



**MINORITY & WOMEN OWNED BUSINESS
PARTICIPATION
PROGRAM**

2013-2014

MINORITY & WOMEN OWNED BUSINESS PARTICIPATION PROGRAM

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**Submitted To:
Dr. Judy Bense
Office of the President
11000 University Parkway
Pensacola, FL 32514-5750**

**Submitted By:
Bob Pacenta, Assistant Director
Procurement & Contracts
11000 University Parkway
Pensacola, FL 32514-5750**



TABLE OF CONTENTS

I.	MISSION, VISION, AND STATEMENT OF COMMITMENT	4
II.	IDENTIFICATION OF RESPONSIBILITY FOR PLAN	5
III.	PROPOSAL TO ESTABLISH PROGRAMS OR INITIATIVES TO PROMOTE MINORITY BUSINESS ENTERPRISES.	5
IV.	PROPOSED OUTREACH ACTIVITIES	6
V.	PLANNED PROGRAMS TO EDUCATE BUSINESS OWNERS	7
VI.	SUMMARY OF PAST CONTRACTING SUCCESS	7
VII.	PROCESS TO CAPTURE AND REPORT SUBCONTRACTOR INFORMATION	7
VIII.	NEW INITIATIVES OR INTERNAL PROCEDURES	8

I. MISSION, VISION, AND STATEMENT OF COMMITMENT

Mission

The mission of the University of West Florida is to foster the continued development and economic growth of minority and women-owned businesses through equity in contracting with MWBE business enterprises.

Vision

The vision of the University is to enhance supplier diversity through outreach, education and matchmaking activities in an attempt to develop a supplier base that reflects the broad diversity of our students, faculty, staff, and community.

Statement of Commitment

The University is committed to cultivating relationships with all minority and women-owned firms and to attaining the maximum participation of those firms in the procurement process for all goods and services for the University. We strive to grow and sustain minority and women owned business participation through University outreach activities, education and training as well as promoting the utilization of minority and women-owned businesses within the University community.

The following objectives have been established to ensure a successful Minority and Women-Owned Business Program:

- Continue to identify and utilize minority and women-owned businesses that provide goods and/or services which are purchased by the University;
- Encourage certification of minority and women-owned businesses;
- Host and participate in workshops and business development meetings intended to enhance business operations and procurement opportunities for minority and women-owned businesses;
- Participate in workshops and other events hosted by local, state, and regional minority and women owned business groups;
- Promote the utilization of minority and women-owned businesses among University departments, academic units, and prime contractors.

The University recognizes the value of a diverse supplier base and its impact on the community and population at large. It has, therefore, established a Minority and Women-Owned Business Program to ensure that it continues to creatively seek new supplier sources to fulfill the business opportunities at the University and that minority and women owned businesses are given the opportunity to compete for these business opportunities.

II. IDENTIFICATION OF RESPONSIBILITY FOR PLAN

The senior official responsible for monitoring and implementing the University's CWMBE Program is the Associate Vice President, Finance and University Controller who reports to the Vice President, Business, Finance and Facilities. The Program resides in the Procurement & Contracts office.

Tracking Progress and Adjusting Strategy

The Office of Procurement and Contracts relies on the Banner Financial System and Information Navigator to compile quarterly expenditure reports which are then compared to the previous quarter and to the same quarter of the previous year. If expenditures are not on track, the department and the Associate Vice President will identify opportunities to improve spending for the balance of the fiscal year.

III. PROPOSAL TO ESTABLISH PROGRAMS OR INITIATIVES TO PROMOTE MINORITY BUSINESS ENTERPRISES.

The University has established a Minority and Women-Owned Business Program designed to vigorously seek out, identify, and use state certified minority and women owned businesses which provide goods and services purchased by the University.

Reports

- The University prepares an annual participation plan which is approved by the President of the University with a courtesy copy being submitted to the Florida Office of Supplier Diversity (OSD).
- The University prepares quarterly expenditure reports demonstrating the University's expenditures with MBE's which is submitted to the OSD.

Bid/RFP Review Process

- All University Buyers review the OSD's listing of currently certified minority and women-owned businesses and solicit responses from these vendors/contractors when solicitations are issued.
- Buyers ensure that the University Procurement & Contracts website contains detailed and current information related to all active solicitations.

Informal Quotations

- All informal quotations not subject to the bid requirement will, to the extent possible, include minority and women-owned business participation. The University's Procurement & Contracts Department encourages all departmental staff to include minority and women-owned business participation when seeking sources.

Additional Internal Efforts

- Inform all departments about Vendor Information files on our website and encourage them to use this file to find certified minority and women owned businesses when seeking vendors to quote on needed goods and services.
- Encourage all departments to participate in the Annual Vendor Fair.
- Inform all departments of the importance of the Minority and Women-Owned Business Program and its benefits to the University.
- Publicize the CMWBE Program through periodic articles and announcements in the University's Procurement & Contracts newsletter.

IV. OUTREACH ACTIVITIES

- **OSD Matchmaker Conference held at the University – February 2013** – One-on-one sessions with vendors to discuss their products and/or services and to inform them how to do business with the University. Vendor information that was obtained was forwarded to pertinent departments on campus.
- **Attended the 7th Annual CGCC/NIGP Reverse Trade Show in Panama City, Florida – March 2013** – One-on-one sessions with vendors to discuss their products and/or services and to inform them how to do business with the University.
- **The University of West Florida Annual Vendor Fair – March 2014, Pensacola, Florida** – The office of Procurement and Contracts host an annual vendor fair to increase the awareness of the MBE Program and to encourage campus personnel to provide MBE's an opportunity to do business with the University.
- Contact and visit Minority and Women-Owned Vendors to encourage certifications and inform them of how to do business with the University.
- Continue to partner with the University's Small Business Development Center to provide business seminars and free one-on-one counseling for small business owners and prospective small business owners.
- Participate in small and minority business development trade fairs and other activities.
- Continue to contact certified minority and women-owned businesses to inform them of solicitations so they may have the opportunity to do business with the University.
- Maintain a networking alliance with other organizations committed to promoting equal opportunity business practices.
- Collaborate and cooperate with small and minority business development programs for the purpose of promoting the business interests of these groups.
- Link to MBE Program listed on first page of Procurement and Contracts website. Link includes access to the University's Vendor Guide which acquaints vendors with

the many selling opportunities at the University, describes basic procedures and requirements for doing business with the University and provides vendor on-line registration.

V. PLANNED PROGRAMS TO EDUCATE BUSINESS OWNERS

- Identify and personally contact Minority and Women-Owned Vendors to encourage certifications and to provide one-on-one training of how to do business with the University.
- Conduct presentations at SBDC and other business organizations related to how to do business with the University and to provide information related to upcoming projects and other contracting opportunities and how to respond those solicitations.
- Represent University at small and minority business development trade fairs and other activities to locate additional sources and to provide information related to doing business with the University.
- Ensure prime contractors are informed of the University's efforts to enhance business opportunities for Minority and Women-Owned enterprises and encourage them to include these businesses when soliciting quotes from material suppliers and subcontractors.

VI. SUMMARY OF PAST CONTRACTING SUCCESS

Category	FY 2012-2013 Actual Expenditures	FY 2013-2014 Projected Spending
Architectural & Engineering	\$74,491	\$75,236
Commodities	\$1,195,282	\$1,207,235
Construction	\$359,496	\$363,091
Contractual Services	\$230,775	\$233,083
Total	\$1,860,044	\$1,878,645

Projected Spending for FY 2013-2014 is based on the Office of Supplier Diversity's recommendation that units show any monetary increase, however minimal, in CMWBE expenditures.

VII. PROCESS TO CAPTURE AND REPORT SUBCONTRACTOR INFORMATION

- Buyers advise the Assistant Director of Procurement and Contracts when contracts are executed for construction projects.
- At the end of each quarter, the Assistant Director forwards a request to all contractors on University projects requesting total expenditures with minority or women-owned material suppliers or subcontractors.
- The reported amounts are added to the appropriate categories and vendor types in the University's quarterly expenditure report.
- Major commodity suppliers, such as Office Depot for office supplies, submit a monthly report of their second tier minority suppliers for our reporting purposes.

VIII. NEW INITIATIVES OR INTERNAL PROCEDURES

- Added criterion to qualifications-based solicitations for design services and Construction Management at Risk services related to plan for minority participation in recent projects.