



## Checklist for Doing Business With The Department of Defense Education Activity (DODEA)

### 1. Make an appointment with your local Procurement Technical Assistance Center (PTAC)

PTACs teach small businesses how to sell to Federal government customers. You can locate a PTAC near you on the [Association of Procurement Technical Assistance Centers Website](#).

Small Business Development Centers (SBDCs) provide management advice and assistance to small businesses. They can help you incorporate, setup your accounting system, write a business plan, *etc.* You can locate an SBDC near you on the [Association of Small Business Development Centers](#) website.

### 2. Identify your product or service

Determine the North American Industry Classification System ([NAICS](#)) code(s) for your business establishment and the Federal Supply Classification ([FSC](#)) code(s) for your product or service.

*Note: Most Federal government product/service listings and procurements are identified by NAICS and/or FSC codes.*

### 3. Confirm small business size standards

Contact the Small Business Administration to determine whether the NAICS industry code(s) for your business falls within the established table of [small business size standards](#). Some firms with multiple products and services are considered a large business for some industry codes and a small business for others.

Why is this important? The Department of Defense has certain goals to award a percentage of all contracts to small businesses (<http://www.acq.osd.mil/osbp/>). In addition, each acquisition of products or services that has an anticipated dollar value exceeding \$3,000, but not over \$150,000, is automatically reserved exclusively for small business concerns and shall be set aside for small business unless the contracting officer determines there is not a reasonable expectation of obtaining offers from two or more responsible small business concerns that are competitive in terms of market prices, quality, and delivery (FAR 19.502-2).

### 4. Determine if your business qualifies for the following certifications:

Historically Underutilized Business Zone (HUBZone); Small Business 8(a); Small Disadvantaged Business (SDB) (Self Certify).

The Federal government sometimes sets aside procurements or offers preferences to service-disabled veteran-owned small businesses or 8(a), HUBZone certified business concerns, or SDBs. 16

Please refer to the following link for definitions and detailed instructions to certify for HUBZone, 8(a): [SBA's Small Business Certification](#) .



**5. Obtain a Data Universal Numbering System (DUNS) number.**

The D-U-N-S Number® was also incorporated into the Federal Acquisition Regulation (FAR) in April 1998 as the Federal government's contractor identification code for all procurement-related activities. This is a business identification number used similar to a personal social security number.

To obtain a number, please go to the [DUNS website](#) for government contractors and grantees.

**6. Register in the System for Award Management (SAM).**

A DUNS is required before registering in SAM, which includes Central Contractor Registration (CCR) and the Online Representation and Certifications Application (ORCA). The SAM web site can be accessed by going to the following link: <https://www.sam.gov/portal/public/SAM/>. For a quick start guide to SAM, please see the following link:

[https://www.sam.gov/sam/transcript/Quick\\_Guide\\_for\\_Contract\\_Registrations\\_v1.7.pdf](https://www.sam.gov/sam/transcript/Quick_Guide_for_Contract_Registrations_v1.7.pdf).

**7. Become familiar with Government contracting procedures.**

Be familiar with Federal Acquisition Regulations ([FAR](#)) and the Defense Federal Acquisition Regulation Supplement ([DFARS](#)).

**8. Become familiar with DoDEA and how your establishment can help the agency accomplish its mission.**

Go to the [DoDEA Website](#) and become familiar with DoDEA's mission.

DoDEA operates 195 schools in 14 districts located in 12 foreign countries, 7 states, Guam, and Puerto Rico. DoDEA maps: <http://www.dodea.edu/home/facts.cfm?cld=maps>.

All schools within DoDEA are fully accredited by U.S. accreditation agencies. In terms of achievement, students compare favorably with high-performing school systems. Approximately 8,700 educators serve more than 86,000 DoDEA students.

However, this is only about 14% of the entire population of K-12 aged children of military families. Depending on where the active duty military member is stationed, children may be at a DoDEA school one year, and a non-DoDEA school run by a public school district three years later.

Be prepared to articulate how your business can help DoDEA accomplish its mission, achieve its goals, solve technical problems, and foster new DoDEA capabilities.

**9. Search for current and prospective DoDEA procurement opportunities.**

Federal Business Opportunities (FedBizOpps) is the Federal Civilian and Military government single point of entry for businesses to find posted Federal business opportunities across all departments and agencies.

To identify current procurement opportunities matching your product or service criteria, visit the [FedBizOpps](#) Website at [www.fbo.gov](http://www.fbo.gov).



## **10. Investigate GSA Schedule Program.**

Federal agencies can use Government-Wide Acquisition Contracts (GWACs) and General Services Administration's ([GSA](#)) Federal Supply Service (FSS) Schedule Contracts to make purchases.

These pre-approved contracts are used to buy commonly used products, services, and solutions needed to fulfill missions and day-to-day operations. These opportunities are rarely announced on the FedBizOpps site, but are normally competed among pre-qualified vendors already under contract.

## **11. Explore subcontracting and joint venture / teaming opportunities.**

Regardless of your product or service it is important that you do not neglect subcontracting and teaming opportunities, our very large secondary market.

Information regarding subcontracting opportunities with Department of Defense (DoD) Prime Contractors can be found at (<http://www.acq.osd.mil/osbp>). This website lists all major DoD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm.

The Small Business Administration also hosts a [Subcontracting Opportunities Directory](#). In addition to subcontracting, we also encourage you to learn about joint ventures and teaming, and investigate potential opportunities with the firms under contract with DODEA. (See the [DoD OSBP Guidebook for Facilitating Small Business Team Arrangements \(Sept 2007\)](#)).

## **12. Prepare a Statement of Capabilities**

If you would like to schedule a meeting with a DoDEA Subject Matter Expert (SME) you will need to submit a Statement of Capabilities. The Statement of Capabilities is a brief statement to describe what product or service your company can provide to DoDEA. It will be forwarded to the SME who will make a determination whether or not they have a need to meet with your company.

The Capability Statement should include the following information:

1. Name of Company & Website (if applicable):
2. Point of Contact and Phone Number:
3. Small Business Category (Woman Owned, Service-Disabled Veteran-Owned, 8(a), Small Disadvantaged Business, etc.):
4. Statement of service and/or product being marketed to DoDEA:
5. Product or Service Code(s):
6. NAICS:
7. GSA Schedule: Yes or No
8. Accepts GPC: Yes or No
9. DUNS Number & CAGE Code:



10. Certifications:
11. DOD/Federal/State or local contracts with POC Information:
12. Performance History:

In addition, please provide any description that differentiates your product or service from your competitors.

**13. Submit your Statement of Capabilities to the Industry Outreach Coordinator.**

Present your capabilities directly to the Industry Outreach Coordinator. This information will be kept in the DoDEA database.

Email [industry.outreach@hq.dodea.edu](mailto:industry.outreach@hq.dodea.edu) for an appointment. Most correspondence is done via email.

If you would like to schedule a meeting, conference call, or webinar, please let the Coordinator know. The Coordinator will check to see if there is interest in a meeting, etc. for market research purposes only. It will take up to two weeks to get an answer to the request. Do not submit multiple requests to the Agency Director or other staff, as they will all eventually be forward to the Coordinator. The Agency Director does not meet with vendors.

Due to the large number of requests, DoDEA only meets with 25% of the vendors who contact them. Of the 25%, nearly all of them are tied to DoDEA's primary mission, which is Education. Typically, DoDEA does not meet with office product suppliers, information technology vendors (product or service), copier companies, textbook or children's book publishers/authors, and so on.

Please do not send unsolicited product samples or gifts, as they are a violation of Federal Ethics Law. All samples or gifts will be immediately returned including any marketing literature that accompanies them. On-line electronic trials (for example, 30 days) of various educational resources are discouraged, especially those that require input from DoDEA. In addition, DoDEA Subject Matter Experts may be automatically blocked from any company web site that requires a software download to a Department of Defense computer.

If DoDEA declines the invitation, it should not by any means be interpreted necessarily of a decline of the product or the service. Some of the top reasons for not accepting an invitation to meet, etc. include:

1. Lack of a requirement for the product/service at that time,
2. DoDEA is already aware of the product/service and it is already in our database,
3. Product/service is considered a commodity, that is, there little differentiation within the industry,
4. Product/service is normally acquired at one or more levels below the Headquarters level (such as at a DoDEA area service center, school district, or school),
5. Lack of availability of a DoDEA Subject Matter Expert to review the Statement of Capabilities or web site



#### Industry Outreach Disclaimer:

*DoDEA Industry Outreach meetings, conference calls, and webinars are for market research purposes only and for a general exchange of information as defined by Federal Acquisition Regulation (FAR) Part 10 and in accordance with the DoDEA Vendor Communications Plan, dated 17 May 2011. DoDEA must adhere to the rules established in the Federal Acquisition Regulations and Defense FAR Supplement (DFARS). In particular we are required to encourage competition in contracting to the maximum extent practicable, and that any potential requirements developed in the future will have to be competed among industry. We ask that firms disclose any interest in pending DoDEA solicitations so we may avoid discussing those subject areas. Any follow-on meetings to introductory market research meetings will require the inclusion of the DoDEA Office of the General Counsel to avoid any inadvertent unauthorized commitments or conflicts of interest.*

If your firm does meet with a DoDEA Subject Matter Expert, this is normally a one-time event and there are no follow-on meetings. Follow-on meetings to introduce new products/services will not be considered by DoDEA for at least one year.

#### **14. Note to Information Technology (IT) Companies**

Unless the system is a unique solution, DoDEA does not typically solicit for general IT products and services through FedBizOpps. Rather, the agency often uses GSA Schedule 70 (<http://www.gsa.gov/portal/content/104506>), Army CHES (<https://ches.army.mil/>), and NASA SEWP (<http://www.sewp.nasa.gov/index.shtml>), based on which one is considered to be most advantageous to the Government. Products and services under the Simplified Acquisition Threshold (currently \$150,000) may be 100% set-aside for small businesses. Some products and services are reserved for the Small Business Administration's 8(a) program (FAR Subpart 19.8, [https://www.acquisition.gov/far/html/Subpart%2019\\_8.html](https://www.acquisition.gov/far/html/Subpart%2019_8.html)), and may not otherwise be competed

#### **15. Note to Construction Companies**

DoDEA is not authorized to directly contract for the design or construction of facilities. Per DoD Directive 4270.5, DoDEA utilizes the construction agents assigned to designated geographical areas. Since 2008, DoDEA has collaborated with the US Army Corps of Engineers (USACE)/Norfolk District, for use for new construction, renovation, repair, and preventative maintenance of schools and other facilities. For more information about doing business with USACE/Norfolk, please see the following web site: <http://www.nao.usace.army.mil/BusinessWithUs.aspx>.



## 16. Follow DoDEA Solicitations and Notices on FedBizOpps

As experienced Federal Government contractors know, most of the time is spent waiting to make a proposal or quote for the right solicitation or notice. Except in unusual circumstances, all solicitations are required to be competed.

On FedBizOpps, you can initially search by agency using "Other Defense Agency/Department of Defense Education Activity."

We encourage vendors to use the FedBizOpps automatic email notification system. If you are using your NAICS code to set up your email notification, you may want to use several different NAICS codes which could be used for the same product or service to make sure you do not miss an important solicitation notice. Please see the following web site for a FedBizOpps User Guide:

[https://www.fbo.gov/downloads/FBO\\_Vendor\\_Guide\\_v1.7.pdf](https://www.fbo.gov/downloads/FBO_Vendor_Guide_v1.7.pdf).

Examples of various DoDEA solicitations and notices include the following:

### Curriculum:

Example: Chemistry Curriculum, 2012

[https://www.fbo.gov/index?s=opportunity&mode=form&id=ea42986ca94d10ffe777f9b5d075f1fd&tab=core&\\_cview=1](https://www.fbo.gov/index?s=opportunity&mode=form&id=ea42986ca94d10ffe777f9b5d075f1fd&tab=core&_cview=1)

### IT Solution:

Example: Learning Management System, 2012

[https://www.fbo.gov/index?s=opportunity&mode=form&id=e014c3afa58ce6dc323dcfc304603402&tab=core&\\_cview=1](https://www.fbo.gov/index?s=opportunity&mode=form&id=e014c3afa58ce6dc323dcfc304603402&tab=core&_cview=1)

### Request for Information:

Example: Employment Reform Initiative, 2012

[https://www.fbo.gov/index?s=opportunity&mode=form&id=72245de639b08690a48c26462fba5f1d&tab=core&\\_cview=1](https://www.fbo.gov/index?s=opportunity&mode=form&id=72245de639b08690a48c26462fba5f1d&tab=core&_cview=1)

### School Equipment:

Example: Kitchen/Cafeteria Equipment, 2012:

[https://www.fbo.gov/index?s=opportunity&mode=form&id=66cec5c2c5d2bb6724cee5436817e9e0&tab=core&\\_cview=0](https://www.fbo.gov/index?s=opportunity&mode=form&id=66cec5c2c5d2bb6724cee5436817e9e0&tab=core&_cview=0)

### Construction/Facility Support Services (USACE/Norfolk), 2012:

Example: Preventative Maintenance and Repair

[https://www.fbo.gov/index?s=opportunity&mode=form&id=5af128c6b7e6a5517a3a93d0c47d6196&tab=core&\\_cview=1](https://www.fbo.gov/index?s=opportunity&mode=form&id=5af128c6b7e6a5517a3a93d0c47d6196&tab=core&_cview=1)



### **17. Marketing to DoDEA Area Service Centers**

Certain items are only contracted for at the regional level. DoDEA has three area service centers, one each for the Continental United States (CONUS), Europe, and the Pacific regions. Area service centers may have similar subject matter experts in Education, Logistics, Facilities, and Information Technology, as at DoDEA Headquarters. A good place to start is the Procurement office. Similar to Headquarters, most of their solicitations and notices are posted on FedBizOpps.

Web Site to Contact Information for DoDEA Area Service Centers:

<http://www.dodea.edu/datacenter/schools.cfm>

### **18. Marketing to DoDEA School Districts and Schools**

Larger acquisitions for DoDEA school districts and schools are done at the DoDEA Area Service Centers. Depending on the product/service, there may not be a subject matter expert at this level.

Small purchases can be made at the local level by Government Purchase Card (GPC), which is a Federal Government credit card. An example is supplemental curriculum materials.

The GPC threshold for CONUS is \$3,000, and the threshold for overseas (non-US territory) locations is \$25,000. Purchases cannot be split in order to keep the single acquisition under the thresholds above. Most GPC purchases are made in the 4<sup>th</sup> quarter of the Federal fiscal year (July-September) with surplus funds. Typically, a senior school district official or school principal has the role of GPC Billing Official with the authority to obligate GPC funding for specific purchases based on staff recommendations.

Web Site to Contact Information for DoDEA School Districts and Schools:

<http://www.dodea.edu/datacenter/schools.cfm?scope=school>

### **19. DoDEA Grants Program**

DoDEA awarded more than \$35 million in grants in FY12. The grants were awarded to 26 military-connected public school districts to strengthen family-school-community relationships and enhance student achievement for military connected students.

To be eligible for participation in the grant, the district must have an active military-connected student population of 5% or more, with a population of 15% or more military-connected students at the school level. Although funding levels are related to military student enrollment, the proposed programs will serve all students at the target schools.

While schools apply for the grant and receive and control the grant funding, they are sometimes in partnership with specific vendors. DoDEA does not match up schools with interested vendors.

This year's grant competition was focused on programs that:



- 1) Infuse Science, Technology, Engineering and Mathematic (STEM) principles throughout the curriculum;
- 2) Establish or expand foreign language learning; and/or
- 3) Programs that include ongoing, systemic strategies for parent and family engagement.

The focus of the grant's program and evaluation of applications change every year. Applications are normally due sometime in the spring each year.

For the FY12 grant program, competitive priority points were awarded if the school district had not previously received a DoDEA grant award, and if one or more of the eligible schools has a military student enrollment of 50 percent or more.

Web site on DoDEA Grants program: <http://www.dodk12grants.org/default.aspx>

PowerPoint Overview Presentation on FY12 Program:

<http://www.dodk12grants.org/Docs/ReviewersWebinar2012.pdf>

Contact information: <http://www.dodk12grants.org/contact.aspx>

## **20. Marketing to the Office of the Under Secretary of Defense (OUSD) for Personnel and Readiness (P&R)**

Certain products and services are better marketed to P&R rather than DoDEA.

(<http://prhome.defense.gov/>). This is because children of military families move in-and-out of DoDEA schools and still require the same educational or counseling resources wherever they are.

P&R is responsible for the Department of Defense (DoD) Morale Welfare and Recreation (MWR) program which includes youth activities and various education programs that covers all children of military families and not just the 14% of K-12 age children attending DoDEA-operated schools.

Many on-line resources are accessible to children through P&R's Military OneSource Web Site (<https://www.militaryonesourceeap.org/achievesolutions/en/mos/Home.do>).

For example, in 2012, the MWR library resource program included the following:

- Academic OneFile
- Audio Book Cloud
- Audio Books Collection
- Country Search
- Culture Grams
- eBooks Collection
- Gale Virtual Reference Library
- General OneFile
- General Reference Center
- Heritage Quest Online





- InfoTrac Junior Edition K-12
- Kids Info Bits
- MasterFILE
- My iLibrary
- OneClickDigital
- Peterson's DoD MWR Education Resource Center
- Peterson's OASC
- Student Resources in Context
- Teacher Reference Center
- TumbleBooks for Beginning Readers
- Tumble Readables
- Tutor.com

Military OneSource also carries information about colleges and career, learning disabilities, family support, and children's health.

Point of contact for DoD P&R programs is David Julian, Senior Advisor, Military Community and Family Policy, at [david.julian@osd.mil](mailto:david.julian@osd.mil).