

The Rector and Visitors of the
University of Virginia
On behalf of its Medical Center

Request for Proposal #GKA-112612

Strategic Marketing, Communications & Advertising Services

Issued By:
Medical Center Procurement
Division of Supply Chain Management
University of Virginia Medical Center
Charlottesville, Virginia

November 26, 2012



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A. GENERAL INFORMATION

Request for Proposal (RFP) Name: Strategic Marketing, Communications & Advertising Services

RFP Number: #GKA-112612

Issue Date: November 26, 2012

Brief Description: The Rector and Visitors of the University of Virginia, a Virginia public corporation, on behalf of its Medical Center (hereinafter "Medical Center", "UVaMC", "UH" or "University") seek an experienced firm to assess the market; develop marketing, public relations and creative strategy to address business requirements; create and implement agreed upon creative strategy; measure performance to defined business objectives including but not limited to market research; creative strategy development; creative concept and production; creative placement and performance measurement. To build the UVaMC clinical enterprise.

Pre-proposal Questions and Communications: Any questions and communications concerning this RFP must be sent to and through the Senior Contract Negotiator (SCN) listed below, or as otherwise indicated.

Proposal Due Date: The due date for this proposal is Noon, Friday, December 14, 2012. Proposals are to be sent using the contact information below. By mail, provide minimum of (9) copies of each proposal and a full electronic version of the RFP, either sent electronically or on CD ROM with the response. The University of Virginia (the "University") may, at its discretion, accept late proposals if it is determined to be in the best interest of the University.

Expected Award Date: January 31 2013

Term of Agreement: The term of a resulting Agreement or Purchase Order will be for three years, with the ability to renew on the same terms and conditions, for two additional one-year periods if mutually agreeable to the University and the Selected Firm. The Selected Firm and the University will mutually agree at least 180 days prior to each renewal period whether to renew the terms of the Agreement.

Refer all questions to: University of Virginia Medical Center
Department of Medical Center Procurement
1224 Jefferson Park Avenue, Suite # 3390A
P.O. Box 800705
Charlottesville, VA 22903

Attention: Ginger Aylor
Phone: 434-243-2708
Fax: 434-982-4354
Email: gka2s@Virginia.edu

This Request for Proposal (RFP) has been posted on Procurement Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site: <http://www.healthsystem.virginia.edu/internet/scm>. It is the firm's responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call Tracy Dollens (434) 243-7070 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact Ginger Aylor listed above.

For ease of reference, each firm or individual receiving this RFP is referred to as a "firm" and the firm or individual selected to provide services for the University is referred to as the "Selected Firm." This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.

Overview of the Medical Center:

1. UVaMC Locations and Services

The UVA Medical Center houses the outpatient and inpatient clinical portion of the University of Virginia Health System which also includes the Schools of Medicine and Nursing, the Claude Moore Health Sciences Library and the UVA Physicians Group (UPG). Inpatient and outpatient services are provided in a number of geographic locations which must be served by marketing, clinical and financial information systems. The Health System has routinely been included in rankings of high quality providers including the Thomson Reuters 100 Top Hospitals, U.S. News and World Reports Best Hospitals (5 specialties in the top 50 in 2011), and America's Top Doctors. Plans are underway for additional future facility and clinical program development which will be integral parts of the patient, family and clinician experience. The current and future array of services and sites include:

a. University Hospital (UH)

A full service, 10-story, 800,000 square foot academic medical center originally opened in 1989 offering the comprehensive array of inpatient and outpatient diagnostic, treatment and support services, serving a wide geographic region extending beyond Virginia into West Virginia, North Carolina, Maryland and beyond, including primary through quaternary care. It is staffed by over 6,000 clinicians and staff, as well as over 1,000 volunteers. UH includes a Level I Trauma Center and a Level 3 Neonatal Intensive Care Unit. Ground and air transportation capabilities support and allow transport of patients from accident scenes, other hospitals and other locations. The inpatient services consist of approximately 600 beds. There is near completion of a 72 bed addition on the front of the hospital, consisting of patient and family-centered acute adaptable rooms, providing for the expansion of much needed ICU and private room capacity. In addition, 14 renovated inpatient rooms are being added to the bed complement using existing space which was not recently used for patient beds. UH also has a 20 bed short stay unit, providing short term care for post procedure and observation patients.

b. UVA Children's Hospital

Care of children under the age of 17, as well as those older patients with a condition originating in childhood that require continuing care by pediatricians, is provided in what is termed a "free-leaning" children's hospital.

i. Children's Inpatient Services - Inpatient services are provided within the four walls of the Medical Center but in a different and distinct environment which includes inpatient medical and surgical acute care units, PICU, NICU, newborn nursery, education program, and neonatal transport program.

ii. Kluge Children's Rehabilitation Center (KCRC) – This outpatient center provides comprehensive, patient and family-centered acute and chronic rehabilitation services for children needing a comprehensive array of developmental, orthopedic and all other services required for complex conditions and injuries. KCRC is both JCAHO

and CARF accredited (Commission on Accreditation of Rehabilitation Facilities) and is located about one mile from the Medical Center. Programs at KCRC include:

- Developmental pediatrics
- Orthopedics
- Pediatric subspecialties
- Psychology and counseling
- Rehabilitation services – PT, OT, Speech, Therapeutic Recreation
- Motion and gait analysis
- Respiratory care
- Social services

iii. Battle Building - A new outpatient facility, to be located adjacent to the Medical Center/UVA Children's Hospital, is currently under construction and is expected to be complete within the next several years. This new outpatient facility will offer a comprehensive array of children's services including the outpatient rehabilitation services currently provided at KCRC. Outpatient surgery will be relocated to this site as well.

iv. Outreach Clinics – Physicians conduct Field Clinics throughout Virginia, providing pediatric subspecialty care in at least seven communities not able to support key subspecialties.

c. University of Virginia Outpatient Surgery Center

Located within easy walking distance of University Hospital, the free-standing Outpatient Surgery Center is comprised of six ORs and two procedure rooms as well as recovery room and related support services. A full array of anesthesia and surgical services is provided in this setting. Patients can be easily transported from the center to the UH if necessary for additional care or overnight stay if needed. These services will be relocated in the Battle Building currently under construction.

d. UVA Transitional Care Hospital

A 40 bed long term acute care hospital opened in 2011 expands the UH inpatient bed capacity and enhance operations and financial stability by relocating patients who require high intensity medical services with lengths of stay exceeding 25 days.

e. Emily Couric Clinical Cancer Center

The Emily Couric Clinical Cancer Center opened in 2011, located across the street from University Hospital, which provides the full array of services needed by patients with all kinds of cancer. The vision of those who planned the cancer center is that it will be "a place where families can come to be supported in their fight against cancer, knowing that they will receive the most advanced therapies possible. It is a place where their humanity will be valued, their individuality honored, and their intellectual, emotional, and spiritual struggle sustained." The Emily Couric Clinical Cancer Center is designed to accommodate advances in such areas as genetic diagnosis and analysis, informatics, and molecular biology and is organized so that all disciplines and services can easily be brought to the patient to provide individualized care that is both sophisticated and tightly integrated. At the same time, the new building is the center of a community that extends for hundreds of miles in all directions. The Emily Couric Clinical Cancer Center houses all outpatient services for adults diagnosed with cancer, including:

- Comprehensive services for patient-centered care
- Complete radiation-oncology treatment services
- Clinical trials office
- Complete patient and family services
- Clusters of exam and consultation rooms
- Telemedicine capabilities: Immediate and constant access to patient information is one of the most important conditions for the multidisciplinary care of cancer patients and is a foundation of success in this endeavor.

f. UVA-Health South Rehabilitation Hospital

A joint venture 40 bed rehabilitation hospital is located at Fontaine Research Park; this facility provides comprehensive rehab services for UVA and other patients needing such services who have been discharged by local hospitals.

g. Outpatient Services On Grounds

A wide variety of outpatient clinics are located in several sites in the vicinity of UVA. All are connected by enclosed walkways. The onsite clinics include:

- Primary Care Center – primary and specialty services located in a 125,000 square foot clinic adjacent to University Hospital; opened in 1977:
 - Dermatology
 - EEG and EMG
 - Family Medicine
 - Heart and Vascular Center
 - Neurology
 - Obstetrics and Gynecology
 - Pediatrics – Primary and Specialty Clinics
 - Preventive Cardiology
 - Pulmonary
 - Gamma Knife
 - Infectious Disease
 - Travelers Clinic
 - Digestive Health– outpatient clinics and Endoscopy/Bronchoscopy services
- West Complex – an eight story 240,000 square foot facility constructed in 1960 and renovated over the past 20 years. Outpatient specialty services, in addition to administrative and office space, include:
 - Breast Care Center
 - Ophthalmology
 - Plastic Surgery
 - Kidney Center (Dialysis) and Kidney Center Clinic
 - Neurosurgery
 - Surgery Clinic
 - Urology
 - Transplant Clinic
 - Neurology

h. Outpatient Services Off Grounds

A need for additional space as well as a desire to be more accessible and convenient for patients resulted in the development and expansion of services in sites off the main UVA grounds:

- Fontaine Research Park – subspecialty clinics, including Diabetes Education, Primary Care, ENT, PMR, Orthopedics, Hand Center, and Pituitary Clinic
- Northridge – a 60,000 square foot medical office building located about 4 miles west from UVaMC, constructed in 1989 and including primary and subspecialty clinics:
 - Cardiology and Thoracic Cardiovascular Surgery
 - Community Medicine
 - Ophthalmology
 - Pediatrics
 - Psychiatric Medicine
 - Women’s Center – obstetrics, gynecology, Midlife Center, mammography
- Orange – Medicine, pediatrics, some medical specialty clinics
- Continuum Home Health & Home Infusion – home health provides services in 20 counties and home infusion in 4 states
- Provider Based Primary Care locations –primary care practices located in communities surrounding Charlottesville operated as Provider Based Clinics, including Crossroads Clinic, Stoney Creek Clinic, and Albemarle Family Medicine clinic
- Regional Primary Care – seven primary care offices owned and managed by UPG located primarily in rural regions surrounding Charlottesville including the Shenandoah Valley

- Telemedicine Program – UVA Health System provides telemedicine services throughout rural Virginia, serving rural communities and prisons with specialty care not routinely available.

i. UVA Imaging

A joint venture with Outpatient Imaging Associates (OIA) provides comprehensive imaging services at the Fontaine Research Park and Northridge. The UVA Department of Radiology provides medical staff for the centers, which provide accessible, patient-friendly services that are convenient for patients seen at UVA Clinics primarily at that location including Orthopedic Surgery and Physical Medicine and Rehabilitation.

j. Joint Ventures

The MC has cultivated and values a distinct complement of clinical joint ventures across the region. These include:

Physician Services Joint Ventures:

- Culpeper Medical Associates, a primary care network
- Heart Surgery at Mary Washington Healthcare
- Congenital Heart Surgery at Virginia Commonwealth University

Clinical Service Joint Ventures:

- Program of All-inclusive Care for the Elderly (PACE) a collaborative with JABA and Riverside Health
- Radiation Oncology Services with Culpeper Regional Hospital
- Radiosurgery Centers with Mary Washington Healthcare and Riverside Healthcare

2. Customer Related Entities and Affiliates:

- *Related Entities.* UVA Physicians Group (UPG) is the University of Virginia Physicians Group, a Virginia not-for-profit corporation that furnishes clinical services, including the practice plan for physician faculty at the University. The majority owned subsidiaries are: Community Medicine University of Virginia LLC, Virginia Urologic Foundation and University of Virginia Imaging LLC.
- *Affiliates.* Customer Affiliates include but not be limited to, health care providers, of whatever legal form, that UVA or the Related Entities owns or controls, or with which UVA or the Related Entities has entered into an agreement for the furnishing of health care services (or services directly in support of health care services) for consideration, or which are physician practices which refer patients to the University, whether under the University's existing organizational and network structure or under future arrangements. Examples include Riverside UVA Radiosurgery and Culpeper Regional Hospital. However, the term "Affiliate" does not include a Health Care Software Vendor or an entity that furnishes primarily data processing services as, or predominantly in the nature of, a data processing service bureau.

3. Background Information on UVAMC Employment Division and Marketing and Communications

The Strategy Relations and Marketing department has a workforce of 33 employees and houses strategic and creative expertise in the areas of: market research and strategy, marketing plan development and implementation, online marketing, public relations, publication development, advertising strategy and creative development, and radio and television production.

The graphic designers within the department use MAC computers and related software. Software used by the in-house creative staff includes InDesign 5.0, Adobe Photoshop 6.0 and Adobe Illustrator 9.0. For the sake of compatibility, it would be beneficial if the selected firm(s) also use MAC computers, or have access to format-conversion software, and house compatible software.

B. SCOPE OF GOODS & SERVICES

I. Scope of Goods and Services

Proposing vendors will be asked to deliver market insight and analytics, marketing and creative strategy, communications and advertising services as well as other to be determined strategies and development that will best meet the needs of the Medical Center. Vendors may respond to all or parts of the RFP. The solutions should include the firms' capabilities and detail the services required to meet the Medical Center's requirements. The proposed solution should address the roles to be performed by both internal and external sources.

The Medical Center will carefully evaluate all proposals received, together with any presentations and negotiations and will then select two or more firms deemed to be best suited among those submitting proposals, on the basis of evaluation criteria described in this Request for Proposal. The Medical Center may then conduct additional negotiations with each of these firms. After additional negotiations have been conducted, the Medical Center will select the firm or firms that, in its opinion, has/have made the best proposal. The Medical Center reserves the right to award in part or in total, and to select more than one firm.

A. General

1. Proposing vendors will be asked to supply services that include market strategy development, creative development of brand and service line advertising and marketing campaigns (consistent with corporate image and established brand standards), creative development of advertising campaigns (consistent with corporate image and established brand standards), research, planning, negotiation and buying of media, development and production of digital marketing and social media solutions, and public/media relations strategies. These services will be used to support, validate and augment advertising and marketing services that may be provided in-house or through other sources.
2. Proposing vendors must include all their relevant experience, qualifications and success in providing the goods and/or services as outlined in this Request for Proposal.
3. The selected firm(s) will participate as an active working partner; bringing recommendations based upon knowledge of the UVAMC and its strategic and business plans.
4. The distinctive characteristics of the university should be evidenced in any plans, in contrast to more general plans common to other institutions. Existing positioning strategies and plans will be shared with the selected firm(s). The selected firm's experience and existing data should be applied whenever possible in developing a plan crafted to the specific needs of the Medical Center. Proposals should include the firms' capabilities and detail the services required to meet the Medical Center's requirements. The proposed solution should address the roles to be performed by both internal and external sources, and the oversight that will be exercised with external sources.

B. The selected firm should be prepared to provide some or all services related to:

1. Development of marketing communication strategies for specific campaigns in concert with established branding;
2. Market research, analytics to support strategy that achieves business objectives;
3. Alignment of current and new communication vehicles and approaches with current corporate image;
4. Creative ad design and production to include copywriting;
5. Graphic design, including photo campaign execution;
6. Television, video and radio scripting and production to include talent payments and/or music licensing fees;

7. Media buying recommendations and services to include planning, negotiation, ad placement and reconciliation;
8. Online and multimedia development including web platforms, mobile app design and development, digital and interactive design, social media planning, implementation and monitoring, digital media buying and purchasing, search engine marketing and online reputation management;
9. Creation of collateral and specialty materials;
10. Exhibit design and production; and
11. Copywriting for physician, consumer and employee audiences.

C. Additional Requirements

1. The selected firm(s) should be able to guarantee that at least one agency principal be actively assigned to the account. The selected firm(s) should also be able to guarantee consistency of its key executive staff members assigned to the UVAMC account, and upon request of the UVAMC, agree to replace staff assigned to the account. The selected firm(s) should be able to provide on-site consultations (a maximum of five times annually), at mutually agreed-upon times.
2. The selected firm's staff should have proven outstanding customer relations skills that are evident throughout the creative process – including superior listening skills and the ability to react professionally to constructive feedback. This would include within the Health System and its parent University. The caliber of these skills will be explored through an extensive process of reference checking.
3. The selected firm(s) should be able to provide an archive files for each completed job, containing all related original graphic and photo files. In addition, all plans and products created for UVAMC become the property of UVAMC.
4. The selected firm will be expected to sign confidentiality/non-disclosure agreements and it is understood that this contract will produce "work for hire" as understood by current law.
5. Each firm will submit a list of customers for the last five (5) years within the Virginia, West Virginia, Washington, DC, Maryland, North Carolina, South Carolina, Tennessee area that are in the healthcare institution or educational institution fields.
6. Firms with clients in the healthcare field in the Commonwealth of Virginia will be expected to include a statement of the actions that will be taken by the firm to ensure that UVA Medical Center will not be placed at a competitive disadvantage due to the services that the firm is providing to other current, on-going or future customers.
7. Firms with academic clients in the mid-Atlantic region will be expected to include a statement of the actions that will be taken by the firm to ensure that UVAMC will not be placed at a competitive disadvantage due to the services that the firm is providing to other current, on-going or future customers.
8. Firms will submit a resume for the following individuals who would work on the UVA Health System Account: Account Manager, Marketing Analytics and Strategy Lead, Creative Director, Public Relations Lead and Web Expert.

C. BASIS OF SELECTION

The Medical Center will evaluate proposals and, if a firm is to be selected, select the firm on the basis of:

1. The firm's plan to assist the Medical Center to meet its goals and requirements as discussed in this RFP including its Section B: Scope of Goods and Services.
2. The firm's relevant experience, qualifications and success in providing the goods and/or services outlined in this Request for Proposal.
3. The firm's references from institutions of higher education, academic medical centers, teaching hospitals, and clients who are comparable to the Medical Center.
4. The firm's financial proposal.
5. The quality of the proposal, specifically, the provision, adequacy and completeness of your response.
6. The contractual terms that would govern the relationship between the Medical Center and the Selected Firm. The firm will be deemed to have fully accepted the Medical Center's Contractual Provisions: <http://www.healthsystem.virginia.edu/internet/scm/>, unless specific modifications are requested in the firm's written proposal, with an explanation as to why such modifications are required by the firm.
7. The firm's Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm's plan for utilization of SWAM businesses.
8. Any other relevant factors as determined solely by the Medical Center.

D. CONTENTS OF PROPOSAL

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content, and should be organized in the order in which the requirements are presented in the RFP. Firms should provide the following information:

1. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.
2. A detailed description and the full specifications of the services proposed. Each firm should indicate in their proposal the firm's ability to achieve / comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm should detail their proposed change(s) and how the proposed change would compare to the listed specification. Proposals should be formatted in such a way to address each of the above specifications in a line-by-line process.
3. The firm's proposed price / fee for providing the Goods and Services, to include description of invoicing process.
4. The firm's capacity for accepting electronic payments through Electronic Data Interchange (EDI) or Automated Clearing House (ACH) and any additional discounts that may result from paying electronically.
5. At least three references where similar services have been provided. Include the name of the firm / organization, the complete mailing address, and the name of the contact person and their telephone number.
6. The firm's Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.
7. An authorized representative of the responding Firm shall sign proposals. All information requested should be submitted; the Medical Center may reject proposals that are substantially incomplete or lack key information.
8. Each copy of the proposal and all additional documentation submitted should be bound or contained in a single volume where practical. Responders shall provide minimum of (9) copies of each proposal and a full electronic version of the RFP, either sent electronically or on CD ROM with the response.
9. Ownership of all data, materials, and documentation prepared for the Medical Center pursuant to this RFP shall belong exclusively to the Medical Center. Once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act if the firm invokes the protections of Virginia Code Section 2.2-4342(F) in writing and follows its stated requirements prior to or upon submission of its proposal. A firm may not request that its entire proposal be treated as a trade secret or proprietary information. Nor may a firm request that its pricing be treated as a trade secret or proprietary information, or otherwise be deemed confidential. The Medical Center shall, upon receipt of any request under the

Virginia Freedom of Information Act for materials that the Firm has identified as trade secrets or proprietary information in conformity with the requirements of Virginia Code Section 2.2-4342(F), notify the Firm that a request has been received, before responding to the request. Except as may be required by applicable law, the Medical Center shall not voluntarily disclose the designated trade secrets or proprietary information without prior written approval of the Firm.

10. Complete and return the information requested in Attachment 1, Firm Information. State point of contact information to include name, address, office telephone number, mobile telephone number, facsimile number and email address.
11. Provide the Medical Center with a written statement of any requested modifications to the Medical Center's Contractual Provisions: <http://www.healthsystem.virginia.edu/internet/scm/>, pursuant to C.6 above. Failure to provide such a written statement will be deemed as full acceptance of the Medical Center's Contractual Provisions without exception.

The Issuing Office for this Request for Proposal and the location to return the response to is:

U.S. Mail:

Medical Center Procurement
Division of Supply Chain Management
University of Virginia Medical Center
P.O Box 800705
Charlottesville, Virginia 22908

All Other Deliverers:

Medical Center Procurement
Division of Supply Chain Management
University of Virginia Medical Center
1224 Jefferson Park Avenue, Suite 3390A
Charlottesville, Virginia 22903

E. TERMS AND CONDITIONS

- I. Awarded firms shall adhere to University and Medical Center Policies and procedures.
- II. This solicitation and any subsequent award will be governed by:
 - (a) The Selected Firm registering as a vendor with the University of Virginia Medical Center:
<http://www.healthsystem.virginia.edu/alive/scm/procurement.cfm>
 - (b) In addition to the Medical Center's Contractual Provisions: <http://www.healthsystem.virginia.edu/internet/scm/>, the following Insurance provision will apply:

Insurance. The Medical Center will not execute an Agreement or authorize the provision of goods and services until the Firm satisfies the insurance requirements of the Medical Center. In no event should the Selected Firm construe these minimum required limits to be their limit of liability to the Medical Center. The Medical Center reserves the right to approve any insurance proposed by the Selected Firm. The requirements are as follows:

1. Automobile Liability insurance with a minimum combined single Limit of Liability for bodily injury and property damage of \$750,000 per accident on all owned, hired, and non-owned vehicles operated by the Selected Firm's employees;
2. Commercial General Liability insurance with a minimum combined single Limit of Liability for bodily injury and property damage of \$2 million per occurrence, to include premises/operations, products/completed operations, and contractual liability coverage and list the Medical Center as an additional insured, the proper name is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees and agents.";
3. Workers compensation coverage, (i) with Employer's Liability coverage of at least \$100,000 and (ii) which meets all statutory requirements.
4. The Selected Firm will provide the Medical Center with a valid Certificate of Insurance evidencing all required coverage with its proposal, which shall remain in force throughout the terms of any resulting Agreement The Selected Firm shall only utilize insurers that hold at least an "A-" rating with A.M. Best Company. The Selected

Firm shall notify the Medical Center in writing 30 days prior to the termination of any such insurance coverage for any reason whatsoever. The Selected Firm agrees to take no action that prohibits the utilization of this insurance or limits the liability of the Selected Firm for property damage or personal injury in conjunction with goods or services provided under this Agreement.

5. For clinical services, the contractual medical malpractice insurance limit requirement is \$2,000,000.
6. For professional services, the Professional Errors & Omissions Liability insurance limit requirement is \$1 million per claim.

Odwyerpr.com

ATTACHMENT 1

FIRM INFORMATION

Full Legal Name: _____
(Company Name as it appears with Federal Taxpayer ID Number)

Address: _____

Telephone Number: _____ Fax Number: _____

Web Address: _____

Email Address: _____

DUNS Number: _____

SWAM Information:

Is your firm certified with the Commonwealth of Virginia's Department of Minority Business Enterprises (DMBE): YES___ NO___

Minority-Owned YES___ NO___

Women-Owned YES___ NO___

Small -Owned YES___ NO___

Your firm's point of contact for this proposal:

Name: _____

Address: _____

Office Phone: _____

Email: _____



Office of the Vice President for Management and Budget

Attachment 2

Vice President for Management and Budget's Request for Commitment

Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women- and minority-owned (SWaM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have a particular institutional focus on developing long-term business relationships with minority- and women-owned businesses. We count on our majority firms to help us achieve our goal.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women- and minority-owned businesses in the delivery of services you provide to UVa. The office of Procurement and Supplier Diversity Services is ready to assist you in identifying qualified diverse business partners. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

A handwritten signature in black ink that reads "Colette Sheehy".

Colette Sheehy

Vice President for Management and Budget