

SUBMIT OFFER TO:
PURCHASING DEPARTMENT
UNIVERSITY OF CENTRAL FLORIDA
12479 RESEARCH PARKWAY, BLDG. 600
ORLANDO, FL 32826
Phone: (407) 823-2661 – Fax (407) 823-5551
www.purchasing.ucf.edu

University of Central Florida

INVITATION TO NEGOTIATE

Contractual Services Acknowledgement Form

Page 1 of 36 Pages

OFFERS WILL BE OPENED **June 18, 2014 @ 2:00 p.m.**

ITN NO: **1335ZCSA**

and may not be withdrawn within 120 days after such date and time.

UNIVERSITY MAILING DATE:
May 16, 2014

ITN TITLE: **Statewide University System Anti-Hazing Online Education Course**

FEDERAL EMPLOYER IDENTIFICATION NUMBER OR S.S. NUMBER
59-3668403

VENDOR NAME
AliveTek, Inc.

REASON FOR NO OFFER

VENDOR MAILING ADDRESS
83 Park Place Blvd. Ste. 83

CITY - STATE - ZIP CODE
Clearwater, FL 33759

POSTING OF PROPOSAL TABULATIONS

AREA CODE
727

TELEPHONE NO.
395-9636

Proposal tabulations with intended award(s) will be posted for review by interested parties at the Purchasing Department, our solicitation web page and the State of Florida's Vendor Bid System and will remain posted for a period of 72 hours. Failure to file a protest within the time prescribed in UCF Regulation 7.130(5) at <http://regulations.ucf.edu/chapter7/index.html> shall constitute a waiver of proceedings under that regulation.

TOLL FREE NO.

727

362-1283 FAX NO.

Government Classifications

Check all applicable

- | | |
|--|--|
| <input type="checkbox"/> African American | <input checked="" type="checkbox"/> American Women |
| <input type="checkbox"/> Asian-Hawaiian | <input type="checkbox"/> Government Agency |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> MBE Federal |
| <input type="checkbox"/> Native American | <input type="checkbox"/> Non-Minority |
| <input type="checkbox"/> Non-Profit Organization | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Small Business Federal | <input checked="" type="checkbox"/> Small Business State |

I certify that this offer is made without prior understanding, agreement, or connection with any corporation, firm or person submitting an offer for the same materials, supplies, or equipment and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this offer and certify that I am authorized to sign this offer for the vendor and that the vendor is in compliance with all requirements of the Invitation To Negotiate, including but not limited to, certification requirements. In submitting an offer to an agency for the State of Florida, the vendor offers and agrees that if the offer is accepted, the vendor will convey, sell, assign or transfer to the State of Florida all rights, title and interest in and to all causes of action it may now or hereafter acquire under the Anti-trust laws of the United States and the State of Florida for price fixing relating to the particular commodities or services purchased or acquired by the state of Florida. At the State's discretion, such assignment shall be made and become effective at the time the purchasing agency tenders final payment to the vendor.

stated offer opening date and hour.

GENERAL CONDITIONS

1. SEALED OFFERS: All offer sheets and this form must be executed and submitted in a sealed envelope. (DO NOT INCLUDE MORE THAN ONE OFFER PER ENVELOPE.) The face of the envelope shall contain, in addition to the above address, the date, and time of the solicitation opening and the solicitation number. Offer prices not submitted on any attached price sheets when required shall be rejected. All offers are subject to the terms and conditions specified herein. Those which do not comply with these terms and conditions are either automatically rejected with respect to non-compliance with non-negotiable terms and conditions or may be rejected, at UCF's sole discretion, with respect to any other terms and conditions.

2. EXECUTION OF OFFERS: Offers must contain a manual signature of authorized representative in the space provided above. Offers must be typed or printed in ink. Use of erasable ink is not permitted. All corrections to prices made by vendor must be initialed. The company name and F.E.I.D. or social security number must appear on each pricing page of the proposal as required.

3. NO OFFER SUBMITTED: If not submitting an offer, respond by returning only this offer acknowledgment form, marking it "NO OFFER," and explain the reason in the space provided above. Failure to respond without justification may be cause for removal of the company's name from the solicitation mailing list. NOTE: To qualify as a respondent, vendor must submit a "NO OFFER," and it must be received no later than the



AUTHORIZED SIGNATURE (MANUAL)

Sandy Mills-Alford CEO/President

AUTHORIZED SIGNATURE (TYPED), TITLE



University of Central Florida - INVITATION TO NEGOTIATE

Statewide University System Anti-Hazing Online Education Course

ITN NO: 1335ZCSA

TO:

University of Central Florida

Gregory Robinson
Purchasing Department
12479 Research Parkway
Orlando, FL 32826-3248
gregory.robinson@ucf.edu

(407) 823-2661
(407) 823-5551 - Fax

FROM:

AliveTek, Inc.

Sandy Mills-Alford
CEO/President
83 Park Place Blvd. Ste. 103
Clearwater, FL 33759
sandy@alivetek.com

(877) 395-9636
(727) 362-1283 - Fax



A. LEGISLATIVE INTENT

We thank you for the opportunity to propose our turnkey Anti-Hazing Online Course, *Hazing Prevention: It's Everyone's Responsibility* for the State University System (SUS) of Florida.

AliveTek, Inc. (AliveTek) and HazingPrevention.Org (HPO) have developed an evidence based, online anti-hazing course that reflects the best practices established by the leading academics studying hazing. This course, *Hazing Prevention: It's Everyone's Responsibility*, was customized specifically for SUS as result of House Bill 5001, Appropriation 143. *Hazing Prevention: It's Everyone's Responsibility* was designed as a preventative course directed specifically for all new, incoming freshmen. This course serves as an educational outreach program to inform students on the dangers of hazing. This course is not the prescriptive 4-hour course called for in the State of Florida Hazing statutes. Instead, it is a 1-hour course that is fully aligned with the terms of this ITN. *Hazing Prevention: It's Everyone's Responsibility*, addresses the objectives for House Bill 5001, Appropriation 143 and supports the State of Florida's efforts for the Chad Meredith Act.

AliveTek is prepared to showcase this course within three days of the award of the contract. AliveTek will implement all requirements (branding and customizations) of this ITN into the anti-hazing course for all 12 SUS colleges and universities before August 26, 2014. Within 10 business days of the receiving the branding packages from each college and university, the course will be customized for each university. AliveTek will allocate a project manager as the main point of contact for all inquiries, questions and feedback.

AliveTek will integrate all university specific information into the content of this anti-hazing course. We are dedicated to working closely with the SUS Advisory teams to ensure that each university is represented. We guarantee that all required policies, branding and procedures will be included to fully represent each institution.

AliveTek is fully prepared to meet with the SUS committee on or around July 8, 2014 to provide a full presentation of: *Hazing Prevention: It's Everyone's Responsibility*. AliveTek will demonstrate all aspects of the course, reporting and maintenance.

B. TURNKEY ONLINE ANTI-HAZING ED COURSE

1. The online course must be presented as a complete product ready for immediate use in advance of any SUS University's fall 2014 semester.

The course, *Hazing Prevention: It's Everyone's Responsibility*, will be complete and available for use for all 12 of the SUS University's before the first day of the fall, 2014 semester. The first day of the fall semester begins with Florida A&M, August, 11, 2014 and continues through August 26, 2014 with the University of South Florida and University of West Florida.

Upon contract execution, the AliveTek project manager will work with the University of Central Florida (UCF) liaison to supply each of the SUS institutions a simple checklist of items required for branding and customizing the course. Once AliveTek receives the customization package, we will have each course customization completed within 10 business days.

2. The online course must have a system of course assessment and evaluation utilizing quizzes, tests, case studies, and application of knowledge attained during course by students.

Hazing Prevention: It's Everyone's Responsibility contains several assessments, summaries and an overall comprehensive survey to validate the student's comprehension of the core standards depicted within the course. This course has been specifically written for the Florida SUS.

The activities focus on higher-ordered thinking tasks, incorporating decision-making and real-life scenarios. The core lessons have been emphasized throughout to ensure the concepts are internalized, making it more likely that when faced with a hazing situation the students will know what to do. The core objectives for this course are behavioral and attitudinal. Realizing this, the assessment plan incorporates real-life scenarios and goes beyond the typical multiple choice questioning. To successfully complete the course, participants must think through difficult choices to demonstrate their attitudes have been changed regarding this topic. The HPO Subject Matter Expert (SME) Panel and the seasoned ID team from AliveTek have worked and will continue to work together to ensure the delivery methods and curriculum are supported by research in the fields of hazing prevention as well as instructional practices.

After the initial offering of *Hazing Prevention: It's Everyone's Responsibility*, Alivetek and HPO will work with the SUS advisory team on analyzing the initial data. In late fall of 2014, once initial results have been collected and reviewed, improvements and provisions to the course can be recommended and implemented.

If feasible, the data collected is ideal to serve as additional research on the topic of hazing. It will be important to understand the differences in how attitudes and behaviors can change from the beginning to the end of the course. Pre and post surveys will attempt to measure if behaviors and attitudes changed because of the online experience.

3. A reporting system that allows the universities to monitor the completion rates of students.

The online reporting system is built into the framework of the e-learning system so that the students and staff are able to monitor the completion and success rates of the course. Students will be fully aware of their status in the course and will be notified of completion through on screen messages, as well as emails. Each student will receive an email with the certificate of successful completion.

AliveTek has also established an easy-to-use and understand web-based report for university staff to review, gather and monitor the completion rates for all students, as appropriate. This data will include registration, module progress and completion data.

4. A system within the online course that allows for the compiling of demographic data, analytics, and other data necessary for research and assessment purposes.

All student data will be captured and available to key stakeholders via an online reporting system. Various online tools will provide the faculty and staff the ability to customize the data into graphs and tables using spreadsheet software.

A secure link will be provided to each university for the safe registration into this course. The required demographic information will be collected at that time. A pre and post survey measuring student attitudes and beliefs about hazing are in place. The survey items will be designed to facilitate future research on attitudinal and behavioral objectives of the course. Working closely with the SUS advisory team, this survey can be adjusted to meet other research needs. AliveTek and HPO are excited to be involved in the research efforts.

5. The online program must go through reliability and validity process to determine the online course is effective.

AliveTek and HPO have carefully developed a comprehensive anti-hazing course, *Hazing Prevention: It's Everyone's Responsibility*. HPO hosts the most influential and respected researchers within the field of hazing. *Hazing Prevention: It's Everyone's Responsibility* is grounded in research and has been developed by a panel of SMEs from Florida and across the nation. Their work has increased educational interventions with high-risk groups, decreased reporting of hazing incidents involving physical violence, and increased involvement from constituency groups throughout college and university communities.

HPO has a strong track record of working collaboratively with experts and researchers in the development of training and seminars, and in translating evidence-based scientific research into tangible and effective teaching materials.

This course is the first step to a deeper understanding of hazing and forms the foundation for the continued prevention of hazing. *Hazing Prevention: It's Everyone's Responsibility*, provides instruction and training at an introductory course level to Florida colleges and universities, enabling each campus to develop a broader preventative framework. HPO has the unique experience of developing collaborative programs that involve college administrators and student representatives that has resulted in effective and relevant student course materials. Through the *Novak Institution* and *Hazing Prevention Week*, HPO has gathered information across hundreds of university administrators and student representatives.

Per the detailed biography of the experts involved, AliveTek can say with certainty that:

- The SMEs are experts in the field of hazing prevention and knowledgeable of current research.
- All of the SMEs serve, or have served, in student affairs and/or college life departments and understand the need to address hazing as a major issue in the day to day life of a college student.

Hazing Prevention: It's Everyone's Responsibility includes a detailed hazing prevention foundation, a critically important element of any anti-hazing education. Awareness alone will not stop hazing. This course content includes ways to empower bystanders so that they can be encouraged to intervene.

If awarded, the experts from HPO, the SUS advisory committee and Alivetek will fully analyze and update to improve the reliability and validity of the course after the initial offering. In late fall, 2014, the data will be collected and fully evaluated for additional reliability and validity improvements.

6. The reliability and validity process for the online education program must be attached to a theoretical framework that is grounded in research.

Hazing Prevention: It's Everyone's Responsibility has been built on a prevention framework based on proven principles that are grounded in research.

The foundational ideas for *Hazing Prevention: It's Everyone's Responsibility*, is based on a philosophy that hazing prevention and education is taught through multiple learning strategies that allow participants to think critically about concepts and application. Our curriculum utilizes multiple learning strategies that allow participants to think critically about concepts while providing opportunities to apply the tools in the online course activities. The curriculum is based on *A Comprehensive Approach to Hazing Prevention in Higher Education Settings*, published by Linda Langford, Sc.D., U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse and Violence Prevention, which includes (1) a set of principles (2) a systematic (aka strategic) planning process. The principles set forth focuses on prevention/response, addressing the types of violence, and involving campus key stakeholders. The strategic planning process includes starting with a clear definition of the problem and its contributing factors (aka risk and protective factors), articulating what needs to change, looking at research about what is effective at enabling change, etc. This study discovered that many students who have experienced specific hazing behaviors did not consider themselves to have been hazed (Langford, 2008).

Hazing Prevention: It's Everyone's Responsibility, provides students a solid foundation of valid and reliable information from expert researchers within the field of hazing. This course educates students on all aspects of hazing from those who are hazing to bystanders. One of the most prominent studies conducted at Cornell University, published in *American Journal of Health Behavior*, 29(2), 137-149 by undergraduate honors researcher Gretchen Poulos 2003 and Cornell faculty members Dr. Shelly Campo and Dr. John Sipple sited that at Cornell University 37% of those students surveyed stated that they had participated in an at least one hazing activity that met the university's definition of hazing. However, 12% of these students considered themselves as being hazed. So this leaves us with a gap of students who believe they were not hazed or do not agree they were hazed. Participating in drinking games and/or contests ranked as the number one hazing event.

Hazing Prevention: It's Everyone's Responsibility was designed with a prevention structure. The main areas of prevention are as follows: prevent it before it starts, stop it when it happens, report incidents, empower others to take action and know the "Hazing Prevention Pledge."



The team of HPO Researchers developed a solid curriculum designed to not only inform but to promote prevention for all students who may find themselves in a hazing situation as a participant or a bystander. The course outlines the following information:

PRE-SURVEY

PART 1: WHAT IS HAZING?

- Introduction To The Course
- Course Completion Requirements
- Purpose of This Course
- Definition
- How Do You Know?
- What Is The Law?
- University-Specific Policies Against Hazing
- Continuum of Hazing
- The Grey Zone
- Quick Quiz #1

PART 2: HOW DOES HAZING AFFECT US?

- How Does It Affect Me?
- The New Norm: No Hazing!
- Why Does Hazing Occur?
- Psychology Of Hazing
- Hazing Impacts The Individual
- The Negative Effects of Hazing
- Quick Quiz #2

PART 3: HAZING CAN BE PREVENTED

- Prevent It Before It Starts
- Stop It When It Happens
- Report When We See It
- How To Report Hazing Incidents At Your School
- Empower Others To Take Action
- Quick Quiz #3

THE HAZING PREVENTION PLEDGE

- Course Summary
- Completion And Wrap-Up

POST SURVEY

7. An explanation of the process that the online education course would go through to meet the requirements of this expectation.

If awarded AliveTek will immediately meet with the UCF liaison and any other key stakeholders to ensure the AliveTek program is meeting all expectations. If needed, our team of consultants will quickly adjust accordingly.



AliveTek will consult with project stakeholders and write a Statement of Work (SOW) and project plan. Once the SOW and contract have been approved, the AliveTek technical team will further prepare the course site, as well as, implement any customizations for the SUS universities. We will perform additional internal testing and ask UCF and any other stakeholders to participate in that testing and adjust as needed. After the initial implementation, we will evaluate, analyze and redesign the course, as needed, for a winter 2015 launch.

After customization, the course will offer anti-hazing resources, programs and services from each Florida College and university, state and local governments to empower the students and those around them. The main idea behind our message is: Don't be a bystander. Be Empowered.

The course has successfully completed a pilot test and was received by students and researchers as an engaging and thought-provoking course.

8. The online education course must be sustainable for the future, so it must be able to be updated as information and research is updated within the field of hazing prevention.

The team of HPO hazing SME and researchers will continually review the latest student, organizational trends and laws pertaining to hazing. All aspects of the curriculum will be updated as needed to keep abreast of this problem plaguing our nation's colleges and universities. AliveTek and HPO will collectively work hand-in-hand with the SUS Advisory Committee to keep *Hazing Prevention: It's Everyone's Responsibility* as one of the most respected anti-hazing programs. The design of the course and the actual learning system it employs will be sustainable for the future. AliveTek will implement any new technologies required to keep students interested and engaged whether they are using a new mobile device or on the computer in the campus library.

The course will go through a full evaluation each year to ensure the technology and the concepts taught are state-of-the-art.

9. The awardee must be able to adapt graphics to reflect each university within the State of Florida's own individual brand (i.e. seals, mascots, name of university, etc.).

AliveTek will be able to quickly implement our processes for easy customization and branding for each institution. Each of the 12 institutions will be customized, branded and will include all necessary policies and information required from each of the 12 colleges and universities. Once the customization package is received, the course will be fully customized within 10 business days.



10. The awardee must be able to adapt course content to reflect university within the State of Florida's own individual brand (i.e. university-specific policies, protocols, website addresses, phone numbers, etc.)

We will be integrate all university specific information into the content of this Anti-Hazing course to reflect each university's policies and brand. We are dedicated to work closely with the SUS Advisory teams to ensure that each university is represented. We guarantee that all required policies, and the like, will be included to fully represent each institution within 10 business days of receiving the documentation.

11. The process by which each university can adapt the graphics and content of the online education course should be easy and straightforward in the event the universities at a later date must perform these functions themselves.

AliveTek will provide each university with a package that will integrate with each of the major e-learning systems used in Florida. The processes will be designed to accept edits to the content on an as-needed basis. Each university will have a fully prepared Articulate package to complete changes to their version of the course. Additional step-by-step documents will be provided upon request. The AliveTek PM will support each university as needed via telephone, web-conference and even on-site consultation, if requested. AliveTek is known for its exemplar instructor support by universities such as University of South Florida, University of Maryland and University of Michigan-Dearborn.

C. EXPERIENCE AND QUALIFICATIONS OF PROPOSER

1. Provide an overview and history of your company, and experience in providing services similar in scope to those requested in section 1.1. of this ITN.

AliveTek, a Woman-owned Small Business, recognized by the Department of the Treasury Internal Revenue Service and the Florida Department of Labor and Employment Security, was founded in June, 2000. AliveTek provides eLearning solutions to higher education, government and membership organizations.

Headquartered in Clearwater, Florida, and founded in 2000, AliveTek is a certified, minority, small business concern recognized by the Florida Department of Management Services. AliveTek is also a Disadvantaged Business Enterprise (DBE) certified by the State of Florida.

AliveTek is dedicated to providing high quality, interactive, e-learning solutions for today's educational leaders. In order to provide the highest level of hazing prevention expertise available for this project, AliveTek aligned with HazingPrevention.Org.



AliveTek provides e-learning solutions to higher education, government, not-for-profit and public service organizations. In addition to our experience working with higher education leaders for over 12 years, we have also worked with public outreach groups. The online courses designed for the public outreach groups were crafted to specifically to change behaviors and attitudes. Some of our most notable clients are: American Lung Association, American Medical Directors Association and National Association of State Fire Marshals.

The AliveTek design team has over a decade of experience designing custom courses, K-20 curriculum and one-of-a-kind learning infrastructures for interactive, web-based, learning. AliveTek is a growing company, committed to building long-term relationships with clients who appreciate the integrity and vitality of our staff. Based in the Tampa Bay area, AliveTek's strengths include:

- Exceptional customer service
- Personalized service delivery, customized for each client
- Remarkable record for on-time project completion
- Expertise in many LMS platforms and systems
- Strong instructional design practices
- Over 12 years of e-learning service to a wide range of clientele.

HazingPrevention.Org (HPO), founded in 2007, is a national organization dedicated to empowering people to prevent hazing. HPO provides education, develops resources and builds partnerships. HazingPrevention.Org was instrumental in turning the conversation about hazing from what to do when it happens to how to prevent it from occurring. Central to its efforts is the use of the prevention education model, typically used for problems like alcohol and drug abuse, translated to address hazing.

HazingPrevention.Org is the established national leader in hazing prevention and education. They are uniquely qualified to research, develop and create the hazing prevention coursework that has been requested by Florida SUS. They have already established two major national efforts – National Hazing Prevention Week (implemented on college campuses nationwide); the Novak Institute for Hazing Prevention, and a growing number of workshops, trainings, and webinars that have touched the lives of thousands of individuals and hundreds of organizations, campuses and students. HPO's organization has a strong track record of working collaboratively with experts and researchers in the development of trainings and seminars, and in translating the evidence-based scientific research into tangible and effective teaching materials. This is the basis for its philosophy of hazing prevention education through multiple learning strategies that allow participants to think critically about concepts and application. HPO lead the development of the course curriculum, content development, Q&As, and case studies, through review of available science, evidence-based models, and literature. The HPO panel of SMEs oversaw and reviewed the development of outline and course content for this ITN.

A few of AliveTek's recent client projects can be found on the company website, <http://alivetek.com/our-work.html> and at <http://samples.alivetek.org>. For another example of AliveTek's safety outreach experience you can visit National Association of State Fire Marshals' (NASFM) site. Register and walk through any course: <http://nasfm-training.org>.

2. The proposer shall provide a list of current or very recent similar-type client accounts, if any, which are located in the United States. Client account information shall include contact name, address, phone number, length of service.

AliveTek Client List

Client	Project Type	Address (E-mail included)	Telephone	Length of Service
University of South Florida	AliveTek has been recently chosen to support the Office of Innovative Education for rapid online content development for over 10 different programs at USF.	University of South Florida 4202 Fowler Ave. SVC 1072 Tampa, FL 33620 Joleen Cannon jocannon@usf.edu	813.974.1865	New Contract 2013
NASA Education	As a result of a federal government contract award, AliveTek implemented and continues to host K-12 Educational Materials and software download site for NASA Education. http://nasa-klass.com	NASA Education XA - D1, Kennedy Space Center, FL 32815 Theresa Martinez theresa.c.martinez@nasa.gov	321.867.0590	2006-Present
University of Maryland	AliveTek works with the Office of Extended Studies and the Academic Technology teams to launch new programs for online delivery. AliveTek supports faculty and maintains online courses with a just-in-time support that allows UMD to expand services as needed.	University of Maryland 4441 Computer/Space Sciences Building West Wing College Park, Maryland 20742 chiggins@umd.edu	313.593.5248	2008-Present
American College of Education	Providing course development for graduate programs, instructional design and faculty support, our team coached the ACE production team through completely new course development processes. We helped ACE to develop an award-winning Student Commons environment that allows for students from all over the world to collaborate in this purely online campus	American College of Education 600 North Pearl Street, Suite 900 Dallas, TX 75201 Eric Korb eric.korb@ace.edu	317.829.9379	2012-Present

Client	Project Type	Address (E-mail included)	Telephone	Length of Service
University of Michigan-Dearborn	AliveTek provides course development, instructional design and faculty support services for graduate programs, During the Blackboard to Canvas Migration; AliveTek is providing consulting for the entire Dearborn campus. AliveTek designed and hosts their Online Learning portal: http://canvas.umd.umich.edu/	University of Michigan - Dearborn 19000 Hubbard Dr. Dearborn, MI 48126-2638 Lee Freeman lefreema@umd.umich.edu	313.593.5248	2004-Present
National Association of State Fire Marshals	NASFM relies on the technical services of AliveTek to host multiple programs for their online initiatives. The following sites are hosted by AliveTek. http://nasfm-training.org and http://www.crowdmanagers.com/ Thousands of learners visit the innovative online courses built by AliveTek.	National Association of State Fire Marshals 1319 F Street, NW Washington, D.C. 20004 Phil Oakes admin@firemarshals.org	307.433.8078	2010-Present
AMDA	AliveTek is the trusted provider for AMDA's outreach program through online education. We design, develop, host and maintain courses to help change behaviors and attitudes of members in the post-acute and long-term care setting industry. https://amda-training.com	AMDA – The Society for Post-Acute and Long-Term Care Medicine 11000 Broken Land Parkway - Suite 400 Columbia, MD 21044 Jacqueline Vance jvance@amda.com	410.992.3105	2012-Present
American Lung Association	American Lung Association's online courses are designed as public outreach services. AliveTek has helped them to implement several online courses, interactive info graphics and other multimedia to help keep American's safe from lung disease. http://www.lung.org/assets/video/what-is-asthma.swf	American Lung Association 1301 Pennsylvania Ave. NW, Suite 800 Washington, DC 20004 Barbara M Kaplan barbara.kaplan@Lung.org	202-715-3438	2010-Present

Additional Clients

Note: Due to reorganizations these contacts may not be up-to-date, but the projects are included here to show even more depth in our higher education experience in Florida.

Client	Project Type	Address (E-mail included)	Telephone	Length of Service
Edison College	AliveTek helped Edison College to deliver a highly interactive student orientation, online, that provided for custom content for seven different student types.	Edison College 8099 College Pkwy Fort Myers, FL 33919	239.489.9300	2005
Quad College Group and Pacific College of Oriental Medicine	Quad College group came to AliveTek to launch a new online program for the College of Oriental Medicine.	Quad College Group and Pacific College of Oriental Medicine 7445 Mission Valley Road Suite 105 San Diego, CA 92108	619.574.6909	2011-2012
St. Petersburg College	AliveTek president, Sandy Mills-Alford designed the inaugural online course programs for SPC in 1998. SPC was AliveTek's first client in 2001, putting courses online for the Emergency Medical and Paramedic training programs for Pinellas County on behalf of SPC.	St. Petersburg College 6605 5th Ave N. St Petersburg, FL 33710	727.341.4772	2001-2004
Hillsborough Community College	HCC contracted AliveTek to help establish several new online programs using graphic design and HTML development using WebCT and then Blackboard. We also helped to develop their first online student orientation course.	Hillsborough Community College 4001 W. Tampa Bay Blvd. Tampa, FL 33614-7820	813.253.7000	2004-2006

HPO Members, Partners and Sponsors

Hazing Prevention.Org partners with Colleges, Universities and Organizations committed to anti-hazing policies. In addition to these relationships, Hazing Prevention.Org is sponsored by National Organizations and Corporations committed to empowering people to prevent hazing.

College and Universities Partners: College of William and Mary, Columbia University, Cornell University, Denison University, Drexel University, Florida A&M University, Florida State University, Marshall University, Purdue University at Calumet, Queens University, Rollins College, SUNY Geneseo, SUNY Plattsburgh, The Pennsylvania State University, University of Dayton, University of Kentucky, University of South Florida, University of Vermont and Washington State University.

Organizational Partners: Association of Fraternal Leadership Values (AFLV), Response



83 Park Place Blvd. Ste. 103 Clearwater, FL 33759
727.395.9636 Fax: 727.362.1283

Ability, Rise, School and College Organization for Prevention Educators (SCOPE), Northeastern Greek Leadership Association, Southeastern Panhellenic Association (SEPA), Academic Impressions, Southeastern Interfraternity Conference (SEIFC) and My Force.

Key Leading National Sponsors: Zeta Tau Alpha, Delta Gamma, Sigma, Sigma Sigma, PIKE, Chi Psi, Alpha Phi Alpha, Alpha Tau Omega, Delta Delta Delta, Kappa Alpha Theta, Phi Kappa Psi, Sigma Nu and Sigma Pi. A full list of sponsors is available at HazingPrevention.Org.

3. Please provide a list of client accounts lost through early termination or non-renewal over the past five (5) years. Include contact name and phone number, length of service at each account, and reason for loss.

AliveTek has not lost any clients through early termination. AliveTek, Inc. is pleased to report that all of our projects have been delivered and requirements were fulfilled as expected. AliveTek does not have a subscription type model. Instead, we are project based and customize all of our elearning programs. All other clients renew their projects within contract guidelines.

4. The Proposer will provide a chart of the company's organization and a description of its corporate structure. Also provide the company's chain of ownership up its ultimate parent corporation, and all subsidiaries.

Since AliveTek is a small company and we are very project-based, the following graphic was designed to emphasize our team approach and overall project processes.

AliveTek is a certified minority small business concern recognized by the Florida Department of Management Services. AliveTek is also a Disadvantaged Business Enterprise (DBE) certified by the State of Florida.

AliveTek is an S Corporation with Sandy Mills-Alford as CEO and President and is the sole owner of the company. AliveTek is not associated with any subsidiaries.





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5. Provide the number of years' experience in providing services as described in section 1.1 above.

AliveTek has provided over 12 years of quality, custom e-learning solutions to universities, colleges and other educational organizations. AliveTek's developers have an exceptional understanding of advanced programming and web design languages. Our elearning designers are trained on a wide-array of applications and learning management systems (LMS). Our educational specialists are accomplished professionals in the field of curriculum development. Together, working side-by-side, they generate superior e-learning systems that based on current research and best practices in elearning.

For the last seven years the Board and Staff leadership at HPO have been dedicated to the mission to empower people to prevent hazing. HPO provides education, develops resources and builds partnerships with others who support their mission.

HPO provides not only the definition behind hazing, but shows what hazing looks like, addresses all of the hidden harms involved with hazing, provides examples of what can be done when hazing occurs, and how to prevent it. In addition, addresses the critical differences between hazing and bullying.

HPO has established three major national efforts since its inception:

1. National Hazing Prevention Week
2. The Novak Institute for Hazing Prevention
3. A growing number of and trainings - that touch the lives of thousands of individuals and hundreds of organizations, campuses and communities across the North America.

D. PROJECT STAFF QUALIFICATIONS/EXPERIENCE

1. List the total number of employees include job titles and experience of individual(s) who will be assigned to the account; include resume(s).

HPO and Alivetek have utilized expertise from the leading researchers in the country.

- **Adam Goldstein, Ph.D.**, - Associate Dean of Students, Florida State University, FL
<http://hazing.fsu.edu>
- **Gina Lee-Olukoya, PhD.**, - Associate Dean of Students, University of Illinois at Urbana-Champaign, IL
Dr. Lee-Olukoya is the author of Sisterhood: Hazing and Other Membership Experiences of Women Belonging to Historically Black Sororities.



- **Timothy C. Marchell, Ph.D., M.P.H.**, - Director of Mental Health Initiatives, Cornell University, NY
www.hazing.cornell.edu
- **Norman J. Pollard, ED.D.**, - Dean of Students, Alfred University, NY
Co-authored one of the first studies of hazing among athletes and hazing in high schools entitled, *Initiation Rites and Athletics and Initiation Rites in American High Schools*.

AliveTek Key Staff:

AliveTek consists of 12 full-time employees. AliveTek is experiencing steady growth and is currently filling additional positions. In addition, we have a cadre of professional contractors who work with us on an on-going basis to further augment our team.

Sandy Mills-Alford M. Ed - Curriculum and Instruction/Instructional Technology from the University of South Florida; B.S. Special Education/Psychology from Central Michigan University The AliveTek founder and CEO, Sandy Mills-Alford is an expert developer of online courses, face-to-face workshops and training materials. She has managed hundreds of elearning projects with a proven ability to design, develop and implement operational plans and administrative programs. Areas of specialty include implementation design, individualized education and learning theory, and she has authored many educational technology research papers and projects. Ms. Alford's course design experience spans all ages and disciplines and includes most modern technologies used for developing and delivering e-learning. Certified in Florida as a K-12 teacher, Sandy Mills-Alford has curriculum design experience spanning early education, higher education through adult education. Her products and workshops have been delivered to over 300 organizations and institutions worldwide. <http://www.sandymills.com>

Katherine Manis, M. Ed. - Instructional Technology from the University of South Florida; Graduate Certificate in Instructional Technology: Web Design; B.S. in English Education from the University of South Florida Katherine is an experienced designer and developer of online, blended, and instructor-led training programs with a passion for gamification and learner engagement. Her experience spans k-12, corporate, and non-profit institutions with expertise in learning theory, writing, content mapping and organization, needs analyses, course improvement, and program development. She is certified to teach English 6-12 and endorsed to teach ESOL K-12 in the state of Florida.

Robert Rienzi, B.A. - Mathematics, Economics and B.S. Finance from the University of South Florida As the VP of Technology at AliveTek, Inc., Robert Rienzi is responsible for technology infrastructure, tools, processes, and technologies for all custom content development projects. He designs and develops online educational courses for higher education distance learning programs and for corporate training departments. Also experienced in the areas of business process modeling and automation, software design and maintenance, and system administration and support, Mr. Rienzi serves as a consultant for high-tech systems design. In addition to his project planning and design experience, Robert is able to perform advanced programming tasks as he develops templates and systems in a wide-range of Internet and computer technologies and languages.

Dr. Lorrie Wood, Ph.D. - Educational Research: Instructional Systems Design The Florida

State University and M. Ed George Mason University. Wood is a talented and energetic instructional designer, and a vital member of the AliveTek team. She works on many large projects with AliveTek. Her experience with government agencies such as the FAA, DEA and USPS, give her a well-rounded perspective while designing learning experiences. Her systematic approach helps to ensure alignment across projects and keep implementation projects on time and within the educational scope.

Cassandra Stephens, International Academy of Design Technology, and FMU, Tampa, Florida As the Director of Creative Services, Cassandra heads our team of eLearning developers. With an exceptional “eye” for design that is backed by her years of experience, she is able to successfully orchestrate several simultaneous creative projects with her talented team of graphic and Web designers.

Cassandra’s team also serves as the first line of support for all faculty requests. This support team is known for exceptional customer service with their fast and friendly responses. As part of their support responsibilities, the creative team also designs LMS tutorials which faculty use to become more self-sufficient.

Doral Andersson, B.A. Marketing, Southeastern Louisiana University, Certificate in Computer Learning Technologies graduate program, University of St. Thomas. Doral, Instructional Designer, comes to AliveTek with expert skills and knowledge in designing custom courses in LMS software utilizing Captivate, Articulate, Ispring and SCORM. She has a vast amount of experience consulting with top Fortune 500 companies on choosing LMS software solutions to fit their corporate goals and philosophies. Not only has Doral provided one-on-one LMS training to end users, but has conducted train-the trainer sessions to improve the overall LMS experience for the students and instructors.

HPO Key Staff:

The Subject Matter Experts (SME) and Researcher Panel, convened for this project, the HazingPrevention.Org Board/Staff Leadership Team, and the Novak Institute for Hazing Prevention, has expertise in developing hazing prevention framework based on proven principles that are grounded in research. All listed below serve, or have served, in student affairs and/or college life departments and understand the need to address hazing as a major issue in the day-to-day life of a college student.

Adam Goldstein, Ph.D., - Associate Dean of Students, Florida State University, FL Dr. Goldstein initiated and led FSU’s Hazing Prevention Team (FSU HPT) during a multi-year effort to reduce the likelihood of hazing incidents among the university’s highest-risk populations. Important outcomes of their work include: increased educational interventions with high-risk groups, decreased reporting of hazing incidents involving physical violence, and increased involvement from constituency groups throughout the community. Their work also resulted in the development of <http://hazing.fsu.edu>, FSU’s central location for hazing information, resources, and reporting. FSU’s HPT received the first annual *Innovation in Campus Hazing Prevention & Education Award* (2010) offered by Zeta Tau Alpha and

HPO. Dr. Goldstein served as a member of the faculty team for HPO’s *Novak Institute for Hazing Prevention* for five years, 2008 – 2012.

Gina Lee-Olukoya, PhD., - Associate Dean of Students, University of Illinois at Urbana-Champaign, IL

Dr. Gina Lee-Olukoya is a scholar practitioner with over 15 years of experience working with college student life in the areas of fraternity and sorority affairs, behavior intervention, student conduct, crisis management, and risk assessment. Her research areas focus on hazing in African American sororities and organizational cultures. Gina is the author of *Sisterhood: Hazing and Other Membership Experiences of Women Belonging to Historically Black Sororities*. Dr. Olukoya is the Associate Dean of Students at the University of Illinois, where she works to support students in crisis, new student programs and the office of fraternity and sorority life. Additionally, Dr. Olukoya works on addressing high risk drinking and sexual aggression and misconduct within the student community. She was a founding board member of HazingPrevention.Org and served as faculty and director of the Novak Institute for Hazing Prevention.

Timothy C. Marchell, Ph.D., M.P.H., - Director of Mental Health Initiatives, Cornell University, NY

Timothy C. Marchell, Ph.D., M.P.H. is a clinical psychologist and Director of Mental Health Initiatives at Cornell University. As an educator, researcher, and clinician, he works to promote student mental health and address the problems of alcohol abuse, hazing, and sexual violence. Drawing on his experience as a former college athlete and fraternity member, as well his work with students, Dr. Marchell has developed innovative anti-hazing strategies including a comprehensive anti-hazing website (www.hazing.cornell.edu) and intervention programs for groups that have been caught hazing. He has delivered keynote presentations on hazing to students and trainings for student affairs staff, coaches, and faculty at numerous colleges and universities. Dr. Marchell has also spoken on hazing at professional conferences including the NCAA Hazing Prevention Summit, NCAA Gender Equity Conference, and National Hazing Symposium, and is a faculty member of the Novak Institute for Hazing Prevention.

Norman J. Pollard, ED.D., - Dean of Students, Alfred University, NY

Dr. Pollard is one of the foremost authorities in the United States on hazing, having co-authored one of the first studies of hazing among athletes and hazing in high schools entitled *Initiation Rites and Athletics and Initiation Rites in American High Schools*. He is an Advisory Group member of the National Collaborative for Hazing Research and Prevention at the University of Maine. He brings extensive experience in coordinating and training crisis management and emergency response and in successful program development and training on college campuses.

2. Clearly identify the skill sets your staff is capable of providing, and clearly indicate if subcontractors or sub-consultants will be used.

AliveTek and HPO have provided a comprehensive and seamless approach in the development of a high quality, research-based and engaging e-learning course for the 12 SUS institutions listed in this ITN.

HPO's has a strong track record of working collaboratively with experts and researchers in the development of trainings and seminars, and in translating the evidence-based scientific research into tangible and effective teaching materials. HPO's hazing prevention education



leverages multiple learning strategies allowing participants to think critically about concepts and application. In addition, HPO has outlined how this introduction course is the first step to a deeper understanding and prevention of hazing, and how they are positioned to provide additional instruction past the introductory course.

HPO is instrumental in spearheading the following:

1. National Hazing Prevention Week
2. The Novak Institute for Hazing Prevention
3. A growing number of and trainings that have touched the lives of thousands of individuals.

Tracy Maxwell from HPO and The Novak Institute just visited with Katie Couric Show to talk about hazing in sororities and what every parent needs to know.

- HPO publishes e-newsletter is designed to help keep you up to date with hazing prevention news and issues, upcoming events and conferences

AliveTek has a specialized skill set that clearly sets us apart from our competition. We continually strive to go above and beyond our clients expectations in order to bring them a product that will provide excellence in their students' online learning experience.

Our most accomplished skills sets are:

- Advanced knowledge of managing e-learning projects using Blackboard, Desire 2 Learn, Moodle, Canvas, SCORM, HTML, FLASH, Storyline and Articulate
- Translating content into visually engaging, effective and interactive learning solutions
- Solid knowledge of Instructional Systems Design practices
- Reliable and scalable hosted e-learning environments for special projects

AliveTek's instructional design team has championed this entire process to ensure the end result is an effective learning experience for every online participant. As a preferred provider to many grant funded online learning initiatives, AliveTek is capable of helping to design and support UCF and the Florida SUS in gathering research data through this project. Data collected can be used to improve the program over the next three years as well as report back to the funders for this initiative.

AliveTek's system administrators, implementation specialists and advanced web programming teams have successfully launched, hosted and integrated many online programs over the history of the company. Important to our business model, AliveTek builds one-of-a-kind e-learning environments for many types of clients each year. Other e-learning companies come to us for showcase development, prototypes and to help implement new technologies for innovative instructional technology. AliveTek provides scalable and reliable hosting solutions for special projects such as this anti-hazing initiative.

F. FLEXIBILITY TO ADAPT CONTENT TO REFLECT BRAND IDENTITY OF EACH OF THE 12 SUS INSTITUTIONS

1. Each university within the State of Florida system must be able to adapt graphics to reflect its own individual brand (i.e. seals, mascots, name of university, etc.).

AliveTek will be able to quickly implement our processes for easy customization and branding for each institution. Each of the 12 institutions will be customized, branded and will include all necessary policies, procedures and information required from each of the 12 colleges and universities. Alivetek provides rapid development and just-in-time services for many higher education clients. We are trained and staffed to provide course maintenance and support 365 days per year. Since we already have systems in place for support, customization for each university is within our already established set of services.

2. Each university within the State of Florida system must be able to adapt course content to reflect its own individual brand (i.e. university-specific policies, protocols, website addresses, phone numbers, etc.)

We will be able to integrate all university specific information into the content of this Anti-Hazing course. We are dedicated to work closely with the SUS Advisory teams to ensure that each university is represented. We guarantee that all required policies, and the like, will be included to fully represent each institution.

3. The process by which each university can adapt the graphics and content of the online education course should be easy and straightforward.

AliveTek will provide each university with a package that will coincide with each individual e-learning system. The processes will be designed to accept edits to the content on an as-needed basis

F. UTILIZATION WITH MULTIPLE SOFTWARE PLATFORMS ACROSS THE SUS

Must be able to utilize Shibboleth standard for federated identity.

AliveTek will work with each institution to determine the best method for identity management. If all 12 universities are members of the InCommon Federation, we will use Shibboleth to provide resource authentication. If there are institutions that are not members, we will work with them to ensure a smooth integration is implemented.



Must be device agnostic (desktop, laptop, tablet, phone).

Hazing Prevention: It's Everyone's Responsibility has been designed for modern browsers, including mobile devices that are capable of running a modern browser.

Must be platform agnostic (Windows, OSX, iOS, Android, etc.).

Hazing Prevention: It's Everyone's Responsibility is agnostic for any type of platform.

Must be multiple browser compatible (IE, Firefox, Chrome, Safari).

AliveTek followed W3C standards and tested the course in modern browsers. We support IE9 and above. We will troubleshoot and update all course files if a new version of a browser is released and causes new course access issues. AliveTek will be readily available to make updates to the content as deemed necessary by UCF and SUS.

Membership in the InCommon Federation for identity management a plus.

AliveTek will offer their services as a member of the InCommon Federation. We would need the sponsorship of UCF or some other SUS member in order to join.

G. SUSTAINABILITY FOR THE FUTURE

The online education course must be sustainable for the future, so it must be able to be updated as information and research is updated within the field of hazing prevention.

The team of HPO hazing SME and researchers will continually review the latest student, organizational trends and laws pertaining to hazing. All aspects of the curriculum will be updated as needed to keep abreast of this problem plaguing our nation's colleges and universities. AliveTek and HPO will collectively work hand-in-hand with the SUS Advisory Committee to keep *Hazing Prevention: It's Everyone's Responsibility* as one of the most respected anti-hazing programs. The design of the course and the actual learning system it employs will be sustainable for the future. AliveTek will implement any new technologies required to keep students interested and engaged whether they are using a new mobile device or on the computer in the campus library.

The course will go through a full evaluation each year to ensure the technology and the concepts taught are state-of-the-art.



The online course should not need to be licensed for an SUS university to utilize or have a yearly fee attached to it for updates and sustainability for the future.

The course designed and developed by AliveTek and HPO will not be licensed nor will a yearly fee be attached to this contract for updates and sustainability. AliveTek is committed to provide support throughout the lifetime of the project with no fees or fines attached to the updates. The price quoted herein includes a three-year support and maintenance plan.

H. RESEARCH AND REPORTING CAPABILITY

1. The online course must have a system of course assessment and evaluation utilizing quizzes, tests, case studies, and application of knowledge attained during course by students.

Hazing Prevention: It's Everyone's Responsibility contains several assessments, summaries and an overall comprehensive test to validate the student's comprehension of the core standards depicted within the course. This course has been specifically written for the FL SUS.

The activities focus on higher-ordered thinking tasks, incorporating decision-making and real-life scenarios. The core lessons have been emphasized throughout to ensure the concepts are internalized, making it more likely that when faced with a hazing situation the students will know what to do. The core objectives for this course are behavioral and attitudinal. Realizing this, the assessment plan incorporates real-life scenarios and goes beyond the typical multiple choice questioning. To successfully complete the course, participants must think through difficult choices to demonstrate their attitudes have been changed regarding this topic. The HPO Subject Matter Expert (SME) Panel and the seasoned ID team from AliveTek have worked and will continue to work together to ensure the delivery methods and curriculum are supported by research in the fields of hazing prevention as well as instructional practices.

After the initial offering of *Hazing Prevention: It's Everyone's Responsibility*, AliveTek and HPO will work with the SUS advisory team on analyzing the initial data. In late fall of 2014, once initial results have been collected and reviewed, improvements and provisions to the course can be recommended and implemented.

The data collected is ideal to serve as additional research on the topic of hazing. It will be important to understand the differences in how attitudes and behaviors can change from the beginning to the end of the course. Pre and post surveys will measure these behaviors.

2. A reporting system that allows the universities to monitor the completion rates of students.

The online reporting system is built into the framework of the e-learning system so that the student, faculty and/or staff will be able to monitor the completion and success rates of the course. Students will be fully aware of their status in the course and will be notified of



completion through on screen messages, as well as emails. Each student will receive an email with the certificate of successful completion.

AliveTek has also established an easy to use and understand web-based report for university staff to review, gather and monitor the completion rates for all students, as appropriate. This data will include registration, module progress and completion data.

3. A system within the online course that allows for the compiling demographic data, analytics, and other data necessary for research and assessment purposes.

All student data will be captured and available to key stakeholders via an online report. Various online tools will provide the faculty and staff the ability to customize the data into graphs and tables using spreadsheet software.

A secure link will be provided to each university for the safe registration into this course. The required demographic information will be collected at that time. A pre and post survey measuring student attitudes and beliefs about hazing are in place. The survey items will be designed to facilitate future research on attitudinal and behavioral objectives of the course. Working closely with the SUS advisory team, this survey can be adjusted to meet other research needs.

I. OVERALL RESPONSIVENESS OF PROPOSAL TO SATISFY SCOPE/PROJECT APPROACH

1. Demonstrate an understanding of the services the SUS requires under this contract.

Hazing Prevention: It's Everyone's Responsibility is targeted for all incoming freshman and transfer students, at all levels, including graduate students, all students who belong to a club, organization, team (Ex. Band, Fraternity, Sorority, Sports clubs and teams, etc). The course will range between 45 min to 1 hr depending how long each student takes to work through the curriculum.

AliveTek recognizes that the course should be accessible for all devices, and types of learners (508). It will be able to utilize the Shibboleth standard for federated identity as well as other protocols as deemed necessary for the project's success. And, it will also be device and platform agnostic so it is compatible with all modern browsers.

AliveTek understands that the course must be free from yearly fees, does not need to be licensed and should be sustainable for the future. We also recognize that the course may need to be updated in order to meet new requirements within the areas of anti-hazing. AliveTek will deliver a system that is customized specifically for each of the 12 the FL SUS and provides course assessments and all evaluation methods (i.e. quiz, tests). The course will also be



incorporated with several online reporting mechanisms used to provide information on the completion rates, demographic data, analytics and any other reports deemed necessary by the project committee.

2. Explain the methodology the proposer will employ to fulfill the requirements discussed in section 1.1.

AliveTek will provide the course *Hazing Prevention: It's Everyone's Responsibility* to SUS to be available to all of the 12 SUS colleges and universities within the state of Florida. As a team, AliveTek and HPO have collaborated and designed an anti-hazing course filled with evidence based curriculum that will benefit every college age student.

AliveTek will consult with project stakeholders and write a Statement of Work (SOW) and project plan. Once the SOW and contract have been approved, the AliveTek technical team will further prepare the course site, as well as, implement any customizations for the SUS universities. We will perform additional internal testing and ask UCF and any other stakeholders to participate in that testing and adjust as needed. After the initial implementation, we will evaluate, analyze and redesign the course, as needed, for a winter 2015 launch.

After customization, the course will offer anti-hazing resources, programs and services from each Florida College and university, state and local governments to empower the students and those around them. The main idea behind our message is: Don't be a bystander. Be Empowered.

AliveTek will employ a full team of e-Learning specialists for this project. Doing what we do best, we will follow a continuous process improvement cycle to support and maintain the program so it is easy to use, free of technical issues and designed to deliver the best eLearning experience possible.

3. This course will be a mandatory requirement for new FTIC students beginning with the fall class of 2014. The Proposer shall include a statement on the Proposer's ability to meet this time frame.

AliveTek guarantees that the course will be ready for each of the 12 SUS college and universities completely customized by the first day of the fall, 2014 semester. Within 10 business days of the receiving the branding packages from each college and university, each course will be customized for each university.



J. OVERALL PRICING

Specify proposer's preferred payment method (i.e. firm-fixed price, recurring payment, etc.) and identify the total cost per each university. The proposal shall specify billing rates for the various personnel who will be involved in the activities if payment will be recurring. Provide an estimate of the number of hours anticipated at each university. The proposal must list any other categories of ancillary expenses that may be billed. Note: The Universities will not reimburse travel, meals or lodging expenses. Those expenses should be included in the proposers' costs.

The prices proposed shall cover a completely installed and functional course system the company will host/maintain for the entire SUS for year one (1). Hosting/maintenance for the entire SUS for year two (2) and subsequent years shall be dependent upon mutual agreement of the parties and available appropriations (see section 2.42). Pricing should cover the initial installation and hosting for year one (1) and itemize the costs for year (two) and subsequent years. Proposals that do not conform to this requirement could be rejected at UCF's discretion.

AliveTek is prepared to deliver the Anti-hazing course specified in this ITN for a firm-fixed price of \$463,500.00. This is not a licensing model. AliveTek bases its pricing on a proven resource model for building and hosting interactive eLearning environments. Our solution, including the pricing model, is designed to be flexible and accommodating so UCF and the FL SUS can meet the objectives for House Bill 5001, Appropriation 143.

Year	Price	Details	Recommended Price Per College	Hours/ University
Year 1 August 2014 through July 2015	\$463,500 Firm-fixed price	Initial hosting and installation. Up to 500,000 students with unlimited access. Includes hosting, help desk for learners and administrators, all reports, software and customization for each university. Ongoing maintenance and course improvements as needed and requested.	\$37,500	40 Hours per University
Year 2 August 2015 through July 2016	\$253,550 Firm-fixed price	Continued hosting and maintenance. Up to 500,000 students with unlimited access. Includes hosting, help desk for learners and administrators, all reports, software and customization for each university. Ongoing maintenance and course improvements as needed and requested.	\$20,833.33	20 Hours per University
Year 3 August 2016 through July 2017	\$253,550 Firm-fixed price		\$20,833.33	20 Hours per University
3 Year Total:	\$970,600			

AliveTek is open to further discussions and negotiations on the exact number of years this system should be supported.



There is a potential that each university would have their entire student populations complete the online course, so proposals must cover pricing to allow all students at each university the access to the course (not just First Time In College (FTIC) students). As of Fall 2012 the SUS student enrollment was 327,122 students.

AliveTek is prepared to offer the course to all students at each of the 12 SUS institutions.

K. COMPANY'S FINANCIAL VIABILITY AND GOODSTANDING

Proposer must show adequate financial resources to perform the services required under this ITN (e.g., annual report, 10-K).

AliveTek has provided a copy of the 2013 Annual Report in the "Attachments" section of this ITN.

Proposers who are corporations, partnerships, or any other legal entity, domestic or foreign, shall show that they are properly registered to do business in the State of Florida at the time of the proposal submission (see Appendix IV).

AliveTek has provided a copy of the Florida Incorporation Certificate provided by the State of Florida. This certificate can be found in the "Attachments" section of this ITN.

L. CONFORMANCE TO ITN'S PREFERRED CONDITIONS AND REQUIREMENTS (FAILURE TO CONFORM TO ITN'S MANDATORY CONDITIONS AND REQUIREMENTS MAY RESULT IN REJECTION OF PROPOSAL) Section 2.0.

Must be able to utilize Shibboleth standard for federated identity.

AliveTek will become the service provider and will work with each institution to determine the best method for identity management. If all 12 universities are members of the InCommon Federation, we will use Shibboleth to provide resource authorization. If there are institutions who are not members, we will work with them to ensure a smooth integration is implemented.

Must be device agnostic (desktop, laptop, tablet, phone).

Hazing Prevention: It's Everyone's Responsibility is agnostic for all modern browsers, including all modern devices that are capable of running a modern browser.



Must be platform agnostic (Windows, OSX, iOS, Android, etc.).

Hazing Prevention: It's Everyone's Responsibility is agnostic for any type of platform.

Must be multiple browser compatible (IE, Firefox, Chrome, Safari).

AliveTek followed W3C standards and tested the course in all major, modern browsers. We support IE9 and above. We will troubleshoot and update all course files if a new version of a browser is released and causes new issues with learners being able to access the course. In both options, AliveTek will be readily available to make updates to the content as deemed necessary by UCF and SUS.

Membership in the InCommon Federation for identity management a plus.

AliveTek will offer their services as a member of the InCommon Federation. We would need the sponsorship of UCF or some other SUS member in order to join.

4.0. OTHER REQUIREMENTS

A. A sample copy of UCF's standard contractual agreement, which is the instrument used to bind the parties, can be viewed at <http://www.purchasing.ucf.edu/>. Any concerns with the provisions and clauses of the offered agreement should be addressed during the question and answer period sited in section 2.2.

AliveTek has reviewed the contractual agreement and does not have any questions or concerns in regards to the agreement.

Small, Women, Minority, and other diverse contractors are encouraged to submit proposals.

AliveTek is a certified DBE and Women-owned Small Business, recognized by the Department of the Treasury Internal Revenue Service and the Florida Department of Labor and Employment Security. A copy of the DBE and Women-owned Small Business certificates are included in this ITN.

Contractors from the State of Florida are encouraged to apply

AliveTek is a Florida corporation, and operates solely in the great state of Florida. AliveTek's employees are all Florida residents and most have earned bachelor and/or advanced degrees from the Florida State University System.



83 Park Place Blvd. Ste. 103 Clearwater, FL 33759
727.395.9636 Fax: 727.362.1283

B. The intended awardee of any contract resulting from this solicitation shall be required to conduct a presentation of their proposed online course prior to final award to ensure satisfactory completeness of the course. The intended awardee must make their proposed system available within three (3) days of UCF's request for the presentation, which at this time we estimate the presentation date to be on or about July 8, 2014. The presentation shall be performed as a finished product and conducted on UCF's main campus in Orlando, Fla.

AliveTek is fully prepared to meet with the SUS committee on or around July 8, 2014 to provide a full presentation of: *Hazing Prevention: It's Everyone's Responsibility*. AliveTek will demonstrate all aspects of the course, reporting and maintenance.

The *Hazing Prevention: It's Everyone's Responsibility*, curriculum has been written by a team of SME and researchers who are leading the field in hazing prevention. All of the content was carefully selected to educate college-age students on hazing specifically for this ITN.



IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE REVISION

ITN NUMBER: 1335ZCSA OPENING DATE & TIME: JUNE 18, 2014 @ 2:00PM

ITN TITLE: Statewide University System Anti-Hazing On-Line Education Course

ADDENDUM NUMBER: 1 ADDENDUM DATE: MAY 29, 2014

Purpose of this addendum is to make changes to the ITN and answer questions submitted during the period allowed in section 2.3. of the ITN.

- Remove and discard Table A – Evaluation of Responses located in section 2.8 and also Appendix I of the ITN and Replace with the attached revised Table A - Evaluation of Responses
- Change Section 4.0. B. to read as follows:
“The intended awardee of any contract resulting from this solicitation shall be required to conduct a presentation of their proposed online course prior to final award to ensure satisfactory completeness of the course. The intended awardee must make their proposed system available within three (3) days of UCF’s request for the presentation, which at this time we estimate the presentation date to be on or about July 8, 2014. The presentation shall be performed as a finished product and conducted on UCF’s main campus in Orlando, Fla.”
- Questions submitted by potential proposers and UCF answers are attached.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM BY SIGNING AND RETURNING IT, AND ALL OTHER REQUIREMENTS WITH YOUR PROPOSAL. FAILURE TO SIGN AND RETURN WITH YOUR PROPOSAL COULD RESULT IN REJECTION OF YOUR PROPOSAL.


PROPOSERS SIGNATURE

Sandy Mills-Alford
PRINT OR TYPE PROPOSER’S NAME

AliveTek, Inc.
COMPANY NAME

sales@alivetek.com
EMAIL ADDRESS

12479 Research Parkway • Orlando, FL 32826-3248 • (407) 823-2661 • FAX (407) 823-5551
Orlando Tech Center

An Equal Opportunity and Affirmative Action Institution

QUESTIONS AND ANSWERS: ITN 1335ZCSA

1. Is there a current individual/company that has the contract for the anti-hazing program that you advertised? If so who is it?
UCF Answer: No. There is no current individual/company that has the contract.
2. I just noticed the solicitation is open again. Can we re-apply?
UCF Answer: Yes
3. Can you give me some insight as to why it is reposted?
UCF Answer: The Florida legislature allocated funds to UCF for the specific purpose of procuring access to an online, expertly developed and evidence based, anti-hazing course on behalf of the state university system for all state university system students. UCF is directed that the course shall be procured and made available in advance of the 2014 Fall semester.
4. Is the expectation still that the entire curriculum be ready for use by the start of Fall 2014?
UCF Answer: Yes. See the answer to question #3.
5. Will the course be edited by SUS Project and stakeholders team to suggest modifications before launch?
UCF Answer: Vendors must provide a fully functional course in advance of the Fall semester, to be demonstrated/presented on or about July 8, 2014. Minor modifications may be necessary and allowed during the life of the course but the initial implementation should be as complete as required for students to immediately have access to take the course.
6. Will UCF provide a liaison to collect customized information from each of the 12 universities?
UCF Answer: Yes
7. Will the UCF project team provide the project manager contact information for each of the 12 SUS universities?
UCF Answer: Yes
8. Are you considering separating the hosting and content authoring components of this ITN for the June 18th deadline?
UCF Answer: No. The awardee of any contract resulting from this ITN shall be responsible for developing the course content, installing the on-line course throughout the SUS and provide hosting for each university.
9. Would you consider a submission for only the hosted solution?
UCF Answer: No. The awardee of any contract resulting from this ITN shall be responsible for developing the course content, installing the on-line course throughout the SUS and provide hosting for each university.
10. Why was the original solicitation canceled. For example, was LiveTech disqualified?
Have the requirements changed?

UCF Answer: AliveTek was not disqualified. The university decided to cancel the ITN before final award. Requirements may have changed slightly. Please submit proposals in accordance with this ITN without consideration for the previous ITN.

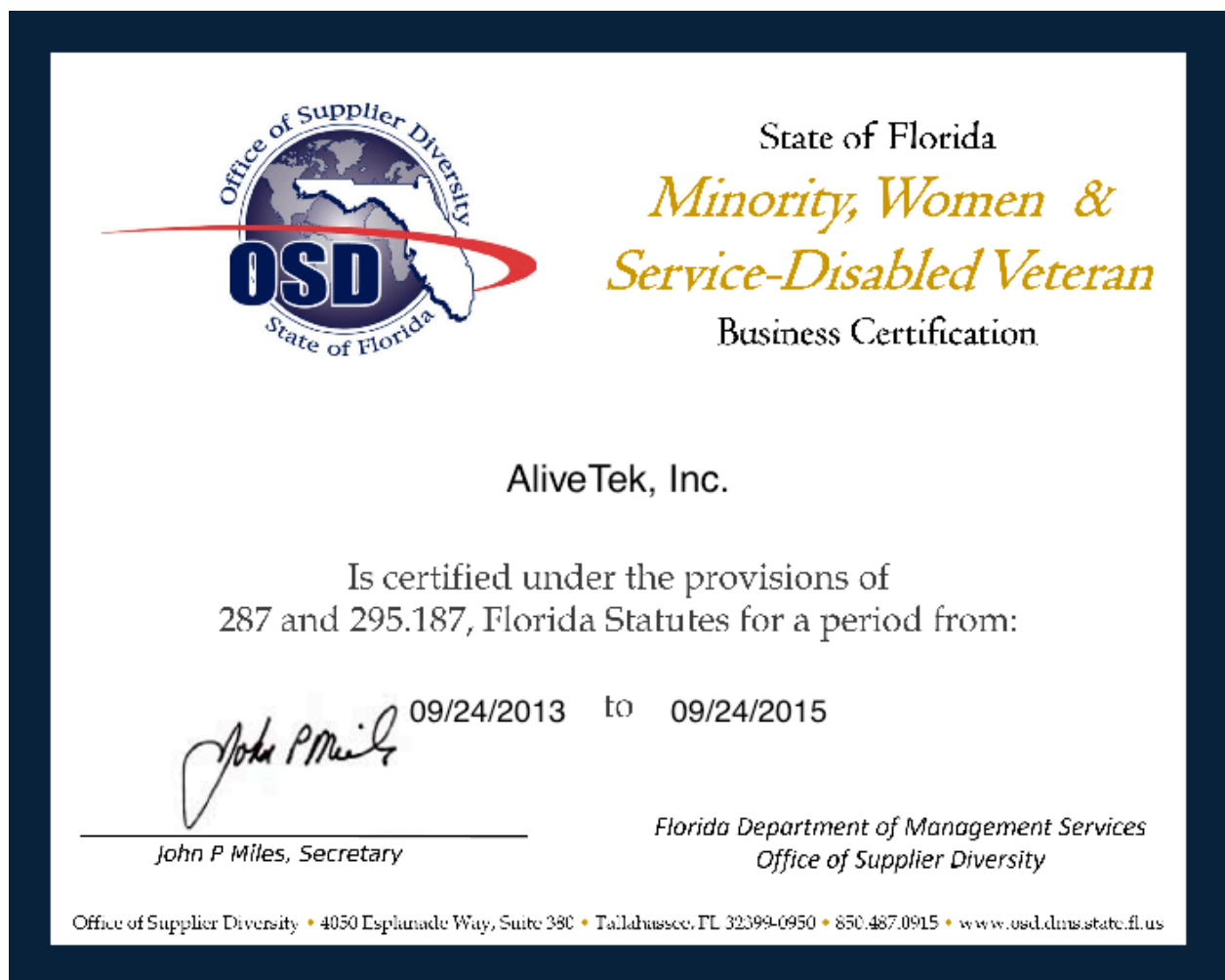


83 Park Place Blvd, Suite 103,
Clearwater, FL 33759
727.395.9636 Fax: 727.395.9836

Small Business Participation

AliveTek, Inc. is a Women-owned Small Business, recognized by the Department of the Treasury Internal Revenue Service and the Florida Department of Labor and Employment Security. AliveTek, Inc. was founded in June, 2000. AliveTek provides e-Learning solutions to higher education, government, private and not-for-profit organizations.

For more information on AliveTek, please contact: sales@alivetek.com





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Clearwater, FL 33759
727.395.9636 Fax: 727.395.9836

Disadvantaged Business Enterprise

AliveTek, Inc. was certified as a DBE in February of 2014 through the Florida Unified Certification Program.



For questions regarding AliveTek's small business participation, please contact
Nicole@alivetek.com



State of Florida

Department of State

I certify from the records of this office that ALIVETEK, INC. is a corporation organized under the laws of the State of Florida, filed on September 6, 2000.

The document number of this corporation is P00000084423.

I further certify that said corporation has paid all fees due this office through December 31, 2013, that its most recent annual report/uniform business report was filed on January 25, 2013, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Twenty-third day of April,
2013*



Ken Detjen
Secretary of State

Authentication ID: CU4168911444

To authenticate this certificate, visit the following site, enter this ID, and then follow the instructions displayed.

<https://efile.sunbiz.org/certauthver.html>

**APPENDIX I
EVALUATION SCORING SHEET**

ORIGINAL

NAME OF RESPONDENT COMPANY _____ AliveTek, Inc. _____

INSTRUCTIONS TO EVALUATION COMMITTEE MEMBER:

1. Evaluate each offer on a separate form.
2. Work independently and do not discuss the Offers or your evaluation with anyone.
3. When the forms are completed, sign, date and deliver them in a **sealed envelope** to the **Purchasing Representative named in section 2.1.**

Table A – Evaluation of Responses

Evaluation Criteria	Max Points
1. LEGISLATIVE INTENT	50
2. PRICING	15
3. TURNKEY ONLINE ANTI-HAZING ED COURSE	20
4. CONFORMANCE TO ITN'S PREFERRED CONDITIONS AND REQUIREMENTS (FAILURE TO CONFORM TO ITN'S MANDATORY CONDITIONS AND REQUIREMENTS MAY RESULT IN REJECTION OF PROPOSAL) Section 2.0	15
Evaluation of Responses Point Total	100

EVALUATOR'S NAME _____

EVALUATOR'S SIGNATURE _____

DATE _____

**APPENDIX II
SUPPLEMENTAL OFFER SHEET
TERMS AND CONDITIONS**

The sections set forth below must each be initialed, as YES for "understood and agreed upon" or NO for "not agreed to." Failure to complete and return this document with your offer could result in rejection of your offer, at UCF's sole discretion. Respondents shall not check sections as "understood and agreed upon" with the intent to negotiate a change to those sections/terms and conditions after tentative award of a contract resulting from this ITN. Respondents disagreeing with any term or condition of this ITN shall act to resolve the difference prior to the deadline for inquiries, as noted in this ITN. A Respondent's disagreement with any non-negotiable section of this ITN shall be automatically rejected. Failure of the university and the tentative awardee to come to an agreement with respect to terms and conditions within a time frame UCF determines to be reasonable constitutes grounds for rejection of that offer and the University shall have the right, at its sole discretion, to award the contract to the next favorable respondent.

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>RESPONDENT INITIALS</u>
2.1 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.2 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.3 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.6 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.7 Section Not Used			
2.8 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.11 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.12	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.13**Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.14**Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>
2.15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Sne</u>

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>RESPONDENT INITIALS</u>
2.16	✓	—	Sna
2.17	✓	—	Sna
2.18 **Non-negotiable**	✓	—	Sna
2.19	✓	—	Sna
2.20 **Non-negotiable**	✓	—	Sna
2.21	✓	—	Sna
2.22	✓	—	Sna
2.23	✓	—	Sna
2.24	✓	—	Sna
2.25	✓	—	Sna
2.26	✓	—	Sna
2.27 **Non-negotiable**	✓	—	Sna
2.28	✓	—	Sna
2.29	✓	—	Sna
2.30 **Non-negotiable**	✓	—	Sna
2.31 **Non-negotiable**	✓	—	Sna
2.32	✓	—	Sna
2.33	✓	—	Sna
2.34	✓	—	Sna
2.35 **Non-negotiable**	✓	—	Sna
2.36	✓	—	Sna
2.37	✓	—	Sna

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>RESPONDENT INITIALS</u>
2.38	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.39**Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.40	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.41	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.42**Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.43	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.44	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.45	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.46	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.47	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.48	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.49 **Non-negotiable**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
2.50	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
3.0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna
4.0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sna

RESPONDENT COMPANY NAME Sandy Mills-Alford

AUTHORIZED SIGNATURE 

TITLE CEO/President

DATE 6/9/14

APPENDIX III

CERTIFICATE OF NON-SEGREGATED FACILITIES

We, AliveTek, Inc certify to the University of Central Florida that we do not and will not maintain or provide for our employees any segregated facilities at any of our establishments, and that we do not and will not permit our employees to perform their services, under our control, where segregated facilities are maintained. We understand and agree that a breach of this certification is a violation of the Equal Opportunity clause required by Executive order 11246 of 24 September 1965.

As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, rest rooms and wash room, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, creed, color or national origin, because of habit, local custom or otherwise.

We, further, agree that (except where we have obtained identical certifications from offered subcontractors for specific time periods) we will obtain identical certifications from offered subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity Clause; that we will retain such certification in our files; and that we will forward the following notice to such offered subcontractors (except where the offered subcontractors have submitted certifications for specific time periods):

NOTE TO PROSPECTIVE SUBCONTRACTORS OR REQUIREMENTS FOR CERTIFICATIONS OF NON-SEGREGATED FACILITIES. A Certificate of Non-segregated Facilities, as required by the 9 May 1967 order on Elimination of Segregated Facilities, by the Secretary of Labor (32 Fed. Reg. 7439, 19 May 1967), must be submitted prior to the award of a sub-contract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity clause. The certification may be submitted either for each sub-contract or for all subcontracts during a period (i.e. quarterly, semiannually, or annually).

NOTE: Whoever knowingly and willfully makes any false, fictitious, or fraudulent representation may be liable to criminal prosecution under 18 U.S.C. 1001.

APPENDIX III

CERTIFICATE OF NON-SEGREGATED FACILITIES SUBPART - CONTRACTOR'S AGREEMENTS

SEC. 202. Except in contracts exempted in accordance with Section 204 of this Order, all Government contracting agencies shall include in every Government contract hereafter entered into the following provisions:

During the performance of this contract, the contractor agrees as follows:

- (1) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin. Such action shall include, but not be limited to the following: employment, upgrading demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.
- (2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin.
- (3) The contractor will send to each labor union or representative of workers with which the contractor has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or worker's representative of the contractor's commitments under Section 202 of Executive Order No. 11246 of September 24, 1965, and shall post copies of notice in conspicuous places available to employees and applicants for employment.
- (4) The contractor will comply with all provisions of Executive Order No. 11246 of September 24, 1965 and of the rules, regulations, and relevant orders of the Secretary of Labor.
- (5) The contractor will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations and orders.
- (6) In the event of the contractor's noncompliance with the nondiscrimination clauses of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order No. 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoiced as provided in Executive Order No. 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
- (7) The contractor will include the provision of Paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The contractor will take such action with respect to any subcontract or purchase orders the contracting agency may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, however, that in the event the contractor becomes involved in, or is

threatened with, litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the contractor may request the United States to enter into such litigation to protect the interest of the United States.

SEC. 402 Affirmative Action for Disabled Veterans and Veterans of the Vietnam Era:

- (1) The contractor agrees to comply with the affirmative action clause and regulation published by the US Department of Labor implementing Section 402 of the Vietnam Era Veteran's Readjustment Assistance Act of 1974, as amended, and Executive Order 11701, which are incorporated in this certificate by reference.

RESPONDENT COMPANY NAME AliveTek, Inc.

AUTHORIZED SIGNATURE 

TITLE CEO/President

DATE 6/9/14

APPENDIX IV

COMPLIANCE AND CERTIFICATION OF GOOD STANDINGS

The parties shall at all times comply with all applicable ordinances, laws, rules and regulations of local, state and federal governments, or any political subdivision or agency, or authority or commission thereof, which may have jurisdiction to pass laws, ordinances, or make and enforce rules and regulations with respect to the parties.

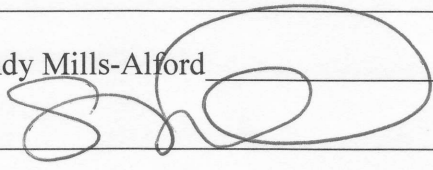
Vendors shall certify below that they are in good standings to conduct business in the State of Florida. **The awardee of any contract resulting from this solicitation shall forward a certification of good standing. The certifications must be submitted to the UCF Purchasing Department prior to providing any goods or services required under the resulting contract.** Noncompliance with this provision may constitute rejection of proposal or termination of a contract at UCF's sole discretion.

CERTIFICATION

I certify that the company submitting an offer under this solicitation in is compliance with all applicable laws to conduct business in the State of Florida, is in good standings and will provide a certificate of good standings from the State of residence prior to initiating any performance under any contract resulting from this solicitation.

Company: AliveTek, Inc.

Authorized Representative's Name: Sandy Mills-Alford

Authorized Representative's Signature: _____

Date: 6/9/14

HazingPrevention.Org SME References

HAZINGPREVENTION.ORG BOARD/STAFF LEADERSHIP TEAM

Joe Gilman, Board President, Executive Director for AT&T, Sigma Nu Fraternity immediate past International President and current Foundation director.

Gina Lee-Olukoya, Board Secretary, PhD, Associate Dean of Students at the University of Illinois at Urbana-Champaign, member of Delta Sigma Theta Sorority, Inc. and author of *Sisterhood: hazing and other membership experiences of women belonging to historically African American sororities*.

Scott Bova, Board Treasurer, CFRE, President of the Triangle Education Foundation, former Director of Alumni Affairs and Development then Chief Operating Officer of the Phi Kappa Theta National Foundation.

Eric Bran, Student Board Member, leadership development coordinator for Fraternity/Sorority Life, and president of Nu Theta Gamma and the Interfraternity Council at the State University of New York College at Plattsburgh.

Sean Callan, JD, Founding partner of Fraternal Law Partners, advising national fraternities and sororities on risk management, anti-hazing and incident management services and is a national speaker on issues confronting the Greek industry. Sean is a member of the Dartmouth College Alpha Chi Alpha Fraternity.

Steven J. Healy, Managing partner of Margolis Healy and Associates and former director of public safety at Princeton University and past-president of the International Association of Campus Law Enforcement Administrators.

Linda Knight, Director of Campus Recreation for the Division of Student Affairs at the College of William and Mary, and serves as co-chair for the Hazing Prevention Coalition at the College of William and Mary.

Norm Pollard, ED.D Dean of Students at Alfred University, a licensed mental health counselor and certified Title IX investigator, co-author of one of the first studies of hazing among athletes and hazing in high schools in the United States. He is an Advisory Group member of the National Collaborative for Hazing Research and Prevention.

Eve Riley, former chairwoman of the National Panhellenic Conference, the voice for sorority advancement that represents 26 sororities.

Leonard Sancilio, PhD, is Dean of Students at SUNY Geneseo. An athlete and a member of Phi Kappa Tau fraternity at Muhlenberg College, Dr. Sancilio has served higher education for more than 20 years.

Marc S. Mores, CAE, CIC, CRM, is the Executive Vice President of James R. Favor & Company, which provides risk management services and insurance products exclusively to the Greek community. Marc is a past staff member of Phi Delta Theta Fraternity Headquarters.

Staff Leadership:

Charles Hall, Executive Director brings more than 30 years of business and association management experience to his role as executive director of HazingPrevention.Org. He is the founder and chief executive officer of Association Services Group (ASG) which is one of only 71 association management companies in the country to achieve accreditation status.

Emily Pualwan, Assistant Executive Director and Project Manager, has more than 15 years' experience working with associations in project management and strategic planning, new business development, fundraising strategies, advocacy and information delivery.

Erin Fischer, Curriculum Developer, Chief Program Officer for the Leadership Institute: Women with Purpose, brings expertise in curriculum course development for fraternal and collegiate audiences that incorporates visual, kinesthetic and audio learning styles for maximum results. She is a certified curriculum designer by Langevin, has written over 45 courses, and has completed over 36 programs for undergraduates.

THE NOVAK INSTITUTE FOR HAZING PREVENTION (A HAZINGPREVENTION.ORG INSTITUTE)

The Hazing Introductory Prevention Course Table of Contents **for this ITN project** leverages the extensive development work that the Novak Institute for Hazing Prevention (a HazingPrevention.Org institute) created that is currently used for hazing prevention trainings nationwide. Nationally recognized faculty teach a prevention framework based on proven principles, utilizing the research from the University of Maine National Collaborative for Hazing Research and Prevention, *A Comprehensive Approach to Hazing Prevention in Higher Education Settings*, published by Linda Langford, Sc.D., U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse and Violence Prevention, and other leading research sources.

Professionals and students take what they've learned back to their communities to create and implement an interdisciplinary hazing prevention program designed for specifically for their community.

Additional information on panel members:

Adam Goldstein, Ph.D.

Associate Dean of Students

Florida State University, FL

While Associate Dean of Students at Florida State University, Dr. Goldstein initiated and led FSU's Hazing Prevention Team (FSU HPT) during a multi-year effort to reduce the likelihood of hazing incidents among the university's highest-risk populations. Throughout the effort, he trained and mentored students, faculty, and staff to apply the Public Health Violence Prevention framework to the issue of hazing. Important outcomes of their work include: increased educational interventions with high-risk groups, decreased reporting of hazing incidents involving physical violence, and increased involvement from constituency groups throughout the community. Their work also resulted in the development of

<http://hazing.fsu.edu>, FSU's central location for hazing information, resources, and reporting.

FSU's HPT received the first annual *Innovation in Campus Hazing Prevention & Education Award* (2010) offered by Zeta Tau Alpha and HazingPrevention.Org. Dr. Goldstein served as a member of the faculty team for HazingPrevention.Org's *Novak Institute for Hazing Prevention* for five years, 2008 – 2012.

Select Presentations on the Topic Include:

- *Hazing Prevention: Initiating a Campus Wide Culture Change (webcast)*, sponsored by Academic Impressions, HazingPrevention.Org, and the American College Personnel Association, 2013.
- *Violence Prevention in Practice: Florida State University*. State of Florida Anti-Hazing Summit. State University System of Florida Council on Student Affairs and NASPA-FL, 2012.
- *Institutional Commitment to Prevention Initiatives (webcast)*. Carothers, Patterson, and Goldstein. School and College Organization for Prevention Educators, 2012.
- *Implementing Prevention Initiatives: Strategic Progress and Overcoming Challenges (webcast)*. Novak and Goldstein. HazingPrevention.Org, 2011.
- *Hazing and Greek Mythology: Moving the Greek Community Forward in Modern Times*. University of Florida, 2011.
- *Hazing Prevention in Practice: Culture Change at FSU (webcast)*. AFA Region V meeting, 2010.
- *The Line between Harmless Fun and High Risk of Harm*, Auburn University, 2009.
- *Creating a Student-Focused Risk Management Plan (3-day intensive training on risk reduction strategies in student affairs)*. Novak and Goldstein. Academic Impressions, 2008.
- *Talking with Students about Risk Management (webcast)*. Novak and Goldstein. Academic Impressions, 2008.

Gina Lee-Olukoya, PhD

Associate Dean of Students

University of Illinois at Urbana-Champaign, IL

Dr. Gina Lee-Olukoya is a scholar practitioner with over 15 years of experience working with college student life in the areas of fraternity and sorority affairs, behavior intervention, student conduct, crisis management, and risk assessment. Her research areas focus on hazing in African American sororities and organizational cultures. Gina is the author of *Sisterhood: Hazing and Other Membership Experiences of Women Belonging to Historically Black Sororities*. Dr. Olukoya is the Associate Dean of Students at the University of Illinois, where she works to support students in crisis, new student programs and the office of fraternity and sorority life. Additionally, Dr. Olukoya works on addressing high risk drinking and sexual aggression and misconduct within the student community. Gina was a founding board member of HazingPrevention.Org and served as faculty and director of the Novak Institute for Hazing Prevention.

Doctor of Philosophy, Higher Education Administration

Illinois State University, Normal, IL

Dissertation Title: *Sisterhood: Hazing and Other Membership Experiences of Women Belonging to Historically Black Sororities*.

Master of Education, Student Personnel Services

University of South Carolina, Columbia, SC

Bachelor of Science, Political Science,

Ball State University, Muncie, IN

Selected Projects and Accomplishments

- Facilitated successful collaboration with International Students & Scholars Services to deliver transition services for growing first year international student population.
- Initiated Program Review of Fraternity & Sorority Affairs which represents one of the largest Greek communities in the country.
- Initiated efforts to design a comprehensive fall freshman and transfer orientation program.
- Coordinate student focus groups to identify services and opportunities to advance campus traditions.
- Initiated committee of stakeholders to address sexual aggression and misconduct in the fraternity/sorority community.

Selected Presentations

Lee-Olukoya, G (2013, April). **Universities, Liability, and Sorority Hazing**. Presentation for the Black Greek-Letter Organization Hazing: Law “and” Approach Symposium. George Washington University.

Lee-Olukoya, G (2013, March). **A Tale of Sisterhood and Hazing**. NASPA Annual Meeting. Orlando, FL.

Lee-Olukoya, G (2012, September). **Rattlers Strike Out Hazing: Now What, So What?** An invited workshop for student leaders at Florida A&M University. Tallahassee, FL

Lee-Olukoya, G & Carr, J (2012, September). **Hazing in African American Organizations**. A webinar for HazingPrevention.Org’s National Hazing Prevention Week.

Lee-Olukoya, G & Novak, K (2011, October). **Hazing Prevention Strategies and Legal Liability**. A presentation for Legal Issues in Higher Education Annual Conference. Burlington, VT

Lee, G (2005, September). **Developing a comprehensive student engagement department: Serving the needs of today’s student**. A presentation for the Division of Campus Life and University Relations Professional Development Series, Wichita State University.

Lee, G (2005, February). **Sisterhood: the Historically Black Sorority Experience, and the Notion of Black Feminist Ideology**. A presentation at the National Association of African American Studies and Affiliates, Houston Texas.

Bumpers, E. & Lee, G. (2005, February). **The Myth of Equal Education: The Non-Materialization of Brown v. Board of Education**. A paper selected for presentation at the National Association of African American Studies and Affiliates, Houston, Texas.

McCluskey, T.P & Lee, G (2005, January). **Teaching Students Research Skills in “Non-research” classes**, Presentation selected for the Enhancing the Campus Learning Culture Symposium, Illinois State University.

Timothy C. Marchell, Ph.D., M.P.H.

Director of Mental Health Initiatives, Gannett Health Services
Cornell University, NY

Timothy C. Marchell, Ph.D., M.P.H. is a clinical psychologist and Director of Mental Health Initiatives at Cornell University. As an educator, researcher, and clinician, he works to promote student mental health and address the problems of alcohol abuse, hazing, and sexual violence. Drawing on his experience as a former college athlete and fraternity member, as well his work with students, Dr. Marchell has developed innovative anti-hazing strategies including a comprehensive anti-hazing website (www.hazing.cornell.edu) and intervention programs for groups that have been caught hazing. He has delivered keynote presentations on hazing to students and trainings for student affairs staff, coaches, and faculty at numerous colleges and universities. Dr. Marchell has also spoken on hazing at professional conferences including the NCAA Hazing Prevention Summit, NCAA Gender Equity Conference, and National Hazing Symposium, and is a faculty member of the Novak Institute for Hazing Prevention.\

1998 – present Consultant

Deliver trainings and presentations on prevention of hazing and alcohol abuse to students, staff and faculty at institutions of higher education in the U.S. and Canada. Provide consultations to private companies on development of web-based health promotion programs. Serve as a faculty member for the Novak Institute for Hazing Prevention (2010-2013).

Counselor, Counseling Services, Hamilton College, Clinton, NY.

Provided intake evaluations, counseling, and psychotherapy to undergraduate students. Performed crisis intervention and on-call services. Delivered outreach presentations and led college initiatives related to alcohol and other drug abuse prevention.

SELECT PUBLICATIONS

Marchell, T., Lewis, D., Croom, K., Lesser, M.; Murphy, S., Reyna, V.; Frank, J., & Staiano-Coico, L. (2013). The slope of change: an environmental management approach to reduce drinking on a day of celebration at a US College, Journal of American College Health, 61(6), 324-334.

Eells, G., Marchell, T., Corson-Rikert, J., Dittman, S. (2012). A public health approach to campus mental health promotion and suicide prevention. Harvard Health Policy Review, Spring, 13, 3-6.

[Croom K.](#), [Lewis D.](#), [Marchell T.](#), [Lesser M.L.](#), [Reyna V.F.](#), [Kubicki-Bedford L.](#), [Feffer M.](#), [Staiano-Coico, L.](#) (2009). Impact of an online alcohol education course on behavior and harm for incoming first-year college students: short-term evaluation of a randomized trial. Journal of American College Health. 57 (4):445-54.

Marchell, T., and Bureau, D. (2007). A bystander framework for hazing prevention. Perspectives, Summer, 8-11.

Campo S., Brossard D., Frazer M.S., Marchell T., Lewis D., Talbot J. (2003). Are social norms campaigns really magic bullets? Assessing the effects of students' misperceptions on drinking behavior. Health Communication 15(4):481-97.

Marchell, T., Hofher, J., Parrot, A., & Cummings, N. (1992). Prevention through education. Athletic Management, 4, 44-48.

SELECTED PRESENTATIONS

Why students haze, NASPA Alcohol and Other Drug Abuse Prevention and Intervention Conference, Atlanta, GA, January 2012.

A theoretical foundation for hazing prevention, Northeast Greek Leadership Conference, Hartford, CT, February 2009.

Hazing: hidden rites of student-athletes, NCAA Gender Equity and Issues Forum, Boston, MA, April 2008.

The impact of hazing, NCAA Hazing Prevention Summit, Nashville, TN, January 2008.

Interpreting hazing behavior as a problem, National Hazing Symposium, Orlando, FL, March 2007.

Hazing and health: strategies for clinical practice and prevention, New England-New York State College Health Association Meeting, Burlington, VT, October 2005.

Campus-wide councils: making student health a campus priority (with G. Eells). New York State Health Association Conference, Syracuse, NY, September 2004

Generating student support for changes in the campus drinking culture (with D. Erenberg and M. Sullivan). American College Health Association Annual Meeting, Philadelphia, PA, June 1999.

A media-based approach to promoting student advocacy (with D. Erenberg and S. Gray). U.S. Department of Education's National Meeting on Alcohol, Other Drugs, and Violence. Washington, DC, October 1998

Environmental strategies for preventing alcohol and other drug abuse. New York State Counseling Center Directors Annual Conference, Clinton, NY, June 1998.

Norman J. Pollard, ED.D.

Dean of Students
Alfred University, NY

Dr. Norm Pollard, Dean of Students and a licensed mental health counselor, has professional interests that include effecting positive change to promote campus culture, student development issues, and educating students about hazing. He has appeared on all the major news networks to represent Alfred University's landmark studies on Initiation Rites and Athletics and Initiation Rites in American High Schools. Several high schools, colleges and communities have consulted with Dr. Pollard to integrate the survey results into their anti-hazing programs. He has been an invited speaker to a number of national and regional conferences, to speak on hazing and initiation rites and holds a master degree in agency counseling from Western State College and doctorate in counseling from Drake University. He has worked on college campuses since 1984 and was director of Alfred University's Counseling and Student Development Center until January, 2006, when he became the Dean of Students. An adjunct associate professor, he has taught graduate courses for the College Student Development, Counseling and School Psychology programs.

- Nearly 30 years of experience as a counselor; 20 years in a supervisory capacity
- Solid educational foundation in counseling, including a Doctorate in Counseling and Personnel Services and License as Mental Health Counselor
- Dynamic leadership and overall administrative of a highly effective team of professional staff, clinicians, trainees, and support staff.
- Extensive experience in coordinating and training crisis management and emergency response
- Significant experience in program development and training on a wide variety of student development topics
- Collaborative relationship with all areas of the campus and surrounding community
- Experience in policy formation, problem solving, strategic planning, financial planning, implementation and outcome assessment
- Extensive public speaking experience representing the university on topics such as student transitions to college, hazing and effective community response to tragedy
- Active participation in state and national professional organizations including serving as Chair of the Ethics Committee for the New York Counseling Association, Board Member of the Association for University and College Counseling Center Directors and faculty at the ASJA Donald D. Gehring Campus Judicial Affairs Training Institute
- Received the alumni "Alfred University Friend Award" in 2004

- Received the student selected “Alfie Award” in 2008 for Outstanding Professional Staff

Erin Fischer, Curriculum Developer

As the Chief Program Officer for The Leadership Institute-WWP, Erin serves as the primary leader in the area of training and development for the organization, providing strategic management to ensure appropriate planning, execution and administration of all training programs. Erin started her career as a camp director and worked for the YMCA for four years before transitioning to Kiwanis International. At Kiwanis, Erin served as a program director for the Kiwanis Key Leader program and was Director of Circle K International, a global service organization serving college and university students around the world. She has had the opportunity to train youth and adults of all ages, from Hawaii to Brazil and everywhere in between. Erin graduated from Indiana University with a degree in public relations. She has been on The LI team for three years and was recently honored as one of Indy’s Top 100 Best & Brightest Professionals under the age of 40.

- Chief Program Officer for The Leadership Institute - Women with Purpose
- Curriculum designer for three Inter/National non-profits
- Certified instructional designer by Langevin
- Written over 45 programs
- Completed a full competency model with nine competencies and 36 programs for undergraduates. Competencies include authentic confidence, conflict resolution, personal life balance, possesses expertise, communicates effectively, and more.
- Created award winning Mastering Facilitation program and video
- Speaker at Inter/National conferences and conventions