



Business Participation Plan 2013-2014

Submitted to:

Wilson G. Bradshaw, PhD., President
Office of the President
Florida Gulf Coast University
10501 FGCU Boulevard South
Fort Myers, Florida 33965-6565

Submitted by:

Rick Pence, Associate Director
Procurement Services
10501 FGCU Boulevard South
Fort Myers, Florida 33965-6565

October 21, 2013

TABLE OF CONTENTS

Letter of Transmittal	i
Introduction	1
Mission, Vision and Commitment	1
Purchasing Program	2
Outreach and Educational Programs	2
Education	2
Solicitation Advertisement	2
Matchmaker Events	3
Upcoming Events	3
Local Community Outreach	3
Marketing MBE Business to FGCU	3
Opportunities	4
Fiscal Year 2012-2013 Successes	4
Reporting	4
Annual Participation Plan	4
Quarterly Reports	4
Construction	5
Second Tier Vendors	5
Chart 1: MBE Business Participation by Category	6
Table 1: MBE Business Dollars Spent by Category	6
Table 2: Top Ten MBE Business by Dollars Spent	6

INTRODUCTION

Florida Gulf Coast University (FGCU) is committed to keeping diversity in contracting an important part of FGCU's business strategy. We strive to grow and sustain small, minority, women-owned, and service-disabled veteran business (Minority Business Enterprises or MBE) participation through University in-reach, community outreach, education and training.

MISSION, VISION AND COMMITMENT

FGCU is an equal opportunity institution and promotes procurement participation and contract award with Minority Business Enterprises. In addition, FGCU believes MBE's should have a fair and equal opportunity to compete for dollars spent by FGCU. FGCU will use good faith efforts to ensure that MBE's are aware of procurement and contract opportunities

FGCU recognizes the value of a diverse supplier base and its impact on the business community and population at large. In recognition of this fact, FGCU has developed its MBE procurement program to ensure that it continues to creatively seek new supplier sources to fulfill the business opportunities at FGCU and that MBE's are given the opportunity to compete for these business opportunities.

To be successful, we have established the following objectives:

1. Educate MBE businesses on how to do business with FGCU and serve as liaison between the University and MBE businesses and FGCU.
2. Identify and utilize MBE businesses that provide goods and/or services that are purchased by FGCU.
3. Inform University departments, academic units, and prime contractors of MBE businesses with the intent to increase their utilization.
4. Pending available resources host and participate in workshops and business development meetings intended to enhance business operations and provide procurement opportunities for MBE businesses.
5. Establish a networking alliance with other organizations, to include the Lee County Small Business Development Council, committed to promoting equal opportunity business contracting.
6. Collaborate and cooperate with business development programs for the purpose of promoting the business interests of these groups.

PURCHASING PROGRAM

FGCU's Procurement Services is dedicated to providing professional and efficient acquisitions in support of the activities of FGCU which include: education, research, and community service through contracting for all commodities and contractual services by maintaining procedures which foster fair and open competition and that inspire public confidence that all contracts are awarded equitably and economically.

FGCU's Business Participation Plan is administered through Procurement Services by its Associate Director, who also serves as the Minority Business Enterprise Coordinator. This program is designed to promote fair and open competition to all vendors. FGCU intends to do this by seeking out MBE vendors, identifying the goods and services they provide, and promoting their availability to FGCU departments, colleges, and prime contractors. Procurement Services seeks to develop mutually beneficial partnerships with businesses that thoroughly represent the make-up of the communities we serve.

OUTREACH AND EDUCATIONAL PROGRAMS

FGCU's Procurement Program is mindful of opportunities to promote and encourage businesses to participate in business opportunities with FGCU. In addition, FGCU's Procurement Program is mindful of making its opportunities available to all vendors in a fair and equitable manner.

Education

In an effort to educate prospective vendors on FGCU's procurement policies, the MBE Coordinator has created a "How to do Business with FGCU" brochure. This brochure informs prospective vendors of not only policies within FGCU's procurement processes, but also with University contacts, links to FGCU's respective websites, procedures, structure and organizational charts within FGCU, as well as other helpful information.

In addition, Procurement Services continually updates its website in an effort to inform both FGCU faculty, staff and students of prospective MBE vendors and their associated commodities and services.

Solicitation Advertisement

Procurement Services endeavors to obtain maximum exposure on all procurement opportunities. Procurement Services continues to advertise formal solicitations for contractual services and commodities on its website, [HTTP://WWW.FGCU.EDU/AS/PURCHASING/](http://www.fgcu.edu/as/purchasing/).

In an effort to inform minority, veteran and women owned businesses of contracting opportunities at FGCU, the MBE Coordinator makes an effort to review solicitations prior to their initial posting to determine the applicability and opportunities for MBE vendors. If applicable, the MBE Coordinator provides solicitation documents to those particular vendors as well as the Department of Management Services Office of Supplier Diversity (OSD) and the Small Business Development Center (SBDC) for advertisement in an additional effort to broaden the exposure of available contracting opportunities.

Procurement Services has recently partnered with an electronic sourcing application whereby both current and prospective vendors may register in order to be more informed of posted solicitations. With this implementation, it is the intent that this sourcing application will provide Procurement Services with a composite list of vendors name and contact information, their MBE status if applicable, as well as the products and services they provide. This information will be useful in targeting such vendors when opportunities arise. In addition, the MBE Coordinator will be able to share with FGCU community the name, contact information and products and services provided by MBE vendors.

Matchmaker Events

Legislative funding permitted; FGCU's MBE Coordinator intends to continue participation in the OSD's annual statewide and regional Matchmaker Conferences providing one-on-one sessions with prospective vendors as well as seeking out vendors participating in the conference.

Upcoming Events

Legislative funding permitted; FGCU's Procurement Program intends to participate in events in the coming year that allow for outreach to prospective MBE vendors. Please refer to FGCU's Procurement Services website for additional scheduled events.

Local Community Outreach

FGCU's Procurement Program intends to continue to utilize resources of the Small Business Development Center, located on the campus of FGCU, as well as other local government and not for profit organizations in order to combine its efforts in outreach to MBE businesses. Examples of this include mutual participation in local government business trade fairs, seminars, and workshops, and developing outreach programs through networking with minority contractor and business associations, minority purchasing councils, city and county purchasing offices and the local Chambers of Commerce.

Marketing MBE Businesses to FGCU

The MBE Coordinator conducts activities designed to promote and introduce minority, woman-owned, and service-disabled veteran businesses among departmental end-users and Procurement personnel.

Additionally, the MBE Coordinator continues to work closely with FGCU's Facilities Planning office in order to be made aware of future building projects and inform MBE businesses of these opportunities. The intent is to create a conduit between the Purchasing Program, Facilities Planning, and the prime contractors to inform them of the availability of MBE businesses.

OPPORTUNITIES

Fiscal year 2013-2014 will see multiple contract opportunities for MBE businesses with FGCU through various intended solicitations. At the least, the following solicitations will be facilitated through Procurement Services:

- Continuing General Contracting Services
- Pinnacle Magazine Printing

Fiscal Year 2012-2013 Successes

Through the competitive solicitation process, FGCU has awarded two MBE businesses term contracts for the following:

<u>Contract</u>	<u>Vendor</u>	<u>Vendor Classification</u>	<u>Estimated Dollar Amount</u>
Grounds and Landscape Maintenance	Instant Impact Lawn	M-Non-Minority Woman	\$1,000,000
Lightning Protection Installation	Lightning Protection Systems, Inc.	B-Florida Small Business	\$121,000

Please refer to Table 2, Top Ten MBE Businesses by Dollars Spent 2012-2013 for additional successes.

REPORTING

On an available basis, the MBE Coordinator is responsible for planning and attending respective outreach events and activities, counseling and providing assistance to vendors and reporting these activities under the program to the President of Florida Gulf Coast University, or designated representative for review and approval.

Annual Participation Plan

Through the annual Minority, Women-Owned, and Service-Disabled Veteran Business Participation Plan, the MBE Coordinator is able to establish a plan for the upcoming fiscal year that identifies a means by which opportunities may be established with regards to diversity in contracting.

Quarterly Reports

The utilization quarterly reports are created through data obtained based on information provided by vendors on their FGCU vendor application. The vendor information is recorded and transferred to a report which categorically identifies the dollar amount when an acquisition is completed and has been paid.

Construction

FGCU's capital construction projects are managed through its Facilities Planning office and such projects are funded with Public Education Capital Outlay (PECO) dollars. Additional means by which data is obtained include communication between the MBE Coordinator and prime contractors awarded these major construction projects at FGCU. The MBE Coordinator works directly with the respective prime contractors to obtain the amount of money spent with MBE businesses on behalf of FGCU on these construction projects. Unfortunately, PECO funding has had considerable reductions in this and past years resulting in no new projects. The MBE Coordinator will continue to work with prospective construction managers, general and trade specific contractors to educate them on business processes and obtain information for construction opportunities in the future.

Second Tier Vendors

Lastly, data is gathered through discovery of dollars spent by FGCU with larger vendors such as Dell, Fisher Scientific and Office Depot, to name a few, on behalf of FGCU. This information is provided through communication with these various vendors by the MBE Coordinator. To further progress this, language in University solicitations and contracts put vendors on notice that they will be asked to provide amounts spent with MBE's as a result of their business with FGCU.

TABLES AND CHARTS FOLLOW THIS PAGE

FLORIDA GULF COAST UNIVERISTY'S MINORITY PARTICIPATION

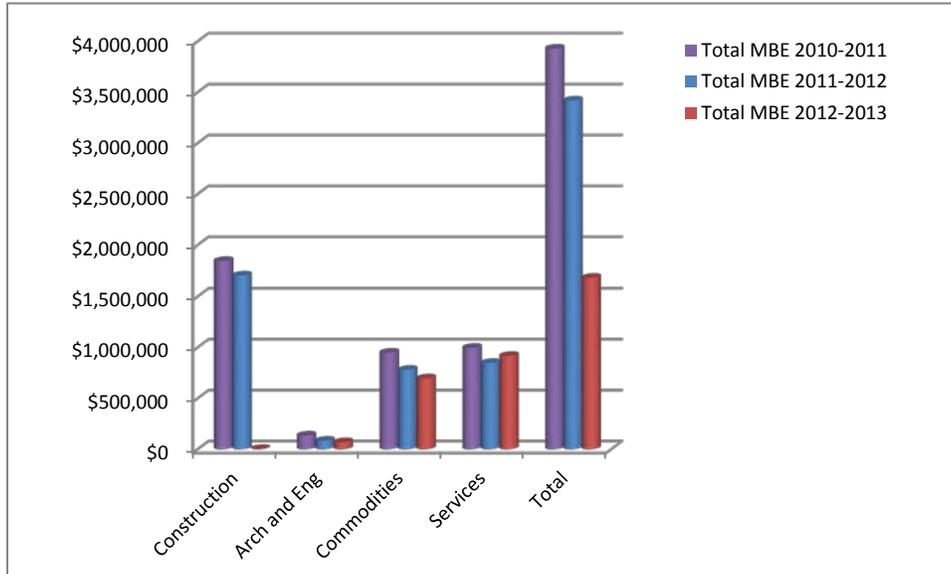


Chart 1; MBE Business Participation by Category for past three Fiscal Years

	Fiscal Year 2010-2011	Fiscal Year 2011-2012	Fiscal Year 2012-2013
Construction	\$1,849,097	\$1,706,675	\$2,684
Architectural and Engineer	\$134,503	\$83,615	\$68,819
Commodities	\$948,382	\$780,246	\$695,552
Services	\$996,195	\$847,919	\$916,394
Total per Fiscal Year	\$3,928,179	\$3,418,455	\$1,683,449

Table 1; MBE Business Dollars Spent by Category for past three Fiscal Years

Maddox Construction Company	B-Florida Small Business	\$718,409.50
Florida Service Painting Inc	B-Florida Small Business	\$687,119.68
Gulf Coast Services of Lee County Inc	M-Non-Minority Woman Certified	\$608,694.42
Amazing Adventures LLC	C-Federal Small Business	\$145,482.75
Lightning Protection Systems Inc	B-Florida Small Business	\$121,456.00
Instant Impact Lawn & Landscape Inc	M-Non-Minority Woman Certified	\$116,646.50
Regenesis Energy Services Inc	B-Florida Small Business	\$87,362.19
Lott Enterprises Inc	R-Non-Minority Woman Not Certified	\$73,424.58
Angel Learning Inc	R-Non-Minority Woman Not Certified	\$53,932.80
Creel Tractor Company	B-Florida Small Business	\$50,158.27

Table 2; Top Ten MBE Businesses by Dollars Spent 2012-2013