

# Department of Military Affairs



Service-disabled Veteran,  
Minority and Women  
Business Participation Plan

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## **Small Business Participation Mission Statement**

The Department of Military Affairs will seek out, identify, and assist service-disabled veteran, minority and women-owned firms in fulfilling their economic mission. Also, this agency will work with disabled veteran and minority based groups in our community and provide them with the information on special contracts and projects.

## **Small Business Participation Program Overview**

On October 22, 2013, the agency submitted its Fiscal Year 2013-2014 Small Business Participation Program to the Office of the Supplier Diversity, Department of Management Services.

The submission of the 2013/2014 Program marks the beginning of a renewed emphasis with conducting business and mentoring of service-disabled veteran and minority based groups and women owned enterprises.

## **The Small Business Participation Program**

The agency will continue activities that provide an ongoing value to the Program as well as identifying additional initiatives that will further the directives and philosophies of the One Florida Initiative. The basic premise of the Program will ensure intentional and proactive corporate citizenship in pursuing and promoting diverse entrepreneurship whereby legitimate business needs and corporate philosophies are met and supported through a network of suppliers and programs rich in diversity.

The program consists of the following components:

1. **Staffing Resource Commitment** – The agency has designated a senior staff member that is responsible for oversight of initiatives identified herein or as may be developed. Additionally, the agency has appointed a Minority Business Coordinator (MBC) committed to the implementation and administration of initiatives.
2. **Small Business Exposure Initiatives** – These activities ensure small businesses are afforded opportunities to compete and participate in procurement activities regardless of value.
3. **Small Business Educational Initiatives** – These activities ensure small businesses are informed and instructed in various processes necessary to successfully compete and participate in procurement opportunities.
4. **Program Assessment** – This activity will systematically measure initiative effectiveness by identifying successes and opportunities.

### **Definitions**

**Business Partner** – A business entity in a contractual relationship with the Agency to provide commodities and/or contractual services for business operations.

**Cooperative Contract Management** – An activity that provides a seamless inter-agency work unit relationship that facilitates proper oversight ensuring all facets of the contract is achieved.

**Agency** – The Department of Military Affairs (DMA)

**DMS** – The Department of Management Services

**OSD** – The Office of Supplier Diversity

**Small Business** – Any business entity that qualifies under the definitions set forth in Chapter 288.703(1)-(2), Florida Statutes.

## **Staffing Resource Commitment**

**Senior Staff Member Oversight** – The designated senior staff member, Mr. John Connor, Director of Purchasing and Contracting, is integral to the success of the Agency’s Small Business Participation Program. As a senior staff member, Mr. Connor ensures agency directives are communicated to all employees involved in the acquisition process of commodities and services.

Additionally, Mr. Connor monitors the systematic implementation of the initiatives outlined herein as well as those developed in the future, and will provide assistance and direction in resolving challenges with the implementation strategies.

**Program Management** – The agencies Small Business Participation Program activities are implemented and administered by Mr. John Connor, the designated Minority Business Coordinator. Mr. Connor provides subject matter knowledge and experience ensuring successful implementation of initiatives within the Purchasing, Contractual, and P-Card processes as well as identifying new initiatives.

The entire staff in the Purchasing and Contracting Office has been exposed to, and is being trained on responsibilities requisite for the implementation, administration, and success of the Program.

## **Small Business Exposure Initiatives**

Small Business Trade Fairs

DMA will seek out and attend/sponsor events that facilitate personal interaction thereby fostering inclusive relationships between small business entities and the agency.

Status

DMA participated in multiple Regional Workshops and the annual Matchmaker Conference coordinated with the OSD and local representatives of the Small Business Administration in the locations of Jacksonville, Tallahassee and Orlando.

During each of these workshops, DMA participated in the one-on-one sessions where service-disabled veteran and minority vendors and agency purchasing officials conversed about business opportunities and potential contracts.

## Cooperative Contract Management

This initiative will provide an increased focus on subcontracting activities by providing subject matter expert resources to Business Partners. This activity will identify not only procurement activities for which small businesses could compete, but also business entities that may be able to fulfill the needs of the Business Partners. Continuing efforts in the cooperative contract management responsibilities will enhance small business opportunities for participation.

During solicitation development, small business participation opportunities will be identified for consideration by any proposed vendor. Specific language will be crafted that requires reporting of anticipated opportunities and subsequent procurement activities.

During the review of solicitation submissions, the Purchasing Office staff will compile a supplemental listing of small business participation opportunities for successful vendor.

## Status

DMA currently coordinates with Business Partners that receive construction contracts for the use of service-disabled veteran and small minority business vendors to compete for subcontracted services.

This subcontracted minority spending is compiled quarterly and forwarded to OSD for inclusion in the agency Minority Spending data.

Agency Website

The Agency's web page for procurement operations and activities will be updated to include relevant information on contract information.

Status

Currently, all agency contract information is posted to the agency web page. This information is accessible by all service-disabled veteran and Minority Business vendors and provides valuable information that vendors may use to solicit purchasing opportunities with the agency.

### **Small Business Educational Initiatives**

"Doing Business with DMA" Manual

DMA will develop a manual for small business entities providing guidance on how to access opportunities with DMA and its Business Partners as well as registration for certification as a small business.

DMA currently has a manual and is handed out during the regional workshops and annual Matchmaker Conferences.

Small Business Trade Fairs

Sponsorship and attendance at these events will provide opportunities for Purchasing Office staff to meet with new and established small businesses.

Status

DMA attended several regional workshops during the past year that were sponsored/supported by the OSD. Purchasing staff representatives not only were available to meet one-on-one with vendors but also participated in workshop presentations discussing how to submit responses to formal

solicitations and common pitfalls that result in rejection of responses.  
Small Business Certification

DMA will be proactive in identifying non-certified small businesses and initiate communication about the benefits of certification.

#### Status

This practice is a fundamental activity when communication with minority businesses occurs.

### **Program Assessment**

This activity will be initiated by assessing historical data to determine an appropriate approach for each initiative implementation. Each activity will be monitored for success as well as opportunities for enhancement, with communication to the OSD as necessary for additional review.

The DMA has activated this initiative by assessing its business processes and active contracts for implementation of activities designed to promote and foster the DMA's commitment to the program. Many of the initiatives reported on herein have proven successful as documented in the DMA's increase in reported spending with service-disabled veteran and small minority businesses and an increase in contractual subcontracting participation.