The mission of Procurement Services is to support William & Mary as a leader among liberal arts universities through delivery of procurement excellence.

We will establish strategic thinking in procurement efforts, responsible stewardship of university resources, customer-focused services, innovation among ourselves and our suppliers, inclusive excellence from a diverse supplier base, streamlining of business processes while maintaining compliance, with attention to corporate social responsibility both within the institution and among its Suppliers.

This update provides a closer look at inclusive excellence within W&M Procurement Services through supplier diversity and efforts to expand utilization and encouragement of small, woman-owned, minority-owned and disabled veteran owned businesses.
Supplier Diversity @ W&M

The Need for Supplier Opportunity in Higher Education
Approximately 724,000 or 99% of Virginia based businesses are small businesses. Small, Women-owned, and Minority-owned (SWaM) businesses are the source of most new jobs in Virginia. (source: US Small Business Administration). SWaM businesses contribute to stimulating Virginia’s economy as well as encouraging business growth and development in the state in which we work, and where we live. Virginia’s SWaM program was established in 2006 to enhance business opportunities for these underrepresented businesses. Administered in Virginia by the Department of Small Business and Supplier Diversity (SBSD), there are approximately 14,000 SWaM certified businesses in Virginia.

Diversity & Inclusion is an integral part of William & Mary’s campus community. Within the overarching university Diversity & Inclusion mission, we value our diverse suppliers for their different perspectives, skills and backgrounds.

William & Mary Supplier Diversity SWaM Goals for FY20
The University (W&M and VIMS) has a 42% of discretionary expenditure goal for the utilization of SWaM suppliers, and a 50% goal for capital construction subcontracting. The following table shows the breakout per category.

<table>
<thead>
<tr>
<th>Category</th>
<th>Small</th>
<th>Women</th>
<th>Minority</th>
<th>Micro*</th>
<th>Service Disa-</th>
<th>SWAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20</td>
<td>29%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>42%</td>
</tr>
</tbody>
</table>

In Fiscal Year 2019, William & Mary achieved 41% SWaM spend (including second-tier suppliers)
Historical Comparison of William & Mary SWaM Goals v Actual

W&M SWaM Utilization Year over Year

W&M SWaM Actual vs. Goal Year over Year
For the second year in a row, Marra Austin and Bill Vega presented on Supplier Diversity at W&M, during the Office of Diversity & Inclusion’s Lunch and Learn. Topics included how to find SWaM vendors with W&M contracts, increasing supplier diversity at W&M, and providing potential opportunities to local businesses through education and outreach facilitated by Procurement Services.

W&M Procurement Services encouraged utilization of SWaM business in the following ways:

- Hosted an annual supplier diversity event to afford campus opportunity to learn and network with SWaM suppliers—April 11, 2019.
- Active participant in SWaMfest, October 2018. The largest supplier diversity event in Virginia. W&M participates in the supplier showcase, engages in classes and networking opportunities, and participates in VASCUPP panel.
- Introduced W&M SWaM businesses to campus business managers during semi-annual P2P Open Forum events. Share SWaM goals and progress toward goals.
- As possible, expanded the contract base with SWaM suppliers. As an example in FY19, a strategic print contract was awarded to nine suppliers (included seven SWaM options for campus).
- Procurement Services delivered quarterly Supplier training discussing eVA, SWaM, W&M, & more. Most attendees were SWaM eligible.
- Expanded SWaM options within the America to Go catering portal.
- All request for proposals included SWaM utilization as a criteria for consideration.
- Completed and published annual Commonwealth report template “SWaM Plan”.

Diversity & Inclusion Lunch & Learn

Sunbird, September 18, 2018
Areas of Concentration for FY2020

- Create an Inclusive Climate for SWaM Businesses and build partnerships that benefit W&M and Diverse Suppliers
- Make departmental end-users more aware of and accessible to SWaM suppliers through outreach events, direct connections and contract award communications
- Continue to conduct training on SWaM and diversity initiatives to include open house events and trainings for small businesses
- Expand W&M contracted catering portal to identify SWaM businesses and provide a graphical measure of SWaM utilization within the portal (Attachment A)
- Amend the Request for Proposal template to include a presidential letter in support of core values including supplier diversity (Attachment B)
- Add a SWaM Spotlight section to the monthly procurement newsletter to communicate to the campus community. (Attachment C)
- University capital construction will raise subcontracting goals on new projects from 42% to 50% SWaM.
- Provide current University suppliers with an online method of reporting second tier SWaM activity.
- With support from W&M IT, an integration will be created from the Commonwealth accounting system to W&M enterprise resource planning system “ERP”/Banner, to more accurately and completely identify certified SWaM businesses.
- As sourcing specialists conduct client relation management “crm” meetings with key stakeholders, include SWaM opportunities and feedback based on supplier pool.
- All request for proposals will include SWaM utilization as a criteria for consideration.
- Complete and publish annual Commonwealth report template “SWaM Plan”
- Invite SWaM suppliers to participate in W&M bi-annual procure-to-pay forum events in order to interface with campus purchasers.
- Host quarterly training for suppliers with a focus on how to do business in Virginia (eVA/SWaM), and how to do business with William & Mary (and VASCUPP).
- Host an annual campus wide Supplier Diversity event for engagement between suppliers and campus purchasers.
America To Go

America To Go (ATG) is the campus’s online catering platform for on-campus food needs. This tool provides a central location to find and order prepared foods for campus needs. In addition to food ordering, ATG serves as a guide to SWaM businesses by identifying SWaM in search results.

Included on the America To Go (ATG) Dashboard, the My SWaM Spend chart indicates what percentage of individual ATG orders are made with SWaM vendors, and compares this percentage to the total W&M goal vs. actual.
October 16, 2019

Dear William & Mary Supplier Community,

William & Mary has set forth a meaningful goal to make 42 percent of its purchases from small, women-owned or minority-owned businesses. This is an essential step to integrate our core value of belonging in every aspect of our operations. We recognize that cultivating a welcoming environment in which people of diverse experiences and perspectives participate fully will require the dedicated support of our on-campus community as well as our numerous suppliers.

I often say that diversity accelerates innovation. Much research has shown that the more diverse the team, the more efficiently and creatively it solves problems and cultivates a positive organizational culture. Those gains will enable William & Mary to provide goods and services to our community as efficiently and affordably as possible.

William & Mary’s 42 percent goal also answers a call from the Commonwealth to advance innovation and equity in our broader economy. Virginia’s government charged Commonwealth employers to advance equity for the state's small, women-owned and minority-owned (SWaM) and service disabled veteran-owned businesses. We are committed to this shared effort toward greater economic prosperity in our region.

We will be evaluating our contracts systematically for partners who help us reach our goal. We thank you for your partnership in meeting this ambitious goal, as an essential step towards ensuring our community is a creative and welcoming place to work and live.

Sincerely,

Katherine A. Rowe
President

P.O. Box 8795 • Williamsburg, Virginia 23187-8795 • (757) 221-1693
SWaM Spotlight

Procurement Services has added a “SWaM Spotlight” to its monthly newsletter to communicate with the campus community on SWaM goals and suppliers.

February 2020 Newsletter

PROCUREMENT SERVICES

Procure-to-Pay Forum & Supplier Diversity Fair

The Spring 2020 Procure-to-Pay Forum featured updates from Financial Operations and Procurement Services. Thank you to all who were able to attend. To view a video and PowerPoint slides of this event, go to 

TSRC Homepage Refresh

The TSRC homepage has been updated to better reflect the resources that are available. This update includes a new element for the Sustainable Business Practices, as well as new information on the TSRC website.

FY20 Year End Closing

The closing of the fiscal year is an important event for Procurement Services, Financial Operations, and all other departments. Document processes are becoming streamlined to accommodate any need, including data validation.

Open Lab Training

Do you need assistance purchasing goods and services? Use eVEND to search for suppliers, including William & Mary Cafes, the Sourcing Group, and other procurement services. The open lab training will be held on Monday, March 30, 2020, from 11:30 AM to 1:00 PM. The open lab training will cover the best practices for using the open lab system.

November 2019 Newsletter

If you need help with your purchase, please contact Procurement Services at procurement@wm.edu. For more information, visit the Procurement Services website.

Strategic Printing RFP—“Open Enrollment”

W&M will issue the first open enrollment for Strategic Printing Services beginning January 2020. If your department has a printer you would like to see added to the community, please encourage you to have them go to eVEND. For more information, visit the Procurement Services website.

Reminders on Requests for Items Outside of TSRC

If you are looking for an office supply or furniture item, please check the TSRC website first. TSRC does not carry and cannot sell the items you are looking for. Please complete the TSRC Vendor Request. This process will provide W&M with a central location for the requests to allow for analysis of recurring requests to explore negotiating with TSRC to begin carrying the items. The form allows you to provide links and/or attachments for the items you are requesting a waiver for as well. Please note that we look to utilize TSRC for all office supply purchases for a multitude of reasons but most importantly because when we consolidate our buying power for the same type of purchases, there is significant savings and value added opportunities through the contract.

Let us hear from you! Do you have feedback on our newsletter, or other procurement-related comments? Do you wish to see specific topics covered in future newsletters?