

A nighttime photograph of a city street. In the foreground, a person is walking on a sidewalk. A dark car is driving on the street. In the background, a large, multi-story classical building with many windows is illuminated. To the left, a modern skyscraper with a gold spire is visible. The sky is dark blue.

32ND ANNUAL NC STATE CONSTRUCTION CONFERENCE

March 28, 2013

**HOW AN OWNER PREPARES FOR AN
ADVERTISEMENT AND INTERVIEW**

PANEL

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**CINDY BROWNING REGISTER, PE
ASSISTANT DIRECTOR OF PLANNING, DESIGN & CONSTRUCTION**

HOW DOA PREPARES FOR DESIGNER ADVERTISEMENT & INTERVIEW



What Owners Won't Tell You





CINDY BROWNING REGISTER, PE

ASSISTANT DIRECTOR OF PLANNING, DESIGN & CONSTRUCTION, STATE CONSTRUCTION OFFICE

HANDOUT MATERIALS

- Business cards so presenters are easily identified.
- Copies of PowerPoint or other materials
- Org chart of project team

TEAM INNOVATIONS

- Story about how your team anticipated and avoided potential problems in similar project – could be during design or construction
- Identify consultants and provide example of how this team interacts during design and construction
- Design strategies for similar projects and what made it successful

CINDY BROWNING REGISTER, PE

ASSISTANT DIRECTOR OF PLANNING, DESIGN & CONSTRUCTION, STATE CONSTRUCTION OFFICE

TEAM EXPERIENCE

Describe how your firm balances years of experience (gray hair factor) with new technologies and enthusiasm (wow factor) to generate well rounded team

QUALITY CONTROL

Use of internal guidelines

- **What disciplines use internal guidelines**

Description of quality control procedures

- **When is quality control implemented**
- **How does quality control bridge across work by consultants**
- **Is there a “lessons learned” process at close of each project**

CINDY BROWNING REGISTER, PE

ASSISTANT DIRECTOR OF PLANNING, DESIGN & CONSTRUCTION, STATE CONSTRUCTION OFFICE

COST CONTROL

- Identify how your final design cost estimate related to actual bid prices
- Provide information about total change order dollars versus base bid dollars
- Describe procedures your firm uses to control cost during construction

SCHEDULE CONTROL

- Examples of how your team is able to evaluate and provide insight about contractor's schedule at each monthly meeting
- Story about how your firm was able to assist with maintaining construction schedule

DEADLINES



CAROLE ACQUESTA, AIA, PE
UNIVERSITY ARCHITECT/DIRECTOR PLANNING, DESIGN & CONSTRUCTION
APPALACHIAN STATE UNIVERSITY

Appalachian
STATE UNIVERSITY

CAROLE ACQUESTA, AIA, PE
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Campus in 1907



CAROLE ACQUESTA, AIA, PE
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Campus Today



**CAROLE ACQUESTA, AIA, PE, UNIVERSITY ARCHITECT
DIRECTOR PLANNING, DESIGN & CONSTRUCTION, APPALACHIAN STATE UNIVERSITY**

SCOPE

- Identify project goals
- Write scope statement
- Obtain consensus from institutional stakeholders

BUDGET

- Develop total project budget
- Arrive at construction cost of work
- Verify funding source
- Verify spending authority through UNCGA

SCHEDULE

- Develop total project schedule
- Schedule stakeholders for selection mtgs
- Verify funding source
- Verify spending authority through UNCGA

**CAROLE ACQUESTA, AIA, PE, UNIVERSITY ARCHITECT
DIRECTOR PLANNING, DESIGN & CONSTRUCTION, APPALACHIAN STATE UNIVERSITY**

SELECTION PROCESS

- **Identify participants**
- **Establish the qualification expectations**
- **Advertise project**
- **Receive qualification packages**
- **Review, review, review.....**
- **Develop list of most qualified firms (short list)**
- **Hold site visit for those shortlisted**
- **Check references for those shortlisted**
- **Notify all firms of the results of the shortlist**
- **Hold interviews (listen, listen, listen.....)**
- **Select 3 priority rated firms**
- **Make recommendation to campus administration**
- **Notify firms of the selection results**



**CAROLE ACQUESTA, AIA, PE, UNIVERSITY ARCHITECT
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TOP ELEVEN TIPS

- **Be the most qualified**
- **Be on time**
- **Be concise & clear**
- **Be complete & accurate**
- **Be honest**
- **Provide references that are reachable**
- **Relate how projects are similar to the proposed project**
- **Show how the proposed team members have the related experience**
- **Bring key consultants, not marketing folks**
- **Contact the project manager with questions**
- **Avoid designing the project for the interview**



EAST CAROLINA UNIVERSITY



**JOHN FIELDS, PE
DIRECTOR, FACILITIES ENGINEERING & ARCHITECTURAL SERVICES**



JOHN FIELDS, PE

DIRECTOR, FACILITIES ENGINEERING & ARCHITECTURAL SERVICES, EAST CAROLINA UNIVERSITY

How does ECU prepare?

- 1. Identify the project scope, budget and schedule. Many times we seek assistance from consulting firms to assist with parts of this overall project definition. There are also many approvals we seek before a project can become a project.**
- 2. Assemble key University stakeholders as members of the interview team. Usually includes members of key user groups, key senior administrators, board members, members from Campus Operations and Facilities Engineering & Architectural Services.**
- 3. Advertise and Issue Letters to Interested Designers. This will usually provide as much information as we have or can share.**
- 4. Shortlisting of responses to RFQ's for interviews. Conducted by entire interview team.**
- 5. 3 to 5 firms are usually shortlisted and interviews conducted.**
- 6. Firms to be interviewed are invited to a pre-proposal briefing.**
- 7. What next?**

JOHN FIELDS, PE

DIRECTOR, FACILITIES ENGINEERING & ARCHITECTURAL SERVICES, EAST CAROLINA UNIVERSITY

Tips for Success

1. 1st Goal--make the short list for interviews. How?

- **Read and understand the Request for Qualifications (RFQ) and Letter to Interested Designers.**
- **Address the points identified in the RFQ and Letter to Interested Designers.**
- **Learn as much as you can about the project and Campus..make that evident in your submittal. Potential source: ECU Master Plan.**
- **Help us understand how your experience relates to the needs of our project.**
- **If you list a reference, make sure it is, in fact, a reference.**
- **If instructed NOT to contact anyone other than a particular individual, follow that direction.**

2. 2nd Goal—do well in the interview. How?

- **If invited to interview, assume your team is qualified to be there. But...help us understand your passion...why is your team the right one for the project.**
- **Outline how you will proceed through the interview. It helps us understand the logic of your presentation.**
- **Provide an organizational chart. Identify team responsibilities. We want to hear from the key team members who will work on the project.**
- **Be concise, open and honest. Be who you are.**
- **If you see glaring issues which should be addressed but not mentioned in the Owner's RFQ, be sure to bring it up as something to consider in the process.**
- **Observe the interview time constraints.**
- **Reserve time for your closing remarks. Why your firm?**

WENDELL GOODWIN, PE
FACILITY ENGINEERING OFFICER, WAKE TECHNICAL COMMUNITY COLLEGE
WAKE TECHNICAL COMMUNITY COLLEGE





WENDELL GOODWIN, PE
FACILITY ENGINEERING OFFICER, WAKE TECHNICAL COMMUNITY COLLEGE

ADVERTISEMENT

Statewide Circulation

- (IPS) Interactive Purchasing System, News & Observer

Promote HUB Involvement

- Greater Diversity

Information

- Project Name, contact information and how to obtain a copy of the RFQ

REQUEST FOR QUALIFICATIONS

Project Description with site plan and project location

Proposal format

Establishes the Selection Criteria (Standard SCO)

Teams Experience and Past Performance

- Similar projects in scope and size
- Teams involvement in these projects

WENDELL GOODWIN, PE
FACILITY ENGINEERING OFFICER, WAKE TECHNICAL COMMUNITY COLLEGE

INTERVIEW COMMITTEE

Established by the President

- **Capital Projects Coordinator**
- **Project Manager**
- **End User Group**
- **Facilities Staff**

Selection criteria weighting factors determined as specific to the project
Responsible for reviewing proposals and developing the “Shortlist”

INTERVIEW INFORMATION SHEET

Location and room information

- **Technology capabilities, room size and layout, time allotted**

Unique challenges of the project

- **Renovation while occupied, site issues, schedule, etc**

**WENDELL GOODWIN, PE
FACILITY ENGINEERING OFFICER, WAKE TECHNICAL COMMUNITY COLLEGE**

INTERVIEW

- **We want to hear from the members of the team directly involved in the work!**
- **Address unique challenges that have been identified**
- **Highlight your past experience in similar projects**

KENT YELVERTON, PE
DIRECTOR, PROPERTY AND CONSTRUCTION DIVISION
NC DEPARTMENT OF AGRICULTURE AND CONSUMER AFFAIRS





KENT YELVERTON, PE
DIRECTOR, PROPERTY AND CONSTRUCTION DIVISION
NC DEPARTMENT OF AGRICULTURE AND CONSUMER AFFAIRS

ADVERTISEMENT & INTERVIEW

- **Mutual Respect**
- **Fairness in Selection**
- **At the end of the day just one happy firm**

- **Preparing to Advertise a Project**
- **Receiving Submittals**
- **Pre Selection Committee Meeting**
- **Interview**
- **Post Interview**

QUESTIONS?

How do I follow up with the members of this panel?

How do I follow up with an owner when I have been second three straight projects?

How do I follow up to see how our team is doing on a project?

How do I research a project that you have “heard about” with a public owner?

What are a couple of key things to remember about the selection process?

ECU allows firms to come in on the 3rd Monday from 1:00pm until 3:00pm. How does a firm get on the list? What are other agencies doing?

How can we set up “NO-LUNCH and LEARNS” in agencies for educational purposes?

The background features a light blue and white color scheme with a grid pattern. Several question marks are scattered across the page, some in a circular frame and others as simple symbols. The text is centered and reads:

DISCUSSION & QUESTIONS

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