

ASC Competition 2010
Regions 6 and 7

Graduate Level Construction Management Problem Preview

Clark Construction Group
12/21/09

INTRODUCTION

For the 2010 graduate-level competition at Sparks, the competing teams will be required to develop proposals for the design-build delivery of a large institutional housing project for a major public owner. The published RFP project criteria will be difficult or even impossible to meet given the budget constraints imposed. The competing teams must develop creative or alternate solutions to meet the Owner's needs.

THE 2010 PROBLEM

Clark will present a problem this year that provides teams with the RFP published by a major public owner for the design-build delivery of a major institutional housing project, including structured parking and green design criteria. The Owner's fixed budget will appear to be insufficient to achieve all the RFP criteria. Your team, acting as a competing design-build general contractor, must determine whether and to what degree the criteria cannot be met. You must then develop a proposal for the design and construction of the project, including specifics confirming the Owner's bridging document scope and design criteria, or your own alternate ideas, in order to fit their budget and meet their needs.

In addition to the challenge of the budget vs. RFP criteria, the project will reflect a difficult schedule and site.

The student teams assume the role of design-build general contractor teams competing with each other to develop the best proposal to win the award of the project.

Your team will have the ability to adopt the Owner's existing bridging document scope and design as the basis of your proposal, modify any aspect including the design, or propose a completely new design, whichever method works best for you in solving the

problem and developing the most compelling proposal. Your only absolute limitations are; the site and its natural constraints; and the budget. Realistically, you should also satisfy all major scope elements such as the number of housing units and parking spaces. Other elements may be more flexible, such as the level of LEED certification reached, but your proposal's level of achievement in this regard will be evaluated stringently by the judges and in comparison with your competitors.

Your team must also, as part of your proposal, produce a realistic design and construction schedule, budget, management plan, staffing plan, and site utilization plan.

WHAT IS EXPECTED

The RFP will be distributed to all teams at 6:15 AM on Thursday. Clark judges will conduct an open Q&A session shortly thereafter to ensure all teams understand the process, the challenges, and the deliverables. Clark will circulate around the student work rooms throughout the day and evening to coach and ensure there are no unforeseen problems arising. All written proposals are due to the judges by 11:45 PM Thursday.

The written proposal is the primary deliverable of the competition. This document represents your team's recognition of the Owner's RFP criteria, your understanding of the challenges that must be overcome, and your proposal for how your team will do that.

The next day, oral presentations will be given to that team of judges. The judges assume the role of an Owner's selection committee, assigned to receive the proposals, evaluate them, and recommend selection for award of the project. The focus of the oral presentation should be on communication. Your team should demonstrate a strong knowledge of all aspects of your proposal and be able to help the judges understand it as well.

The most successful teams will be able to accurately characterize the project challenges they see and draw a logical path from those challenges to the solutions they have proposed that will result in a project that meets the owner's needs.

In both the written and oral portions, the judges will expect to see a quality work product suitable to the professional business environment we work in. Additionally, do not spend time and energy in either the written proposal or the oral presentation "selling" the imaginary construction company your team represents; instead put your time into the content of your proposal.

OTHER INFO

This is a construction management competition. The skills required in order to be successful in this competition are those skills that are required to manage large, complex design-build construction projects. The best performances will be by teams encompassing skills in scheduling, budget awareness, problem solving, communication, teamwork and general ability to convey their grasp of the design and construction processes. Teams will not be judged at all on the development of mock companies or the role playing done in conjunction with that.

Teams will be provided with electronic forms in Excel and Word formats, and you must have compatible software. In addition, all teams must have scheduling software of your choice for producing and maintaining a project schedule.

There may be a design element to your proposal, in that some teams may choose to propose slight or even radical departures from the RFP bridging documents design criteria. Some teams may choose to adopt the bridging documents closely. In either case, it is not necessary to include design members on your teams. The level of design information that is likely required to communicate even significant alterations to the bridging document design is within the skills expected of a design-build construction project manager.

Written proposal deliverables must be submitted to the judges in four (4) copies, each neatly three-hole punched, but not placed in any binders. Any large format paper such as for schedules or drawings, must be no larger than 11' x 17" and folded to 8-1/2" x 11" size. For the oral presentations, there is no need to utilize PowerPoint, however your team may do so if you desire. The focus is on the content of your proposal and the communication of that to the judges. You should expect considerable Q&A.

The graduate level teams this year will be comprised of four members each. Clark will enforce the current competition rules as agreed among ASC faculty and sponsors.

Because of the coaching visits, there will be close interaction between the teams and the judges during the preparation of the teams' written work product. The judging of that product will be based solely on the actual written products submitted to the judges however, not the interaction. Additionally, judging of the teams for their group and individual interaction with the judges will occur only during the oral presentations.

The 2010 event will continue the years of exciting ASC competition in Regions 6 and 7. We at the Clark Construction Group look forward to seeing you in Sparks!