

## Supplier Diversity and Small Business Plan

(Minorities, Women and Small Businesses)

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## **Supplier Diversity and Small Business Plan**

### **Introduction**

West Virginia University's (WVU) Supplier Diversity and Small Business Plan is designed to promote business relationships and contract opportunities with diverse and small businesses within the WVU procurement process. This plan addresses the disparity in utilization of diverse and small businesses within the state in most business categories, as well as, within procurement opportunities with the University. Therefore, WVU has taken steps to expand its diverse supplier and small business efforts to help close this economic gap within the state.

In April 2018, WVU created this plan to ensure certified minority-owned (MBE), women-owned (WBE), and small businesses (SB) as well as West Virginia owned and operated businesses have the ability to compete in the procurement process and to do business with WVU. The mission is to provide equal access to procurement opportunities for diverse suppliers and small businesses at the University while assisting in meeting procurement goals. The primary goal is to increase bid opportunities for M/WBEs and SB owners in West Virginia. The secondary goal is to provide access to educational resources and services that promote entrepreneurship, start-up businesses, capacity building and sustainability. The University is committed to the development of a Supplier Diversity and Small Business Program to supports these goals.

Corporations interested in doing business with WVU are strongly encouraged to develop initiatives to help foster business relationships with certified diverse and small businesses.

The University's Supplier Diversity and Small Business Plan acts as a means of ensuring there is a university-wide commitment to diverse and small business inclusion.

### **Statement of Commitment**

West Virginia University is committed to creating a diverse and inclusive culture not only within our student population, staff and faculty, but also within our supplier base. As the University's mission states, we value the importance of prosperity for all by providing access and opportunity. WVU's Supplier Diversity and Small Business Program was established to ensure a business environment that fosters the inclusion of minority-owned, women-owned, and small businesses within our procurement process. Our program seeks to develop and strengthen relationships with small and diverse businesses by providing access to educational resources and information on WVU's procurement process. We understand that having a supplier base as diverse as the world in which we live drives competition and allows us to provide the best value in procurement for the University.



## **Position Statement**

West Virginia University is committed to preparing our future leaders to function in a culturally diverse society. WVU students view education and entrepreneurship as one of the most important factors in contributing to their future success as leaders, employees and/or business owners. Having a successful supplier diversity program continues to affirm WVU's commitment to diversity by creating an environment on campus that is welcoming to diverse faculty, students, staff, and suppliers. If student and faculty populations are diverse because of initiatives to increase opportunities on campus, it only makes sense that the suppliers that supply goods and services to the University would be a fair representation of that same effort. Therefore, WVU will continue to lead by example ensuring that everyone has equal opportunity and access to the University including the university's procurement process. We believe that our supplier base should reflect the communities we serve, while demonstrating high value propositions of service, pricing, reliability, and alignment supporting our commitment to social justice, mutually beneficial community engagement, and good fiscal stewardship.

WVU's strategy is to develop a premier program designed to ensure that historically underutilized businesses are fairly represented in contractual work at the University and within the supply chain. WVU wants to promote equity and inclusion for businesses often left out of the supplier base. Ultimately, the University understands working with a wide range of diverse and small businesses creates business value and contributes to a stronger community and economy.

## **Policy Statement**

The University is creating a policy to maximize participating minority-owned business enterprises (MBE), women-owned business enterprises (WBE), and small businesses (SB) in all procurement activities. All departments working with vendors are expected to adhere to this policy and include diverse suppliers and small businesses in sourcing opportunities where applicable.

The Supplier Diversity and Small Business Program is designed to support adherence to this policy and to include diverse and small businesses that can provide best value and quality of services to the University. This program will ensure that all suppliers have visibility and access to opportunities where traditionally consideration might be limited.

## **Strategic Approach**

WVU's strategic approach will help to identify diverse and small businesses that can deliver the best value for goods and services by promoting inclusion within the University, the supply chain and among all suppliers both large and small. The University's strategies include:

- Engaging executive leadership to increase awareness.

- Identify opportunities to increase spending with Minority, Small, Women and Local businesses.
- Collaborating with internal stakeholders to increase participation.
- Implementing internal systems to monitor and track progress of the program..
- Benchmarking against similar programs and incorporating best practices.

## Goals

1. **Alignment:** Align program guidelines and policies into procurement activities
  - a. Develop measurable guidelines to incorporate industry methodologies into program foundation.
  - b. Integrate actions into day-to-day process where appropriate.
  - c. Analyze internal spend and evaluate supply chain capabilities.
  - d. Establish financial reporting processes with metrics to measure performance.
  - e. Standardize diverse and small business language in RFB/P.
  - f. Develop Guide for small/disadvantaged subcontracting plans for Principal Investigators (PI)/Researchers and Grant Writer.
2. **Implementation:** Implement internal procedures with core values (service, curiosity, respect, accountability and appreciation)
  - a. Identify qualified diverse and small businesses.
  - b. Match existing diverse and small businesses with future opportunities.
  - c. Capture M/WBE and SB status and certification during vendor registration.
  - d. Encourage diverse and small businesses to seek certification and update profiles, when applicable.
  - e. Provide diverse and small businesses opportunities where possible through appropriate channels.
  - f. Include Supplier Diversity and Small Business information in new employee orientation. (i.e., researchers applying for grants and new procurement personnel)
  - g. Provide ongoing Supplier Diversity and Small Business education within the procurement department |
  - h. Create new communication channels with brochure, newsletters, and website.
3. **Measurement:** Track and Measure Performance
  - a. Set realistic targets that are aligned with priorities.
  - b. Establish monitoring, reporting and goal setting mechanisms.
4. **Collaboration:** Collaborate with internal and external stakeholders to foster inclusion
  - a. Build relationships with diverse and small business key organizations.
  - b. Participate in outreach programs to identify diverse and small businesses.
  - c. Educate prime suppliers on your diversity efforts and how it ties into the University's mission and vision for the future.

## **Responsibility**

The direction of the Supplier Diversity and Small Business Program is the responsibility of the Director of Procurement. In addition, he/she is accountable for overseeing implementation, monitoring and reporting under the plan. He/she shall work in conjunction with the Category Managers and any staff facilitating and/or participating in procurement activities that are conducted within the parameters of the program.

The Director of Procurement will be responsible for:

- Issuing a policy that articulates the rationale supporting the program and defining executive leadership commitment.
- Ensuring the policy is communicated to key stakeholders and implemented.

The Supplier Diversity Manager will be responsible for:

- Ensuring that procurement personnel that make buying decisions are aware of the diverse suppliers and small businesses doing business with the University.
- Promoting the sourcing and use of diverse and small businesses by informing campus purchasers of program goals.
- Serving as a departmental resource in the development of diverse and small business spending goals for funded projects and construction.
- Building and maintaining a certified diverse supplier and small business database

## **Education and Training**

The Supplier Diversity Manager will implement a training program to ensure all personnel who work with vendors are aware of the University's commitment to certified diverse suppliers and small businesses and serve as a resource for guiding procurement practices, education and communication.

## **Record Keeping and Reporting**

Record keeping related to the Supplier Diversity and Small Business Program, including copies of contracts, awards, and purchase orders will be kept in the Procurement Department.

## **Review and Assessment**

The Director of Procurement will review all competitive procurement policies, procedures, contract language and forms to ensure that they follow Supplier Diversity Strategic Initiative guidelines.

The Supplier Diversity and Small Business Strategic Plan will be reviewed and updated annually to reflect adjustments to ongoing efforts to promote diversity and small business inclusion. As part of the annual goal-setting process, the Director of



Procurement other designated personnel will review the entire plan and propose additions, changes, or deletions.

**WVU has designated the following individuals to enforce the plan:**

**Robert Beck**

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## Additional Information

### Resources

**Small Business Administration (SBA):** a federal agency whose primary role is the administrative regulating body and advocate of small business. In recent years, Congress has re-emphasized the advocacy function of SBA to bring about visible, substantive changes in public policy toward small businesses and to champion more effectively their cause. SBA's goal is to help small businesses survive in an economic marketplace dominated by large corporations. <https://www.sba.gov>

**National Minority Supplier Development Council (NMSDC):** an organization comprised of a network of 23 affiliate regional councils across the country, all of whom provide minority-business certification and business development opportunities. Since 1972, the goal of NMSDC has been to provide the direct link between corporate America and minority-owned businesses. NMSDC has over 1,750 corporate members and more than 12,000 certified minority owned businesses in its network. <http://www.nmsdc.org/>

**Women's Business Enterprise National Council (WBENC):** the nation's leading advocate of women-owned businesses as suppliers to America's corporations. It also is the largest third-party certifier of businesses owned and operated by women in the United States. WBENC works to foster diversity in the world of commerce with programs and policies designed to expand opportunities and eliminate barriers in the marketplace for women business owners. WBENC works with representatives of corporations to encourage the utilization and expansion of supplier/vendor diversity programs. WBENC has 14 regional partner organizations. <http://www.wbenc.org/>

### Benchmark Rationale

National Minority Supplier Development Council (NMSDC) corporate members have developed eight goals that corporations implement to create a world-class minority supplier development process.

- GOAL 1:** Establish corporate policy and top corporate management support
- GOAL 2:** Develop a corporate minority supplier development plan
- GOAL 3:** Establish comprehensive internal and external communications
- GOAL 4:** Identify opportunities for minority business enterprises in strategic sourcing and supply chain management
- GOAL 5:** Establish a comprehensive minority supplier development process
- GOAL 6:** Establish tracking, report and goal-setting mechanisms
- GOAL 7:** Establish a continuous improvement plan
- GOAL 8:** Establish a second-tier program