



U.S. Department of Education Acquisition  
Guidance

# Vendor Communication Plan – CH.10.002

---

## Table of Contents

<b>1.1 BACKGROUND .....</b>	<b>2</b>
<b>1.2 POLICY .....</b>	<b>2</b>
<b>1.3 ACQUISITION INDUSTRY LIAISON.....</b>	<b>2</b>
<b>1.4 REQUIREMENTS .....</b>	<b>3</b>
<b>1.4.1 PRE-AWARD VENDOR ENGAGEMENT .....</b>	<b>3</b>
<b>1.4.2 VENDOR ENGAGEMENT STRATEGY IN INDIVIDUAL ACQUISITION PLAN (IAP) .....</b>	<b>3</b>
<b>1.4.3 EFFECTIVE DEBRIEFINGS (PRE- AND POST-AWARD) .....</b>	<b>3</b>
<b>1.4.4 EFFORTS TO REDUCE BARRIERS AND PROMOTE ENGAGEMENT .....</b>	<b>4</b>
<b>1.5 ATTACHMENT LINKS TO OFPP MYTH-BUSTING MEMORANDUMS ON IMPROVING COMMUNICATION WITH INDUSTRY .....</b>	<b>5</b>
<b>1.5.1 LINKS TO DEPARTMENT OF EDUCATION CONTRACTING INFORMATION .....</b>	<b>5</b>

## 1.1 Background

On February 2, 2011, the Office of Federal Procurement Policy (OFPP) issued a memorandum entitled “Myth-Busting: Addressing Misconceptions to Improve Communication with Industry during the Acquisition Process.” In addition to identifying and refuting common misconceptions about vendor engagement, the memorandum directed agencies to develop high-level vendor communication plans to discuss how each agency will reduce unnecessary barriers, publicize communication opportunities, and prioritize engagement opportunities for high-risk, complex programs or those that fail to attract new vendors during re-competitions.

## 1.2 Policy

The Department is firmly committed to the prudent expenditure of appropriated funds, and to the delivery of 21st century services by modernizing information technology and transparency and accountability. Inherent in this commitment is a responsibility to engage in meaningful communication with industry; this includes advancing racial equity and support for underserved communities. Constructive vendor engagement identifies and addresses barriers, improves acquisition outcomes, and results in better value for the taxpayer.

This Vendor Communication Plan provides clear and consistent, high-level, direction to the Department’s acquisition workforce and industry partners about Departmental engagement with industry throughout the acquisition lifecycle.

To increase and improve vendor communication, the Department shall:

1. Operate in an open and transparent environment;
2. Provide clear direction to the acquisition and program workforce on possible communication with industry;
3. Communicate early, frequently, and constructively with industry including small business and vendors the department has not worked with in the past;
4. Identify in the published procurement forecast opportunities likely to involve additional communication possibilities;
5. Prioritize the use of resources for high-risk, large dollar, complex programs or those that fail to attract new vendors during re-competitions;
6. Protect non-public information and the Department’s source selection information; and
7. Exploit technological advances in communication to reach underserved communities more effectively.

## 1.3 Acquisition Industry Liaison

The Department has appointed an Acquisition Industry Liaison (AIL) to work with the Department’s Acquisition Innovation Advocate (AIA), the Office of Small and Disadvantaged Business Utilization (OSDBU), and key acquisition personnel, to champion the mandates of [Executive Order 13985](#), “Advancing Racial Equity and Support for Underserved Communities through the Federal Government,” dated January 20,

2021, and to promote strong vendor communication practices and counter misconceptions that drive today's risk adverse culture. The Department's AIL is located within the Office of Acquisition, Grants and Risk Management (OAGRM), Strategic Acquisition Management Initiative (SAMI). [Contact details for the Department's AIL and AIA.](#)

The requirements of this chapter are applicable to all acquisitions issued by Department of Education.

## **1.4 Requirements**

### **1.4.1 Pre-Award Vendor Engagement**

Contracting Officers (CO), Program Managers (PM) and Contracting Officer Representatives (COR) are encouraged to consider pre-award vendor input in all acquisitions. A vendor engagement strategy should be developed for all acquisitions, tailored to the specific requirement, providing maximum engagement opportunities and flexibilities, commensurate with the cost, risk, and history of the acquisition.

### **1.4.2 Vendor Engagement Strategy in Individual Acquisition Plan (IAP)**

A comprehensive vendor engagement strategy is a mandatory requirement and shall be included in the IAP for acquisitions:

- Expected to exceed \$5 million over the life of the contract.
- For goods or services which were previously awarded with a limited source justification, or which received only one offer in a previous competition.

A comprehensive vendor engagement strategy should include at least one industry day, a pre-solicitation or pre-proposal conference, allow for a reasonable amount of one-on-one engagement, and allow time for discussions during proposal evaluation.

A written justification shall be prepared and incorporated into the IAP if a determination is made that none of these steps are necessary.

### **1.4.3 Effective Debriefings (Pre- and Post-Award)**

Debriefings represent a crucial forum for vendor engagement. Quality debriefings, in accordance with FAR 15.505 and 15.506, can be of great benefit to both industry and the government:

- Debriefings help vendors better understand proposal weaknesses so that they can make stronger offers on future acquisitions. This is especially important to small businesses as they seek to grow their position in the marketplace;
- Debriefings afford agencies the opportunity to evaluate and improve their own process; and
- Agencies that conduct quality debriefings have found a decreased tendency by the supplier base to pursue protest.

When conducting debriefings COs are encouraged to consider using such best practices as:

- Promoting a meaningful consideration of issues by soliciting vendors' questions, and if applicable, provide the overall general ranking of the debriefed offeror's proposal in relation to the other proposals;
- Preparing government personnel on adequate procedures and overall roles and responsibilities by explaining what is and is not allowed to be discussed in accordance with the FAR;
- Including draft checklists and sample agenda items for both oral and written debriefing formats; and
- Outlining useful tips to address the briefings in complex procurements and how to best engage additional stakeholders such as the program office subject matter experts and general counsel.

The Attachment C, [OFPP Myth-Busting 3 Further Improving Industry Communication with Effective Debriefings](#) provides enlightening information concerning misconceptions and facts about the debriefing process, as well as best practices and innovative techniques that have been successfully employed at other agencies.

#### **1.4.4 Efforts to Reduce Barriers and Promote Engagement**

Lack of industry awareness of engagement opportunities: To overcome this barrier the Department will create "special notices" posting on [SAM.Gov Contract Opportunities](#) for all vendor communication opportunities.

Inadequate identification of capable firms through market research: This barrier prevents engagement to some degree, as the firms with which to engage are not identified. To overcome this barrier, the Department holds vendor industry days, small business outreach sessions, pre-solicitation conferences, and public questions and answer sessions to generate interest from known and unknown vendors.

The Department also provides the public with access to its annual Forecast of Contract Opportunities via the agency's external website. Additionally, the Department uses webinars to reach out to more vendors and increase competition. Webinars provide the opportunity for industry to give the Department feedback on requirements for the Department to better define requirements. Using technology helps the Department improve communications with industry resulting in better planning, better requirements definitions, a more efficient acquisition process and enhanced competition. The Department also provides in-house training on market research.

Restrictive requirements documents and short proposal response times: To overcome these barriers to competition, the Department conducts in-house training on writing performance-based statements of work and best practices for providing sufficient proposal response times.

Misconceptions and Facts Related to Innovative Practices: Several misconceptions related to communications with industry are recounted in Attachment D, [OFPP Myth-Busting Memorandum #4](#). Each misconception is followed by facts and actual innovative

steps that other agencies have successfully employed to improve interactions between government and industry. The acquisition workforce is encouraged to consider employing these strategies when appropriate.

### **1.5 Attachment Links to OFPP Myth-Busting Memorandums on Improving Communication with Industry**

- A. ["Myth-Busting": Addressing Misconceptions to Communications with Industry During the Acquisition Process](#)
- B. ["Myth-Busting #2: Addressing Misconceptions and Further Improving Communication During the Acquisition Process](#)
- C. ["Myth-Busting #3" Further Improving Industry Communications with Effective Debriefings](#)
- D. ["Myth-Busting #4" Strengthening Engagement with Industry Partners through Innovative Business Practices](#)

#### **1.5.1 Links to Department of Education Contracting Information**

- 1. [Doing Business with ED](#)
- 2. [Department of Education Acquisition Regulation \(EDAR\) 48 CFR Chapter 34](#)
- 3. [Forecast of ED Contract Opportunities](#)
- 4. [Office for Small and Disadvantaged Business Utilization](#)
- 5. [Procurement Small Business Goals](#)