



**STEPHEN F. AUSTIN STATE UNIVERSITY**

**NACOGDOCHES, TEXAS**

**PROCUREMENT AND PROPERTY SERVICES**

**P. O. Box 13030**

**NACOGDOCHES, TX 75962**

**REQUEST FOR PROPOSAL**

**RFP NUMBER**

**CREATIVE-2013**

**ADDENDUM NO. 1**

**Dated: 06/11/2013**

**PROPOSAL MUST BE RECEIVED BEFORE:**

**5:00PM, THURSDAY, JUNE 20, 2013**

**MAIL PROPOSAL TO:**

Stephen F. Austin State University  
Procurement Services  
P. O. Box 13030  
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR  
EXPRESS MAIL TO:**

Stephen F. Austin State University  
Procurement Services  
2124 Wilson Drive  
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

**NOTE:** PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement Services** before the hour and date specified for receipt of proposal.

**REFER INQUIRIES TO:**

Crystal Bell  
Stephen F. Austin State University  
Procurement Services  
936-468-6495  
email: [bellcd@sfasu.edu](mailto:bellcd@sfasu.edu)

**STEPHEN F. AUSTIN STATE UNIVERSITY  
Request for Proposal #CREATIVE-2013**

**ADDENDUM NO. 1**

**THIS ADDENDUM MUST BE ACKNOWLEDGED IN ORDER FOR THE RESPONSE TO RECEIVE CONSIDERATION. FAILURE TO ACKNOWLEDGE THE ADDENDUM WILL RESULT IN DISQUALIFICATION OF THE RESPONSE.**

**CHANGE IN PROPOSAL CLOSING DATE**

All references in the RFP document to the Proposal Due Date, Proposal Closing Date, or Submittal Deadlines are hereby changed as follows:

**PROPOSAL MUST BE RECEIVED BEFORE:**

**5:00PM, THURSDAY, JUNE 20, 2013**

**RFP SECTION 3.2.4 IS CHANGED AS FOLLOWS:**

Proposals will be publicly opened Friday, June 21, 2013 at 9:00am in the office of the Director of Purchasing, 2124 Wilson Drive. Only the names of the Respondents will be read aloud.

**EXHIBIT D HUB SUBCONTRACTING PLAN (HSP) IS CHANGED AS FOLLOWS:**

Statement located under - - Agency Special Instructions/Additional Requirements - - is changed to read:

**Vendors are required to provide a minimum 4 working days notice to notice of subcontracting opportunities.**

**RFP SECTION 2.1.2 IS CHANGED AS FOLLOWS:**

To fulfill the university's mission, we need to better understand who we are and who we are not, what makes our college unique, how we are perceived internally and externally, and what perception gaps exist that we must close. We want to identify ways to better position and differentiate SFA in the higher education market, and do so in a manner that moves key audiences to act. Specifically, we are seeking a creative concept that guides all communications from a look and feel standpoint based on quantitative and qualitative data that conveys authentic, clear, compelling ideas about the university's characteristics, attributes and strengths that differentiate SFA from its competitors.

**RFP SECTION 2.1.3 IS CHANGED AS FOLLOWS:**

Create a marketing plan with a roll-out strategy that will foster internal and external stakeholder buy-in for the new positioning and messaging. The plan should include options for a simple, moderate and comprehensive rollout, with itemized pricing for elements such as identity standards/style guide, viewbook treatment (front cover, inside spread, and/or entire document), website (template redesign and/or full site), and web/digital, print, outdoor and social media communication (including banner ads).



**STEPHEN F. AUSTIN STATE UNIVERSITY**

**NACOGDOCHES, TEXAS**

**PROCUREMENT AND PROPERTY SERVICES**

**P. O. Box 13030**

**NACOGDOCHES, TX 75962**

**REQUEST FOR PROPOSAL**

**RFP NUMBER**

**CREATIVE-2013**

**ADDENDUM NO. 2**

**Dated: 06/17/2013**

**PROPOSAL MUST BE RECEIVED BEFORE:**

**5:00PM, THURSDAY, JUNE 20, 2013**

**MAIL PROPOSAL TO:**

Stephen F. Austin State University  
Procurement Services  
P. O. Box 13030  
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR  
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2124 Wilson Drive  
Nacogdoches, TX 75962

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**REFER INQUIRIES TO:**

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Stephen F. Austin State University  
Procurement Services  
936-468-6495  
email: [bellcd@sfasu.edu](mailto:bellcd@sfasu.edu)

**STEPHEN F. AUSTIN STATE UNIVERSITY  
Request for Proposal #CREATIVE-2013**

**ADDENDUM NO. 2**

**THIS ADDENDUM MUST BE ACKNOWLEDGED IN ORDER FOR THE RESPONSE TO RECEIVE CONSIDERATION. FAILURE TO ACKNOWLEDGE THE ADDENDUM WILL RESULT IN DISQUALIFICATION OF THE RESPONSE.**

**Please note the following response to question received by email on 06/13/2013:**

**Question:** Most colleges and universities that send a creative services RFP usually have the research component that guides not only creative services, but promotions, advertising and public relations complete under another RFP. Do you have this component complete or is it expected as a part of this RFP?

**Answer:** Research is currently being conducted under separate contract. The successful bidder will have access to all relevant research-related documents after contract award.



**STEPHEN F. AUSTIN STATE UNIVERSITY**

**NACOGDOCHES, TEXAS**

**PROCUREMENT AND PROPERTY SERVICES**

**P. O. Box 13030**

**NACOGDOCHES, TX 75962**

**REQUEST FOR PROPOSAL**

**RFP NUMBER**

**CREATIVE-2013**

**ADDENDUM NO. 3**

**Dated: 06/17/2013**

**PROPOSAL MUST BE RECEIVED BEFORE:**

**5:00PM, THURSDAY, JUNE 20, 2013**

**MAIL PROPOSAL TO:**

Stephen F. Austin State University  
Procurement Services  
P. O. Box 13030  
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR  
EXPRESS MAIL TO:**

Stephen F. Austin State University  
Procurement Services  
2124 Wilson Drive  
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

**NOTE:** PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement Services** before the hour and date specified for receipt of proposal.

**REFER INQUIRIES TO:**

Crystal Bell  
Stephen F. Austin State University  
Procurement Services  
936-468-6495  
email: [bellcd@sfasu.edu](mailto:bellcd@sfasu.edu)

**STEPHEN F. AUSTIN STATE UNIVERSITY  
Request for Proposal #CREATIVE-2013**

**ADDENDUM NO. 3**

**THIS ADDENDUM DOES NOT HAVE TO BE ACKNOWLEDGED IN ORDER FOR THE  
RESPONSE TO RECEIVE CONSIDERATION.**

**Please note the following responses to questions received by email on 06/17/2013:**

**Question:** Should we assume that SFA will handle production for printed materials I.E. Collaterals, Magazines, Viewbooks etc?

**Answer:** SFA will handle production of printed materials on campus or will contact off-campus printers, as appropriate, for production.

**Question:** Should we assume that SFA requires agency assistance with back-end development of web ads, website, mobile ads etc?

**Answer:** SFA may require agency assistance with back-end development of website, depending upon the scope of the redesign. It would be appropriate to provide separate pricing for these services with an indication regarding the amount of agency assistance provided.



**STEPHEN F. AUSTIN STATE UNIVERSITY**

**NACOGDOCHES, TEXAS**

**PROCUREMENT AND PROPERTY SERVICES**

**P. O. Box 13030  
NACOGDOCHES, TX 75962**

**REQUEST FOR PROPOSAL**

**RFP NUMBER  
CREATIVE-2013**

**PROPOSAL MUST BE RECEIVED BEFORE:  
5:00PM, MONDAY, JUNE 24, 2013**

**MAIL PROPOSAL TO:**

Stephen F. Austin State University  
Procurement and Property Services  
P. O. Box 13030, SFA Station  
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR  
EXPRESS MAIL TO:**

Stephen F. Austin State University  
Procurement and Property Services  
2124 Wilson Drive  
Nacogdoches, TX 75962

Show RFP Number, Due Date and Time on Return Envelope

**NOTE:** PROPOSAL must be time stamped at **Stephen F. Austin State University Procurement and Property Services** before the hour and date specified for receipt of proposal.

**REFER INQUIRIES TO:**

Crystal Bell  
Stephen F. Austin State University  
Procurement and Property Services  
936.468.6495  
email: [bellcd@sfasu.edu](mailto:bellcd@sfasu.edu)

**STEPHEN F. AUSTIN STATE UNIVERSITY  
Request for Proposal #CREATIVE-2013**

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- Exhibit A Execution of Offer
- Exhibit B Acknowledgment of Addenda
- Exhibit C Financial Proposal
- Exhibit D HUB Subcontracting Plan



## SECTION 1 INTRODUCTION

### 1.1 SCOPE OF PROPOSAL

Stephen F. Austin State University, hereafter referred to as "SFA" or "the University", is seeking proposals for creative design services.

### 1.2 RESPONDENT QUALIFICATIONS

Respondents must be collaborative, creative, candid and flexible. Able to engage leaders at all levels of the university. Be experts in developing and executing innovative, creative approaches to define and communicate complex identities. Persuasive; able to communicate ideas, concepts and recommendations in ways that resonate with communications and non-communications professionals, as well as with champions and skeptics. Respondents shall be experienced in working with institutions of higher education.

### 1.3 SFA INFORMATION

1.3.1 SFASU is a comprehensive, regional institution located in Nacogdoches, Texas. Originally founded as a teacher's college in 1923, SFA soon will celebrate 90 years of serving the higher education needs of Texans. The university offers approximately 80 undergraduate majors and 120 areas of study within six academic colleges – business, education, forestry and agriculture, sciences and mathematics, fine arts, and liberal and applied arts. Accredited by the Southern Association of Colleges and Schools, SFA is known for providing the academic breadth of a state university with the personalized attention of a private school.

1.3.2 The university logged the highest enrollment in its history in fall 2012, welcoming 12,999 students to campus. This milestone was reached despite the implementation of higher admission standards this academic year. About 97 percent of Lumberjacks are residents of Texas, and 91 percent live within 200 miles of the university. Most students come from the Dallas (25 percent), Houston (28 percent) and East Texas (31 percent) areas. At recent SFA commencement ceremonies, about half of the participants have been the first in their families to graduate from college.

1.3.3 Most staff positions are based on a 12-month appointment coinciding with the fiscal year (9/1-8/31). Contracts are executed only for faculty members, and limited other appointments. A nine-member Board of Regents is appointed by the governor of Texas, with each regent serving staggered six-year terms.

1.3.4 SFA's main campus includes 418 acres, part of the original homestead of Thomas J. Rusk, early Texas patriot and U.S. senator. On the wooded East Texas campus known for its exceptional natural beauty, the university has some 29 major instructional buildings and numerous student housing options representing an investment of approximately \$500 million. In addition, the university maintains a 642-acre agricultural research center for beef, poultry and swine production; a 19-acre experimental forest in southwestern Nacogdoches County; and a 25-acre forestry field station on Lake Sam Rayburn.

### 1.4 SCHEDULE OF EVENTS\*

Issuance of Request for Proposals.....	June 10, 2013
Proposal Closing.....	June 24, 2013, 5:00pm
Evaluation of Proposals and Selection of Finalists .....	June 25, 2013 – June 28, 2013

Finalists Presentations to the SFA Board of Regents..... July 15, 2013 or as otherwise scheduled

Award of Agreement..... July, 2013

\*Dates are tentative and subject to change.

1.5 OPEN RECORDS

SFA anticipates that the review of the proposals will be completed in July 2013, and award recommended to the Stephen F. Austin State University Board of Regents at its regularly scheduled meeting in July 2013. Due to the nature of the proposals, the parties understand the information exchanged in the negotiation process is confidential to the fullest extent permitted by law, and neither party will disclose such information to anyone other than representatives of the negotiating parties except as required by Texas law. Final awards and agreements, after all negotiations are completed, may be subject to open records.

1.6 HISTORICALLY UNDERUTILIZED BUSINESSES

Each respondent is required to make a good faith effort to subcontract with historically underutilized businesses and shall submit a HUB Subcontracting Plan using the HUB Subcontracting Plan documents provided in Exhibit D.

Stephen F. Austin State University is committed to making a good faith effort to increase business with historically underutilized businesses (HUBs) by contracting with HUBs either directly or indirectly through subcontracting opportunities. Respondents are encouraged to actively seek to subcontract or partner with HUBs in an effort to create an environment that actively acknowledges and values diversity.

The University has determined that subcontracting opportunities are probable under this contract.

The University's HUB goal for this procurement is: 24.6% for Other Services

Each HUB subcontracting plan will be evaluated independently of the response. If the HSP does not reflect a good faith effort to subcontract with HUBs, the entire response will be disqualified.

All questions regarding the HUB Subcontracting Plan may be directed to the Vendor Relations Manager, Manny Guerrero, 936-468-4529, [guerreromg@sfasu.edu](mailto:guerreromg@sfasu.edu).

**Failure to submit the HUB Subcontracting Plan will disqualify the entire response from consideration.**

1.7 CONFIDENTIALITY

Pursuant to the Gramm-Leach-Bliley Act (GLBA), every Service Provider (Contractor), defined as any person or entity that receives, maintains, processes or otherwise is permitted access to nonpublic personal information as defined in 16 C.F.R. § 313.3(n), whether in paper, electronic, or other form, about a university employee or student through its provision of services directly to the university is subject to the following requirements:

- a. The Service Provider (Contractor) must ensure the security and confidentiality of nonpublic personal information as defined in 16 C.F.R. § 313.3(n), protect against any anticipated threats or hazards to the security and integrity of such information and protect against unauthorized access to or use of such information that could result in substantial harm or inconvenience to any university employee or student.
- b. To the extent contractor is provided Stephen F. Austin State University employee or student information owned, possessed or used by Stephen F. Austin State University and

that is communicated to, learned, or otherwise acquired by Contractor in the performance of Contractor's duties and obligations under this Agreement, Contractor, its management, employees and agents agree to keep such information confidential, beginning on the date Contractor is first given access to said data and continuing through the term of this Agreement and any time thereafter. Contractor, its employees and agents shall not disclose, communicate or divulge, or permit disclosure, communication or divulgence, to another or use for Contractor's, its management's, employees' or agents' own benefit or the benefit of another, any such confidential information, unless required by law. Contractor shall take appropriate safeguards to protect the data and limit access to such to only those representatives of Contractor that must have access for the purposes of this Agreement.

## SECTION 2 STATEMENT OF WORK

### 2.1 SCOPE OF WORK

- 2.1.1 Stephen F. Austin State University, hereafter referred to as "SFA" or "the University", is seeking proposals for creative design services.
- 2.1.2 To fulfill the university's mission, we need to better understand who we are and who we are not, what makes our college unique, how we are perceived internally and externally, and what perception gaps exist that we must close. We want to identify ways to better position and differentiate SFA in the higher education market, and do so in a manner that moves key audiences to act. Specifically, our goals are to create a brand architecture for SFA based on quantitative and qualitative data that conveys authentic, clear, compelling ideas about the university's characteristics, attributes and strengths that differentiate SFA from its competitors.
- 2.1.3 Create a comprehensive marketing plan with a roll-out strategy that will foster internal and external stakeholder buy-in for the new positioning and messaging. Include itemized pricing for options such as identity standards/style guide, viewbook treatment, and web/digital, print, outdoor and social media communication.
- 2.1.4 Provide suggestions for distribution and placement of marketing collateral (print, radio, digital and/or outdoor) for use by campus constituents including academic departments, admissions, administration, advancement and athletics.
- 2.1.5 Provide recommendations, with itemized costs, for an internal launch plan.
- 2.1.6 Review current graphics/messaging and make recommendations for an effective marketing strategy across all media platforms, including social media.

### 2.2 QUESTIONS TO RESPONDENT

#### 2.2.1 Process overview:

Describe the process you will follow to achieve the most effective results for the university. Provide detail as to the phases of the project, including time requirements, and the deliverables at each stage.

#### 2.2.2 Specific expertise and examples:

Describe your general capabilities and what separates you from others in your industry. Be sure to provide examples of your prior work that illustrate these capabilities.

#### 2.2.3 Experience working with other higher education institutions:

Provide examples of similar projects you have completed, and describe specific lessons learned from working on these projects that you will bring to our project.

#### 2.2.4 Proposed project personnel:

- a. Provide a list of the principle personnel who would lead your development team for our project, along with a short bio for each, listing qualifications and experience.

- b. Please indicate if any personnel working on the project are not permanent employees of the company. The university prefers that no work be subcontracted; however, if any work is subcontracted, as documented by the HUB Subcontracting Plan, the subcontractors must be approved by Stephen F. Austin State University.
- c. Please disclose any client relationships that could represent a conflict of interest.

2.2.5 Organizational structure and capacity:

List your pertinent in-house departments and the approximate number of personnel in each. Also provide an approximate number of projects typically being worked on by each department at a given point in time.

2.2.6 References and awards:

Provide a list of at least three clients, including complete contact information for each, for whom you have completed similar projects in the past. Two can be current clients, preferably in higher education, but at least one should be a former client who no longer does business with your company. Include a list of awards your company or any projects completed by your company may have won, including the name of the award, the presenting organization and the year of presentation.

**SECTION 3  
INSTRUCTIONS TO RESPONDENTS**

**3.1 CONTACT INFORMATION**

3.1.1 All questions regarding the RFP, or response must be forwarded to the Director of Procurement and Property Services:

Crystal Bell  
P.O. Box 13030, SFA Station  
Nacogdoches, TX 75962  
Phone: 936.468.6495  
Fax: 936.468.4282  
Email: bellcd@sfasu.edu

**3.2 SUBMITTAL DEADLINE AND LOCATION**

3.2.1 All proposals must be received by SFA no later than 5:00pm, Monday, June 24, 2013.

3.2.2 Proposals are to be submitted to:

**MAIL PROPOSAL TO:**

Stephen F. Austin State University  
Procurement and Property Services  
P.O. Box 13030, SFA Station  
Nacogdoches, TX 75962-3030

**HAND DELIVER AND/OR  
EXPRESS MAIL TO:**

Stephen F. Austin State University  
Procurement and Property Services  
2124 Wilson Drive  
Nacogdoches, TX 75962

3.2.3 All U.S. Mail addressed to any component of SFA is delivered to a central mail room and redistributed by SFA personnel to the addressee's on-campus post office box. Consequently, there is a possibility of delay between receipt of mail at the central mail room and receipt in the Procurement and Property Services Department. Proposals must be in the office of the Procurement and Property Services Department by the time set for RFP closing in order to be considered, and receipt by SFA at the central mail room will not be deemed sufficient. The university shall not be responsible for responses received after the due date and time. Late responses will not be considered under any circumstances. Properly identified late responses will be returned to the respondent unopened.

3.2.4 Proposals will be publicly opened Tuesday, June 25, 2013 at 9:00am in the office of the Director of Procurement, 2124 Wilson Drive. Only the names of the Respondents will be read aloud.

3.2.5 Proposals received after the time for closing will be returned to Respondent unopened regardless of the circumstance. It is the responsibility of the Respondent to get the proposals delivered in a timely manner, regardless of delivery method or circumstances.

3.2.6 Faxed or electronically mailed proposals will not be accepted.

3.2.7 Proposals may be withdrawn at any time prior to the time and date set for proposal closing.

3.2.8 Stephen F. Austin State University reserves the right to accept or reject any or all proposals and to waive irregularities or technicalities provided such waiver does not substantially change the offer or provide a competitive advantage to any Respondent in the judgment of Stephen F. Austin State University.

### **3.3 SUBMITTAL INSTRUCTIONS**

- 3.3.1 All proposals must be submitted in the format prescribed in Section 3.6.
- 3.3.2 Each Respondent must submit at least one original proposal with original signatures on the Execution of Offer and Form of Proposal and six (6) complete copies.**
- 3.3.3 All proposals must be complete and convey all of the information requested to be considered responsive. If the proposal fails to conform to the essential requirements of the RFP, SFA alone will determine whether the variance is significant enough to consider the proposal susceptible to being made acceptable and therefore a candidate for further consideration, or not susceptible to being made acceptable and therefore not considered for award.
- 3.3.4 Each respondent, by submitting a proposal, represents that the respondent has read and completely understands the request for proposal documents and agrees to abide by the terms of this RFP and any resulting agreement. Failure of the selected contractor to fulfill the provisions of this request for proposal shall in no way relieve the obligation of the Contractor to furnish all services necessary to carry out the provisions of the agreement.
- 3.3.5 Proposals shall be signed by a legally authorized representative of the Respondent. Unsigned proposals (Exhibit A) will be rejected as a material failure.

### **3.4 ACCEPTANCE AND FORMATION OF AGREEMENT**

- 3.4.1 The SFA Board of Regents will confer in an open and public meeting and make the award decision based upon its determination of the best value to the university after considering the evaluation team recommendation and oral presentations. The Board of Regents reserves the right to reject any or all responses or to make an award based on information from the presentations that may not have been considered in the original evaluation criteria. By submitting a response, respondent accepts that best value will be solely determined by the SFA Board of Regents, and the original evaluation criteria will be used for determining which companies will make presentations to the board.

### **3.5 EVALUATION CRITERIA**

- 3.5.1 Selection of the finalists will be based on a comprehensive review and analysis based on a weighted value of averaged evaluation scores. Submission of a proposal represents concurrence with this method of evaluation and award by the SFA Board of Regents. Furthermore, Respondents will not, under any circumstances, dispute any award made using this method.
- 3.5.2 Initial evaluation of the proposals will be performed by an evaluation committee representing Stephen F. Austin State University. Proposals will be evaluated using the following criteria, which are listed below in no particular order. Stephen F. Austin State University reserves the right to select finalists not based only on the cost to the university, but on the criteria that best meet the university's requirements and goals.

3.5.3 Criteria

- a. 50% - Technical Ability and General Capabilities by Description of Proposed Process as requested in Section 2.2 Questions to Respondent
- b. 15% - Exhibit C, Financial Proposal
- c. 20% - Quality of Examples of similar projects completed as requested in Section 2.2 Questions to Respondent
- b. 15% - University design experience as requested in Section 2.2 Questions to Respondent

3.6 **PROPOSAL FORMAT**

3.6.1 Proposals shall be prepared in a straightforward and concise manner, identifying clearly and concisely any deviations, enhancements and other differences that exist between the RFP and the respondent's proposed services. Emphasis should be placed on responsiveness to the RFP requirements, completeness and clarity of content and conformance to the RFP instructions. **Respondents shall organize their proposal in a point-by-point format according to Section 3.6.2.** Failure to follow point-by-point presentation could be grounds for disqualification.

3.6.2 Proposal shall include the following information and be submitted in the following order:

- a. Required Submittal – **failure to provide any of the following documents will result in disqualification of the proposal from further consideration**
  - i. Exhibit A – Signed Execution Of Offer
  - ii. Exhibit B – Acknowledgement of Addenda, if any
  - iii. Exhibit C – Financial Proposal
  - iv. Exhibit D – HUB Subcontracting Plan
  - v. Section 2.2 – Questions to Respondent



## EXHIBIT A EXECUTION OF OFFER

In compliance with this RFP, and subject to all the conditions herein, the undersigned offers and agrees to furnish any or all commodities or services and to comply with all terms, conditions and requirements set forth in the RFP documents and contained herein.

By signature hereon, Respondent affirms that he/she has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted Qualifications. Failure to sign the response, or signing it with a false statement, shall void the submitted response or any resulting contracts, and the Respondent may be removed from all bid lists.

By the signature hereon affixed, the Respondent hereby certifies that neither the Respondent nor the firm, corporation, partnership, or institution represented by the Respondent or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State or the Federal antitrust laws nor communicated directly or indirectly the response made to any competitor or any other person engaged in such line of business.

By signature hereon, Respondent certifies that if a Texas address is shown as the address of the Respondent, Respondent qualifies as a Texas Resident Bidder as defined in Rule 34 TAC 20.38.

**Certifications:**

Texas Family Code Child Support Certification. By signature hereon, Respondent certifies as follows: "Under Section 231.006, Texas Family Code, the Contractor certifies it is not ineligible to receive the payments specified in the Agreement and acknowledges that this Agreement may be terminated and payment may be withheld if this certification is inaccurate."

Sales Tax Certification. By signing the Agreement, the Respondent certifies as follows: "Under Section 2155.004, Texas Government Code, the Contractor certifies that the individual or business entity named in this Agreement is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate."

Franchise Tax Certification. By signing the Agreement, a corporate or limited liability company, Respondent certifies that it is not currently delinquent in the payment of any Franchise Taxes due under Chapter 171 of the Texas Tax Code, or that the corporation or limited liability company is exempt from the payment of such taxes, or that the corporation or limited liability company is an out-of-state corporation or limited liability company that is not subject to the Texas Franchise Tax, whichever is applicable. Contractor acknowledges and agrees that if this certification is false or inaccurate, at University's option, the Agreement may be terminated and payment withheld.

Payment of Debts to the State of Texas. That pursuant to Section 403.0551, Texas Government Code, the Respondent agrees that any payments owing to the Contractor under this contract may be applied towards any debt or delinquent taxes that the Contractor owes the State of Texas or any agency of the State of Texas, until such debt or delinquent taxes are paid in full.

The person signing the Response should show title or authority to bind his/her firm in contract.

Federal Employer's Identification Number: \_\_\_\_\_  
Sole Owner should also enter Social Security No.: \_\_\_\_\_  
Respondent/Company: \_\_\_\_\_  
Signature (INK): \_\_\_\_\_  
Name (Typed/Printed): \_\_\_\_\_  
Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone No/Fax No: \_\_\_\_\_  
Email: \_\_\_\_\_

**THIS SHEET MUST BE COMPLETED, SIGNED, AND RETURNED WITH RESPONDENT'S PROPOSAL.  
FAILURE TO SIGN AND RETURN THIS SHEET MAY RESULT IN THE REJECTION OF YOUR RESPONSE.**

**EXHIBIT B  
ACKNOWLEDGEMENT OF ADDENDA**

Receipt is hereby acknowledged of the following addenda to this RFP.

Addenda No. \_\_\_\_\_ Dated \_\_\_\_\_

Addenda No. \_\_\_\_\_ Dated \_\_\_\_\_

Addenda No. \_\_\_\_\_ Dated \_\_\_\_\_

Addenda No. \_\_\_\_\_ Dated \_\_\_\_\_

Respondent/Company: \_\_\_\_\_

**Refer to the SFA Procurement and Property Services Department website to  
confirm all addenda issued: <http://www.sfasu.edu/purchasing/122.asp>**

**EXHIBIT C  
FINANCIAL PROPOSAL**

Having carefully reviewed the specifications and related documents affecting the proposal to provide creative design services to Stephen F. Austin State University, the undersigned submits the following Financial Proposal in accordance with the Request for Proposal documents:

**Respondent Name:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

\_\_\_\_\_

Total Proposed Cost:     \$ \_\_\_\_\_

Total Proposed Cost (written in words): \_\_\_\_\_

\_\_\_\_\_ Dollars

# **EXHIBIT D HUB SUBCONTRACTING PLAN (HSP)**

(The HSP is available for down-load as a Word document for easier completion.)

<http://www.window.state.tx.us/procurement/prog/hub/hub-forms/>

Windows Media and Macromedia Flash versions of instructions for completing the HSP can be found at <http://www.window.state.tx.us/procurement/prog/hub/hub-forms/>.



# HUB SUBCONTRACTING PLAN (HSP)

In accordance with Texas Gov't Code §2161.252, the contracting agency has determined that subcontracting opportunities are probable under this contract. Therefore, all respondents, including State of Texas certified Historically Underutilized Businesses (HUBs) must complete and submit this State of Texas HUB Subcontracting Plan (HSP) with their response to the bid requisition (solicitation).

**NOTE: Responses that do not include a completed HSP shall be rejected pursuant to Texas Gov't Code §2161.252(b).**

The HUB Program promotes equal business opportunities for economically disadvantaged persons to contract with the State of Texas in accordance with the goals specified in the 2009 State of Texas Disparity Study. The statewide HUB goals defined in 34 Texas Administrative Code (TAC) §20.13 are:

- 11.2 percent for heavy construction other than building contracts,
- 21.1 percent for all building construction, including general contractors and operative builders contracts,
- 32.7 percent for all special trade construction contracts,
- 23.6 percent for professional services contracts,
- 24.6 percent for all other services contracts, and
- 21 percent for commodities contracts.

### - - Agency Special Instructions/Additional Requirements - -

In accordance with 34 TAC §20.14(d)(1)(D)(iii), a respondent (prime contractor) may demonstrate good faith effort to utilize Texas certified HUBs for its subcontracting opportunities if the total value of the respondent's subcontracts with Texas certified HUBs meets or exceeds the statewide HUB goal or the agency specific HUB goal, whichever is higher. When a respondent uses this method to demonstrate good faith effort, the respondent must identify the HUBs with which it will subcontract. If using existing contracts with Texas certified HUBs to satisfy this requirement, only contracts that have been in place for five years or less shall qualify for meeting the HUB goal. This limitation is designed to encourage vendor rotation as recommended by the 2009 Texas Disparity Study.

The HUB Subcontracting GOAL for this procurement is: 24.6% for "Other Services"

Vendors are required to provide a minimum 5 working days notice to notice of subcontracting opportunities.

Failure to submit a HUB Subcontracting Plan will disqualify the entire response from consideration. The HUB Subcontracting Plan (HSP) will be evaluated independently of the response. If the HSP does not reflect a good faith effort to subcontract with HUBs, the entire response will be disqualified.

To request the HUB Subcontracting Plan forms in updatable Word format, contact the purchaser.

## SECTION 1 RESPONDENT AND REQUISITION INFORMATION

a. Respondent (Company) Name: \_\_\_\_\_ State of Texas VID #: \_\_\_\_\_

Point of Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Fax #: \_\_\_\_\_

b. Is your company a State of Texas certified HUB?  - Yes  - No

c. Requisition #: \_\_\_\_\_ Bid Open Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
(mm/dd/yyyy)

Enter your company's name here: \_\_\_\_\_

Requisition #: \_\_\_\_\_

**SECTION 2 SUBCONTRACTING INTENTIONS**

After dividing the contract work into reasonable lots or portions to the extent consistent with prudent industry practices, and taking into consideration the scope of work to be performed under the proposed contract, including all potential subcontracting opportunities, the respondent must determine what portions of work, including goods and services, will be subcontracted. Note: In accordance with 34 TAC §20.11., an "Subcontractor" means a person who contracts with a prime contractor to work, to supply commodities, or to contribute toward completing work for a governmental entity.

a. Check the appropriate box (Yes or No) that identifies your subcontracting intentions:

- *Yes*, I will be subcontracting portions of the contract. (If *Yes*, complete Item b, of this SECTION and continue to Item c of this SECTION.)

- *No*, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources. (If *No*, continue to SECTION 3.)

b. List all the portions of work (subcontracting opportunities) you will subcontract. Also, based on the total value of the contract, identify the percentages of the contract you expect to award to Texas certified HUBs, and the percentage of the contract you expect to award to vendors that are not a Texas certified HUB (i.e., Non-HUB).

Item #	Subcontracting Opportunity Description	HUBs		Non-HUBs
		Percentage of the contract expected to be subcontracted to HUBs with which you have had contracts in place for <u>five (5) years or less.</u>	Percentage of the contract expected to be subcontracted to HUBs with which you have had contracts in place for <u>more than five (5) years.</u>	Percentage of the contract expected to be subcontracted to non-HUBs .
1		%	%	%
2		%	%	%
3		%	%	%
4		%	%	%
5		%	%	%
6		%	%	%
7		%	%	%
8		%	%	%
9		%	%	%
10		%	%	%
11		%	%	%
12		%	%	%
13		%	%	%
14		%	%	%
15		%	%	%
	Aggregate percentages of the contract expected to be subcontracted:	%	%	%

(Note: If you have more than fifteen subcontracting opportunities, a continuation sheet is available online at <http://window.state.tx.us/procurement/prog/hub/hub-subcontracting-plan/>)

c. Check the appropriate box (Yes or No) that indicates whether you will be using only Texas certified HUBs to perform all of the subcontracting opportunities you listed in SECTION 2, Item b.

- *Yes* (If *Yes*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed.)

- *No* (If *No*, continue to Item d, of this SECTION.)

d. Check the appropriate box (Yes or No) that indicates whether the aggregate expected percentage of the contract you will subcontract with Texas certified HUBs with which you have had contracts in place with for five (5) years or less meets or exceeds the HUB goal the contracting agency identified on page 1 in the "Agency Special Instructions/Additional Requirements".

- *Yes* (If *Yes*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed.)

- *No* (If *No*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed.)



**SECTION 3 SELF PERFORMING JUSTIFICATION (If you responded "No" to SECTION 2, Item a, you must complete this SECTION and continue to SECTION 4.)**

Check the appropriate box (Yes or No) that indicates whether your response/proposal contains an explanation demonstrating how your company will fulfill the entire contract with its own resources.

- Yes (If Yes, in the space provided below list the specific page(s)/section(s) of your proposal which explains how your company will perform the entire contract with its own equipment, supplies, materials and/or employees.)
- No (If No, in the space provided below explain how your company will perform the entire contract with its own equipment, supplies, materials and/or employees.)

**SECTION 4 AFFIRMATION**

As evidenced by my signature below, I affirm that I am an authorized representative of the respondent listed in SECTION 1, and that the information and supporting documentation submitted with the HSP is true and correct. Respondent understands and agrees that, if awarded any portion of the requisition:

- The respondent will provide notice as soon as practical to **all** the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor for the awarded contract. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity they (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.
- The respondent must submit monthly compliance reports (Prime Contractor Progress Assessment Report – PAR) to the contracting agency, verifying its compliance with the HSP, including the use of and expenditures made to its subcontractors (HUBs and Non-HUBs). (The PAR is available at <http://www.window.state.tx.us/procurement/prog/hub/hub-forms/progressassessmentrpt.xls>).
- The respondent must seek approval from the contracting agency prior to making any modifications to its HSP, including the hiring of additional or different subcontractors and the termination of a subcontractor the respondent identified in its HSP. If the HSP is modified without the contracting agency's prior approval, respondent may be subject to any and all enforcement remedies available under the contract or otherwise available by law, up to and including debarment from all state contracting.
- The respondent must, upon request, allow the contracting agency to perform on-site reviews of the company's headquarters and/or work-site where services are being performed and must provide documentation regarding staffing and other resources.

Signature	Printed Name	Title	Date
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- REMINDER:**
- If you responded "Yes" to SECTION 2, Items c or d, you must complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.
  - If you responded "No" SECTION 2, Items c and d, you must complete an "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.



# HSP Good Faith Effort - Method A (Attachment A)

(Rev. 10/11)

Enter your company's name here: \_\_\_\_\_ Requisition #: \_\_\_\_\_

**IMPORTANT:** If you responded "Yes" to SECTION 2, Items c or d of the completed HSP form, you must submit a completed "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed in SECTION 2, Item b of the completed HSP form. You may photo-copy this page or download the form at <http://www.window.state.tx.us/procurement/prog/hub/hub-forms/HUBSubcontractingPlanAttachment-A.doc>

## SECTION A-1 SUBCONTRACTING OPPORTUNITY

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing this attachment.

Item #: \_\_\_\_\_ Description: \_\_\_\_\_

## SECTION A-2 SUBCONTRACTOR SELECTION

List the subcontractor(s) you selected to perform the subcontracting opportunity you listed above in SECTION A-1. Also identify whether they are a Texas Certified HUB and their VID number, the approximate dollar value of the work to be subcontracted, the expected percentage of work to be subcontracted, and indicate whether the company is a Texas certified HUB.

Company Name	Texas Certified HUB	VID # (Required if Texas Certified HUB)	Approximate Dollar Amount	Expected Percentage of Contract
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%

**REMINDER:** As specified in SECTION 4 of the completed HSP form, if you (respondent) are awarded any portion of the requisition, you are required to provide notice as soon as practical to all the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity they (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.

# HSP Good Faith Effort - Method B (Attachment B)

(Rev. 10/11)

Enter your company's name here: _____	Requisition #: _____
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**IMPORTANT:** If you responded "*No*" to SECTION 2, Items c and d of the completed HSP form, you must submit a completed "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed in SECTION 2, Item b of the completed HSP form. You may photo-copy this page or download the form at <http://www.window.state.tx.us/procurement/prog/hub/hub-forms/HUBSubcontractingPlanAttachment-B.doc>

## SECTION B-1 SUBCONTRACTING OPPORTUNITY

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing this attachment.

Item #: \_\_\_\_\_ Description: \_\_\_\_\_

## SECTION B-2 MENTOR PROTÉGÉ PROGRAM

If respondent is participating as a Mentor in a State of Texas Mentor Protégé Program, submitting its Protégé (Protégé must be a State of Texas certified HUB) as a subcontractor to perform the subcontracting opportunity listed in SECTION B-1, constitutes a good faith effort to subcontract with a Texas certified HUB towards that specific portion of work.

Check the appropriate box (Yes or No) that indicates whether you will be subcontracting the portion of work you listed in SECTION B-1 to your Protégé.

- Yes (If *Yes*, to continue to SECTION B-4.)
- No / Not Applicable (If *No* or *Not Applicable*, continue to SECTION B-3.)

## SECTION B-3 NOTIFICATION OF SUBCONTRACTING OPPORTUNITY

When completing this section you MUST comply with items a, b, c and d, thereby demonstrating your Good Faith Effort of having notified Texas certified HUBs and minority or women trade organizations or development centers about the subcontracting opportunity you listed in SECTION B-1. Your notice should include the scope of work, information regarding the location to review plans and specifications, bonding and insurance requirements, required qualifications, and identify a contact person.

When sending notice of your subcontracting opportunity, you are encouraged to use the attached HUB Subcontracting Opportunity Notice form, which is also available online at <http://www.window.state.tx.us/procurement/prog/hub/hub-subcontracting-plan/>

Retain supporting documentation (i.e., certified letter, fax, e-mail) demonstrating evidence of your good faith effort to notify the Texas certified HUBs and minority or women trade organizations or development centers.

- a. Provide written notification of the subcontracting opportunity you listed in SECTION B-1, to three (3) or more Texas certified HUBs. Unless the contracting agency specified a different time period, you must allow the HUBs at least seven (7) working days to respond to the notice prior to your submitting your bid response to the contracting agency. When searching for Texas certified HUBs, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) and Historically Underutilized Business (HUB) Search directory located at <http://www.window.state.tx.us/procurement/cmb/cmbhub.html>. HUB Status code "A" signifies that the company is a Texas certified HUB.
- b. List the three (3) Texas certified HUBs you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the company's Vendor ID (VID) number, the date you sent notice to that company, and indicate whether it was responsive or non-responsive to your subcontracting opportunity notice.

Company Name	VID #	Date Notice Sent (mm/dd/yyyy)	Did the HUB Respond?
		/ /	<input type="checkbox"/> - Yes <input type="checkbox"/> - No
		/ /	<input type="checkbox"/> - Yes <input type="checkbox"/> - No
		/ /	<input type="checkbox"/> - Yes <input type="checkbox"/> - No

- c. Provide written notification of the subcontracting opportunity you listed in SECTION B-1 to minority or women trade organizations or development centers to assist in identifying potential HUBs by disseminating the subcontracting opportunity to their members/participants. Unless the contracting agency specified a different time period, you must provide your subcontracting opportunity notice to minority or women trade organizations or development centers at least seven (7) working days prior to submitting your bid response to the contracting agency.

A list of trade organizations and development centers that have expressed an interest in receiving notices of subcontracting opportunities is available on the Statewide HUB Program's webpage at <http://www.window.state.tx.us/procurement/prog/hub/mwb-links-1/>

- d. Enter the name of the minority or women trade organizations or development centers you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the date when you sent notice to it and indicate if it accepted or rejected your notice.

Minority/Women Trade Organizations or Development Centers	Date Notice Sent (mm/dd/yyyy)	Was the Notice Accepted?
	/ /	<input type="checkbox"/> - Yes <input type="checkbox"/> - No
	/ /	<input type="checkbox"/> - Yes <input type="checkbox"/> - No

# HSP Good Faith Effort - Method B (Attachment B) *Cont.*

Enter your company's name here: \_\_\_\_\_ Requisition #: \_\_\_\_\_

## SECTION B-4 SUBCONTRACTOR SELECTION

- a. List the subcontractor(s) you selected to perform the subcontracting opportunity you listed in SECTION B-1. Also identify whether they are a Texas Certified HUB and their VID number, the approximate dollar value of the work to be subcontracted, the expected percentage of work to be subcontracted, and indicate whether the company is a Texas certified HUB.

Company Name	Texas Certified HUB	VID # <small>(Required if Texas Certified HUB)</small>	Approximate Dollar Amount	Expected Percentage of Contract
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%
	<input type="checkbox"/> - Yes <input type="checkbox"/> - No		\$	%

- b. If any of the subcontractors you have selected to perform the subcontracting opportunity you listed in SECTION B-1 is **not** a Texas certified HUB, provide written justification for your selection process (attach additional page if necessary):

**REMINDER:** As specified in SECTION 4 of the completed HSP form, if you (respondent) are awarded any portion of the requisition, you are required to provide notice as soon as practical to **all** the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity it (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.

# HUB Subcontracting Opportunity Notification Form

In accordance with Texas Gov't Code, Chapter 2161, each state agency that considers entering into a contract with an expected value of \$100,000 or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract. The state agency I have identified below in Section B has determined that subcontracting opportunities are probable under the requisition to which my company will be responding.

34 Texas Administrative Code, §20.14 requires all respondents (prime contractors) bidding on the contract to provide notice of each of their subcontracting opportunities to at least three (3) Texas certified HUBs (who work within the respective industry applicable to the subcontracting opportunity), and allow the HUBs at least seven (7) working days to respond to the notice prior to the respondent submitting its bid response to the contracting agency. In addition, the respondent must provide notice of each of its subcontracting opportunities to minority/women trade organizations or development centers at least seven (7) working days prior to submitting its bid response to the contracting agency.

We respectfully request that vendors interested in bidding on the subcontracting opportunity identified in Section C reply no later than the date and time identified in Section C, Item 1. Submit your response to the point-of-contact referenced in Section A.

Section A		PRIME CONTRACTOR'S INFORMATION	
Company Name:	_____	State of Texas VID #:	_____
Point-of-Contact:	_____	Phone #:	_____
E-mail Address:	_____	Fax #:	_____

Section B		CONTRACTING STATE AGENCY AND REQUISITION INFORMATION	
Agency Name:	_____		
Point-of-Contact:	_____	Phone #:	_____
Requisition #:	_____	Bid Open Date:	_____

Section C		SUBCONTRACTING OPPORTUNITY RESPONSE DUE DATE, DESCRIPTION, REQUIREMENTS AND RELATED INFORMATION	
1. Potential Subcontractor's Bid Response Due Date:  2. Scope of Work:  3. Required Qualifications:  <input type="checkbox"/> - Not Applicable  4. Bonding/Insurance Requirements:  <input type="checkbox"/> - Not Applicable  5. Location to review plans/specifications:  <input type="checkbox"/> - Not Applicable	<b>Our firm must receive your bid response to this subcontracting opportunity no later than 5:00 P.M., Central Daylight Standard Time on:</b> _____ <small>(Date)</small>		
	<small>(Note: In accordance with 34 TAC §20.14, each notice of subcontracting opportunity shall be provided to <u>at least three (3)</u> Texas certified HUBs, and allow the HUBs <u>at least seven (7) working days</u> to respond to the notice prior to submitting our bid response to the contracting agency. In addition, we must provide the same notice to minority/women trade organizations or development centers <u>at least seven (7) working days</u> prior to submitting our bid response to the contracting agency.)</small>		

## POTENTIAL HUB SUBCONTRACTORS PROVIDED WITH

Request For Proposal: #CREATIVE-2013  
Issued by Stephen F. Austin State University  
Closing Date/Time: June 19, 2013 5:00pm

This list of potential HUB subcontractors is provided for information only and SFA does not endorse, recommend, nor attest to the capabilities of any company or individual listed. A complete list of State certified HUBs can be searched online at <http://www2.cpa.state.tx.us/cmbl/cmblhub.html>.

The Respondent is responsible for compliance with the Good Faith Effort requirements outlined in the Request For Proposal and HUB Subcontracting Plan documents.

### **NIGP Class Code: 915-48 – Graphic Art Services (Left Column)**

### **915-96 – Web Page Design Services (Right Column)**

AB Graphics F/WO  
315 S Palestine St  
Athens, TX 75751  
Ph: 903-677-7700  
Fx: 903-677-7701  
[betty@goabgraphics.com](mailto:betty@goabgraphics.com)

John Manlove Marketing and Communication M/Hi  
5125 Preston Ave  
Pasadena, TX 77505  
Ph: 281-487-6767  
Fx: 281-487-6655  
[jgmanlove@johnmanlove.com](mailto:jgmanlove@johnmanlove.com)

AHA Communications, Inc. F/WO  
209 E. Riverside Dr.  
Austin, TX 78704  
Ph: 512-448-4494  
Fx: 512-476-4289  
[dpfluger@getaha.com](mailto:dpfluger@getaha.com)

GoGo Creative F/Wo  
P.O. Box 50174  
Austin, TX 78763  
Ph: 512-480-0881  
Fx: 512-480-0259  
[lisamac@gogocreative.com](mailto:lisamac@gogocreative.com)

BBS Creative LLC M/Hi  
2009 W Koenig Ln  
Austin, TX 78756  
Ph: 512-627-0785  
[tlopez@bigblueskyadvertising.com](mailto:tlopez@bigblueskyadvertising.com)

Hutson Creative Group, Inc. F/Wo  
1227 W Magnolia Ave Ste LL150  
Fort Worth, TX 76104  
Ph: 817-602-0211  
[beth@hutsoncreative.com](mailto:beth@hutsoncreative.com)

Empire Advertising & Design, LLC F/WO  
18026 Nassau Bay Dr  
Houston, TX 77058  
Ph: 281-486-8882  
Fx: 281-486-8884  
[lrambin@empiread.com](mailto:lrambin@empiread.com)

Rocket Red, Ltd. F/WO  
1700 Pacific Ave  
Dallas, TX 75201  
Ph: 972-776-0022  
Fx: 972-776-0023  
[elsa@rocketred.com](mailto:elsa@rocketred.com)

L2 Marketing, Inc. F/WO  
114 West 6<sup>th</sup> Street  
Tyler, TX 75701  
Ph: 903-526-6864  
Fx: 903-526-6884  
[linda@l2-marketing.com](mailto:linda@l2-marketing.com)

Young Concepts, Llc F/WO  
329 Lilac Ln  
San Antonio, TX 78209  
Ph: 210-279-1017  
[keela@youngconcepts.biz](mailto:keela@youngconcepts.biz)

# EASY HUB LOOKUP on the CMBL

In accordance with Texas Administrative Code 20.14, “The respondent shall use the comptroller’s Centralized Master Bidders List, the HUB Directory, Internet resources, and/or other directories as identified by the comptroller or the agency when searching for HUB subcontractors.”

To that end the following easy step by step instructions to identify NIGP codes and search for potential HUB subcontractors is provided by Stephen F. Austin State University. In addition, the University has already completed searches that may be beneficial and included a list of potential HUB subcontractors that may be used by the Respondent.

For assistance with this instruction or further assistance in identifying potential HUB subcontractors, please contact Manny Guerrero, 936-468-4529.

**STEP 1:** Enter the following web address:

[http://www.window.state.tx.us/procurement//com\\_book/alpha\\_index.html](http://www.window.state.tx.us/procurement//com_book/alpha_index.html)

## CPA NIGP Commodity Book Alpha Index

The NIGP Commodity/Services Code displayed here is copyrighted material that is to be used for reference purposes only and may not be downloaded without a license from Periscope Holdings, Inc.

[A](#), [B](#), [C](#), [D](#), [E](#), [F](#), [G](#), [H](#), [I](#), [J](#), [K](#), [L](#), [M](#), [N](#), [O](#), [P](#), [Q](#), [R](#), [S](#), [T](#), [U](#), [V](#), [W](#), [X](#), [Y](#), [Z](#)

**STEP 2:** Once at the page, click on the letter of the item type you are looking for (EXAMPLE: to search for Photon Detectors, you would click on P). Once on the page appears, scroll down until you find the item.

PHOTON DETECTORS..... 287 30

You will found the class code and item number for the product you are searching for and are ready for Step 3.

**STEP 3:** Enter the following web address:

<http://www.window.state.tx.us/procurement/cmb/cmbhub.html>

**STEP 4:** Once on the page check the “All Vendors” radio button under Search, then enter the Class Code and Item number in Selection 1, and at the bottom select “HUB Status” from the Sort by: option. (See EXAMPLE below.) Click Submit Search.



## Centralized Master Bidders List (CMBL) & Historically Underutiliz

**Search:**

- CMBL only,  HUBs on CMBL,  HUBs not on CMBL  
 HUB Mentor Protege,  All Vendors

Vendor ID:  ?

Vendor Number:  ?

Vendor Name:  begins with  Name  ?

Include Inactive Vendors:  ? **Small Businesses Only:**  Yes,  No

Selection 1: Class Code:  999 Item:  99 District:

Selection 2: Class Code:  Item:  District:

Selection 3: Class Code:  Item:  District:  ?

[Class Code](#) | [Item Code](#) | [District](#)

Texas County:

City:  begins with

Zip:  begins with

Sort by:  HUB Status

Output as:  Detail List

Results:  return all matches

Submit Search

*Output may contain coded information in [Hub Status](#) and [Reason Off CMBL](#)*

**STEP 5:** The following webpage will come up. Select the following output fields:

Contact Person	Phone	Gender
Company Name	Fax	Ethnicity
Address 1	Email	Business Description
Address 2	Phone	
City	Fax	
State	Email	
Zip		

Click GO.

### Select Fields For Detail List

**Output Fields:**

- |   |  |  |  |   |
|---|--|--|--|---|
| <input type="checkbox"/> VID                  | <input checked="" type="checkbox"/> CONTACT PERSON | <input checked="" type="checkbox"/> COMPANY NAME         |  |   |
| <input checked="" type="checkbox"/> ADDRESS1  | <input checked="" type="checkbox"/> ADDRESS2       | <input checked="" type="checkbox"/> CITY                 | <input checked="" type="checkbox"/> STATE  | <input checked="" type="checkbox"/> ZIP |
| <input checked="" type="checkbox"/> PHONE     | <input checked="" type="checkbox"/> FAX            | <input checked="" type="checkbox"/> EMAIL                | <input checked="" type="checkbox"/> GENDER |   |
| <input checked="" type="checkbox"/> ETHNICITY | <input type="checkbox"/> FOREIGNADDRESS            | <input checked="" type="checkbox"/> BUSINESS DESCRIPTION |  |   |
| <input type="checkbox"/> CHARTER NUMBER       | <input type="checkbox"/> VENDOR URL(home page)     | <input type="checkbox"/> HUB MENTOR/PROTEGE              |  |   |

Go

Clear

**STEP 6:** At this point you will see a list of all businesses that sell the NIBP Class Code that you have searched. All the HUBs will be sorted to the top of the list. Click on the Company Name to see more detailed information about the NIGP codes that the company supplies.

### Results for CMBL plus HUBs Search

Contact Person	Company Name	Address (line 1)	Address (line 2)	City	State	Zip Code	Phone	Fax Number	Email Address	<a href="#">Gender</a>	<a href="#">Ethnicity</a>	Business Description
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# HSP Quick Check List

- ❖ **If you are not subcontracting any portion of the contract and will be fulfilling the entire contract with your own resources, complete:**
  - Section 1 – Respondent and Requisition Information
  - Section 2 a. – No, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources
  - Section 3 – Self Performing Justification
  - Section 4 – Affirmation
  
- ❖ **If all of your subcontracting opportunities will be performed using only HUB vendors, complete:**
  - Section 1 - Respondent and Requisition Information
  - Section 2 a. – Yes, I will be subcontracting portions of the contract
  - Section 2 b. – List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to HUB vendors
  - Section 2 c. – Yes
  - Section 4 – Affirmation
  - GFE Method A (Attachment A) – Complete this attachment for each subcontracting opportunity
  
- ❖ **If you are subcontracting with HUB vendors and Non-HUB vendors, and the aggregate percentage\* of subcontracting with HUB vendors meets or exceeds the HUB Goal the contracting agency identified in the “Agency Special Instructions/Additional Requirements”, complete:**
  - Section 1 - Respondent and Requisition Information
  - Section 2 a. – Yes, I will be subcontracting portions of the contract
  - Section 2 b. – List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to HUB vendors and Non HUB vendors
  - Section 2 c. – No
  - Section 2 d. – Yes
  - Section 4 – Affirmation
  - GFE Method A (Attachment A) – Complete this attachment for each subcontracting opportunity
  
- ❖ **If you are subcontracting with HUB vendors and Non-HUB vendors (or only Non HUB vendors), and the aggregate percentage\* of subcontracting with HUB vendors does not meet or exceed the HUB Goal the contracting agency identified in the “Agency Special Instructions/Additional Requirements”, complete:**
  - Section 1 - Respondent and Requisition Information
  - Section 2 a. – Yes, I will be subcontracting portions of the contract
  - Section 2 b. – List all the portions of work you will subcontract, and indicated the percentage of the contract you expect to award to HUB vendors and Non HUB vendors
  - Section 2 c. – No
  - Section 2 d. – No
  - Section 4 – Affirmation
  - GFE Method B (Attachment B) – Complete this attachment for each subcontracting opportunity

\* Aggregate percentage of the contract expected to be subcontracted to HUBs with which you have had contracts in place for five (5) years or less.

# HUB SUBCONTRACTING PLAN (HSP)

## SUMMARY INFORMATION

All respondents are **REQUIRED TO SUBMIT** a HUB Subcontracting Plan, regardless of whether the respondent will be subcontracting or not.

The HUB Subcontracting Plan submittal requirements may be met with either of two methods:

1. The respondent is not subcontracting, but will be performing all services AND providing all materials with respondent's own resources; employees, in-stock inventory, etc. (Complete sections 1, 2.a., 3, and 4 only of the attached HSP documents.)
2. The respondent is subcontracting some portion of the service or materials and must demonstrate a good faith effort to subcontract with historically underutilized businesses. A bidder's good faith effort may be met with one of three methods. (Complete sections 1, 2.a., 2.b., 2.c., 2.d. and 4, along with either Attachment A or Attachment B.)

**a. Method A (requires completion of Attachment A)**

Respondent will be using **ONLY** Texas certified HUBs to perform **ALL** of the subcontracting opportunities they cannot perform with their own resources (i.e.; equipment, supplies, materials and/or employees)

**b. Method A (requires completion of Attachment A)**

Respondent will subcontract an aggregate percentage with Texas certified HUBs equal to or greater than the percentage stated in "Agency Special Instructions/Additional Requirements".

***NOTE that the HUB subcontractors meeting the aggregate percentage goal must not have been in a continuous contract with respondent for more than 5 years.***

**c. Method B (requires completion of Attachment B)**

Respondent will complete Good Faith Effort Requirements (see Attachment B, Section B-3) as follows:

1. Identify ALL areas of possible subcontracting – for materials as well as services
2. Identify AT LEAST 3 HUBs from each subcontracting category and notify them in writing of the opportunity, giving them AT LEAST 7\* WORKING DAYS TO RESPOND. Documentation of notification on attached "HUB Subcontracting Opportunity Notification Form" preferred.
3. Identify AT LEAST 2 minority or trade organization and notify them in writing of the opportunity, giving them AT LEAST 7\* WORKING DAYS TO RESPOND. Documentation of notification on attached "HUB Subcontracting Opportunity Notification Form" preferred.
4. Make the subcontracting award to the lowest or best value response to your notification.
5. JUSTIFY award to a NON-HUB.

\* 7 working days does not include the day the notice was issued, but can include the day your response to SFA is due; it does not include SFA holidays or skeleton crew days

If the agency determines that a submitted HUB subcontracting plan was not developed in good faith, the agency shall treat that determination as a material failure to comply with advertised specifications, and the subject response shall be rejected.

All questions regarding the HUB Subcontracting Plan may be directed to the Stephen F. Austin State University Vendor Relations Manager, Manny Guerrero, 936-468-4529, [guerreromg@sfasu.edu](mailto:guerreromg@sfasu.edu).

The HUB Subcontracting Plan forms may be requested in updatable Word format, if desired.  
Submit this request to the purchaser.