REQUEST FOR PROPOSALS
FOR
FURNISHING AND DELIVERY
OF A
COMMUNICATION STRATEGY AND SERVICES
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
AGRICULTURE AND NATURAL RESOURCES EXTENSION
RFP # 31053
OPENING DATE: NOVEMBER 9, 2018
TIME: 12:00 PM CDT

THE CURATORS OF THE UNIVERSITY OF MISSOURI
Prepared By:
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University of Missouri System Supply Chain
2910 LeMone Industrial Blvd
Columbia, MO 65201

Dated: October 22, 2018
RFP 31053
Communication Strategy and Services

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NOTICE TO RESPONDENTS

The University of Missouri requests proposals for the Furnishing and Delivery of a Communication Strategy and Services, RFP 31053 which will be received by the undersigned at University of Missouri Supply Chain, until November 9, 2018 at 12:00 PM CST. Request for Proposals will be opened and identified starting at 12:15 PM, CST. The University assumes no responsibility for any vendor’s on-time receipt at the designated proposal/bid opening location.

Specifications and the conditions of Request for Proposal together with the printed form on which Request for Proposals must be made may be obtained by accessing the following website: https://www.umsystem.edu/ums/fa/procurement/bids or from the Buyer of record identified within this document.

In the event a Respondent chooses to use the Word version of the RFP to aid in preparation of its response, the Respondent should only complete the response information. Any modification by the Respondent of the specifications provided will be ignored, and the original wording of the RFP shall be the prevailing document.

Questions shall be submitted no later than November 5, 2018 if applicable.
The University reserves the right to waive any informality in Request for Proposals and to reject any or all Request for Proposals.

THE CURATORS OF THE UNIVERSITY OF MISSOURI
Prepared By:
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University of Missouri System Supply Chain
2910 LeMone Industrial Blvd
Columbia, MO 65201

UM General Terms and Conditions & Information for Bidders/Respondents (May 2018) Page 1
A. General Terms and Conditions

1. **Purpose:** The purpose of the solicitation is to require the furnishing of the highest quality equipment, supplies, material and/or service in accordance with the specifications. These documents, and any subsequent addenda, constitute the complete set of specification requirements and proposal response forms.

2. **Governing Laws and Regulations:** Any contract issued as a result of this RFB/RFP shall be construed according to the laws of the State of Missouri. Additionally, the contractor shall comply with all local, state, and federal laws and regulations related to the performance of the contract to the extent that the same may be applicable.

3. **Taxes:** The contractor shall assume and pay all taxes and contributions including, but not limited to, State, Federal and Municipal which are payable by virtue of the furnishing and delivery of item(s) specified herein. Materials and services furnished the University are not subject to either Federal Excise Taxes or Missouri Sales Tax.

4. **Sovereign Immunity:** The Curators of the University of Missouri, due to its status as a state entity and its entitlement to sovereign immunity, is unable to accept contract provisions, which require The Curators to indemnify another party (537.600, RSMo). Any indemnity language in proposed terms and conditions will be modified to conform to language that The Curators are able to accept.

5. **Preference for Missouri Firms:** In accordance with University policy, preference shall be given to Missouri products, materials, services and firms when the goods or services to be provided are equally or better suited for the intended purpose and can be obtained without additional cost. Firms are considered "Missouri firms" if they maintain a regular place of business in the State of Missouri.

6. **Equal Opportunity and Non-Discrimination:** In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall agree not to discriminate against any recipients of services, or employees or applicants for employment on the basis of race, color, religion, national origin, sex, age, disability, or veteran status. The contractor shall comply with federal laws, rules and regulations applicable to subcontractors of government contracts including those relating to equal employment of minorities, women, persons with disabilities, and certain veterans. Contract clauses required by the United States Government in such circumstances are incorporated herein by reference.
7. **Supplier Diversity Participation:** It is the policy of the University of Missouri System to ensure full and equitable economic opportunities to all persons and businesses that compete for business with the University. The University’s Supplier Diversity effort reflects that.

Diverse suppliers must be at least 51% owned and controlled by someone in one of the recognized groups (see below). Diverse suppliers should be certified from a recognized certifying agency. These firms can be a sole proprietorship, partnership, joint venture or corporation. The Supplier Diversity Participation Form located at [www.umsystem.edu/media/fa/procurement/Supplier_Diversity_Participation_Form.docx](http://www.umsystem.edu/media/fa/procurement/Supplier_Diversity_Participation_Form.docx) provides a list of agencies that are recognized as certifying agencies. The definition of what counts as a diverse supplier for the University of Missouri System are: Minority (MBE: African-American, Hispanic, Native-American Asian Indian/Pacific), Women (WBE), Veterans (VBE- Includes Service Disabled) and Disadvantaged Business Enterprises (DBE/SDB). Again, these firms must be certified to be recognized by University of Missouri System Supply Chain (UMSSC).

Second Tier Diverse Supplier Spending and Reporting: The University strongly encourages Supplier Diversity participation in all of its contracts for goods and services. This may be as the primary supplier/contractor for the awarded business. Diverse suppliers can also be used as subcontractors by a majority-owned supplier to fulfill its contract with the University. This is called 2nd Tier spending. There are two ways this can be accomplished:

**Direct 2nd Tier spending:** This is diverse supplier spending by a first tier supplier of goods and/or services that directly fulfills a UMSSC contract. The principle to follow— if the diverse supplier spending by the first tier supplier can be traced and tracked specifically to the contract, this is direct 2nd tier spending.

*Example: Company A is a prime supplier of office products to UMSSC. Ink pens that are supplied to UMSSC are provided by a minority-owned business. This would be direct 2nd Tier. Dollars that can be tracked and traced to fulfilling the contract.*

**Indirect 2nd Tier spending:** Calculates the 2nd Tier spending by prorating the prime supplier’s company-wide diverse supplier spending with the percentage of its total business represented by the customer company’s business.

*Example: Company B spends $100,000 with a Veteran-owned landscaping company. UMSSC comprises 20% of that company’s/subsidiary’s overall business revenue. Company B can report $20,000 to UMSSC as indirect 2md Tier spending.*
The Director of Supplier Diversity and Small Business Development can provide more detail.

Bidders/Respondents must indicate their Supplier Diversity participation levels committed to this contract on the Supplier Diversity Participation Form located at www.umsystem.edu/media/fa/procurement/Supplier_Diversity_Participation_Form.docx. The Bidder/Respondent must describe what suppliers and/or how the Bidder/Respondent will achieve the Supplier Diversity goals. Evaluation of bids/proposals shall include the proposed level of Supplier Diversity participation. Bids/Proposals that do not meet the participation requirements for Supplier Diversity will not receive any of the points during bid/proposal review.

Suppliers/contractors will be responsible for reporting diverse supplier participation on an agreed upon timing (e.g., quarterly, annually) when business is awarded.

The University will monitor the contractor/supplier’s compliance in meeting the Supplier Diversity participation levels committed to in the awarded proposal. If the contractor/supplier’s payments to participating diverse suppliers are less than the amount committed to in the contract, the University reserves the right to cancel the contract, suspend and/or debar the contractor/supplier from participating in future contracts. The University may retain payments to the contractor/supplier in an amount equal to the value of the Supplier Diversity participation commitment less actual payments made to diverse suppliers.

If a participating diverse supplier does not retain their certification and/or is unable to satisfactorily perform, the contractor/supplier must obtain other certified diverse suppliers, if available, to fulfill the Supplier Diversity participation requirements committed to in the awarded proposal. The contractor/supplier must obtain the written approval of the Chief Procurement Officer for any new diverse supplier. Additionally, if the Bidder/Respondent cannot find another diverse supplier replacement, documentation must be submitted to the Chief Procurement Officer detailing all good faith efforts made to find a replacement. The Chief Procurement Officer shall have sole discretion in determining if the actions taken by the contractor/supplier constitute a good faith effort to secure diverse supplier participation and whether the contract will be amended to change the Supplier Diversity participation commitment.

8. **Applicable Laws and Regulations:** The University serves from time to time as a contractor for the United States government. Accordingly, the provider of goods and/or services shall comply with federal laws, rules and regulations applicable to subcontractors of government contracts including those relating to equal employment opportunity and affirmative action in the employment of minorities (Executive Order 11246), women (Executive Order 11375), persons with disabilities (29 USC 706 and Executive Order
11758), and certain veterans (38 USC 4212 formerly [2012]) contracting with business concerns with small disadvantaged business concerns (Publication L. 95-507). Contract clauses required by the Government in such circumstances are incorporated herein by reference.

9. **Appropriation:** The Curators of the University of Missouri is a public corporation and, as such, cannot create indebtedness in any one year (the fiscal year beginning July 1 to June 30) above what they can pay out of the annual income of said year as set forth in 172.250, budget allocations or income to enable it to meet the terms of this contract, the University reserves the right to cancel this contract with 30 days’ notice.

10. **Applicable Health Related Laws and Regulations:** If these specifications or any resulting contract involves health care services or products, the Contractor agrees to maintain, and will further assure such compliance by its employees or subcontractors, the confidential nature of all information which may come to Contractor with regard to patients of the University. All services provided pursuant to this contract shall be provided in accordance with all applicable federal and state laws including The Health Insurance Portability and Accountability Act of 1996, Public Law 104-191, sections 261-264 (the Administrative Simplification sections) and the regulations promulgated pursuant thereto and regulations of the Joint Commission on Accreditation of Healthcare Organization and The Centers for Medicare & Medicaid Services (CMS).

Respondents understand and agree that the Curators of the University of Missouri, in the operation of the University Hospitals and Clinics, is regulated under federal or state laws with regard to contracting with vendors. The Contractor represents that it is not currently excluded or threatened with exclusion from participating in any federal or state funded health care program, including Medicare and Medicaid. Contractor agrees to notify the University of any imposed exclusions or sanctions covered by this representation.

The University will regularly check the "List of Excluded Individuals/Entities" (LEIE), maintained by the Office of Inspector General, United States Department of Health and Human Services (“OIG”) to determine if any Bidders/Respondents have been excluded from participation in federal health care programs, as that term is defined in 42 U.S.C. §1320a-7b(f). The University reserves the sole right to reject any respondents who are excluded by the OIG, who have been debarred by the federal government, or who have otherwise committed any act that could furnish a basis for such exclusion or debarment.

11. **Inventions, Patents, and Copyrights:** The Contractor shall pay for all royalties, license fees, patent or invention rights, or copyrights and defend all suits or claims for infringements of any patent or invention right or copyrights involved in the items furnished hereunder. The Contractor shall defend, protect, and hold harmless the University its officers, agents, servants and employees against all suits of law or in equity resulting from patent and or copyright infringement concerning the contractor's performance or products produced under the terms of the contract.
Copyrights for any item developed for the University shall be the property of the University and inure to its benefit and the Contractor shall execute such documents as the University may require for the perfection thereof.

12. **Insurance**: The Contractor shall purchase and maintain such insurance as will protect the Contractor and the University against any and all claims and demands arising from the execution of the contract. Further, when stated in the bid/proposal specifications, the Contractor shall be required to procure and maintain the types and limits of insurance as specified.

13. **Performance Bond/Irrevocable Letter of Credit**: If a performance bond or irrevocable letter of credit is required in the bid/proposal specifications, the Contractor shall furnish to the University, along with their signed contract, a performance bond or unconditional irrevocable letter of credit payable to the Curators of the University of Missouri in the face amount specified in the bid/proposal specifications as surety for faithful performance under the terms and conditions of the contract.

14. **Vendor Gifts**: The contractor shall refrain in offering any offers of gifts to the University, and all University of Missouri employee’s, in accordance with University of Missouri Business Policy Vendor Gifts, section 3:110.

**B. Instructions to Bidders/Respondents**

1. **Request for Bid (RFB) / Proposal (RFP) Document**: Bidders/Respondents are expected to examine the complete RFB/RFP document and all attachments including drawings, specifications, and instructions. Failure to do so is at Bidder’s/Respondent’s risk. It is the Bidder’s/Respondent’s responsibility to ask questions, request changes or clarifications, or otherwise advise the University if any language, specifications or requirements of a RFB/RFP appear to be ambiguous, contradictory, and/or arbitrary, or appear to inadvertently restrict or limit the requirements stated in the RFB/RFP to a single source.

Any and all communications from Bidder/Respondent regarding specifications, requirements, competitive process, etc., should be directed to the University buyer of record referenced in the RFB/RFP. It is the responsibility of the person or organization communicating the request to ensure that it is received. To guarantee a timely response, such communication should be received at least ten calendar days prior to the RFB/RFP opening date.
The RFB/RFP document and any attachments constitute the complete set of specifications and Request for Bid/Request for Proposal response forms. No verbal or written information that is obtained other than through the RFB/RFP or its addenda shall be binding on the University. No employee of the University is authorized to interpret any portion of the RFB/RFP or give information as to the requirements of the RFB/RFP in addition to that contained in or amended to the written RFB/RFP document. In case of any doubt or difference of opinion as to the true intent of the RFB/RFP, the decision of the University's Chief Procurement Officer shall be final and binding on all parties.

2. Preparation of Request for Bids/Proposals: All bids must be submitted in the format and number of copies as specified in the detailed specifications and must be enclosed in a sealed envelope plainly marked: "Bid for Furnishing and Delivery of NAME OF BID, RFB#BID NUMBER." If addressed and sent via standard USPS mail or sending by express delivery: University of Missouri Supply Chain, 2910 Lemone Industrial Blvd, Columbia MO 65201. The University assumes no responsibility for any vendor's on-time receipt at the designated proposal/bid opening location.

To receive consideration, bids must be received, at the above address, prior to the bid opening time and date stated in this RFB/RFP. Bidders assume full responsibility for the actual delivery of bids during business hours at the specified address.

Unless otherwise specifically stated in the RFB/RFP, all specifications and requirements constitute minimum requirements. All Requests for Bids/Proposals must meet or exceed the stated specifications or requirements. All equipment and supplies offered must be new, of current production, and available for marketing by the manufacturer unless the RFB/RFP clearly specifies that used, reconditioned, or remanufactured equipment and supplies may be offered. Unless specifically stated and allowed in the bid/proposal specifications, all pricing submitted in response to this RFB/RFP is firm and fixed.

Whenever the name of a manufacturer, trade name, brand name, or model and catalog numbers followed by the words "or equal" or "approved equal" are used in the specifications it is for the purpose of item identification and to establish standards of quality, style, and features. Bids/Proposals on equivalent items of the same quality are invited. However, to receive consideration, such equivalent bids/proposals must be accompanied by sufficient descriptive literature and/or specifications to clearly identify the item and provide for competitive evaluation. The University will be the sole judge of equality and suitability. Whenever the name of a manufacturer is mentioned in the specifications and the words "or equal" do not follow, it shall be deemed that the words "or equal" follow unless the context specifies "no substitution." Unless noted on the Request for Bid/Proposal, it will be deemed that the article furnished is that designated by the specifications. The University reserves the right to return, at contractor's expense, all items that are furnished which are not acceptable as equals to items specified and contractor agrees to replace such items with satisfactory items at the original proposal price.
Time will be of the essence for any orders placed as a result of this RFB/RFP. The University reserves the right to cancel any orders, or part thereof, without obligation if delivery is not made in accordance with the schedule specified by the bidder’s Proposal and accepted by the University. Unless otherwise specified in the RFB/RFP specifications, all bids/proposals shall include all packing, handling, and shipping charges FOB destination, freight prepaid and allowed.

3. Submission of Proposals: Bidder/Respondent shall furnish information required by the solicitation in the form requested. The University reserves the right to reject bids/proposals with incomplete information or which are presented on a different form. Submission of the bid/proposal certifies that the Bidder/Respondent has read and fully understands all RFB/RFP specifications, plans, and terms and conditions.

By submitting a bid/proposal, the Bidder/Respondent agrees to provide the specified equipment, supplies and/or services in the RFB/RFP, at the prices quoted, pursuant to all requirements and specifications contained therein. Furthermore, the Bidder/Respondent certifies that: (1) the bid/proposal is genuine and is not made in the interest of or on behalf of any undisclosed person, firm, or corporation, and is not submitted in conformity with any agreement or rules of any group, association, or corporation; (2) the Bidder/Respondent has not directly or indirectly induced or solicited any other Bidder/Respondent to submit a false or sham proposal; (3) the Bidder/Respondent has not solicited or induced any person, firm, or corporation to refrain from bidding/responding; (4) the Bidder/Respondent has not sought by collusion or otherwise to obtain any advantage over any other Bidder/Respondent or over the University.

Bids/Proposals, once submitted, may be modified in the system prior to the exact date and time set for the RFB/RFP closing. Bids/Proposals may not be modified after the RFB/RFP closing time and date. Telephone and facsimile modifications are not permitted.

Bids/Proposals may be withdrawn in writing, on company letterhead, signed by a duly authorized representative and received at the designated location of the buyer of record prior to the date and time set for RFB/RFP closing. Bids/Proposals may not be resubmitted after the scheduled closing time for the receipt of the bids/proposals.

All bids/proposals, information, and materials received by the University in connection with an RFB/RFP response shall be deemed open records pursuant to 610.021 RSMo. If a Bidder/Respondent believes any of the information contained in the Bidder’s bid/Respondent’s response is exempt from 610.021 RSMo, the Bidder’s bid/Respondent’s response must specifically identify the material which is deemed to be exempt and cite the legal authority for the exemption; otherwise, the University will treat all materials received as open records. The University shall make the final determination as to what materials are or are not exempt.
It is understood that all proposals shall remain firm for a period of at least 120 calendar days from submission.

**Evaluation and Award:** Any clerical errors, apparent on its face, may be corrected by the Buyer before contract award. Upon discovering an apparent clerical error, the Buyer shall contact the Bidder/Respondent and request clarification of the intended bid/proposal.

The correction shall be incorporated in the notice of award. The University reserves the right to request clarification of any portion of the Bidder’s bid/Respondent’s response in order to verify the intent. The Bidder/Respondent is cautioned, however, that its bid/response may be subject to acceptance or rejection without further clarification.

The University reserves the right to make an award to the responsive and responsible Bidder/Respondent whose product or service meets the terms, conditions, and specifications of the RFB/RFP and whose proposal is considered to best serve the University’s interest. In determining responsiveness and the responsibility of the Bidder/Respondent, the following shall be considered when applicable: the ability, capacity, and skill of the bidder/respondent to perform as required; whether the bidder/respondent can perform promptly, or within the time specified without delay or interference; the character, integrity, reputation, judgment, experience and efficiency of the bidder/respondent; the quality of past performance by the Bidder/Respondent; the previous and existing compliance by the Bidder/Respondent with related laws and regulations; the sufficiency of the Bidder’s/Respondent’s financial resources; the availability, quality and adaptability of the Bidder’s/Respondent’s equipment, supplies and/or services to the required use; the ability of the bidder/respondent to provide future maintenance, service and parts.

The University has established formal protest procedures. For more information about these procedures, contact the Buyer of Record.

In case of any doubt or difference of opinion as to the items and/or services to be furnished hereunder, the decision of the Chief Procurement Officer-UM System Supply Chain shall be final and binding upon all parties.

The University reserves the right to accept or reject any or all bids/proposals and to waive any technicality or informality.

4. **Contract Award and Assignment:** The successful Bidder(s)/Respondent(s) shall, within fifteen (15) days after the receipt of formal notice of award of the contract, enter into a contract prepared by the University. The Contract Documents shall include the Specifications and Addenda, Exhibits, Form of Contract, Letter of Award, University Purchase Order, and Form of Performance Bond, if required.
The contract to be awarded and any amount to be paid thereunder shall not be transferred, sublet, or assigned without the prior approval of the University.

5. **Contract Termination for Cause:** In the event the Contractor violates any provisions of the contract, the University may serve written notice upon Contractor and Surety setting forth the violations and demanding compliance with the contract. Unless within ten (10) days after serving such notice, such violations shall cease and satisfactory arrangements for correction be made, the University may terminate the contract by serving written notice upon the Contractor; but the liability of Contractor and Surety for such violation; and for any and all damages resulting there from, as well as from such termination, shall not be affected by any such termination.

6. **Contract Termination for Convenience:** The University reserves the right, in its best interest as determined by the University, to cancel the contract by given written notice to the Contractor thirty (30) days prior to the effective date of such cancellation.

7. **Warranty and Acceptance:** The Contractor expressly warrants that all equipment, supplies, and/or services provided shall: (1) conform to each and every specification, drawing, sample or other description which was furnished or adopted by the University, (2) be fit and sufficient for the purpose expressed in the RFP, (3) be merchantable, (4) be of good materials and workmanship, (5) be free from defect. Such warranty shall survive delivery and shall not be deemed waived either by reason of the University's acceptance of or payment for such equipment, supplies, and/or services.

No equipment, supplies, and/or services received by the University pursuant to a contract shall be deemed accepted until the University has had a reasonable opportunity to inspect said equipment, supplies and/or services. All equipment, supplies, and/or services which do not comply with specifications and/or requirements or which are otherwise unacceptable or defective may be rejected. In addition, all equipment, supplies, and/or services which are discovered to be defective or which do not conform to any warranty of the Contractor upon inspection (or at any later time if the defects contained were not reasonably ascertainable upon the initial inspection) may be rejected.

8. **Delivery:** Delivery shall be made FOB University of Missouri, Columbia, MO with all transportation and handling charges fully paid, and shall be delivered with the time frame set forth herein by the bidder.

9. **Accounting Practices:** The Contractor shall maintain, during the term of the contract, all books of account, reports, and records in accordance with generally accepted accounting practices and standard for records directly related to this contract. The Contractor agrees to make available to the University, during normal business hours, all book of account, reports and records relating to this contract for the duration of the contract and retain them for a minimum period of one (1) year beyond the last day of the contract term.
10. **Debarment and Suspension Certification:** The contractor certifies to the best of its knowledge and belief that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency in accordance with Executive Order 12549 (2/18/86).

11. **Cooperative Purchasing:** The intended coverage of this RFB/RFP, and any Agreement resulting from this solicitation, shall be for the use by all faculty, staff, students, departments and affiliates of the University of Missouri, including University of Missouri Health Care and their affiliates. For more information, see [http://www.umsystem.edu/ums/about/facts/](http://www.umsystem.edu/ums/about/facts/).

The University of Missouri System seeks to make the terms and prices of this contract available to other higher education institutions in the State of Missouri as well as any affiliates of The University of Missouri. Extension of the terms and prices to any or all other Missouri higher education institutions or affiliates is at the discretion of bidders/respondents and shall not be considered in the award of this contract. The contractor shall further understand and agree that participation by other higher education institutions or affiliates is discretionary on the part of these institutions, and the University of Missouri System bears no financial responsibility for any payments due the contractor by such entities, nor will the University be responsible for contract administration for other institutions.
GENERAL

The Curators of the University of Missouri, a public organization, propose to contract on behalf of the University of Missouri System (hereinafter referred to as “University”) on behalf of Agriculture and Natural Resources Extension with an organization or individual (hereinafter referred to as "Contractor"), to provide communication strategy and services as described herein.

Attached hereto is a Form of Proposal to be used for the submission of information requested herein. The Form of Proposal must be sealed and clearly addressed to University of Missouri System Supply Chain, 2910 LeMone Industrial Blvd, Columbia, MO 65201, with a notation on the sealed envelope showing the contents to be a proposal for a “COMMUNICATION STRATEGY AND SERVICES” RFP 31053" and received no later than NOVEMBER 9, 2018. 12:00 PM CDT.

All proposals must be submitted, in one (1) original hard copy as well an electronic version on a CD or flash drive in PDF format. Questions shall be submitted no later than November 5, 2018.

All questions must be addressed to:

Kyla Rogers  
University of Missouri System Supply Chain  
2910 LeMone Industrial Blvd  
Columbia, Missouri 65201  
573-882-8212  
rogersk@umsystem.edu

BACKGROUND

The College of Agriculture, Food and Natural Resources’ (CAFNR) agriculture and natural resources extension program focuses on economic development, crop and livestock production and marketing systems, and increased income from forages, while balancing the consequences for Missouri’s natural resources and environment.

The MU College of Agriculture, Food and Natural Resources has a system of Agricultural Research Centers across Missouri, extending CAFNR’s research to more than 14,000 acres to meet the regional research and demonstration needs of agricultural producers and natural resource managers.

These research and demonstration facilities host more than 35,000 people each year for field days, Agriculture Education Days, extension activities, community events and more.

SCOPE OF CONTRACT

The Curators of the University of Missouri on behalf of Agriculture and Natural Resources Extension seek to effectively partner with a firm or team of firms to provide a twelve month internal communication
strategy involving both top-down and bottom-up messaging. For some content, leadership would be the source of information, and for other content, Extension field staff would be the source.

**Client Consultation**

Client consultation will include one kickoff meeting between Extension and Contractor staff and ongoing communications. Following the kickoff meeting, Contractor would provide a detailed internal communications plan, including pertinent deadlines and details. Subsequent meetings/conference calls will take place weekly during which planning, collaboration, and overall concepts will be discussed. Contractor will also communicate with Extension via email and phone to provide ongoing advice and consultation, and gain approval on all content before distribution.

**Measurement and Accountability**

Contractor will develop and administer an electronic survey at the beginning of the contract to gauge engagement and garner feedback in order to set a baseline. At six months and 12 months, the same survey will be redistributed to measure how the internal communications approach is impacting employee satisfaction and engagement.

Scope of work:
- Develop and administer electronic surveys
- Analyze results
- Provide reports outlining results

**Message Development**

Following the survey, Contractor will develop a one-pager with key takeaways and Extension messaging. Establish a strategic approach to messaging based upon feedback from staff to increase the likelihood that employees feel like their voice is being heard. Use consistent messaging to strengthen the organization’s mission.

Scope of work:
- Develop messaging one-pager
- Provide electronic copies to Extension leadership

**E-newsletter**

Develop and distribute an e-newsletter to employees to inform, engage and entertain. These e-mails should be built to cut through the clutter with succinct, impactful pieces of information. E-mails should contain visually compelling infographics that explain certain components of the new staffing plan and strategic vision, employee shoutouts, training and event promotion, Extension updates, and more. By striking the appropriate balance between being professional and entertaining, the e-newsletter should bring employees up to speed and further establish a sense of belonging.

Scope of work:
- Research, develop, and write e-newsletters
- Establish template e-newsletter, design and layout each issue
- Distribute e-newsletters
- Provide reports on email response
- Suggested frequency: biweekly (24 per year)
Employee Video Series
Storytelling is one of the most powerful ways to deliver a message. Contractor will produce videos throughout the year to highlight Extension employees and allow them to share their own story. Each video should include an employee sharing his or her perspective on Extension and the future of agriculture. By highlighting team members, others will latch on to their enthusiasm and be able to understand how they fit into the big picture. The featured employees will be determined by Extension, and contractor will coordinate everything else.

Scope of work:
- Develop video interview questions and video structure
- Schedule and shoot six videos, each featuring one Extension employee
- Edit and produce six videos
- Distribute videos via e-newsletter and/or other Extension communications tool (e.g. YouTube)
- Suggested frequency: six times per year

Poster Series
A more low-tech approach, the poster series would allow Extension to push out information in more digestible bites. Contractor will design, write and produce a series of posters for distribution to each of the county offices. The content contained on these posters would be targeted toward Extension employees, but would be appropriate for the general public as well; therefore, the posters could be placed in any number of locations in each office.

Scope of work:
- Develop content for posters
- Design and layout
- Printing and delivery to Extension office in Columbia
- Suggested frequency: six times per year

Webinars
Contractor would produce, develop and conduct one-hour webinars for Extension staff. The webinars should feature Extension leadership diving deeper into the details of different facets of the staffing plan and strategic vision (as it becomes available). Presenters can show a slide deck and click through at his/her own pace. Webinars also provide a chat feature through which attendees can ask questions as well as a polling feature, which can be used to engage attendees throughout the webinar. If desired, the presenter could answer questions from the attendees at the end of the webinar, allowing a controlled opportunity to interact personally with the Extension team.

Scope of work:
- Develop and plan webinars
- Distribute invitations to employees
- Coordinate with host/presenters
- Assistance with provided slide show decks
- Host and monitor webinars
- Provide post-webinar report
- Suggested frequency: quarterly (four per year)
Financial Disclosure:

All respondents must provide a complete disclosure of any and all financial relationships between Respondent and UMHC faculty and staff.

Missouri Contract:

This agreement shall be deemed to have been made in Missouri and the rights or liabilities of the parties determined in accordance with the laws of the State of Missouri.

Contract Period

The contract period shall be effective upon execution through June 30, 2019, with the option by the University to renew for one (1) additional annual term.

Note: The University would be willing to consider a contract period beyond the initial period noted above if it was financially beneficial to the University to do so.

Instructions for Proposal Response

Respondents are required to fully respond with compliance statements to each of the mandatory specifications. Not responding to each Mandatory specification can and will result in the vendor response being rejected for further consideration. Respondents are required to fully respond with description of ability to meet (and how) the evaluation questions.

Respondents must be clear and concise in responses in order to be fully credited in the evaluation. Attach and reference any relevant documentation that would ensure the evaluating committee that specifications are met. If “no response” or insufficient response to substantiate compliance is provided, the University reserves the sole right to reject vendor’s proposal from further consideration. Do not include responses that are superfluous or irrelevant to the specific question asked. These are not valuable in the volume of information the various evaluating teams must review.

Proposals must be submitted in the number and manner as specified below:

Volume I – Functional Technical Section is to be submitted in the form of one (1) original hard copy and one (1) electronic copy, and must contain:

- Response to Information for Respondents and General Conditions, Response to Information Technology Standards and Requirements Questionnaire, Mandatory Specifications and vendor responses, and Evaluation Questions and vendor responses. If there is any vendor related contract that must be signed as part of doing business, it should also be included in this section. This section includes all response information, except pricing information.

Volume II - Financial Response Section must be submitted in a separately sealed envelope in the form of one (1) original hard copy and one (1) electronic copy and contain:
Proposal Form with any supplemental pricing schedules, if applicable, and Financial Summary including additional costs, if any, for Desirable Specification Compliance, functional or technical. This section should also include the Supplier Diversity Participation Form, and the Business Associate Agreement. Financial statements that may be required are also to be included in this section.

Vendor must complete and return the University Proposal Form with proposal response. Vendor quote sheets are not acceptable forms of bidding and could cause rejection of response.

Confidentiality of Information:

All records received from a Contractor will be deemed public records and presumed to be open. If the contractor submits with the Request for Proposal any information claimed to be exempt under the Revised Statutes of Missouri, Chapter 610, this information must be placed in a separate envelope and marked with:

"This data shall not be disclosed outside the University or be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate the Request for Proposal; however, if a contract is awarded to this Contractor as a result of or in connection with the submission of such information, the University shall have the right to duplicate, use, or disclose this information to the extent provided in the contract. This restriction does not limit the University's right to use information contained herein if it is obtained from another source."

EVALUATION AND CRITERIA FOR AWARD OF PROPOSAL

Proposals will be awarded based upon the pricing and functional/technical evaluation.

Respondents must meet the mandatory requirements to be “qualified” for scoring. If requirements are not met, the vendors are disqualified from further evaluation/award. Qualified remaining Respondents will be scored on their ability to meet scored criteria/evaluation questions, which includes qualitatively, how specifications are met. A team of University individuals will evaluate and assign points to vendor’s responses to the evaluation questions. Financial responses will not be shared with the committee or evaluated until after the scoring of the functional evaluation has been completed by the evaluation team. Procurement will then score the financial proposals. The financial scores will then be combined with the committee’s functional scoring to identify the rank of responses. At the sole option of the University, the functional/technical review team may decide to go on a site visit, at their expense, or request vendors to perform a presentation/demonstration to confirm specifications are met as provided in responses. The University could elect to not award to a potential respondent if site visits revealed compliance inconsistency.
This solicitation does not commit the University to make any award or to contract for the goods and services described in the solicitation. The University reserves the right to negotiate terms and conditions with the high scoring respondent. The University intends to award this solicitation to one respondent unless the University deems it to be in their best interest to make the award to a smaller or larger number of respondents. The University will have sole discretion over this decision.

**PAYMENT TERMS AND CONDITIONS**

The University reserves the right to withhold a portion of the payment until the solution has been fully implemented. The final invoice will be paid thirty (30) days after user acceptance, as defined by the University. Payment terms shall be mutually agreed upon between the successful respondent and the University prior to contract award. Any different payment terms desired by the respondent must be clearly stated and may or may not be accepted by the University. A payment schedule may be negotiated with the successful respondent in alignment with implementation milestones.

**INSURANCE**

Contractor agrees to maintain, on a primary basis and at its sole expense, at all times during the life of any resulting contract the following insurance coverages, limits, including endorsements described herein. The requirements contained herein, as well as the University’s review or acceptance of insurance maintained by Contractor is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Contractor under any resulting contract. Coverage to be provided as follows by a carrier with A.M. Best minimum rating of A- VIII.

**Commercial General Liability** Contractor agrees to maintain Commercial General Liability at a limit of not less than $1,000,000 Each Occurrence, $2,000,000 Annual Aggregate. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

Contractor may satisfy the minimum liability limits required for Commercial General Liability or Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum per occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest “Each Occurrence” limit for either Commercial General Liability or Business Auto Liability. Contractor agrees to endorse the University as an Additional Insured on the Umbrella or Excess Liability, unless the Certificate of Insurance state the Umbrella or Excess Liability provides coverage on a “Follow-Form” basis.

**Note:** Anyone who serves alcoholic beverages on a University of Missouri Campus must also provide liquor liability coverage. This should be written on an "occurrence basis" and have limits not less than $1,000,000 each claim or each common cause and at least a $1,000,000 aggregate. The insurance carrier, policy number, effective date and limits should be shown on an insurance certificate provided to the University of Missouri. The Curators of the University of Missouri should be named as an Additional Insured on such policy and a copy of the endorsement should be provided along with the certificate of insurance.

**Business Auto Liability (If required in service performance)** Contractor agrees to maintain Business Automobile Liability at a limit not less than $1,000,000 Each Occurrence. Coverage shall include liability for Owned, Non- Owned & Hired automobiles. In the event Contractor does not own automobiles,
Contractor agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

**Workers’ Compensation & Employers Liability** Contractor agrees to maintain Workers’ Compensation in accordance with Missouri State Statutes or provide evidence of monopolistic state coverage. Employers Liability with the following limits: $500,000 each accident, disease each employee and disease policy limit.

**Contract Language**
The Curators of the University of Missouri, its officers, employees and agents are to be Additional Insured with respect to the project to which these insurance requirements pertain. A certificate of insurance evidencing all coverage required is to be provided at least 10 days prior to the inception date of the contract between the contractor and the University. Contractor/Party is required to maintain coverages as stated and required to notify the University of a Carrier Change or cancellation within 2 business days. The University reserves the right to request a copy of the policy. The University reserves the right to require higher limits on any contract provided notice of such requirement is stated in the request for proposals for such contract.

**Indemnification**
The Contractor agrees to defend, indemnify, and save harmless The Curators of the University of Missouri, their Officers, Agents, Employees and Volunteers, from and against all loss or expense from any cause of action arising from the Contractor’s operations. The contractor agrees to investigate, handle, respond to and provide defense for and defend against any such liability, claims, and demands at the sole expense of the Contractor or at the option of the University, agrees to pay to or reimburse the University for the Defense Costs incurred by the University in connection with any such liability claims, or demands.

The parties hereto understand and agree that the University is relying on, and does not waive or intend to waive by any provision of this Contract, any monetary limitations or any other rights, immunities, and protections provided by the State of Missouri, as from time to time amended, or otherwise available to the University, or its officers, employees, agents or volunteers.

Failure to maintain the required insurance in force may be cause for contract termination. In the event the Agency/Service fails to maintain and keep in force the required insurance or to obtain coverage from its subcontractors, the University shall have the right to cancel and terminate the contract without notice.

The insurance required by the provisions of this article is required in the public interest and the University does not assume and liability for acts of the Agency/Service and/or their employees and/or their subcontractors in the performance of this contract.

**Security Requirements For Information Technology Purchases**

As part of the selection process Respondent’s must demonstrate compliance with the security criteria listed in the categories stated on the accompanying “University of Missouri Information Security Requirements” spreadsheet by responding in writing to every statement and question. It is the Respondent’s responsibility to supply sufficient and complete information for a full evaluation of all items in this section, including detailed explanations. Validation of the
answers provided by the Respondent may be conducted during the review/assessment process. Any erroneous information could limit the Respondent's ability to finalize implementation of the proposed solution. Please include any security white papers, technical documents, or policies that are applicable. Failure to provide the necessary information to meet the requirements in this section could lead to disqualification.

The University considers security to be an ongoing responsibility and as a result, these information security criteria are subject to additions and changes without warning. When appropriate, the successful vendor will be expected to work in good faith with the University to maintain compliance with new laws and regulations and/or to improve the security of the proposed system.

**Data Classification System**

Vendors are expected to maintain an awareness of the laws and regulations applicable to the use of the proposed solution in a University environment. The University of Missouri reserves the right to periodically audit the hardware and/or software infrastructure to ensure compliance with industry best practices as well as the requirements of the University’s Data Classification System. When applicable, the University of Missouri requires compliance with the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), Payment Card Industry (PCI) specifications and all other applicable state, local and federal laws and regulations.

In order to apply security measures in the most appropriate and cost effective manner, data stored electronically must be evaluated and assigned a Data Classification Level (DCL) of 1, 2, 3, or 4. The DCL of the data establishes the extent and type of information security measures that must be implemented and the security requirements set forth are high level requirements that establish the minimum standards necessary for each DCL. Definitions of the DCL’s can be viewed here: [http://infosec.missouri.edu/classification/dc-sys-apps.html#other-defs](http://infosec.missouri.edu/classification/dc-sys-apps.html#other-defs). A post award technical review and assessment is required for all level 3 and 4 system/application implementations. All reviews/assessments shall be prescheduled with the vendor and assessment results will be provided to the departmental representative and to the vendor.

**Compensating Controls and Descriptions**

All statements and questions on the spreadsheet are mandatory unless they are not applicable. The Respondent must clearly explain why a given question is not applicable. For all other questions, if a requirement cannot be met, the Respondent still has an opportunity to meet the requirement by the use of compensating controls. In some instances, the University has requested that the Respondent provide a description to accompany their response to a particular statement or question. Descriptions are requested when a "Meets or Exceeds" answer alone could be deceptive without further detail. Compensating controls must be described in full in the appropriate column. When more room is needed to fully explain the compensating control or provide a complete description, attachments can be included in the proposal response so long as such attachments are labeled and cross-referenced in the "Comments, Descriptions or Explanations of Compensating Controls" column. In such circumstances, the vendor must provide a full explanation of the compensating control including an explanation of how the control meets the intent of the original question. The University has the sole right to determine if a proposed compensating control is an acceptable solution and if the details provided describe a solution that truly meets or exceeds the University’s needs.
MANDATORY SPECIFICATIONS

***The following questions are mandatory requirements that must be met (YES) in order for a proposal response to be considered. Please mark the box either YES or NO and return with the submission.

1. It is mandatory that the respondent have experience in internal communication strategy development and execution. YES _____ or NO _____

2. It is mandatory that the respondent provide a dedicated team to the communications strategy and services for CAFNR. YES _____ or NO _____

3. It is mandatory that the University of Missouri retrain rights to all creative work produced by an agency or subcontracted agency. Yes _____ or NO _____

DESIRABLE SPECIFICATIONS

1. Provide a brief history of your organization.

2. Provide resumes or bios of key account management personnel that will be assigned to work on the project, as well as an explanation of the person’s role in servicing the account.

3. Provide three references, including one from a higher education client to include contact information.

4. Provide a proposal to accomplish and perform the services outlined in scope of work in the Detailed Specification and Special Conditions section and listed below.
   a. Client Consultation
   b. Measurement and Accountability
   c. Message Development
   d. E-newsletter
   e. Employee Video Series
   f. Poster Series
   g. Webinars

5. It is desirable that the respondent have in-house capability or access to vendors to provide the various content request. If the respondent intends to contract any portion of the scope of work, provide the names of those vendors and the scope of contracted work.

6. Provide examples of your agency’s creative work that cover the scope of work provided in the Detailed Specifications and Special Conditions. You may provide samples in electronic format (e.g. Flash Drive or CD).

SPECIAL INSTRUCTIONS—ELECTRONIC REQUESTS

If you have requested and/or otherwise received an electronic copy, and for any reason our
specifications and general conditions are altered in the response, University will ignore the alteration, and our specifications and general conditions will be the prevailing document.
REQUEST FOR PROPOSAL FORM

RFP # 31053

The undersigned proposes to furnish the following items and/or services in accordance with all requirements and specifications contained within this Request for Proposal issued by the University of Missouri.

AUTHORIZED RESPONDENT REPRESENTATION

<table>
<thead>
<tr>
<th>Number of calendar days delivery after receipt of order</th>
<th>Payment Terms</th>
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<tbody>
<tr>
<td>Authorized Signature</td>
<td>Date</td>
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<tr>
<td>Printed Name</td>
<td>Title</td>
</tr>
<tr>
<td>Company Name</td>
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</tr>
</tbody>
</table>

Mailing Address

City, State, Zip

Phone No.                                          Federal Employer ID No.

Fax No.                                           E-Mail Address

Circle one: Individual  Partnership  Corporation

If a corporation, incorporated under the laws of the State of__________

Licensed to do business in the State of Missouri?  ____yes    _____no

This signature sheet must be returned with your proposal.

START DETAILED PROPOSAL FORM HERE.  **Bidders should price each individual element as well as provide a package price for all elements requested.

1. Provide a budgetary estimate/quote as it relates to the goals of the project as specified in scope of contract in the Detailed Specifications and Special Conditions section of this document.  $ _______________
   a. Client Consultation  $__________
   b. Measurement and Accountability  $__________
      i. Develop and administer electronic surveys
      ii. Analyze results
      iii. Provide reports outlining results
   c. Message Development  $__________
      i. Develop messaging one-pager
      ii. Provide electronic copies to Extension leadership
   d. E-newsletter  $__________
      i. Research, develop, and write e-newsletters
      ii. Establish template e-newsletter, design and layout each issue
iii. Distribute e-newsletters  
iv. Provide reports on email response  
v. Suggested frequency: biweekly (24 per year)  

**e. Employee Video Series**  

i. Develop video interview questions and video structure  
ii. Schedule and shoot six videos, each featuring one Extension employee  
iii. Edit and produce six videos  

**iv. Distribute videos via e-newsletter and/or other Extension communications tool (e.g. YouTube)**  

v. Suggested frequency: six times per year  

**f. Poster Series**  

i. Develop content for posters  
ii. Design and layout  
iii. Printing and delivery to Extension office in Columbia  
iv. Suggested frequency: six times per year  

**g. Webinars**  

i. Develop and plan webinars  
ii. Distribute invitations to employees  
iii. Coordinate with host/presenters  
iv. Assistance with provided slide show decks  
v. Host and monitor webinars  
vi. Provide post-webinar report  
vii. Suggested frequency: quarterly (four per year)
The contractor/supplier must indicate below the percentage of diverse supplier participation committed to in relation to the total dollar value of the contract. Please provide this information whether the contractor/supplier is awarded one, some, or all of the categories being proposed. Overall the diverse supplier participation must not be contingent upon award of a specific category. The contractor/supplier, if awarded a contract, must be able to achieve the stated participation for the resulting contract regardless of the categories awarded or not awarded. The contractor/supplier must be able to achieve participation stated below for the total value of the awarded contract(s). If the contractor/supplier is a certified diverse supplier, the contractor/supplier may indicate 100% participation below. We also ask that a diverse supplier we contract with directly provide us with any supplier diversity participation your firm does that helps to fulfill the contract. Listed below are definitions of direct versus indirect 2nd Tier spending:

- **Direct 2nd Tier spending:** This is diverse supplier spending by a first tier supplier of goods and/or services that directly fulfills a UMSSC contract. The principle to follow— if the diverse supplier spending by the first tier supplier can be traced and tracked specifically to the contract, this is direct 2nd tier spending.
  a. **Example:** Company A is a prime supplier that sells UMSSC Health System medical supplies. Masks that are supplied to fulfill the contract come from a woman-owned business. This would be called direct 2nd tier as the purchase is directly fulfilling the contractual obligation.
  b. **Example:** Company B is a prime supplier of office products to UMSSC. Ink pens that are supplied are provided by a minority-owned business. This would also be direct 2nd Tier. Dollars can be tracked and traced to fulfilling the contract.

- **Indirect 2nd Tier spending:** Calculates the 2nd Tier spending by prorating the prime supplier’s company-wide diverse supplier spending with the percentage of its total business represented by the customer company’s business.
  a. **Example:** Company A spends $100,000 with a Veteran-owned landscaping company. UMSSC comprises 20% of that company’s/subsidiary’s business revenue. Company A can report $20,000 of the amount spent for landscaping as part of its reporting to UMSSC.
  b. **Example:** Company B spends $150 million dollars in diverse supplier spending for its enterprise. UMSSC comprises 1% of Company B’s overall revenue. Company B can the report 1% ($1.5 million) as supplier diversity spending to UMSSC.

The contractor/supplier is committing to the following diverse supplier participation on this proposal:

Complete the following table indicating the suppliers that will be used as direct subcontractors to meet the participation levels indicated. If you are committing to indirect 2nd tier spending, please list as “indirect” under supplier name and indicate what percentage you will target. If your company will not have a supplier diversity component, please indicate that below as well.
<table>
<thead>
<tr>
<th>Supplier Name</th>
<th>% of Contract</th>
<th>Specify 1st or 2nd Tier</th>
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---------------------------THIS FORM MUST BE SUBMITTED WITH THE RESPONSE-------------------------
Supplier Diversity Certifying Agencies
The list below provides a list of agencies that do certification for MBE, WBE, DBE, Veteran and Veteran Service Disabled businesses. Bidders are responsible for obtaining information regarding the certification status of a firm for the prospective sub-contractor being used. A list of certified firms may also be obtained from many of the agencies listed below, including the State of Missouri’s websites for M/WBE’s and Service-Disabled Veterans.

State of Missouri Office of Equal Opportunity
P.O. Box 809, Harry S. Truman office Building
Room 630, 301 W. High Street
Jefferson City, MO. 65102
573-751-8130
www.oeo.mo.gov
Missouri M/WBE Certification and database

State of Missouri Office of Administration
Division of Purchasing & Materials Management
P.O. Box 809
Jefferson City, MO 65102
573-751-3273
www.oa.mo.gov/purchasing-materials-management
Missouri Service Disabled Veterans Website

State of Kansas Department of Commerce
M/WBE and DBE Department
1000 S.W. Jackson St. Suite 100
Topeka, KS. 60612
785-296-3425
www.kansascommerce.com
Kansas M/WBE and DBE database and certification

Missouri Department of Transportation
External Civil Rights
1017 Missouri Blvd
Jefferson City, MO. 65102
573-526-2978
www.modot.org/ecr
Missouri DBE database and certification

Lambert St. Louis International Airport
4610 N. Lindbergh, Suite 240
Bridgeton, MO 63044
314-551-5000
www.mwdben.org
St. Louis M/WBE and DBE database and certification
City of Kansas City Missouri
MBE/WBE Division
414 E. 12th St
Kansas City, MO. 64106
816-513-1313
Kansas City M/W/DBE database and certification
www.kcmo.gov/humanrelations/resources

St. Louis Development Corporation
1520 Market St. Suite 2000
St. Louis, MO. 63103
314-657-3700
www.stlouis-mo.gov/sldc
Certification help for M/WBE suppliers in St. Louis area.

Mid-States Minority Supplier Development Council
317 N. 11th St. Suite 502
St. Louis, MO. 63101
314-436-8877
www.midstatesmsdc.org
MBE certification for St. Louis based corporations/database available for a fee

Mountain Plains Minority Supplier Council
777 Admiral Blvd.
Kansas City, MO. 64106
816-221-4200
www.mpmsdc.org
MBE certification for Kansas City based corporations/database available for a fee

U.S. Small Business Administration-Kansas City
1000 Walnut Suite 500
Kansas City, MO. 66106
816-426-4900
http://www.sba.gov/about-offices-content/2/3123
Kansas City SBA Office. Info for Federal Gov. Certification

U.S. Small Business Administration-St. Louis
1222 Spruce St. Suite 10.103
St. Louis, MO. 63103
314-539-6600
http://www.sba.gov/about-offices-content/2/3124

U.S. Veterans Business Administration
Veteran and Service Disabled Veteran Database and verification
www.vetbiz.gov
U.S. database of Veteran and Service Disabled Veteran Businesses
St. Louis Minority Business Council  
308 N. 21st St, 7th floor  
St. Louis, MO. 63101  
314-241-1143  
www.slmbc.org  
St. Louis MBE certifying agency/database access for a fee

Women’s Business Development Center (WBENC)-Chicago  
8 S. Michigan Ave   Suite 400  
Chicago, Illinois 60603  
312-853-3477  
www.wbdc.org  
Certification for WBE’s in the Missouri area
ATTACHMENT B
SUPPLIER REGISTRATION INFORMATION

Completion of this section is strongly encouraged. Please review and check ALL applicable boxes.

SMALL BUSINESS CONCERN: _____Yes _____No

The term “small business concern” shall mean a business as defined pursuant to Section 3 of the Small Business Act and relevant regulations issued pursuant thereto. Generally, this means a small business concern organized for profit, which is independently owned and operated, is not dominant in the field of operations in which it is bidding. We would consider any firm with 500 employees or less a “small business concern”.

WOMAN OWNED BUSINESS (WBE): _____Yes _____No

A woman owned business is defined as an organization that is 51% owned, controlled and/or managed, by a woman. The determination of WBE status depends solely on ownership and operation and is not related to employment. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 106-554 for more detail.

MINORITY BUSINESS ENTERPRISE (MBE): _____Yes _____No

A minority business is defined as an organization that is 51% owned, controlled and/or managed by minority group members. The determination of minority status depends solely on ownership and operation and is not related to employment. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 95-507 for more detail. Place an X by the appropriate space below.

1. Asian-Indian - A U.S. citizen whose origins are from India, Pakistan and Bangladesh _______ (A)
2. Asian-Pacific - A U.S. citizen whose origins are from Japan, China, Indonesia, Malaysia, Taiwan, Korea, Vietnam, Laos, Cambodia, the Philippines, Thailand, Samoa, Guam, the U.S. Trust Territories of the Pacific or the Northern Marianas. _______ (P)
3. Black - A U.S. citizen having origins in any of the Black racial groups of Africa. _______ (B)
4. Hispanic - A U.S. citizen of true-born Hispanic heritage, from any of the Spanish-speaking areas Mexico, Central America, South America and the Caribbean Basin only. _______ (H)
5. Native American - A person who is an American Indian, Eskimo, Aleut or Native Hawaiian, and regarded as such by the community of which the person claims to be a part. _______ (N)

A Veteran or Service Disabled Veteran business is defined as an organization that is 51% owned, controlled and/or managed by Veterans. The firm should be certified by a recognized agency (e.g.,
state, local, federal, etc.). Please see Public Law 109-461 for more detail.

VETERAN BUSINESS ENTERPRISE  ____Yes  _____No

SERVICE DISABLED VETERAN BUSINESS ENTERPRISE  ____Yes  _____No

Please include what organization your firm has secured certification from with a certification number and date it expires. ______________________________________________

MISSOURI FIRM:  _____Yes _____No

A Missouri Firm is defined as an organization which has and maintains within the State of Missouri a regular place of business for the transaction of their business.

BUSINESS TYPE:

Manufacturer  _____ (M)
Distributor/Wholesaler  _____ (D)
Manufacturer’s Representative  _____ (F)
Service  _____ (S)
Retail  _____ (R)
Contractor  _____ (C)
Other  _____ (O)

SOLE PROPRIETORSHIP:  _____Yes _____No

SUPPLIER’S CERTIFICATION:

The undersigned hereby certifies that the foregoing information is a true and correct statement of the facts and agrees to abide by the laws of the State of Missouri and the rules and regulations of the University of Missouri System now in effect including any subsequent revisions thereof. Supplier acknowledges that it is his/her responsibility to keep the information current by notifying the University of Missouri of any changes. The supplier also acknowledges that repeated failure to respond to Invitation to Bids may result in removal from the bid lists.

Signature of Person Authorized to Sign this Supplier Registration Information Form

Title: ___________________________ Date: ______________

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