FY2019 Annual SWaM Procurement Plan

Date of Submission: Fri Sep 21 01:25:10 UTC 2018

1. Agency/Institution Official Name: Old Dominion University
   Address: 4401 Powhatan Avenue, Norfolk, VA 23529

2. Agency Code: 221
   Sub-Agency Code(s):

3. Agency Head: John Broderick
   Phone Number: 757-683-3159
   Email Address: odupresident@odu.edu

4. Director of Procurement: Etta A. Henry
   Phone Number: 757-683-3105

5. Secretariat: Education

II. SWaM Goals

6. List your FY2019 SWaM expenditure goals for Small, Women- and Minority-Owned businesses as a percentage of your projected discretionary expenditures. Goals should include your projected sub-contracting expenditures if applicable. FY2018 goals were pre-filled from your FY2018 SWaM plan. FY2018 SWaM expenditures were system-generated from the SWaM Dashboard.

<table>
<thead>
<tr>
<th></th>
<th>MBE</th>
<th>WBE</th>
<th>SBE</th>
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</thead>
<tbody>
<tr>
<td>FY2018 Agency SWaM Goals</td>
<td>7%</td>
<td>7.5%</td>
<td>33%</td>
</tr>
<tr>
<td>FY2018 Agency Actual Expenditures</td>
<td>5.81%</td>
<td>9.77%</td>
<td>37.38%</td>
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<tr>
<td>Total FY2019 Projected SWaM Spend Goals</td>
<td>7%</td>
<td>7.5%</td>
<td>33%</td>
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<tr>
<td></td>
<td>MICRO</td>
<td>ESO</td>
<td>HBCU</td>
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</tbody>
</table>
Other FY2019 Projected Spend Goals 1 % 1 % 1 % 1 %
(Percentage based on Discretionary Budget. Each goal should be at least 1%)

7. What changes could be made to the Commonwealth SWaM Program that would assist you in meeting your goals?

* Streamline certification and re-certification processes. Continue with enhanced SBSD outreach. Improve the communication with vendors regarding status of certification and re-certification and additional documentation requirements. Improve the turn-around time for review.

* The Outreach sessions hosted by DSBSD are a positive step in providing communication and information. Continuing these sessions will be helpful as processes and legislation related to SBSD and certification are updated.

* The addition of SBSD regional representatives was very positive. Our representative has been exceptionally responsive and helpful.

III. Designation of SWaM Equity Champion(s)

A. Purchases and Supply Division

  Name: Etta A. Henry
  Title: Director of Procurement Services
  Mailing Address: 4401 Powhatan Avenue, Norfolk VA 23529
  Telephone/Fax: 757-683-3105
  E-mail Address: ehenry@odu.edu

B. Building and/or Construction Division (if applicable)

  Name: Etta A. Henry
  Title: Director of Procurement Services
  Mailing Address: 4401 Powhatan Avenue, Norfolk VA 23529
  Telephone/Fax: 757-683-3105
  E-mail Address: ehenry@odu.edu

IV. Policies and Procedures

1. Please specify the number of procurement personnel you have on staff:

   Goods and Services: 3
   Construction: 1

2. Do you have major construction projects or purchases planned for FY2019? Yes

   If so, identify the project or purchase:

   1: Name of the project/purchase: Health Science Building

      Type: New Construction
      Anticipated Posting Date: May 2019
2: Name of the project/purchase: **Kaufman Hall Roof Repair**  
Type: Repair  
Anticipated Posting Date: Feb 2019

3: Name of the project/purchase: **Volleyball Facility**  
Type: Renovation  
Anticipated Posting Date: Jan 2019

4: Name of the project/purchase: **Webb Center Cafe**  
Type: Renovation  
Anticipated Posting Date: Jan 2019

3. Do you have any professional services purchases planned for FY2019? **No**
   
   If so, identify the project or purchase:

1: Name of the project/purchase:
   Type:
   Anticipated Posting Date:

2: Name of the project/purchase:
   Type:
   Anticipated Posting Date:

3: Name of the project/purchase:
   Type:
   Anticipated Posting Date:

4: Name of the project/purchase:
   Type:
   Anticipated Posting Date:

4. Does your Agency set aside the following solicitations for DSBSD certified businesses?  
   Solicitations under $10,000: **Yes**  
   Solicitations between $10,000 and $50,000: **No**  
   Solicitations between $50,000 and $100,000: **No**

   If you answered, "NO" to any category, please state why those solicitations are not set-aside: University departments are authorized to purchase goods/services up to $5,000 directly from a SWAM and/or contract vendor. Procurement Officers are authorized to award to a SBSD certified SWAM firm up to $10,000 where available and when prices are fair and reasonable. To maximize competition, Procurement Officers solicit quotations for procurements $10,000 to $49,999 utilizing eVA Quick Quote. In addition, the University includes language in all
solicitations above $50,000 to encourage SWAM participation and to encourage prime contractors to utilize SWAM subcontractors. Procurement Services posts notice of all procurement valued over $50,000 through the Commonwealth's electronic procurement site - eVA. These, and other outreach efforts, have been very successful as the University has consistently achieved the SWAM goals.

5. Have you visited the "I'm a Buyer" page on sbsd.virginia.gov? Yes
   If yes, what additional resources would be helpful on that page? Adding a more visible "Search for SWAM firms" option would be beneficial.

   Enhancing the database search capability would be another needed improvement. Currently, when entering in a search word in the 'Sort by Company Name', the search actually includes any firm that has the search word in any part of their record (contact name, city, code description, etc). This makes narrowing down the search for a specific vendor challenging. Adding a feature that provides more details regarding vendors' SWAM certification and recertification status (similar to what was included in the previous website) would be helpful to both buyers and vendors.

6. Who monitors, reviews, audits and enforces your SWaM program goals and compliance? Procurement Services monitors, reviews, audits and enforces the University's SWAM program goals and compliance. Procurement Services conducts on-going outreach and training related to SWAM program goals and compliance.

7. Does the agency collect the subcontracting payment information manually or electronically from prime contractors? Yes, Electronically
   If yes, how often is subcontracting data collected? Quarterly
   Do you use CSBSD's format to record the payments? Yes
   If electronically collected, what system is used? Email Template
   Who are your primary vendors that report subcontract spend? construction and service vendors

8. What is your agency’s biggest challenge with collecting and reporting subcontract spend? Procurement Services includes guidance regarding its SWAM program and subcontracting opportunities. Goals are included in solicitations and discussed at pre-bid and pre-proposal meetings. Reminders are distributed prior to the due date for SWAM subcontracting reports. Individual follow up is also conducted in an effort to collect SWAM subcontract reports. There are occasions when report may not be submitted in a timely manner but the University's proactive outreach, follow up and personal contact has minimized this issue.

V. Diversity Training Events

Does the Agency SWaM Champions or Procurement staff:

1. Hold open house events for small businesses? Yes
   If yes, how many in FY2018? Procurement Services partnered with SBSD to host the 2018 Hampton Roads Grow
Sales Small Business Conference in May 2018. ODU partners with the Women’s Business Center to provide outreach and training. ODU actively participates in the planning and implementation of SWAMFest. In addition, ODU actively participates in numerous regional and statewide supplier diversity outreach events sponsored by a wide variety of organizations.

2. Meet with small businesses one-on-one at your facility to discuss policies and procedures and potential business opportunities? Yes

   If yes, how many in FY2018? Numerous, Procurement staff meet frequently with SWAM businesses to discuss upcoming opportunities, eVA registration, SBSD certification and University policies and procedures related to University procurement opportunities.

3. Conduct training events on SWaM and diversity training? Yes

   If yes, how many in FY2018? Numerous, Procurement Services conducts monthly as well as on-going SWAM training for departmental purchases. SWAM training is requested for any new eVA account holder and PCard user. Use of SWAM vendors is emphasized in eVA and PCard training. Procurement provides SWAM vendor information to further raise awareness of available SWAM firms. SWAM outreach and training is an on-going initiative.

4. Attend small business outreach events? Yes

   If yes, please check those attended in FY2018?

   DSBSD hosted event (Summit) 1
   DGS Forum 1
   Minority Supplier Diversity Council Conferences 0
   DBA hosted events 1

   Other, please name The University actively participates in numerous SWAM business outreach, network and training events throughout the Commonwealth. ODU actively participates on the VASCUPP Supplier Diversity Committee and assists with the planning and preparation for SWAMFest, VASCUPP’s premier annual supplier diversity networking and educational event. The University also participates in numerous outreach events throughout the state sponsored by a wide variety of organizations.

VI. Assessment

1. In FY2018, what has been the most time consuming part of administration of the Small Business initiative from your perspective? Explaining SWaM regulations to SWaM firms

   Comment on your selection above: Procurement Services dedicates significant resources and efforts to support the SWAM initiative at the University. Meeting with SWAM businesses to review upcoming opportunities, eVA registration and/or SBSD certification and re-certification requirements, and University policies and procedures does take time and resources but is an important part of communicating upcoming opportunities to SWAM vendors.
Training and meeting with campus departmental representatives to provide them with SWAM vendors and SWAM vendor contact information for their specific requirements also take significant time and resources but is also a very worthwhile endeavor which has resulted in buy-in and support for the SWAM program across campus. Travel to numerous supplier diversity events throughout the state and associated follow up takes time and resources but is also an important investment which further demonstrates the University's commitment to supplier diversity and the importance the University places on using SWAM firms. Gathering data, developing departmental dashboards and evaluating departmental purchases to identify opportunities for SWAM utilization also takes time but has resulted in increased SWAM usage.

2. Do you have recommendations on ways the Commonwealth could improve SWAM business participation in agency procurement opportunities? Enhancements and improvements to the timeliness and efficiency of the certification and re-certification process would improve the number of available certified firms and SWAM business participation. Encouraging vendors to reach out directly to agencies and institutions that they seek to do business with is a positive step which results in communication regarding procurement opportunities for SWAM business participation.

3. In FY2018, what has your Agency done to improve expenditure opportunities for SWAM businesses?

All University departmental staff are required to complete SWAM training prior to issuance of eVA accounts and/or University purchasing cards. SWAM training is also included in the monthly General Procurement Training as well as included in Procurement Services’ new Procurement Certificate program. Procurement Services provides SWAM firm information to prime contractors. Procurement Services works closely with prime contractors to coordinate supplier diversity outreach events for University projects. Prime contractors are required to submit quarterly reports noting payments to certified SWAM firms. The University includes language in all formal solicitations to encourage SWAM participation and the encourage prime contractors to utilize SWAM subcontractors. Evaluation criterion includes a SWAM subcontracting plan component. Procurement Services emphasizes the use of SWAM contracts and continues to increase communication, awareness and training to campus users so they can identify certified SWAM firms. Procurement also emphasizes the University's goals and expectations related to supplier diversity at each pre-bid and pre-proposal conference, meets with prime contractors to promote utilization of certified SWAM firms, provide information and assistance to vendors regarding eVA registration and SBSD certification, departmental firms, provide information and assistance to vendors regarding eVA registration and SBSD certification, departmental contact information, and upcoming procurement opportunities. Procurement encourages end users to utilize SWAM vendors and provides them with information and resources to do so. In addition, Procurement Services actively participates in numerous vendor fairs and supplier diversity events throughout the state.

4. In FY2018, did you contact the Department of Small Business and Supplier Diversity (DSBSD) for assistance with:
Complete the chart for all categories in terms of frequency.

Initial certification: Yes If yes, how often? Frequently
Renewal for a firm: Yes If yes, how often? Frequently
Searches for businesses: Yes If yes, how often? Frequently

To distribute your solicitation notices No If yes, how often? Solicitations are posted in eVA.

5. How frequently does the Agency Director and Procurement Officer (or designated SWaM Champion) meet to discuss the SWaM goals, progress, challenges and support in achieving stated goals? Monthly

6. In FY2018, what was one of your Agency's accomplishments in the SWAM program you feel best demonstrates your agency's efforts? The University continues to dedicate significant resources and efforts to make supplier diversity a priority. These strong, ongoing efforts have resulted in the University's continual improvement in SWAM results over the last several years. This ongoing success demonstrates the University's effort are directed and focused on areas that are most important for continuing to advance and promote supplier diversity within the University.

7. Are you familiar with the legislation that impacted SBSD? Yes

   If yes, do you have questions or concerns with your ability to implement those changes? The SWAM certification period extension from three years to five years will be very helpful as the re-certification process often takes months. The addition of SBSD's notification to vendors regarding SWAM certification expiration will be helpful. Sending out this notification along with a direct link to commence the re-certification process will hopefully assist in expediting the re-certification process.

8. Do you submit adjustments and subcontracting spend in the expenditure dashboard monthly? No

   If no, can you explain why you are not submitting adjustments and subcontracting spend monthly? SWAM spend to include subcontracting spend is submitted quarterly. SBSD and VASCUPP agreed that VASCUPP would continue to consolidate SWAM reporting and submit on a quarterly basis. The current process is efficient and accurate.

9. What functionality would be most helpful to you in the Expenditure Dashboard? The inclusion of percentages by functional area and/or Secretariat would be helpful.

10. Additional Information: The University has dedicated significant time, effort, and resources to the supplier diversity initiative and is very proud of the continual progress we have made in this area. The success demonstrates that the University's efforts are focused and directed toward results. We plan to continue to build upon this success to further support and promote supplier diversity as a priority throughout the University.

Completed by: Etta Henry Signature: [Signature]
Reviewed by: John Doe Signature: [Signature]
Date: 9/19/2018

Agency/Institution Head
(The Plan must be reviewed, approved and signed by Agency/Institution Head)