

Supplier Diversity Inclusion Plan

Agency: University of Washington

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Agency's plan to increase participation of small minority-, women- and veteran-owned firms:

The University of Washington's Business Diversity Program reflects inclusion, promotes opportunity, values transparency and is a sound and strategic investment supporting the economic needs of Washington. The following is a list of specific activities UW will do to increase the diversity of businesses competing for University contracts and supplying goods and services to the University. UW plans to sponsor, support, and/or participate in outreach events with the M/WBE community, public agencies, vendors, and industry association and organizations with the intent of increasing the participation & utilization of small, minority-, women-, and veteran-owned firms:

Business Diversity Program (BDP):

- Annually, BDP and PS host a supplier fair to promote small, minority and women-owned firms to individual UW campus departments.
- BDP hosts an annual catering event for M/WBE to promote small, minority and women owned catering companies. This outreach event serves as a "showcase" for many diverse caterers.
- Conducts one on one introductory meetings with M/WBEs interested in pursuing work with UW.
- Educates the internal UW buying community on how to find and utilize M/WBEs.
- BDP participates in annual city, county, state and various other events such as the Regional Contracting Forum, the Reverse Tradeshow, the NW Alliance, NW Mountain Minority Supplier Development Council, Native PTAC events, and the like.

Procurement Services (PS):

- PS buyers participate and attend UW, state and regional supplier events, increasing awareness of the UW's desire to provide opportunities for M/WBE firms to participate in available solicitations. Ensures procurement packages are structured to permit small business concerns to participate to the maximum extent possible
- Conducts one-on-one meetings with M/WBEs; providing education, capacity building, and preparation for contracting with UW.
- Includes OMWBE and Procurement Technical Assistance Center (PTAC) in Washington Electronic Business Solutions (WEBS) advertisements to raise awareness of opportunities with UW among the M/WBE community.
- BDP & PS conduct monthly Supplier Orientations for new/potential suppliers. The orientations provide the supplier with current and accurate information about UW's purchasing and payment processes.

Capital Planning & Development (CPD):

- Will continue to conduct introductory one-on-one meetings with Architects/Engineers (A/E) and construction contractors interested in pursuing work at UW/CPD. Initiate ongoing meetings with selected A/E's and GC/CM contractors to discuss their outreach plans and look for ways to expand and improve those plans.

- Sponsors a series of Brown Bag Lunch Presentations by MWBE certified Architects to CPD Project Managers and Directors.
 - Will continue to nurture relationships with and support the services of the following minority and women business resource agencies and organizations: Small Business Administration, Northwest Mountain Minority Supplier Development Council, Washington State Office of Minority & Women’s Business Enterprises, Tabor 100, National Association of Minority Contractors, Professional & Technical Assistance Center.
 - Continue to utilize project delivery models that optimize the identification and utilization of small business entities, disadvantaged business enterprises, minority and women-owned businesses
- UW has developed the following strategies to obtain our 2017 goals:**
- Utilize existing WEBS functionality to identify opportunities during the solicitation posting, set diverse business goals, perform targeted outreach prior to and during the solicitation and leverage partners (OMWBE, other state agencies and the like) for ongoing outreach.
 - Perform continual outreach activities to ensure that M/WBEs are aware of opportunities at UW and understand what resources exist at UW to help M/WBEs succeed. Partner with DES to provide information to potential suppliers
 - Ensure inclusion of M/WBE firms in competitively solicited “pools” from which UW departments may make purchases without additional competition.
 - PS will profile M/WBE and small businesses through its newsletter to campus. These articles will highlight capabilities of businesses providing goods and services used by University departments.
 - PS, upon receiving notification from OMWBE about newly certified businesses, will send a “welcome” letter to the businesses. The intent of the letter will be to invite the business to provide information about their capabilities and attend a supplier orientation or arrange an introductory meeting to assess opportunities for business with the University. Publish UW outreach event and orientation information on OMWBE website.
 - Actively engage OMWBE certified businesses.
 - Track subcontractor 2nd tier participation on CPD projects and report those data directly to the OMWBE for incorporation into that agencies quarterly/annual state reports.

Supplier Diversity Best Practices

1. Proactively identify your contracting and procurement needs.

This allows time to identify the availability of minority-, women- or veteran-owned firms and conduct outreach.

2. Review existing state resources to identify currently certified firms.

- Review OMWBE's [Directory of Certified Firms](#) and the Department of Veteran Affairs' [website](#) to identify certified firms in your areas of need.
- Businesses that register in the [Washington Electronic Business Solution](#) (WEBS) can identify themselves as seeking subcontracting opportunities and share their status as a small, minority-, women- and/or veteran-owned businesses.
- Contact OMWBE if you need any help cross referencing your agency's purchasing or contracting needs with certified firms.

3. Consider structural changes to procurement approach to identify small businesses.

Examples:

- Break down projects to encourage participation by small businesses. Identify subcontracting opportunities prior to advertising. This can be done by the agency and/or the prime contractor.
- Understand agencies' [direct buy purchasing authority](#).

4. Conduct outreach and targeted recruitment.

Examples:

- Advertise contracting opportunities with OMWBE or other organizations that regularly interact with small businesses owned by minorities, women and veterans.
- Host, sponsor or attend trade to inform small businesses of contracting opportunities. [OMWBE's website](#) is one source to find upcoming events.
- Contact OMWBE for assistance in helping identify small businesses that may be eligible for certification in certain markets. OMWBE currently subscribes to a specialized database that can perform these detail searches.
- Know where to refer a business that wants to be certified by OMWBE or DVA. The attached fact sheet is a good starting place.

5. Monitor

- Monitor your organization's spend with certified businesses so you know what is working and can adjust your strategies as needed.

Questions?

Please contact Lawrence Coleman, Assistant Director of Communications and External Relations, at supplierdiversity@omwbe.wa.gov or 360-664-6759