



**LOCAL GOV'T SALES OPPS** 

**July 24 | 1:00 – 2:00 pm**

**Presented by:**



**RACINE  
UNIFIED**  
SCHOOL DISTRICT





*Assisting Wisconsin businesses compete in the government marketplace.*

## **WPI is Wisconsin's APEX ACCELERATOR**

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

## **WPI provides services and training to all of Wisconsin's 72 counties**

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, and more.....

[www.wispro.org](http://www.wispro.org)

# WPI OFFICE LOCATIONS

- **MILWAUKEE**

- *Technology Innovation Center*

- **MADISON**

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

- **CAMP DOUGLAS**

- *Juneau County Economic Development Corporation (JCEDC)*

- **EAU CLAIRE**

- *Western Dairyland*

- **FOND DU LAC**

- *Envision Greater Fond du Lac*

- **GREEN BAY**

- *NWTC Startup Hub*

- **LACROSSE**

- *Veterans in Professions*

- **MANITOWOC**

- *Progress Lakeshore*

- **OSHKOSH**

- *Greater Oshkosh Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*







# **How to do Business with Racine Unified School District**



# About RUSD

## Our Mission

- Educate every student to succeed.

## Our District

- 5th Largest Wisconsin school district
- 7 Cities/villages served
- 9 Board of Education members

## The Numbers

- 16,000 Students
- 43 Languages spoken by our students
- 65% Students eligible for free or reduced lunch

## Our Staff

- 2,157 Staff members/professional staff
  - 1,368 Teachers (65% have advanced degrees)
  - 371 Educational support staff
  - 177 Administrators
  - 82 Clerical
  - 159 Building service employees



# About RUSD cont'd

## Our Schools

### Montessori Schools(1)

- Goodland Montessori

### Early Learning Centers (1)

- Bull Early Education Center

### Elementary Schools (7)

- Fratt Elementary
- Julian Thomas Elementary
- Knapp Elementary
- Olympia Brown Elementary
- Roosevelt Elementary
- S.C. Johnson Elementary
- Wadewtiz Elementary

### K-8 Schools (7)

- Gifford School
- Gilmore Fine Arts

- Jerstad-Agerholm School

- Mitchell School

- Red Apple

- Schulte School

- Starbuck International K-8 School

### 6-12 Schools (2)

- The R.E.A.L School (6-12)

- Walden III (6-12)

### High Schools (4)

- Case High School

- Horlick High School

- Park High School

- Racine Alternative Learning

### Virtual Schools (1)

- RUSD Virtual Learning



# Purchasing Department



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# Purchasing Department Mission

The Purchasing Department is committed to fair, equitable and timely acquisition of goods & services. We procure with integrity, fairness, & transparency. Our best practices include using technology & competition to bring maximum value in the most efficient & cost-effective manner. All funding are expended within the regulations & guidelines mandated by Federal & State government & RUSD Board of Education.



# Understanding Government Ethics

## Government Ethics

*Per The Institute for Public Procurement, “Strong ethical principles are required for public procurement to preserve the public’s trust.”*

## Some Guiding Principles

### 1. Transparency

The procurement process must be open & clear to all stakeholders.

Example: Publishing award results on a public procurement portal.



# Understanding Government Ethics Cont'd

## 2. Accountability

Procurement officials must take responsibility for their actions & decisions.

Example: Keeping records of how & why a supplier was selected.

## 3. Integrity

Procurement must be free from corruption, bias, or undue influence.

Example: A procurement officer recuses themselves from evaluating a bid from a company owned by a relative.



# Understanding Government Ethics Cont'd

## 4. Fairness & Competition

All qualified suppliers should have equal opportunity to compete.

Example: Avoiding tailor-made specifications that favor a particular vendor.

## 5. Value for Money

Maximizing the benefit of public funds, not just choosing the lowest price.

Example: Choosing a slightly higher proposal that offers better durability & maintenance support.



# Understanding Government Ethics Cont'd

## 6. Confidentiality

Sensitive information, like bid prices or proprietary data, must be protected.

Example: Not disclosing one bidder's pricing to others during the solicitation process.

## 7. Compliance with Laws & Policies

Procurement must follow all applicable laws, regulations, & ethical codes.

Example: Following local procurement acts, anti-bribery laws, & internal policies.



# Understanding Government Ethics Cont'd

## Why these principles matter:

- Prevent corruption & abuse of power.
- Promote public confidence.
- Ensure efficient use of taxpayer money.
- Encourage supplier participation & innovation.



# What RUSD Buys

## 2024-25 School Year

### Top 10 Spend Categories

\$ 22,784,249.98	BUILDING CONSTRUCTION SERVICES, NEW
\$ 10,625,533.58	MISCELLANEOUS SERVICES, NO. 1 (NOT OTHERWISE CLASSIFIED)
\$ 4,767,260.35	COMPUTER SOFTWARE, SYSTEMS, INCLUDING CLOUD-BASED
\$ 3,169,916.95	PUBLICATIONS, AUDIOVISUAL MATERIALS, BOOKS, TEXTBOOKS
\$ 3,165,883.73	PROFESSIONAL SERVICES, HIGHER EDUCATION
\$ 2,500,851.50	INSURANCE AND INSURANCE SERVICES, (ALL TYPES)
\$ 1,704,032.78	HEALTH RELATED SERVICES
\$ 1,560,486.98	SCHOOL EQUIPMENT, TEACHING AIDS, AND SUPPLIES
\$ 769,891.03	SOUND SYSTEMS, COMPONENTS, AND ACCESSORIES: GROUP INTERCOM, MUSIC, PUBLIC ADDRESS, ETC.
\$ 671,992.56	FUEL, OIL, GREASE AND LUBRICANTS



# Purchasing Thresholds

PURCHASE AMOUNTS	QUOTE REQUIREMENTS
<b>COMMODITIES</b>	
<b>NOT FEDERALLY FUNDED (NOT PROFESSIONAL SERVICES)</b>	
\$0.01 to \$19,999.99	One quote.
\$20,000 to \$99,999.99	A minimum of three (3) quotes or IFB / RFP process.
\$100,000 and over	Sealed IFB / RFP Process through Purchasing Department. Requires BOE approval.
<b>COMMODITIES</b>	
<b>FEDERALLY FUNDED (NOT PROFESSIONAL SERVICES)</b>	
<i>(Requirements below are in place to comply with the Code of Federal Regulations (CFR) for Grants and Agreements and RUSD's Administrative Regulations Section 3322)</i>	
\$0.01 to \$9,999.99	One quote.
\$10,000 to \$99,999.99	A minimum of three (3) quotes or IFB / RFP process.
\$100,000 and over	Sealed IFB / RFP Process through Purchasing Department. Requires BOE approval.
<b>PROFESSIONAL SERVICES</b>	
<b>FEDERALLY FUNDED &amp; NOT FEDERALLY FUNDED</b>	
\$0.01 to \$49,999.99	One quote.
\$50,000 to \$99,999.99	A minimum of three (3) quotes or IFB / RFP process.
\$100,000 and over	Sealed IFB / RFP Process through Purchasing Department. Requires BOE approval.

# Federally Funded Programs

## **Title I Federal Program**

Title I is the largest federal aid program for public schools in the United States, aimed at supporting disadvantaged students to help ensure that all children meet challenging academic standards.

The purpose of Title I is to provide financial assistance to schools with high numbers or high percentages of children from low-income families, helping to:

- Improve academic achievement
- Close achievement gaps
- Ensure all students have access to high-quality education

RUSD also provides Title I equitable participation services to multiple non-public schools in Racine County. These are Title I Targeted Assistance Programs. Students at these schools receive Title I reading and/or math services if they meet eligibility criteria.

# Solicitation Methods

- Request for Quotations (RFQ)
- Invitation For Bids (IFB)
- Request for Proposal (RFP)
- Sole Source/Single Source/Waiver
- Cooperative Contracts/Piggybacking



# Request for Quotation (RFQ)

- Small orders under a certain dollar threshold.
- Request typically sent to suppliers informally (not posted publicly) stating our need.
- Vendors respond stating their price.

Architecture Analysis & Oversight


## Quotation

Date: 10/05/30 Valid Until Date: 10/05/30 Invoice Number: #5556667

To: Johnny & Betty Gibbins 321 Rodick Dr  
Old Rochelle, NY 90210

Item Description	Price	QTY	Amount
Architectural design	\$2,000	1	\$2,000
Schematic design	\$5,000	1	\$5,000
Construction documents	\$10,000	1	\$10,000
LEED certification consulting	\$2,500	1	\$2,500

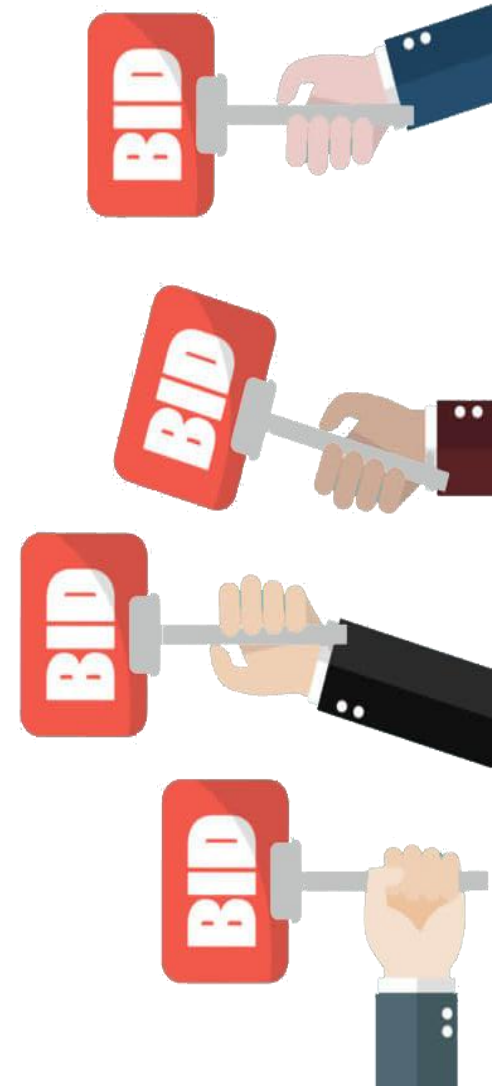
Subtotal: \$19,500  
Tax (9%): \$1,755  
Total Due: \$21,255

 Designhaus  
Architecture  
& Design

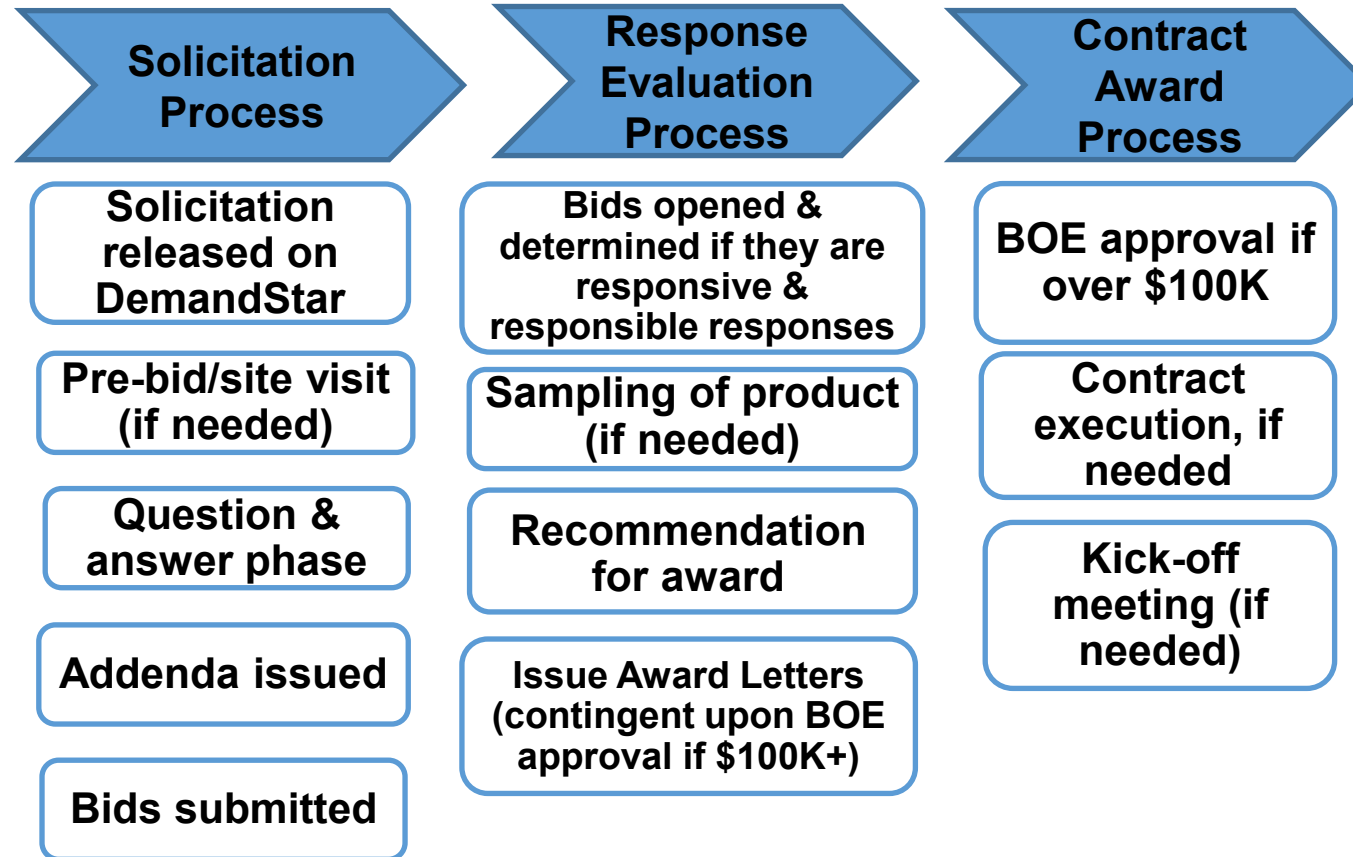
123 Creative Lane  
New York, NY 10001  
(123) 456-7890  
www.example.com

# The Invitation for Bid (IFB)

- Detailed specifications.
- Bidding on the same thing.
- Negotiations not allowed.
- Award is made to the lowest, responsive, & responsible bidder meeting specifications.



# The IFB Process Cont'd

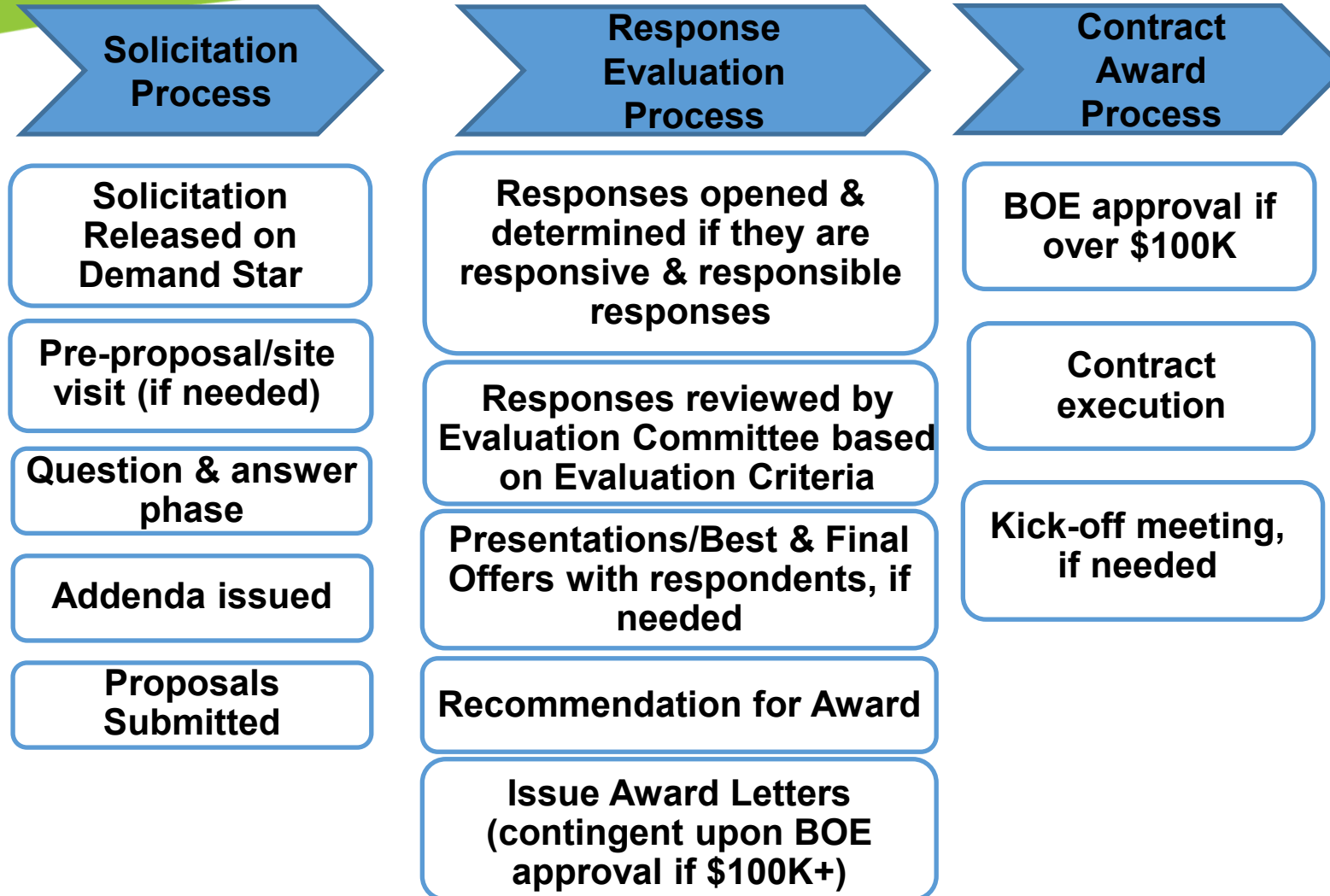


# The Request for Proposals (RFP)

- Detailed specifications not available. Instead, need is identified & Proposer provides a solution.
- Evaluation Committee scores proposals based on pre-determined evaluation criteria. Does not see cost.
- Award is not based on lowest cost, instead it's to highest scoring proposer (cost & technical).
- Negotiations are allowed.



# RFP Process Process



# Sole Source & Single Source

## Sole Source

- Selection of one supplier to the exclusion of all others.
- Based on lack of competition due to:
  - Proprietary technology.
  - Copyright.
  - Supplier's unique capability.
- Justification is required.



## Single Source

- Selection of one source even though other competitive sources may be available because of:
  - Standardization.
  - Warranty.
  - Other factors.

# Cooperative Contracts & Piggybacking

## Cooperative Contracts

- 2+ agencies combine their needs to obtain volume pricing.
- May result in contract that other entities may “piggyback.”

## Piggybacking

- A form of intergovernmental cooperative purchasing.
- Government agency is extended pricing and terms of a contract entered into by another agency.
- Helps agency gain economies of scale that they normally would not receive had they competitively solicited on their own.



# Under-Represented Businesses

## STATE

- MBE - Minority-Owned Business Enterprise
- MWBE - Minority Women-Owned Business Enterprise
- WBE - Women-owned Business Enterprise
- DVB - Service Disabled Veteran-owned Business

## FEDERAL

- Federal 8a
- WOSB – Women-Owned Small Business
- HUBZone – Historically Underutilized Business Zone
- SDB – Small Disadvantaged Business
- SDVOSB – Service-Disabled Veteran-Owned Small Business
- VOSB – Veteran-Owned Small Business



RUSD does not certify under-represented businesses. We do accept certificates issued by other public agencies.

State certification can be obtained through the Wisconsin Supplier Diversity Program (WISDP) at: <https://wisdp.wi.gov>.

Federal certification is obtained through the U.S. Small Business Administration at: <https://certifications.sba.gov>.

SDB self-certify as part of your registration in SAM - System for Award Management. To participate in SBA's 8(a) program (get additional assistance & preferential contracting opportunities) apply for certification as stated above.

# Getting Started As A Vendor

- As part of Wisconsin Association for Public Procurement (WAPP) consortium agency, RUSD posts its Invitation for Bids (IFB) & Requests for Proposals (RFP) on DemandStar.
- By registering with DemandStar for WAPP (Basic Plan is **FREE**), you'll get instant access to all participating WAPP members' opportunities (e.g., Washington County, Outagamie County, City of Eau Claire, City of Fond du Lac, Dodge County, Brown County, Rock County, City of Green Bay, City of Madison, City of Oshkosh, all 16 Wisconsin technical colleges, etc.). Additionally, you'll get:
  - Automatic email notifications when new WAPP opportunities become available.
  - Ability to quickly view the contractual terms & scope of work.
  - All forms & documents you need in one place.
- Register on-line at <https://www.demandstar.com/app/wapp/registration>



# RUSD Vendor Vetting Process

- Registered & in good standing with the Wisconsin Department of Financial Institutions (WDFI).
- Must not have any “Exclusions” with SAM.gov.
- Cannot be on the State of Wisconsin Certification for Collection of Sales & Use Tax – Ineligible Vendor Directory.
- Vendors must not appear in the Department of Revenue (DOR) Delinquent Taxpayers database.



Thank you! Any Questions?



# Upcoming Events

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# 19th Annual Wisconsin Government Opportunities Business Conference (GOBC)

*In Partnership with Wisconsin's Military Installations*

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## June 18

*Volk Field ANGB*

## July 9

*Truax Field*

## July 30

*Fort McCoy*

GOBC will provide you the opportunity to gain insights into:

- *COFFEE with the COMMANDER*
- Current operations and priorities at Wisconsin's Federal and State government agencies and military facilities
- Connecting with agency and installation leadership, operational staff and buyers
- Locating and bidding on current and future procurement opportunities
- Resources available to assist your business in winning government prime and subcontracts

**...More information and registrations at [wispro.org/events](http://wispro.org/events)**

# Webinar Series

*For Government Contractors and Subcontractors*

In addition to hosting several in-person conferences and trainings, WPI offers several no-cost virtual events through the year. Past presentations can be found in the client dashboard.

## **Acquisition Hours**

Presented by the National Contract Management Association (NCMA) Wisconsin Chapter, this webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more.

## **Cyber Thursdays**

A series of one-hour webinars focusing on critical topics in cyber security, data security, and CMMC.

## **Evening FAR Sessions**

The FAR Evening Sessions is an annual event designed for current federal contractors. In addition, these sessions will help you prepare for the NCMA CFCM certification exam.

## **Federal Market Insights**

An informal podcast designed to provide valuable information about the government marketplace for businesses interested in government contracting.

## **Local Government Sales Opportunities**

Presented in cooperation with local government agencies across the State of Wisconsin, the Local Government Sales Opportunities are virtual and in-person networking opportunities and include 1-1 buyer meetings with government buyers.

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**

# - Save the Date -

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The  
Contracting  
Academy

*Developing and Growing Government Contractors*

**Dec 9-11**

*Virtual & In Person*



**Dec 10-11**

*In Person*

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**More information will be posted at [wispro.org/events](http://wispro.org/events)**

# Featured Newsletters

Visit [wispro.org](https://wispro.org) to sign up for our monthly newsletters

Acquisition Alert | Cyber Newsletter  
Events Newsletter