementing market research studies, including branding initiatives, target market identification, and focus group research.
- ***Duties and Responsibilities:*** Conducts market research to identify the best methods of presenting the product, service, or program being promoted to the identified target audience. Develops research designs, study protocols, and data collection and analysis plans and monitors their implementation, ensuring that approved protocols and instruments are used. Supervises the collection, synthesis, and analysis of large quantities of qualitative and quantitative research data using a variety of approved methodological approaches. Identifies potential operational problems and develops and implements solutions. Selects, assigns, directs, and evaluates research staff. Demonstrates excellent communication skills (both verbal and written). Develops draft and final research reports, incorporating feedback from the client as required. Contributes to the development of monthly administrative and financial reports to be submitted to the client.

### ***Researcher***

- ***Minimum Education/Experience/Skills:*** Degree from an accredited college or university in the scientific or technical area(s) being studied, combined with a minimum of 5 years of experience as a researcher. Experience designing and implementing market research studies, including branding initiatives, target market identification, and focus group research.
- ***Duties and Responsibilities:*** Working under the direction of a Senior Researcher, implements research and study designs for market research, following approved protocols and using approved instruments. Manages data collection process and maintains study database, ensuring the integrity and confidentiality of data. Collects, synthesizes, and analyzes qualitative and quantitative research data using a variety of approved methodological approaches. Demonstrates excellent communication skills (both verbal and written) and the ability to assist in the development and revision of concise and well-written research reports. May be assigned to direct the work of Research Associates.

### **Senior Technical Writer**

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university in the social sciences, English, or journalism, combined with a minimum of 5 years of experience as a senior technical writer. Requires excellent writing skills and demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines. Must be able to oversee all facets of the production process (research, writing, editing, design). Must be able to review and critique the work of less experienced writers. Must be able to work cooperatively with clients to produce an acceptable product.
- **Duties and Responsibilities:** Develops and monitors schedules and budgets for writing assignments. Researches, develops, writes, and finalizes outlines and first and second drafts of a variety of written materials, including public information messages and marketing materials such as brochures, pamphlets, and leaflets. Assigns tasks to less senior writing staff and reviews their work. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables. Meets or consults with clients to review their comments and agree to final changes. Must be able to identify potential operational problems and conceptualize and implement feasible solutions.

### **Technical Writer**

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university in the social sciences, English, or journalism, combined with a minimum of 3 years of experience as a technical writer. Requires excellent writing skills and demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- **Duties and Responsibilities:** Researches, develops, writes, and finalizes a variety of complex written materials, including public information messages and marketing materials, such as brochures, pamphlets, and leaflets. Develops drafts of written products for review by a more senior staff member. Modifies and revises materials in response to feedback from senior staff and/or clients. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Assists the Senior Writer upon request.

### **Production Manager**

- **Minimum Education/Experience/Skills:** Degree in graphic design or illustration or another creative field from an accredited college or university, combined with a minimum of 5 years of production management experience. Requires the ability to direct graphic and editorial staff in the design and production of a variety of print and audiovisual materials and Web content. Must be able to develop and monitor production schedules and ensure that work is performed within budget.
- **Duties and Responsibilities:** Meets with requesters to interpret job specifications and develop work plans. Develops budget within client parameters and develops alternate workplan when necessary to adhere to budget. Develops creative conceptual approaches to be used in marketing and public relations campaigns. Designs and develops a variety of print and graphic products, including pamphlets, brochures, leaflets, and other marketing materials. Oversees graphic designers or provides graphic design services. Monitors each production phase and conducts quality control reviews of interim and final products. Interacts with internal and external users to ensure their satisfaction.

### **Database Manager**

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university, preferably in the area of information science or computer science, combined with a minimum of 5 years of experience serving as a network manager.
- **Duties and Responsibilities:** Designs and maintains corporate and project information technology (IT) systems and networks required to support corporate and project activities. Maintains corporate file servers. Sets up addresses, switches, and routers. Establishes network accounts. Develops and implements system security procedures, including file back-up procedures. Establishes and maintains a Web site filtering and blocking system.

### **Facilitator**

- **Minimum Education/Experience/Skills:** Bachelor degree from an accredited college or university in a field of study related to the assigned project(s). Requires 5 -10 years' management experience, with at least 3 years of experience providing meeting facilitation. Expertise in the design and facilitation of multiple types of meetings and techniques (e.g., focus groups, seminars); excellent communication and listening skills; ability to guide others in conflict resolution and negotiation.
- **Duties and Responsibilities:** Plans, organizes, and designs the meeting process in collaboration with the client. Keeps meetings focused and on track. Manages challenging situations and behaviors. Identifies conflict when it arises and helps members resolve/negotiate their differences. Makes adjustments to the meeting process as needed to facilitate the group's effort in meeting its goals. Guides group members in reaching conclusions and agreement, and in identifying areas for further discussion.

### **Data Base Administrator**

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university, preferably in the area of information science or computer science, combined with a minimum of 3 years of experience serving as a network administrator.
- **Duties and Responsibilities:** Provide technical and administrative support for LAN. Maintains adequate knowledge of existing hardware and software in use to maximize efficiency of the network and users' utilization of them. Maintains corporate and project information technology (IT) systems and networks required to support corporate and project activities. Maintains corporate file servers. Sets up addresses, switches, and routers. Establishes network accounts. Sets up employees with user accounts, passwords, and e-mail addresses. Establishes and maintains a Web site filtering and blocking system.

### **Conference Coordinator III**

- **Minimum Education/Experience/Skills:** Degree from an accredited college or university. (Equivalent experience may be substituted for education, at the company's discretion.) Requires minimum of 7 years of experience as a conference coordinator, preferably in the Federal government arena. Must include 3 years of experience at a senior level, directing junior-level conference staff in supporting meeting, conferences, exhibits, and trade shows. Must be thoroughly familiar with Federal Travel Regulations.
- **Duties and Responsibilities:** Under the direction of a Senior Conference Manager, takes significant responsibility for planning premeeting, onsite, and postmeeting activities. Develops and controls budgets, schedules, and timelines for assigned meetings, conferences, events, and trade shows. Recommends meetings sites to Senior Conference Manager and conducts first-level review of hotel contracts. Advises Senior Conference Manager of anticipated problems and develops and implements innovative solutions. Assigns and supervises senior staff. Drafts portions of monthly and/or annual reports describing activities on assigned tasks. Conducts postmeeting evaluations. Does final review and approves supported attendees' reimbursement request forms Responsible for direct interaction with client and for ensuring total client satisfaction. Anticipates potential operational problems and develops logical, cost-effective solutions.

### **Project Administrator**

- **Minimum Education/Experience/Skills:** Requires minimum of 5 years of experience as a conference coordinator, preferably in the Federal government arena. Requires some experience independently directing plans for medium to large meetings, conferences, and exhibits. Must be thoroughly familiar with Federal Travel Regulations.
- **Duties and Responsibilities:** Assists a Conference Coordinator III in fulfilling all aspects of meeting, conference, exhibit, and trade show plans. Follows each aspect of work plan as developed by senior manager to ensure its fulfillment. Identifies potential meeting sites and participates in site visits. Oversees the work of meeting support personnel to ensure that all meeting materials are prepared and shipped according to schedule. Oversees onsite activities (registration, speaker liaison, press room, audiovisual equipment operation). Tabulates responses from meeting evaluation forms to assist in completion of postmeeting evaluations. Does first-level review of supported attendees' reimbursement request forms.

### **Conference Assistant**

- **Minimum Education/Experience/Skills:** High school diploma required. Requires 2 years of experience in the meeting planning field, preferably in the Federal government arena. Must have skills in Access or other database software. Knowledge of MeetingTrak meeting management software or other meeting planning software in use at the firm required.
- **Duties and Responsibilities:** Registers meeting attendees in MeetingTrak database or other meeting management software and produces both routine and ad hoc registration reports. Assists with the identification of potential meeting sites. Prepares items for registration packets, including logistical information, travel reimbursement forms, and draft and final agendas. Prepares visual aids to be used in presentations. Prepares onsite materials, including speaker tent cards, name badges, signs, and final lists of preregistered attendees. Provides onsite support. Maintains a log of supported attendees' reimbursement request forms and tracks payments.

### **Graphic Artist**

- **Minimum Education/Experience/Skills:** Degree in graphic design or illustration or another creative field from an accredited college or university, combined with a minimum of 5 years of previous experience as a graphic artist. Requires the ability to use graphic elements and both custom and stock art to produce an attractive layout or design. Also requires the demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- **Duties and Responsibilities:** Integrates all elements of a marketing document (text, graphic illustrations, photos) into a cohesive whole that is visually appealing. Assesses readability of layout and improves/revises it by changing the page layout as required. Must be familiar with commonly used typefaces and a variety of graphic design software packages (Adobe PageMaker, Freehand, Illustrator; CorelDRAW and Corel PhotoPaint; and Microsoft PowerPoint). May be required to perform page layout using QuarkXPress or other advanced packages. Must be able to prepare camera-ready artwork for printing.

## **Editor**

- **Minimum Education/Experience/Skills:** Advanced degree in English, journalism, or communications from an accredited college or university, combined with 5 years of experience as an editor. Requires total mastery of grammar, spelling, and syntax and the demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- **Duties and Responsibilities:** Reviews and edits a variety of complex written materials to ensure their readability, logical organization, grammatical correctness, and adherence to prescribed style guides. Reviews complex documents and determines how they can be reorganized so that facts are presented in a concise, clear manner. For sales and marketing products, edits and/or rewrites text to ensure that copy is persuasive and convincing. Reads materials to ensure that text is well organized, logically presented, and supported by appropriate details. Reorganizes text as required to improve flow and readability. Requires excellent written and verbal communication skills and familiarity with required style guides used in assigned areas.

## **Production Specialist**

- **Minimum Education/Experience/Skills:** High school diploma and minimum of 5 years of experience in a production environment. Must be able to interpret and follow instructions to develop products according to the Production Manager's direction. Requires 5 years' experience in the use of a full range of production software, including Microsoft Word, Corel WordPerfect, and Microsoft PowerPoint. Some supervisory experience preferred.
- **Duties and Responsibilities:** Inputs original text using a variety of word processing software. Uses own discretion, along with client/manager input, to select the most attractive and cost-effective method of formatting documents. Inputs changes to text for which an electronic file has already been created. Proofreads own work to ensure its accuracy. Works with other Production Specialists and with Graphic Artists to design and assemble deliverables. Incorporates complex graphics into text. May meet with client to review document and note final changes to be made, upon request of the Production Manager.

## **Administrative Assistant**

- **Minimum Education/Experience/Skills:** High school diploma, plus 1 year of experience in an office environment. Requires skills in word processing, filing, and general office duties. Familiarity with spreadsheet software preferred, but not required.
- **Duties and Responsibilities:** Under direct supervisor, provides general administrative and clerical support to all project staff by performing such duties as record keeping, photocopying, and filing. Prepares outgoing emails and faxes. Monitors supply levels and procures replacement supplies as required. Schedules conference calls.