

**Date: June 11, 2026**

RE: Alternative Competitive Procurement for Development of Licensure Exam (PCS# 230000-00353-ACP)

**Closing Date/Time: Monday, June 22, 2026 at 5:00 p.m. (Pacific Time)**

Dear Potential Respondent:

The University of Oregon (UO) is issuing this Alternative Competitive Procurement (ACP) in order to procure professional services to develop a licensure exam for behavioral health and wellness practitioners as further described below.

### **Background**

The University of Oregon is a public research university in Eugene, Oregon. Founded in 1876, UO's 295-acre campus is along the Willamette River. Since July 2014, UO has been governed by the Board of Trustees of the University of Oregon.

UO exists to provide Oregonians and their peers from around the world access to an excellent education. UO challenges its students to question critically, think logically, communicate clearly, act creatively, and live ethically. UO serves the people of Oregon, the nation, and the world through research, teaching, and outreach that benefits humanity, drives innovation, strengthens the economy, and transforms lives.

UO is classified as an R1 (very high research activity) institution by the Carnegie Classification of Institutions of Higher Education. UO was admitted to the Association of American Universities in 1969. UO is one of just two schools in the Pacific Northwest selected for membership in the prestigious Association of American Universities, a consortium of 62 leading public and private research institutions in the United States and Canada. UO is comprised of nine schools and colleges and offers over 300 undergraduate and graduate degree programs in a wide range of disciplines. UO enrolls in excess of 23,500 students from all 50 states and from more than 100 countries. There are some 757 tenured and tenured-track faculty members with a total population of teaching and research faculty in excess of 2,000.

UO promotes inclusive excellence through a commitment to institutional fairness and equality, eradication of discrimination and through celebrating and affirming the strengths of a multicultural community. For further information about UO, please visit <https://www.uoregon.edu/about>.

### **Goals:**

UO's Ballmer Institute for Children's Behavioral Health was launched in March 2022 through a transformational gift from Connie and Steve Ballmer. The Institute's vision is that access to high-quality mental health support is a fundamental right of all children and families, beginning in Oregon. To achieve this aim, the Ballmer Institute has established a first-of-its-kind bachelor's-level degree in child behavioral health.

The Ballmer Institute's undergraduate program served as the foundation for establishing a new category of behavioral health provider: the Behavioral Health and Wellness Practitioner ("BHWP"). This role was formally recognized in Oregon statute through Senate Bill 1547,

creating a new professional pathway designed to address workforce shortages and increase access to preventative and early-intervention behavioral health services.

As the subject matter expert for this new provider type, the Ballmer Institute has been charged with leading the development of the licensure examination required for BHWPs in Oregon. This exam is intended not only to support Oregon's implementation, but also to serve as a model for other states that adopt this provider role in their behavioral health workforce.

### **Scope of work:**

UO is seeking proposals from qualified and experienced vendors to design, develop, administer, and maintain a high-quality licensure examination for the BHWP credential. The selected vendor will be expected to provide full life-cycle examination services, ensuring validity, reliability, fairness, security, and ongoing operational excellence. Vendors must demonstrate the capability to provide the following services:

1. **Examination Development & Psychometric Oversight.** Design and maintain a psychometrically sound, competency-based examination program. Vendor must perform all psychometric planning, job task analysis, item analysis, form assembly, cut-score studies, and ongoing validation.
2. **Item Writer Recruitment, Training & Content Development.** Recruit, screen, and train qualified item writers and content contributors. Facilitate item writing workshops. Develop, review, and refine examination items to ensure that all items meet industry standards for universal design, accessibility, and bias mitigation.
3. **Subject Matter Expert ("SME") & Committee Management.** In consultation with the University, Vendor will be expected to establish and support SME panels and examination review committees, including coordination of meetings, documentation of decisions and approval, and adherence to exam development governance standards.
4. **Stakeholder Communication & Governance Coordination.** Vendor will be expected to provide structured communication with UO leadership, advisory groups, and community stakeholders, maintain clear governance processes, and support collaborative decision-making throughout the program lifecycle.
5. **Certification System Maintenance & Continuous Improvement.** Manage and enhance examination and certification systems, including item bank maintenance, security monitoring, platform updates, candidate experience improvements, and cycle-based evaluation.
6. **Vendor & Testing Administration Management.** Oversee all aspects of exam delivery, whether remote proctored, in-person, or hybrid, including scheduling, proctoring, accommodations, customer support, incident response, and performance reporting.

### **Submittals:**

Potential vendors must provide the following information:

- A declaration of interest.
- A description of your experience in providing similar services to those identified in this ACP.
- A full description of how you would approach this project, and how you will deliver the services identified in this ACP.
- A list of key personnel who will be providing the services described in this ACP. This list should contain each individual's name, title, qualifications, areas of expertise, experience with projects of similar scope and nature, and concise business biography or resume.
- A list of at least five (5) other clients for whom you have performed similar services within the last five (5) years. You must submit contact information for those clients identified. These clients may be contacted by UO for an evaluation and assessment of your performance.
- A description of the methodologies and standards you have employed in performing similar services and the methods you use to demonstrate their validity.
- An estimated timeline to complete the project described in this ACP.
- An itemized budget of costs for individual items to be provided under a contract awarded pursuant to this ACP as well as total price for the work contemplated under this ACP. If you are proposing an hourly rate for any services, your Proposal must include a not-to-exceed amount as well as the hourly rate. The cost includes recurring costs such as internal and external labor and/or subcontracts. The cost also includes non-recurring costs such as travel expenses e.g., airfare, lodging, and meals, and other miscellaneous expenses related to the provision of on-site services. Similarly, expenses related to providing on-site services e.g., computer, printer, and miscellaneous equipment, must be included in the proposed cost – in other words, the out-of-pocket costs you have to pay to perform the services described in this ACP.
- Contact information: Company Name, Company Contact Name, Company Contact Email.

## **Solicitation Process**

UO has determined that many vendors that might be qualified to provide these services do not normally respond to traditional public procurement vehicles. Accordingly, UO has determined that the methodology described in this ACP will provide the best value to UO and is in UO's best interest.

UO has researched vendors that may qualify or be able to provide the services listed in this ACP and is initiating a direct solicitation of those vendors. Any vendor, who has not been directly solicited, may declare their interest by messaging the email listed below. Upon receiving a vendor's declaration of interest UO will initiate a review of the vendor's services to determine which vendor(s) will best serve the interests of UO. UO has an obligation to seek a solution that provides it with the best value to UO.

Prior to award, UO may initiate serial negotiations with select participants or commence simultaneous negotiations with multiple participants. The successful vendor will be notified in writing of its status and negotiations will commence to achieve a final contract. All participants will be notified in writing that a winning vendor has been selected. All protests of the selection or award must be made pursuant to the conditions and limitations of UO Policy IV.09.06 CC. UO is open to alternative statement of work solutions that meet our overarching goals.

**If you would like to be considered for an award under this ACP, you must contact via e-mail:**

Brie Campbell  
Contracts Officer  
competitionsupport@uoregon.edu

**Inquiries must be received, in writing or via email on or before Monday, June 22, 2026 at 5:00 p.m. (Pacific Time).**