



## **HUB Program Outreach Strategy**

- Work with minority-focused and small business groups that support HUB (W/MBE) inclusion in the solicitation of bids
- Examine specifications to identify special subcontracting opportunities and strongly encourage prime contractors to solicit bids for subcontracts from HUB firms
- Identify subcontracting opportunities unique to each construction contract and project and concentrate heavily on targeting certified HUB firms that have expressed an interest in AISD projects
- Make available to minority-focused agencies a list of subcontracting opportunities when they are identified
- Consolidate and distribute a listing of awarded HUB firms to internal project managers to promote HUB Program awareness and utilization
- Attend and host virtual events
- Emphasize the importance of soliciting certified HUB firms for subcontracting opportunities at pre-bid conferences and in the bid documents
- Assess the effectiveness of the HUB Program and identify opportunities to enhance it by evaluating HUB participation and compliance and reviewing the good faith efforts of the bidders and contractors
- Work with general contractors, architects, and engineers to make subcontracting opportunities more noticeable and more easily understood by potential contractors and subcontractors
- Connect with other school districts and public agencies to find how their W/MBE outreach programs work and share “best practices” and ideas to improve programs
- Host HUB forums with firms interested in doing business with AISD and include construction management and procurement leadership
- Conduct an availability & disparity study (underway)