



Commonwealth of Virginia

FY2020 Annual SWaM Procurement Plan for - William and Mary

1 Agency Information

1. Agency/Institution Official Name: **William and Mary**

Street Address: **PO Box 8795**

City: **Williamsburg**

State: **VA**

Zip: **23187**

2. Agency Code: **204**

3. Agency Head: **Dr. Katherine A. Rowe, President**

Phone Number: **757-221-1693**

Email Address: **president@wm.edu**

4. Director of Procurement: **Erma Baker**

Phone Number: **757-221-3954**

5. Secretariat: **Education**

2 SWAM Goals

List your FY2020 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. FY2019 goals were pre-filled from your FY2019 SWaM plan. FY2019 SWaM expenditures were system-generated from the SWaM Dashboard.?

6.

Designations	FY2019 Agency Goal (%)	FY2019 Agency Actual Expenditures (%)	Total FY2020 Projected Spend Goal(FY2020 goals need to be larger than 1%)(Percentage based on Discretionary Budget)
MB	4.00	2.80	4
WB	9.00	6.03	7
Micro	0.00	0.00	1
SDV	0.00	0.00	1
SB	31.00	31.88	29
ESO	0.00	0.00	0.01
8A	0.00	0.00	0.01
EDWOSB	0.00	0.00	0.01
FSDV	0.00	0.00	0.01

7. What changes could be made to the Commonwealth SWAM Program that would assist you in meeting your goals?: **Under our existing SWaM model, positive Commonwealth of Virginia changes include: increased diligence from the Commonwealth to identify, recruit, and coach SWaM eligible businesses through the certification process. Further, improvements to the renewal of existing certified suppliers to support continuity of operations for suppliers and agencies and institutions. One way would be to allow for renewals to begin 120 days before the end of term [current cycle is short, requires manual intervention and is disruptive for supplier and institution] to afford SWaM businesses adequate time to complete the renewal process. Also, automatic Commonwealth acceptance of firms with existing federal, local or other state SWaM designations would help automate and avoid duplication of efforts for these firms.**

3 Designation of SWaM Equity Champion(s)

A. Purchases and Supply Division

Name: **Marra Austin**

Title: **Assistant Director of Procurement Services**

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 / Cindy Hornsby (VIMS)**

Title: **Facilities Procurement Manager / Administrative Manager**

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

Telephone: **757-221-2201**

E-mail Address: **jrodriguez01@wm.edu**

4 Policies and Procedures

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

Goods and Services: **6**

Construction: **3**

2. Do you have major construction projects or purchases planned for FY2020? : **Yes**

Name of the project/purchase: **Integrated Science Center - Phase 4**

Type: **CM at Risk**

Anticipated Posting Date: **09-25-2019**

3. Do you have any professional services purchases planned for FY2020?
: **Yes**

Name of the project/purchase: **Renewal of Term Contracts**

Type: **All professional services for Construction**

Anticipated Posting Date: **09-25-2019**

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 for campus buyers in categories such as office supplies, transportation, strategic print, 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?: **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 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 Rodriguez, 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 /services; 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: through W&M Supplier Diversity website via a submittable form.**

 Who are your primary vendors that report subcontract spend?: **Daniel and Company, RRMM, Baskervill, VIA, 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 FY2019? : **8**

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 FY2019? : **several**

3. Conduct training events on SWaM and diversity training?: **Yes**

If yes, how many in FY2019? : **1 specific to supplier diversity, partnering with Diversity & Inclusion for a lunch & learn session for campus, all other procurement related trainings also include supplier diversity**

4. Attend small business outreach events?: **Yes**

If yes, please list those attended in FY2019? : **SWaMfest, W&M's Supplier Diversity Fair, VCU's Supplier Diversity Exchange**

6 Assessment

1. In FY2019, 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.**

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 difference include indirect costs like hte 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. Further, the Commonwealth could offer better identification, recruitment, onboarding and subsequent renewals once a business is certified.**

3. In FY2019, 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 FY2019, 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**

If yes, how often? : **several**

Renewal for a firm: **Yes**

If yes, how often? : **several**

Searches for businesses: **No**

If yes, how often? :

To distribute your solicitation notices: **No**

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? : **Quarterly**

6. In FY2019, what was one of your Agency's accomplishments in the SWaM program you feel best demonstrates your agency's efforts?:

W&M established enterprise-wide contracts with SWaM suppliers to enable self-service access for campus. In an effort to provide a more streamlined and consistent approach to subcontract reporting for goods and services, W&M procurement implemented a submittable form for our prime contractors to provide their subcontracting reporting. The repository will provide a place for contractors to download the reporting template and upload their respective reports at any time through W&M's website.

7. Are you familiar with the legislation that impacted SBSD?: **Yes**

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 will implement the 50% small business subcontracting goal into their solicitation language for new capital construction projects.**

8. Do you submit adjustments and subcontracting spend in the expenditure dashboard monthly?: **No**

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.**

- 9.

What functionality would be most helpful to you in the Expenditure Dashboard?: **It would be helpful to have more advanced notice of what to expect in the upcoming years SWaM plan for preparation and notes to add throughout the year.**

10. Additional Information: **William & Mary looks forward to strengthening our partnership with SBS&D in the the upcoming year.**

Completed by: _____ Signature: _____ Date: _____
Reviewed by: _____ Signature: _____ Date: _____

Agency/Institution Head

(The Plan must be reviewed, approved and signed by Agency/Institution Head)