



MESSAGE FROM SIUE PURCHASING

Greetings,

As we begin a new year, we'd like to take a moment to express our gratitude to our vendor community and the partnerships that help us keep our campus looking beautiful and running smoothly while creating an inclusive and welcoming environment for our students.

In this issue, we are spotlighting Bonni Burns of BAM Marketing Agency, a woman-owned business operating in St. Louis, Edwardsville and Springfield. Bonni and her team at BAM have been an integral part of SIUE's marketing and communication efforts for over 10 years.

As requested, we've included an overview about selecting the appropriate commodity codes to ensure you are alerted to new solicitations in your area of expertise as soon as they become available. We truly appreciate all the feedback we are receiving about our new BEP Purchasing newsletter and we look forward to connecting in the coming months.

Sincerely,

Tara J. Raburn
Business Enterprise Program Associate

NIGP

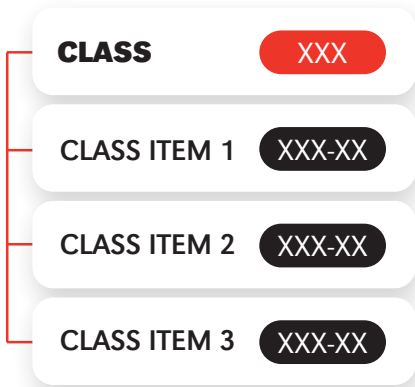


CHOOSING THE APPROPRIATE COMMODITY CODES

One of the most frequent frustrations expressed by vendors is that they were not informed when a bid opportunity became available. This is especially trying when the vendor has followed all directions, including obtaining applicable certifications, registering with the Illinois Procurement Bulletin and signing up for updates in their area of interest.

As with all state institutions in Illinois, SIUE utilizes NIGP codes to identify services and/or commodities during the procurement process.

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CHOOSING THE APPROPRIATE COMMODITY CODES (CONTINUED)

The best way to make sure you receive timely correspondence when it comes to bid opportunities is to make sure you are registered under the appropriate commodity codes. With so many to choose from, it can be a daunting process. Here are a few tips to help:

- Be specific! NIGP classification is available as a 3-digit class code and a 5-digit class-item code. As we search for vendors, a 3-digit code search often yields too many results to manage in a timely manner or they turn out to be irrelevant to the specific project we are attempting to complete, which is why we encourage the use of 5-digit codes. We recommend using as many relevant 5-digit codes as possible.
- Look up past solicitations in your area of interest. The bulletin is a fantastic resource for you to find information about past awardees. Take a look at their commodity codes—these are the codes prime vendors will most likely search for in the database when seeking subcontractors and the codes we will use in our solicitations.
- Look at other vendor’s codes. If you know other vendors who offer similar services or if you are aiming to be a subcontractor, look at which codes they registered under and align yourself with them.

As always, please use the contact information on the following page and reach out if you need help selecting codes.

VENDOR SPOTLIGHT: BAM MARKETING AGENCY

After a successful 25+ year career in broadcast television, Bonni Burns established BAM Marketing Agency in 2008. Her extensive knowledge in all aspects of marketing, coupled with years of successful leadership experience, made running her own marketing company a natural next step.

BAM Marketing is responsible for traditional and streaming video media planning and implementation for SIUE student recruitment and branding efforts, as well as securing broadcast rights on TV and radio for SIUE Men’s Basketball. Their ability to negotiate value-added exposure with every media buy helps SIUE maximize reach within budget.

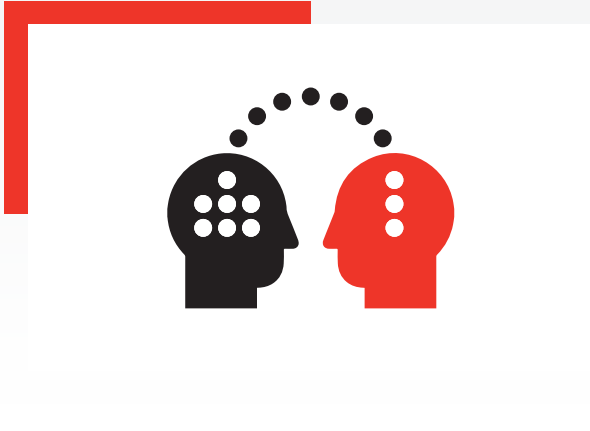
“BAM has been an excellent partner for SIUE. Bonni Burns and her team genuinely care about our success, and they work to expand our awareness through carefully planned and executed advertising campaigns,” said Nathan Brewer, director of marketing, University Marketing and Communications. The BEP accreditation procedure can be time-consuming, but it is well worth the effort because it has given BAM access to possibilities to collaborate with organizations and agencies in the public sector.

“We understand that our media planning is critical to the success of SIUE, and we take our role very seriously. As one of the region’s most successful universities, BAM has enjoyed watching the success of SIUE over the past 10 years and are proud of our contribution to its growth,” Bonni said.



Bonni Burns, BAM Marketing

EVENTS/RESOURCES



MENTOR PROTÉGÉ PROGRAM

In 2021, The Commission on Equity and Inclusion Business Enterprise Program created the Mentor Protégé Program exclusively for certified BEP vendors to be assigned a mentor to identify and overcome their unique business challenges.

[LEARN MORE](#)



BEP VIRTUAL OFFICE HOURS

Every Wednesday, 11 a.m.-noon

[VIEW LIST OF TIMES](#)

The BEP Team provides virtual office hours for the public to ask questions about the certification process. The certification team will address questions in a one-on-one meeting with you in English or Spanish.



CONTACT US



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