

Michigan Qualifications-Based Selection (QBS) Coalition Strategic Plan – 2012 to 2017

Vision Statement

Five years from now, qualifications-based selection (QBS) will be known and accepted by owners and the public as the best method to select design professionals.

Mission Statement

Communicate the benefits of QBS and provide education and assistance to public and private owners/officials towards the implementation of a qualifications-based selection process for hiring design professionals in Michigan.

Overall Goals and Strategies

1. Rebrand QBS: Clearly define what QBS is.
2. Define value of QBS: Cost savings, reduced risk, higher quality, defined scope, etc.
3. Market the QBS Coalition as the “go-to organization for information on selecting professionals”
4. Promote a state QBS law.
5. Improve the tools to educate on “the best way to select design professionals”.
6. Monitor the process for selection of professionals using alternative delivery methods. (IPD, Design/Build, etc.).
7. Find a way to properly fund the Coalition to complete the strategic goals.
8. Develop feedback mechanisms to Coalition members on accomplishments, strategies, and value provided by the Coalition.

Marketing / Public Relations Goals (To Address Goals 1, 2, 3 and 8)

1. Seek Industry Endorsements
 - 1.1 Target organizations that represent our customers: MML, MTA, CRAM, MDOT, APWA, Universities, etc.
 - 1.2 Develop a list of customers who use/support QBS to contact.
2. Develop a direct contact or social media campaign to communicate with Coalition Members and their customers.
 - 2.1 Refresh the Coalition website on an on-going basis.
 - 2.2 Consider blogs, Linked-in, Facebook or other ways to communicate the message.
 - 2.3 Evaluate methods to provide direct communication with Coalition members and customers including methods to provide feed-back to members on the Coalitions on-going accomplishments and efforts.
3. Encourage Coalition members (and all professionals) to include web links on their company web sites to connect with the QBS-MI.org website.
4. Develop and expand number of partners that would encourage selection of professionals through a QBS process (MITA, MML, MTA, CRAM, etc.)
 - 4.1 Meet with individual potential partners on the QBS process.
 - 4.2 Encourage website links by partners to the QBS Coalition website.

- 4.3 Review each partner's website on the method they recommend for selection process and their overall attitude for hiring a design professional.
- 4.4 Make individual recommendations to each partner to revise/include on their website and identify on-going availability of QBS Coalition and QBS materials for the partner's members.
- 5. Identify strategies for passage of a state QBS law (long term)
 - 5.1 Identify supporters of a state law.
 - 5.2 Identify and review other state laws (successes).
 - 5.3 Present to AESLC (Architects, Engineers, Surveyors Legislation Committee) for consideration.

Education Goals (To Address Goals 5 & 6)

- 1. Peer Education
 - 1.1 Start with the professionals - "practice what we preach".
 - 1.2 Request firms to designate a QBS Champion in order for the firm to have the go-to person within the firm.
 - 1.2.1 Present to Coalition Member / Association Boards and firm's QBS Champions in combined meeting(s).
 - 1.3 Develop on-going strategies to communicate to peers through firm's QBS Champions. Identify educational materials needed for our peers.
- 2. Develop/Improve educational materials
 - 2.1 Create templates, collect/maintain positive samples of RFQ's, keep inventory of resource material (APWA Red Book, QBS Study, QBS Workbook, etc.).
 - 2.2 Develop educational webinars/seminars.
 - 2.3 Develop presentations/materials that clearly show the value of negotiating fees and scope.
- 3. Develop Ambassadors Pool / Speakers Bureau.
 - 3.1 Identify organizations or events where Coalition can proactively reach out to customers, peers or students as a speaker.
 - 3.2 Proactively pursue speaking engagements that spread the message and educate.
 - 3.2.1 Provide speaking resources to Customer groups
 - 3.2.2 Present at Professional Societies Meetings that include our peers such as MSPS, ASCE, AIA, MSPE
 - 3.2.3 Present at Professional Societies/Associations that are associated disciplines and have an impact on the selection of professionals such as City Manager Groups, Attorneys, Purchasing
 - 3.2.4 Present at Universities or student chapters to our own professional design disciplines and associated disciplines such as public administration, purchasing and legal.
- 4. Identify customers who are NOT using a QBS process.
 - 4.1 Develop strategy for education.

Financial Goals (To Address Goals 7 & 8)

- 1. Finalize a formal strategic plan
 - 1.1 Develop a budget to implement goals
 - 1.2 Identify fundraising ideas
 - 1.3 Set fundraising goals & timelines

- 1.4 Present to Coalition members and their organizations to obtain “buy-in”
2. Implement financial plan
3. Secure adequate staffing

Participants in Strategic Planning Meeting on October 26, 2011:

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