



# Commonwealth of Virginia

FY2021 Annual SWaM Procurement Plan for - William & Mary

## 1 Agency Information

1. Agency/Institution Official Name **William & Mary**

Street Address **PO Box 8795**

City **Williamsburg**

State **VA**

Zip **23187**

2. Agency Code **204**

3. Agency Head **Katherine Rowe**

Phone Number **757-221-1693**

Email Address **president@wm.edu**

4. Director of Procurement **Marra Austin**

Phone Number **757-221-7636**

5. Secretariat **Education**

## 2 SWAM Goals

List your FY2021 SWaM expenditure goals for Small, Women and Minority Owned businesses as a percentage of your projected discretionary expenditures. Goals should include your projected sub-contracting expenditures if applicable. FY2020 goals were pre-filled from your FY2020 SWaM plan. FY2020 SWaM expenditures were system-generated from the Expenditure Dashboard.

6.

Actual vs. Goal - Spend Percentages FY2020									
	MB	WB	Micro	SDV	SB	ESO	8A	EDWOSB	FSDV
Goal	4.00	7.00	1.00	1.00	29.00	0.01	0.01	0.01	0.01
Actual	2.53	8.77	0.05	0.00	28.60	0.00	0.00	0.00	0.00

Projected Goal - Spend Percentages formYear									
	MB	WB	Micro	SDV	SB	ESO	8A	EDWOSB	FSDV
Goal	4.00	7.00	1.00	1.00	26.00	1.00	1.00	1.00	1.00

7. What changes could be made to the Commonwealth SWAM Program that would assist you in meeting your goals? **Moving to the electronic submittal of SWaM applications has helped streamline the submission process; however, the review process remains a challenge. Many times applicants request status updates and are told that their applications are missing information even though the applicants believe they have provided sufficient supporting documentation or information. The review process could be expedited by giving applicants additional opportunities to call and talk in real time to an SBSB representative. SBSB could provide office hours or specific times when applicants can talk to someone immediately and identify what additional information is needed to complete the application process.**

### 3 Designation of SWaM Equity Champion(s)

A. Purchases and Supply Division

Name **Marra Austin**

Title **Director of Procurement**

Mailing Address **PO Box 8795, Williamsburg, VA 23187**

Telephone **757-221-7636**

E-mail Address **maAustin@wm.edu**

B. Building and/or Construction Division (if applicable)

Name **John Rodriguez**

Title **FM Projects Procurement Manager**

Mailing Address **PO Box 8795, Williamsburg, VA 23187**

Telephone **757-221-2201**

#### 4 Policies and Procedures

1. Please specify the number of procurement personnel you have on staff

Goods and Services **6**

Construction **2**

2. Do you have major construction projects or purchases planned for FY2021?

**Yes**

Name of the project/purchase **Fine & Performing Arts project, Sadler Center Expansion, Memorial to the Enslaved**

Type **CM @ Risk**

Anticipated Posting Date **09-29-2020**

3. Do you have any professional services purchases planned for FY2021? **Yes**

Name of the project/purchase **Muscarella Museum Expansion,**

Type **CM@ Risk**

Anticipated Posting Date **09-29-2020**

4. Does your Agency set aside the following solicitations for DSBSD certified businesses?

Solicitations under \$10,000 **No**

Solicitations between \$10,000 and \$50,000 **No**

Solicitations between \$50,000 and \$100,000 **No**

If you answered, "NO" to any category, please state why those solicitations are not set-aside **The terminology "set-aside" is not expressly utilized in procurements at any dollar threshold; however, W&M maximizes use of established contracts from SWaM businesses. The University has several SWaM contracts that are mandatory / strategic for campus buyers in categories such as office supplies, transportation, strategic print, Value Added Resellers and more. W&M Small Purchase procedures allow a fair and reasonable quote from a SWaM supplier to be accepted without additional competition.**

5. Have you visited the I'm a Buyer page on [sbsd.virginia.gov](http://sbsd.virginia.gov)? **Yes**

If yes, what additional resources would be helpful on that page?

**Highlighting newly certified/re-certified SWaM businesses would be helpful. W&M is always looking for ways to encourage suppliers to the SBSD website. certify and showing them an opportunity for marketing to state buyers would be a good motivator.**

6. Who monitors, reviews, audits and enforces your SWaM program goals and compliance? **Marra Austin: Goods and services; W&M Capital Construction: John Rodríguez, VIMS Capital Construction: Cindy Hornsby**
7. Does the agency collect the subcontracting payment information manually or electronically from prime contractors? **Yes, Electronically**  
 If yes, how often is subcontracting data collected? **quarterly for goods and services - capital construction - when invoices are submitted**  
 Do you use DSBSD's format to record the payments? **No**  
 If electronically collected, what system is used? **For goods and services, W&M uses a submittal form through its Supplier Diversity website For capital procurements, W&M uses e-Builder. VIMS uses email**  
 Who are your primary vendors that report subcontract spend? **Daniel and Company, RRMM, Baskervill, Whiting Turner, Clark Nexsen, Quinn Evans Architects, Sodexo, Pepsi, America To Go,**
8. What is your agency's biggest challenge with collecting and reporting subcontract spend ? **When certifications expire and are not renewed timely for the subcontractor on the project, the goal is severely impacted if the subcontractor had a large portion of the project.**

## 5 Diversity Training Events

1. Hold open house events for small businesses? **Yes**  
 If yes, how many in FY2020? **5**
2. Meet with small businesses one-on-one at your facility to discuss policies and procedures and potential business opportunities? **Yes**  
 If yes, how many in FY2020? **Several (although not as many in last quarter due to pandemic)**
3. Conduct training events on SWaM and diversity training? **Yes**  
 If yes, how many in FY2020? **procure to pay forum, all procurement training includes information on Supplier Diversity**
4. Attend small business outreach events? **Yes**  
 If yes, please list those attended in FY2020? **W&M's Supplier Diversity Fair**

## 6 Assessment

1. In FY2020, what has been the most time consuming part of administration of the Small Business initiative from your perspective? **Finding SWaM firms that are interested**

Comment on your selection above **There are many local, eligible businesses in the area that are indifferent or unwilling to submit the documentation to become certified. The administrative process can be overwhelming for some and those businesses do not find the certification a priority. Universities also utilize many independent contractors for key projects - especially with research. By providing a streamlined application for individuals, the opportunity to certify additional and eligible SWaM vendors would increase.**

2. Do you have recommendations on ways the Commonwealth could improve SWAM business participation in agency procurement opportunities?

**Businesses new to working with governmental entities struggle with navigating the public sector. Those differences include indirect costs like the administrative time to complete various applications to gain access. If there was a financial incentive to these businesses to become certified, such as lowering the eVA transaction fee percentage (from 1% to maybe 0.5%), instead of the lowered cap of \$500 per order, there may be more instances in qualifying businesses becoming certified. Many SWaM businesses have eVA purchase orders that are less than \$50,000 so the lower transaction fee cap does not benefit the certified businesses. Especially given how negatively impacted many businesses are due to the pandemic, this incentive may encourage more vendors to apply and stay certified. Further, the Commonwealth could offer better identification, recruitment, onboarding and subsequent renewals once a business is certified.**

3. In FY2020, what has your Agency done to improve expenditure opportunities for SWAM businesses? **Annually, W&M hosts a Supplier Diversity event for W&M/VIMS department purchasers to meet with SWaM suppliers. The event brings out over 40 suppliers and over 120 department representatives, which provides interested SWaM businesses an opportunity to connect with several key areas across campus in one afternoon. W&M has also established contracts with SWaM businesses for frequently purchased commodities as well as a quick ship program with one of our SWaM contracted suppliers. SWaM criteria is also included in the Request for Proposals evaluation process.**

4. In FY2020, did you contact the Department of Small Business and Supplier Diversity (DSBSD) for assistance with Complete the chart for all categories in terms of frequency.

Initial certification? **Yes**

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If yes, how often? **several times**  
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Renewal for a firm **Yes**  
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If yes, how often? **several times**  
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Searches for businesses **No**  
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If yes, how often?

To distribute your solicitation notices **No**  
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If yes, how often?

5. How frequently does the Agency Director and Procurement Officer (or designated SWaM Champion) meet to discuss the SWaM goals, progress, challenges and support in achieving stated goals? **None of the Above**  
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6. In FY2020, what was one of your Agency's accomplishments in the SWaM program you feel best demonstrates your agency's efforts?  
**William & Mary utilized a small, women-owned business for COVID supplies for return to campus preparedness for all students, faculty and staff. We leveraged an existing contract and were able to work with the supplier to get samples for our Environmental Health and Safety team to review in advance and received the kits at the expected delivery date at a crucial time when supply chains were severely disrupted. Further, W&M has also utilized several SWaM businesses for PPE needs for staggered delivery throughout the fall and spring semesters.**  
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7. Are you familiar with the legislation that impacted SBSB? **Yes**  
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If yes, do you have questions or concerns with your ability to implement those changes? **William & Mary will continue to encourage and maximize SWaM utilization. W&M and VIMS construction have implemented the 50% small business subcontracting goal into their solicitation language for new capital construction projects.**  
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8. Do you submit adjustments and subcontracting spend in the expenditure dashboard monthly? **No**  
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If no, can you explain why you are not submitting adjustments and subcontracting spend monthly? **W&M submits SWaM reporting quarterly and it is complete when initially submitted.**  
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9. What functionality would be most helpful to you in the Expenditure Dashboard? **It would be helpful to have more advance notice of anticipated changes to the Commonwealth's SWaM plans for upcoming years and to be able to add notes through the year to the university's plan.**  
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10. Additional Information **William & Mary looks forward to seeing how the university and SBSB can collaborate on opportunities for diverse businesses given the impact of the pandemic and its overall economic impact to try and sustain and enhance the supplier diversity base.**

**Completed by :**

*Signature:* Marra Austin

*Date :* 2020-09-28

**Approved by :**

*Signature:* Katherine Rowe

*Date :* 2020-09-29