



**2008**

***Small, Minority & Women Business Participation Plan***

*University of Florida  
Division of Small Business & Vendor Diversity Relations*



# MISSION, VISION & COMMITMENT

## MISSION

The mission of the University of Florida's *Small Business and Vendor Diversity Program*, is to promote the participation and utilization of small businesses, including minority and women owned business, in obtaining procurement opportunities with the University of Florida; and that small, minority and women owned businesses will have the maximum opportunity to compete for opportunities at UF.

## VISION

Our vision entails one where UF conducts business with a diverse supplier base, whereby small, minority and women owned businesses are afforded the maximum opportunity to do business with the University of Florida by ensuring a fair and open process and providing the opportunity for small businesses to compete for the provision of goods and services purchased by us; and to assist small businesses, including women and minority owned businesses, to compete for opportunities here by helping them be prepared to compete for opportunities with UF and become a valued supplier to the University of Florida.

## & COMMITMENT

Our commitment is to ensure that small, women and minority owned companies have an equal chance to compete for the provision of goods and services purchased by the university. This commitment extends to helping small, women and minority businesses, to not only have the opportunity to compete, but to helping them be prepared to compete.



## *University of Florida's Small Business & Vendor Diversity Program MISSION & COMMITMENT*

For over twenty years, the University of Florida has had in place a program devoted to assisting small, women and minority owned businesses with obtaining opportunities with us. As a means of demonstrating the sincere commitment that UF has for ensuring access to opportunities for small and minority businesses, UF led the way among the eleven (11) public universities, in establishing an office specifically devoted to achieving supplier diversity on our campus. Over the course of this period, the name of the division has changed, but our commitment to providing opportunities for small businesses, including women and minority owned companies, has remained constant.

Our fundamental and foremost commitment begins with ensuring a process that is fair and open, and one that is nurturing, promotes the development and utilization of small businesses, including women and minority owned companies. We recognize that small businesses are a vital component of our supplier base and that they bring added value to our supply chain.

Many efforts help shape the foundation of our program. These stem from the various initiatives that were part of the program's very beginning, all the way up to today's program, of more recent initiatives that are aimed at continuing the success of small businesses here. A part of shaping the foundation of our program included bringing about an awareness on our campus of the need and commitment to do business with small businesses. Various forums and events are conducted throughout the year to increase awareness such as bringing purchasing representatives and the small business community together in a number of networking sessions and outreach events.

All during the year, small and minority owned businesses are involved with meeting the operational needs of our institution by being valued suppliers and providers to the university. An indication of the level of involvement by small businesses is demonstrated through the fact that UF spent in excess of thirty-two million dollars with small businesses during the 2006-2007 fiscal year and in excess of \$29 million during FY 2007-2008.

As part of our mission, we will continue to seek out quality vendors to be a part of the university's supplier base, to meet the operational needs of our campus and of UF facilities across the state. We continue to recognize that we all benefit when we help our business partners be successful in the provision of services and products to our university.



# Program Structure & Responsibility



## *Organization & Structure*

The Division reports to Mr. Robert Miller, Associate Vice-President – Office of Vice President for Business Affairs.

The University of Florida's Small Business & Vendor Diversity Relations Division is managed by Faylene Welcome, Director for the Division. The director is responsible for carrying out the duties and responsibilities for the university's small business supplier diversity program.

Program support is provided by Darlean Manning, Program Assistant for the Small Business & Vendor Diversity Relations Division.



## *Tracking & Monitoring Our Progress*

The Small Business & Vendor Diversity Relations Division tracks and monitors the amount of business conducted with small, women and minority owned firms. Quarterly reporting of the university's activity is provided to UF administration, the State of Florida's Office of Supplier Diversity and shared with our counterpart institutions and members throughout our campus community.



The division works with various UF departments and academic units to determine the amount of activity UF is awarding and expending with small businesses. The information is tracked and monitored through the use of various mechanisms, including retrieval of expenditure data from the university's financial systems, from the submission of S/W/MBE expenditure data by Construction companies, and from information provided by various UF business partners identifying their second tier spend on UF projects and purchases.



## *A Message From The Director of Small Business & Vendor Diversity Relations*



### ***Greetings:***

On behalf of the [University of Florida](#)'s Small Business & Vendor Diversity Relations Division, I greet you as we move into this new fiscal year. Finishing up the old year and moving into the new year, brings with it the opportunity to reflect back on what has taken place during the past year and to look ahead as to where we are headed in the current year.

FY 2007-2008 proved to be a time for looking back and looking forward, for evaluating current initiatives and programs that were at work for us and determining the future shaping of our program to ensure its ongoing effectiveness and success.

This year, we believe, will be another exciting year, as we look to reshape and implement various programs designed to enhance our service delivery to our customers. We continue to embark upon efforts aimed at establishing various new initiatives to further our success of providing opportunities for small businesses.

As we experience various challenges and accomplishments, they help us to identify areas where we are achieving the greatest results as well as areas where we should focus our additional attention. Our overall results, continue to show us areas where we excelled, areas where we maintained, and areas where we need improvement. In total, we witnessed another successful year of small business utilization.

We are happy to report that our accomplishments included putting in place various new initiatives (such as our on-line small business directory), building upon some existing ones and determining others that we needed to defer implementing until the current fiscal year.

As we move forward into the current year, it provides an opportunity for us to assess the results of the previous year, and utilize the information gleaned from that assessment to achieve even greater results in the current year.

We appreciate the support that you continue to provide, that is so essential to the success of small, minority and women owned businesses here on our campus. We look forward to another year of working with and alongside you to continue our efforts to ensure this university remains the great institution that is known throughout. We look forward to your ongoing support and working with you to accomplish even greater achievements during this current year.

Sincerely,  
*Faylene Welcome*  
Faylene Welcome, Director



## *Promoting the Participation of Small, Minority and Women Owned Businesses*

*The following initiatives represent efforts aimed at further promoting the participation of small businesses, including women and minority owned businesses, in their pursuit of opportunities with the University of Florida:*

**Brunch and Learn** – This is an opportunity for small businesses to take a break for some brunch while they learn about what it takes to get in business and stay in business. This series is incorporated as part of the technical workshop series.

**Business Executive Roundtable** – Networking and business idea/business card exchange forum. Meet with campus representatives from the areas here on campus to talk about “matters from the heart” for small businesses.

**Fast Track Payment Program** - Initiative designed to assist small businesses with being successful in their delivery of products or services to the university by increasing the turn around time on payments to these businesses. Efforts between our Payables & Disbursements area and this division, have resulted in the implementation of this initiative. Small businesses are afforded the opportunity to receive quicker turn-a-round on payment for services/supplies thereby improving their cash flow. This is made possible through the Fast Track Payment Program.

**Host various mini-fairs and networking events throughout the year.**

**Facilitate & Coordinate Vendor campus visits and orientation sessions**

**Team-Up UF** - Comprised of representatives from various divisions within the Business Affairs Department. The effort is being piloted within Business Affairs. The team serves as an advocate for small businesses within their respective divisions with the purpose of identifying small businesses to be valued suppliers for procurement needs in their areas.

**Small Business Procurement Program** - This initiative seeks to spur growth among small businesses and assist in business development by affording them direct non-competitive contracting opportunities and competitive opportunities reserved for competing among small businesses with the university.

**On-Line Small Business Directory** – To assist our campus and business partners in identifying and locating small business providers, an on-line directory was implemented during the 2007-2008 fiscal year. This will provide another resource for our campus to search out suppliers and providers to meet their procurement needs.



## OUTREACH ACTIVITIES



*During the course of the year, this division conducts extensive outreach, hosting and participating in a number of events, including trade events, trainings and networking forums, aimed at identifying small, women and minority owned businesses available to compete for opportunities at UF. Below is a partial listing of the various events that we may participate in from year to year, as part of our outreach efforts to identify potential suppliers and providers for UF:*

➤ **Host An Annual Small Business Conference & Trade Fair**

*Major Annual Networking Event. Our small business conference & trade fair is hosted annually with the event bringing together buyers from various organizations, small businesses and the community in face-to-face networking and training sessions. Opportunities are provided for businesses to exhibit or be in attendance to walk the exhibit floor to network and find out about opportunities with the various agencies either exhibiting or attending.*

➤ **Participation in the Florida Matchmaker's Conference & Trade Show**

➤ **Past participant in the Governor's Business Roundtable**

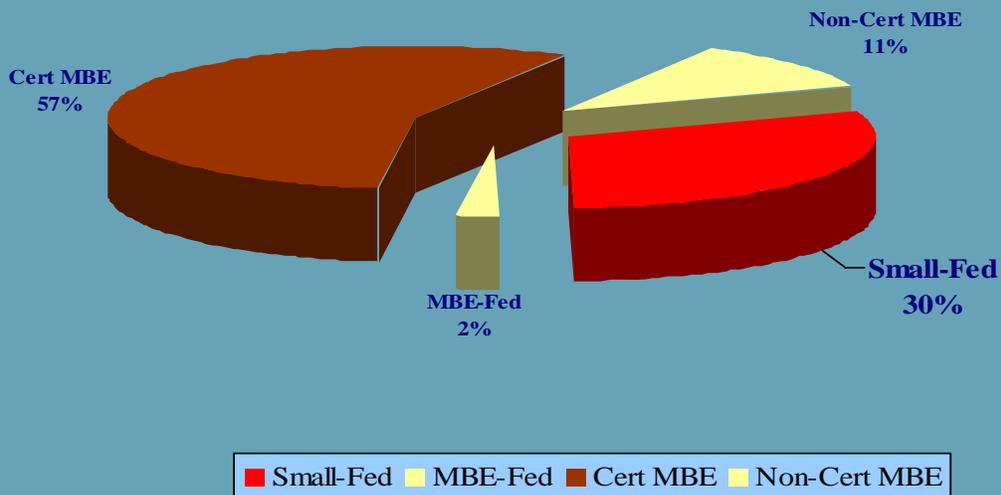
➤ **Participate or Attend various outreach events hosted by various agencies including:**

- Florida Minority Supplier Development's Council Annual Trade Show
- USF's Small Business Development Center's Annual Conference & Trade Fair
- The National Minority Supplier Development Council's Annual Conference & Trade Fair



# PAST CONTRACTING SUCCESS

## 2007-2008 SMALL BUSINESS PARTICIPATION

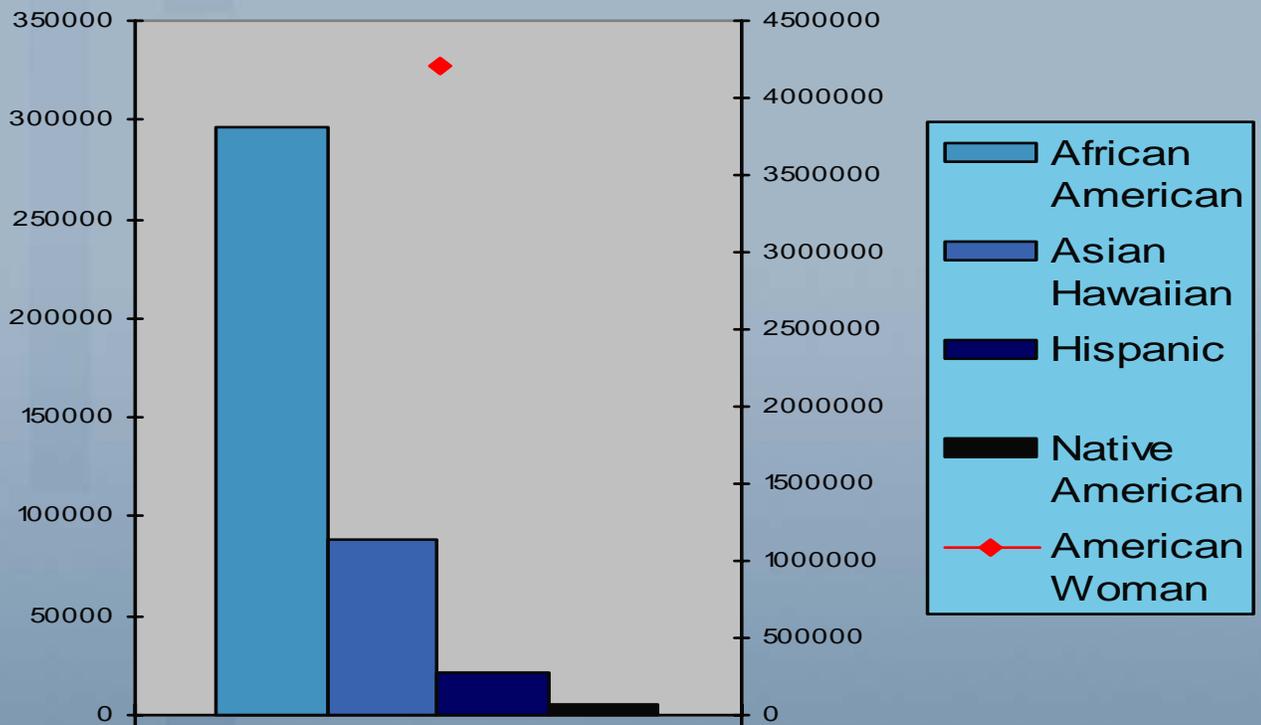


*The University of Florida spent in excess of \$29 million dollars during FY 2007-2008 with Small, Minority & Women Owned Businesses. This included various categories of spending, such as, Commodities, Contractual Services, Construction, Architectural and Engineering services..*



## 2007-2008 Construction Spending With Small Business

### 2007-2008 Construction Spending

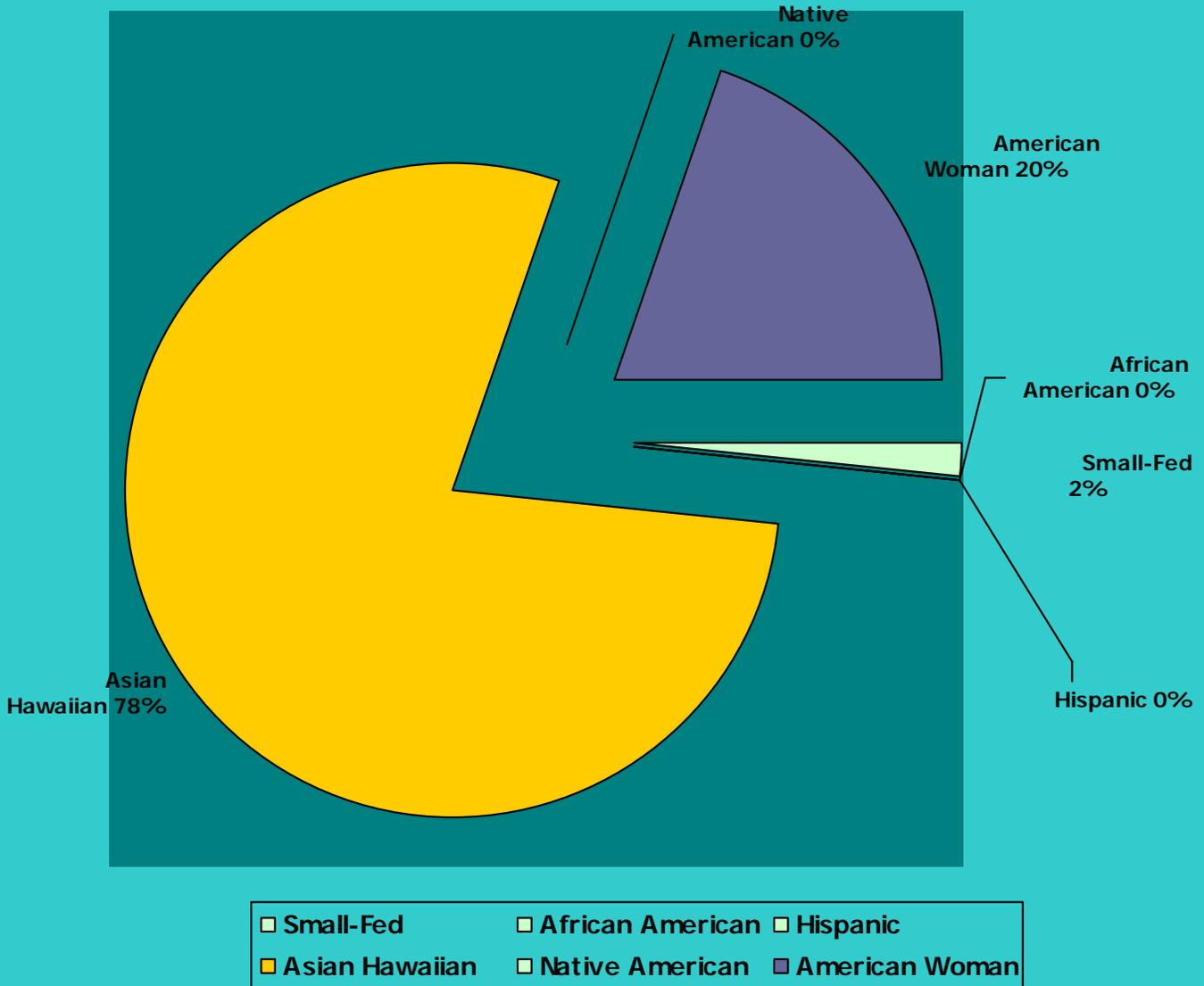


During FY 2007-2008 construction spending increased significantly over the previous fiscal year. A strong construction program served as a boost to amount of business conducted with small and diverse businesses and provided a number of additional opportunities for construction related businesses.



# 2007-2008 Architectural & Engineering Spending with Small Businesses

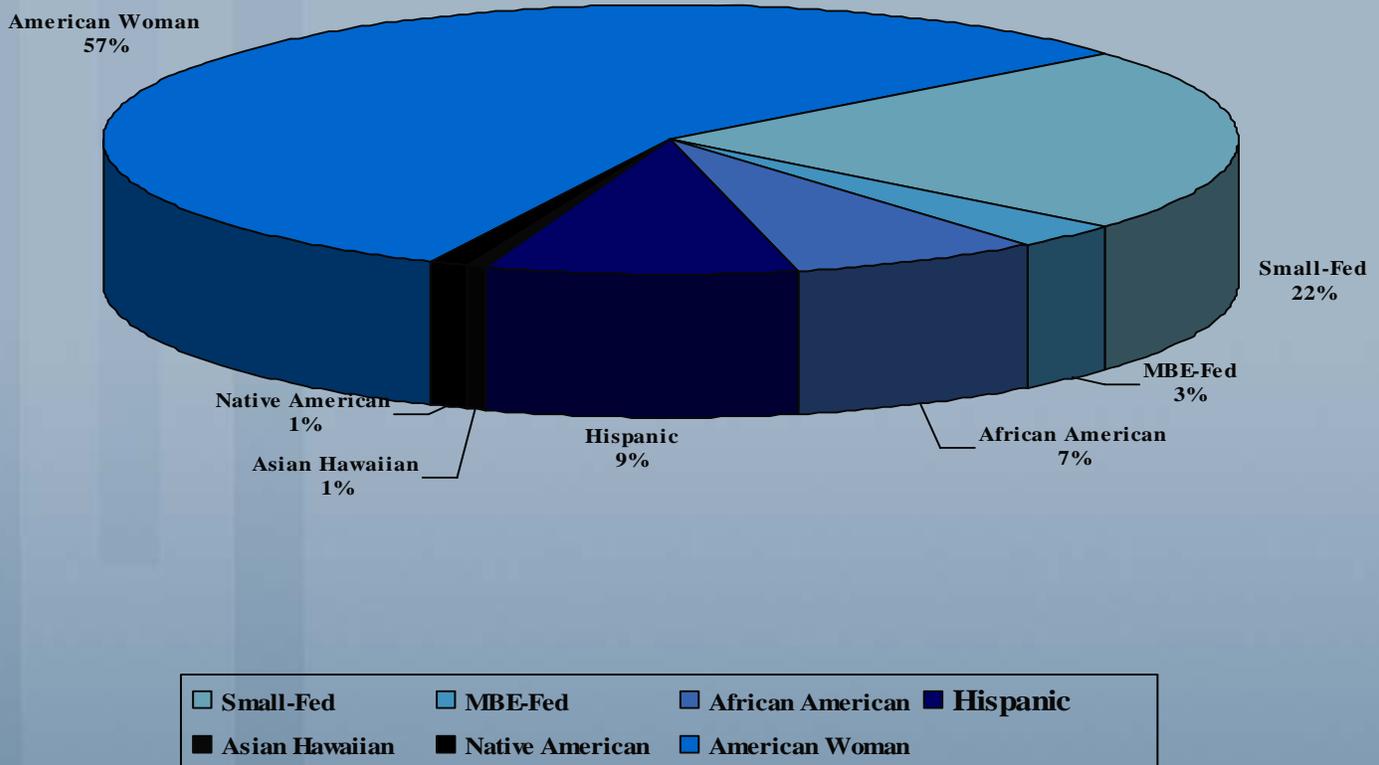
## Architectural & Engineering Spending



Above chart shows the small business breakdown, presented in percentage terms, of where dollars spent with A&E firms occurred among the various groups of small business



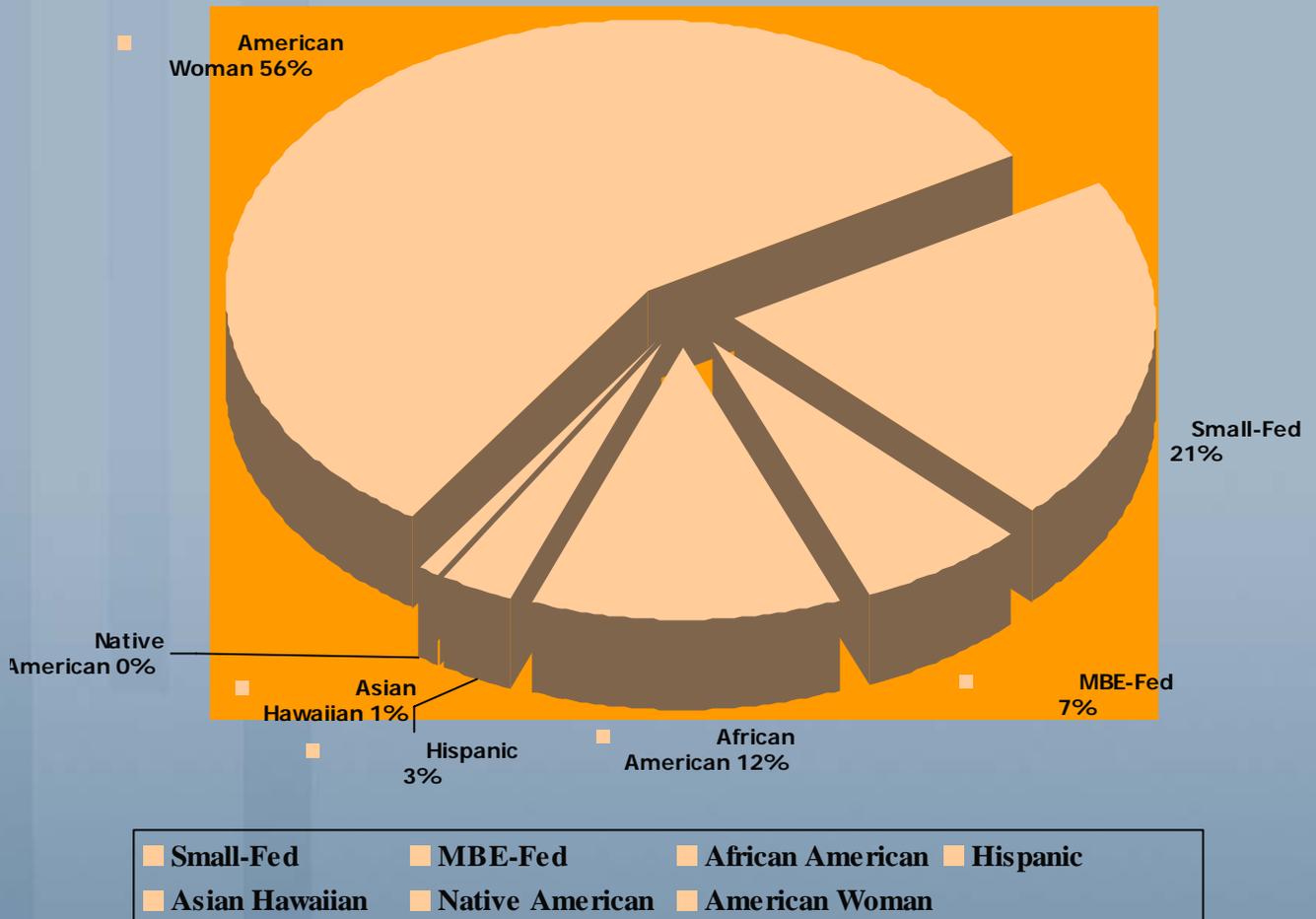
## FY 2007-2008 Commodities Spending With Small Businesses



Depicted in the chart above is the breakout of expenditures for commodities among small businesses. This has been a popular category for providing opportunities for small businesses and one of our strongest class of spending with small businesses.



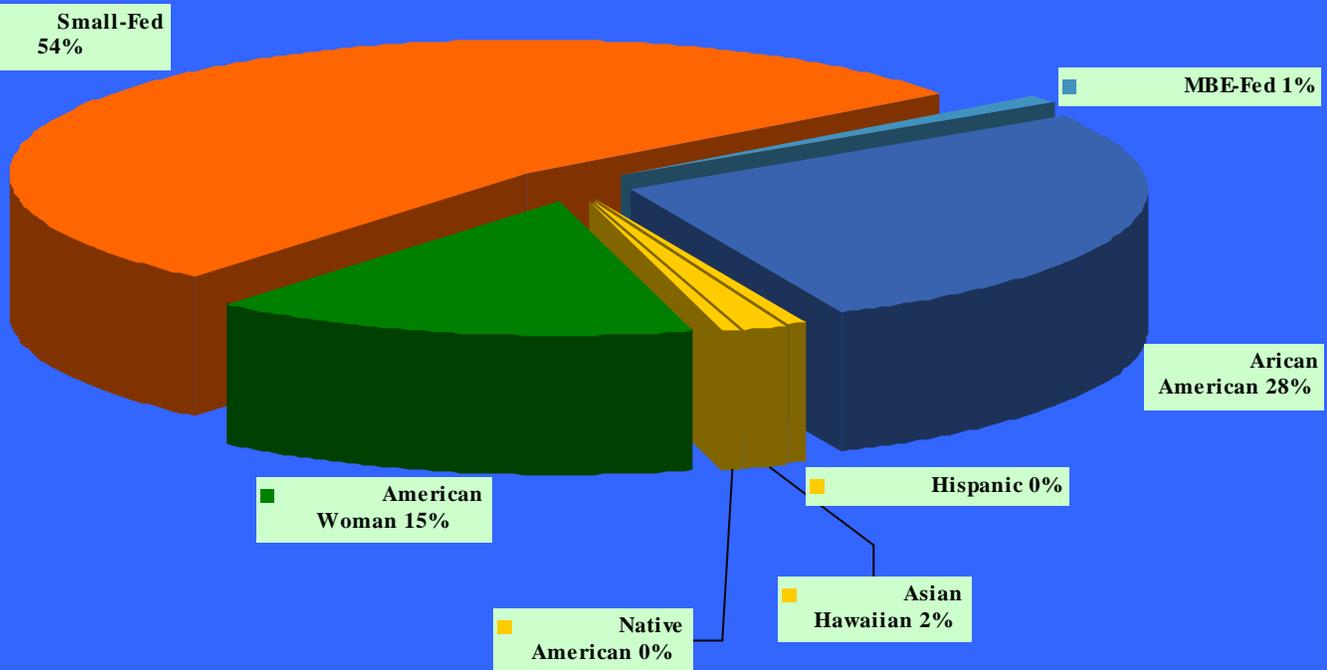
## FY 2007-2008 Contractual Services Spending With Small Business



Within the past three to four years, contractual services has proven to be another area of opportunity with which to do business with small businesses. This category often includes a number of opportunities that can be performed by smaller companies, thereby making it an area definitely to be considered in identifying potential opportunities for small business.



## FY 2007-2008 P-Card Spending With Small Business



Having a very successful P-card program, provides a cost-effective means of making smaller purchases in an expeditious manner. This is popular method for purchasing from small business for many of the businesses participating based upon the ease in use of the P-card and the turn-around time for receipt of payment. Above chart gives the breakout by percentage of where our dollars were spent among the various groups of small businesses.



# Educating Business Owners Regarding Our Processes

*During the latter part of FY 2007-2008 and continuing forward during FY 2008-2009, we reassessed our educational training series and restructured it to incorporate our “mini networking fairs” to provide networking and marketing opportunities for businesses seeking to do business with UF. Below are some of the ways that we educated business owners regarding our processes:*

**One-on-One Assistance & Counseling** – throughout the year, we meet with businesses requesting assistance in one-on-one sessions, to provide technical assistance and information. In working one-on-one with various businesses, we see the development that occurs through small business start-ups and business expansion.



**Small Business Technical Training Workshops** – The division continues to offer technical workshops involving a number of business topics aimed at making available information essential to the owning and operating of a business. The workshops bring in various speakers to present business topics of interest. Workshop sessions also from time to time will involve networking sessions where UF and other local entities participate in networking, such as our “mini fair networking series”.

**Expanded Mentoring Program** - with the assistance of UF business partners, we are endeavoring to expand UF’s construction business mentoring initiative. The purpose of this initiative is to foster the development and nurturing of small businesses and assist them with obtaining opportunities here. This initiative would seek to pair mentors with protégé’s to assist in the protégé’s business development by providing technical assistance and opportunities to do teaming and strategic alliances with the mentor.



## *CAPTURING & REPORTING OF SUBCONTRACTOR INFORMATION*

UF recognized that there are efforts occurring whereby dollars were being spent with small, minority and women owned companies, that perhaps was not being included in the reporting of activity or business conducted with S/W/MBE firms. It was and is our desire to recognize the efforts that are occurring through UF directly as well as indirectly through our business partners related to the business they are doing with S/W/MBE firms.

To assist us in identify and report on the efforts that are taking place, various mechanisms have been set in place to capture and report small business subcontracting activity. Currently, there is in place a formalized process for the reporting of subcontractor activity in the area of construction. As part of the pay application process, Construction Managers provide a reporting of business activity awarded to small businesses, including women and minority subcontractors and the dollars spent with the subcontractors for each pay application request submitted on a project.

In addition to subcontractor information obtained for construction, the university piloted a Second Tier Reporting program where some of our top suppliers/providers report second tier dollar spend with small, women and minority owned companies.

In our desire to acknowledge the efforts of our business partners, the initiatives and programs they have in place aimed at increasing opportunities for small businesses, our second tier program was implemented.

**Second Tier Program** – The university implemented a Second Tier Purchasing Program. Some of the top volume business partners were invited to join UF in reporting on the small business efforts these companies have in place by sharing information on the amount of expenditures their company had with small businesses during the requested reporting period. This refers to expenditures with small businesses involving provision of services or products to UF. To provide a complete picture of the amount of business UF is doing with small businesses, directly or indirectly, some of our top business partners are asked to participate in the university's Second Tier Program.



# Implementing the Plan Internally

The implementation of our small business plan aimed at promoting greater opportunities for small businesses to do business with UF involves working with the UF community, our business community and our community at large in a number of ways. We have identified below methods for accomplishing our small business initiatives and goals with the implementing of our plan internally:

**In-reach** - Raise awareness regarding the university's small business program and the efforts occurring in support of small businesses by conducting various events/sessions aimed at introducing businesses to campus buying representatives who are able to advise them of the various opportunities here.

**Continue to inform campus** in an effort to bring about increased awareness among administration, faculty, staff and students of our responsibility and our need for commitment to an inclusive process that promotes opportunities for Small businesses, including women and minority owned businesses. The process of informing the campus includes:

**Promote UF's Program Before Various Audiences** -Work with various areas on campus to address some of the issues/challenges faced by small businesses in their efforts to do business with the university.

## **Proposed Initiatives**

**Provide various incentives/initiatives to promote small business development and opportunities, including:**

**Business Advocacy Champions Club** – Annual recognition and appreciation of UF departments, staff, and business partners for their contributions and support of small businesses and the success of the university's small business program.

**Business Open House** - Select a business, on a quarterly basis, to host a networking forum at the business location. Provide exposure for the business and introduce the business to the university community. Businesses would be asked to host an information session, thereby providing benefit to the attendees through information sharing and also as a benefit for the businesses hosting the open house as a way of introducing themselves to those in attendance.

**Business Spotlight** – Electronic newsletter planned for communicating information of interest and articles concerning small businesses.

**Mentoring Initiative** – Continue to formalize the work that is currently underway and further increase the amount of mentorship taking place by working with campus representatives and UF business partners to further this initiative.