

ASC Competition 2012  
Regions 6 and 7

Graduate Level Construction Management Problem Preview

Clark Construction Group  
10/17/11

**INTRODUCTION**

In the 21<sup>st</sup> century, we find ourselves in a place where the role of the large general contractor has evolved significantly from its historical purpose. No longer is the contractor simply the executor of the Architect and Engineers' design. True, at our core we still perform the central task of creating the physical product from the two-dimensional drawings, but that construction process now occurs at the tail end of a much longer, more intensive series of functions. In a typical large project, Clark finds ourselves acting as a professional advisor to the rest of the project team, often including provision of technical and business services such as environmental reviews, entitlements, financing, design and pre-construction advice. We may be involved in LEED, BIM, IPD, D-B, Lean, and other industry initiatives.

For the ASC 2012 graduate-level competition at Sparks, the competing teams will be required to reach deep into their experience to work closely with designers, subcontractors, a developer and financier in producing a winning project proposal.

**THE 2012 PROBLEM**

Clark will present a problem this year focused on the development of a highly-technical institutional facility with a capital cost well in excess of \$100 million. The student teams will each assume the role of a pre-construction team for Clark, working collaboratively with the developer, designers, financiers and subcontractors to create a compelling proposal that will convince the Owner to award the project to your team. You will be working with the following concepts:

- Design-Build
- BIM
- Lean Design

- LEED
- Private Development, Financing and Project Entitlement
- Traditional Pre-Construction tasks such as:
  - Estimating
  - Scheduling
  - Constructability
  - Site Utilization
  - Project Management Planning

The Problem Statement for the competition will be the RFP for the project. The judges, acting as Clark senior management, will provide to you the reaction to the RFP by the other members of the pursuit team, such as the developer, designers and subcontractors. You must account for these inputs, add your own “general contractor” portion, and cobble-together a winning proposal.

### **WHAT IS EXPECTED**

The RFP (problem statement) 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.

Your written proposal will be the primary deliverable of the competition. This document represents your team’s recognition of the contract requirements, your understanding of the challenges that must be overcome, and your proposal for how your team will get it accomplished. It must show seamless coordination with the development, entitlement and financial aspects of the project.

The next day, oral presentations will be given to the judges. The judges assume the role of an Owner’s Selection Committee. The focus of the oral presentation should be on communication. Your team should demonstrate a strong knowledge of all aspects of the project challenges and your proposed solutions – not just the construction portion.

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 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 must be familiar with the concepts and application of the principles of; Design Management, BIM, LEED, Lean Design, general pre-construction services, and Public/Private Partnerships (PPP).

Teams will not be judged at all on the development of mock companies or the role playing done in conjunction with that. Superfluous written materials in your problem solution will likely detract from your scores.

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.

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. Your school's name should appear on the front cover of your proposal. 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 student teams 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 student 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 2012 event will continue the years of exciting ASC competition in Regions 6 and 7. At the Clark Construction Group, we believe this event should be fun, challenging, educational, and competitive. We look forward to seeing you in Sparks!