

**Minority, Women and Florida Veteran
Business Enterprise Participation Plan**

Fiscal Year 2013 – 2014



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Protect the Vulnerable,

Promote Strong and Economically Self-Sufficient Families,

And Advance Personal and Family Recovery and Resiliency

Florida Department of Children and Families Minority, Women and Florida Veteran Business Enterprise Participation Plan - September 2013

DCF's Overall Mission and Vision

Mission:

The Mission of the Department of Children & Families is to ***Protect the Vulnerable, Promote Strong and Economically Self-Sufficient Families and Advance Personal and Family Recovery and Resiliency.***

Vision:

In partnership with local communities and providers, the Department of Children and Families will emerge as a world-class organization that protects the vulnerable and serves as stewards of the people to shape paths to independence for all Floridians.

DCF Commitment for Enhancing Supplier Diversity:

The Department of Children & Families' (DCF) commitment to our Minority, Women and Florida Veteran Business Owned program is to enhance supplier diversity through outreach, education and matchmaking activities to promote continued business opportunities. The Department will encourage diversity in acquisition of goods and services as we provide for the needs of Florida's most vulnerable citizens. We will be driven by the needs and choices of our internal and external customers and be ethically, socially and culturally responsible. The Department will earn the trust and respect of our partners, customers and the public by providing exceptional customer service while practicing sound fiscal stewardship.

DCF recognizes the value of a diverse supplier base and its impact on Florida's communities and population at large. The Department strives to provide products and services needed to support administrative functions, therefore empowering frontline staff by providing the support and tools employees need to deliver world class services to Floridians. We obtain community directed services to engage communities by seeking partnerships that promote local programs designed to strengthen families. DCF administers contractual services that assist local programs with their efforts in enabling family accountability by helping Floridians move from entitlement to empowerment. DCF outsources partnerships as additional avenues for business opportunities through community and faith based organizations and mental health treatment facilities. Partnerships foster collaboration to support program improvement applying proven best practices to maximize efficiencies and outcomes.

This guideline is not intended in any manner to require that contracts be awarded to anyone other than the lowest responsible bidder, not to supersede the requirement of any federal, state or local laws and rules, regulations and policies adopted pursuant thereto.

Senior Official Responsible for Monitoring and Implementing Plan

The Office of General Services is responsible for the development, management and implementation of the Department's Minority, Women and Florida Veteran Owned participation plan. The Assistant Staff Director will be responsible for day to day oversight, reporting and monitoring of the Department's plan and will be assisted by the Purchasing Specialist with these tasks. The Assistant Staff Director, as well as the Purchasing Specialist, will provide resources to educate staff on outreach activities and actions. Staff shall create realistic processes and procedures that will support and enhance representation, accessibility and collaboration through business opportunities with certified minority, women and Florida veteran owned companies. Please direct correspondence and materials to:

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Tracking of Data Related to DCF's Plan

DCF will monitor data and awareness activities related to this plan by working closely with the internal and external entities (DCF Staff, Contracted Client Services, Office of Supplier Diversity, Vendors, etc) listed in the plan to assure that we are providing and receiving pertinent information on a regular basis. DCF uses the Florida Accounting Information Resource (FLAIR) accounting system, MyFloridaMarketPlace (MFMP) procurement system and other sub systems to benchmark expenditures. We will create tools that will assist us in tracking our proposed outreach activities, educational opportunities for business owners, new initiatives/internal procedures and activities to benefit minority, women, and Florida veteran owned as well as small businesses in Florida.

Proposal to Establish a Minority, Women and Florida Veteran Owned Business Enterprise Contracting Program

DCF coordinates the following practices to increase diversity within our program activities. DCF promotes the participation of minority, women and Florida veteran businesses with current state term contract prime vendors and through subcontracting partnerships. The Department will actively participate with the Department of Management Services (DMS) through the Office of Supplier Diversity (OSD) monthly meetings to engage in agency best practices, updates and education. Also, through State

Purchasing coordinate specifications for proposed State Term Contracts that will assist in identifying possible sources for partnering opportunities.

Additionally, purchasing staff are instructed to seek minority, women and Florida veteran business opportunities when available by requesting informal quotes and processing MFMP eQuotes for competition. For those commodity and service requests that are open to discretion under competitive thresholds, purchasing staff are asked to review additional Florida Certified Minority Business Enterprise (CMBE) resources for business opportunities. Additional practices are:

- Including minority, women and Florida veteran owned business enterprises in prospective bidder's list to receive formal and informal solicitations;
- Educating potential vendors on the importance of soliciting and utilization of certified minority, women, and Florida veteran businesses for sub-contracting opportunities at pre-bid conference or pre-solicitation meetings;
- Provide notice of the Department's competitive procurement opportunities to the Office of Supplier Diversity (OSD) in advance of advertised postings;
- Promoting business opportunities through community-based organizations, managing entities and Department partners;
- Represent the Department in local and regional outreach activities and one-on-one vendor matchmaking meetings. Educate vendors on outreach activities and provide agency contact information for interested businesses and organizations;
- Organizing purchases that can be identified by product category or by combining elements of work into economically feasible units to afford quoting opportunities with minority, women, or Florida veteran owned business enterprises, wherever possible. This is done within all purchasing laws and regulations.
- Encouraging large corporations and contractors to enter into strategic partnerships with minority, women and Florida veteran owned business enterprises or use them as sub-contractors or sub-vendors whenever possible.

Proposed Outreach Activities

The Department is committed to creating an environment which affords all individuals and businesses open access to the business opportunities available within the Department of Children and Families in a manner that reflects the diversity of its service areas. The Department will demonstrate good faith efforts to increase awareness and understanding of the procurement process through education and communication.

Our efforts include:

- Dedicating a vendor advocate within DCF Purchasing to develop opportunities through communication, matchmaking, information gathering and education assistance to minority, women and Florida veteran owned businesses;
- Providing information and guidance to vendors on the registration processes through the Department of Financial Services (DFS) W9 Verification requirement and the

MyFloridaMarketPlace (MFMP) procurement system. Assistance includes instruction on process coordination and notification actions for solicitations;

- Promoting minority, women and Florida Veteran owned business collaboration within Department's communication resources. Distribute email blasts to educate our MFMP requester/buyers and cardholders on vendor diversity resources encouraging opportunities and inclusion;
- Encouraging our Community Based Care and Managing Entity contract providers to report their small business expenditures to us on a quarterly basis, specifically including minority, women and Florida veteran owned business enterprises;
- Reducing the non-certified minority spend by working diligently to assist qualified vendors with certification through the Office of Supplier Diversity program. Providing a monthly Top 10 non-certified minority report to OSD and communicating to those vendors the advantages of certification.
- Communicating consistently with the Office of Supplier Diversity to assure every effort is made to assist and educate non-minority vendors on the certification process and encourage their participation in this program;

Plans to Participate in Annual Matchmaker and other Regional Workshops held in Florida

The Department will be an active participant and supporter of the OSD Matchmaker Annual Conference, one-on-one workshop sessions (regional and statewide). Our Agency will provide information about the Department and answer questions regarding "How to do business with the State of Florida" and the Department of Children and Families. We will be involved in activities to support the OSD operations and provide assistance whenever possible.

Education of Business Owners

The Department will continue to conduct one-on-one vendor education concerning potential business opportunities through available resources. The Department invites minority, women and Florida veteran owned business enterprises to meet with us to discuss possible business opportunities. We also provide our statewide purchasing contact resource lists along with contract strategic partner information to vendors. Additionally, we have developed a "Procurement Vendor Guide" to educate vendors on Department programs, and how to understand the procurement processes handled throughout the state.

SUMMARY OF FISCAL YEAR 2012-2013 CONTRACTING WITH MINORITY, WOMEN, AND FLORIDA VETERAN OWNED BUSINESSES

The below referenced data reflects last year's DCF spending with Minority, Women, and Florida Veteran Owned Business Enterprises. DCF continues to focus on streamlining operations to increase efficiencies with frontline staff to improve lives of children and families. Resources to meet those needs are continually stretched thin. Overall spend for the 2012-2013 fiscal year for certified and non-certified categories of Minority, Women and Florida Veteran Owned Businesses was \$24,346,443.45. DCF improved on certified spend from previous fiscal year by 21.99%. Challenges are expected for 2013-2014 and DCF will strive to meet performance criteria to support enhancing diversity through our commitment and goals.

CERTIFIED	CONSTRUCTION	ARCHITECTS ENGINEERS	COMMODITIES	CONTRACTUAL SERVICES	TOTALS
AFRICAN AMERICAN	\$0.00	\$0.00	\$6,528.48	\$243,403.82	\$249,932.30
HISPANIC	\$0.00	\$0.00	\$60,859.97	\$446,997.94	\$507,857.91
ASIAN / HAWAIIAN	\$0.00	\$0.00	\$29,042.50	\$389,110.86	\$418,153.36
NATIVE AMERICAN	\$0.00	\$0.00	\$174.50	\$517,592.08	\$517,766.58
AMERICAN WOMAN	\$32,635.82	\$0.00	\$1,339,747.27	\$1,970,573.99	\$3,342,957.08
FLORIDA VETERAN	\$0.00	\$0.00	\$34,790.72	\$40,199.98	\$74,990.70
TOTALS	\$32,635.82	\$0.00	\$1,471,143.44	\$3,607,878.67	\$5,111,657.93
NON-CERTIFIED					
CONSTRUCTION	ARCHITECTS ENGINEERS	COMMODITIES	CONTRACTUAL SERVICES	TOTALS	
AFRICAN AMERICAN	\$0.00	\$0.00	\$1,545,797.79	\$5,248,009.84	\$6,793,807.63
HISPANIC	\$0.00	\$0.00	\$867,126.80	\$1,394,253.47	\$2,261,380.27
ASIAN / HAWAIIAN	\$0.00	\$0.00	\$1,215,515.75	\$786,093.00	\$2,001,608.75
NATIVE AMERICAN	\$0.00	\$0.00	\$42,436.29	\$35,035.95	\$77,472.24
AMERICAN WOMAN	\$0.00	\$0.00	\$1,211,885.23	\$1,399,856.22	\$2,611,741.45
FLORIDA VETERAN	\$0.00	\$0.00	\$2,768,725.18	\$2,720,050.00	\$5,488,775.18
TOTALS	\$0.00	\$0.00	\$7,651,487.04	\$11,583,298.48	\$19,234,785.52

How You Capture and Report Subcontractor Information

In addition to information contained in MyFloridaMarketPlace, DCF currently has included all Department contracts within the Florida Accountability Contract Tracking System (FACTS) for contract information and reporting. The FACTS system is an online tool developed by the Department of Financial Services to make the government contracting process in Florida more transparent through the creation of a centralized, statewide contract reporting system. The Department will monitor the agencies contracts to reinforce reporting of potential sub-contract data that may not be captured through FLAIR. In specific situations, vendors provide data to the Department on sub-contractor spending. For example, Office Depot does this with one of their strategic alliances, Well Made Business Solutions –WMBS, offering remanufactured toner cartridges and reports DCF utilization efforts. For vendors that do not automatically provide this data, we will continue our efforts to capture sub-contractor information by encouraging prime contractor reporting of purchase orders processed throughout the year and follow-up with those vendors to obtain the data necessary to report.

New Initiatives or Internal Procedures that Enhance Minority, Women and Florida Veteran Owned Businesses

New initiatives on the forefront are:

- 1) Improving on strategies to use the MFMP e-quote electronic quoting process and educate minority, women, and Florida veteran owned enterprise companies on new tools to utilize. This resource may create and improve more timely and efficient sourcing opportunities;
- 2) Updating training to assist agency credit cardholders on utilizing the OSD - Certified Vendor Directory database tool with researching potential vendors for local and county CMBE quoting opportunities;
- 3) Follow up on the outreach efforts to ensure that we are measuring our progress accurately;

Activities to Benefit Smaller Businesses in Florida

DCF recognizes the importance of Florida's small business community and its direct impact on the Department's overall success through local community directed activities. Purchasing staff encourage use of resources that offer inclusion and promote partnerships and strategic alliances with larger corporations. We will continue to promote an open door policy to review the Department's commodity and service needs with available small business resources. The following are practices to participate and share their resources:

- Provide vendors with an opportunity to ask questions, and provide an open forum to Department business information.
- Direct procurement resources to the front line staff to purchase locally through agency approved procurement card programs.
- Promote vendor resources through shared communications to internal staff that provide best value.
- Be dedicated to excellence and quality results through local community participation offering performance management.