Supplier Diversity Program Overview

Understanding the SWaM Program

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What is the Definition of SWaM?

Small, Women-owned, and Minority-owned Business (SWaM) certification program is a Commonwealth of Virginia program that Mason is required to participate in. The purpose is to enhance procurement opportunities for SWaM businesses participating in state-funded projects.

What qualifies as a Small business?

Less than 250 employees OR less than $10M average gross receipts over the precious 3 yrs.

What qualifies as a Woman-owned business?

At 51% owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens.

What qualifies as a Minority-owned business?

At 51% owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens.
Additional SWaM Categories

- Federal Service Disabled Veteran (FSDV)
- Minority-Owned Business (MB)
- Women-Owned Business (WB)
- Micro Business (O)
- Service Disabled Veteran (SDV)
- Small Business (SB)
- Employment Service Organization (ESO)
- 8(A) (8a)
- Economically Disadvantaged Women-Owned Small Business (EDWOSB)
Benefits of Using a SWaM Vendor

- Supports the community of SWaM businesses.
- SWaM suppliers pay reduced eVA fees.
- Contributes to Mason’s Supplier Diversity Objectives.
- SWaM businesses may be eligible for specific loans (refer to the SBSD website)
- SWaM businesses may earn additional points during the RFP process.
How To Identify a SWaM Vendor?

1. Use eVA to search for a vendor before submitting an order
2. Search for a certified SWaM vendor by using the VA Department of Small Business & Supplier Diversity (SBSD) Directory
3. Contact the Purchasing Department for assistance.

[https://directory.sbsd.virginia.gov/#/directory]
Notable Achievements FY22

Second highest spend in Commonwealth with Veteran/Service Disabled-Owned Businesses
$1,873,474.43

Seventh (7th) highest spend with Women-Owned Businesses
$13,526,815.62

Thirteenth (13th) highest spend with Small-Owned Businesses
$15,615,988.05

Thirteenth (13th) highest spend with Micro-Owned Businesses
$2,982,998.31

Sixteenth (16th) highest spend with Minority-Owned Businesses
$8,361,362.43

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To Obtain a SWaM Certification, ALL Qualified Businesses Must Register Through the VA Department of Small Business & Supplier Diversity (SBSD)

- Complete the initial certification application.

**Certification Types**

Click the certification type below that suits you for more information.

- SWaM: Small, Women-owned and Minority-owned
- DBE: Disadvantaged Business Enterprise
- ESO: Employment Services Organization
- HBCU: Historically Black Colleges and University
- SDV: Service Disabled Veterans
- Micro Business
Required Documents for SWaM Certification?

1. Proof of U.S. citizenship or Permanent Residency.


3. Documented proof of contributions used to acquire ownership showing that the owner paid for the value of his/her interest in the business or in some way invested personal funds into the business.

4. Resume of owner(s) and officer(s).

5. Copies of professional licenses and permits.

6. Proof of EIN.

7. Copy of Driver’s License.
Next Step – Submit the Certification

Once ALL documents have been gathered, scanned, and are accessible on a personal computer

- Go to https://www.sbsd.virginia.gov/certification/ and click the link to Begin the Certification process
- Register and/or Login if you have previously created an account
- Follow the instructions to upload documents and complete the Certification submission
After Submission

• Monitor the status of the application status in the portal queue

**How long does it take for the SBSD to review a SWaM application?**
• 60 to 90 business days.

**How will you find out that your application is approved?**
• SBSD will communicate their decision via email.

**What happens if your application is rejected?**
• SBSD will offer you guidance to make the necessary changes to resubmit the application.

**How long will the certification last?**
• 3 years.
Supplier Diversity Events Attended - 2022

- NOVA PTAC/Skansa – 2022 Conference Matchmaker
- Skanska/George Mason University Life Sciences & Engineering Building – SWaM Outreach and Informational
- The Small & Diverse Business Expo Hosted by Clark Construction Group
- GMU/SBSD Collaborative Outreach Event – SWaM Certification Signup
- Asian American Chamber of Commerce – Procurement Seminar
- GMU Facilities SWaM Event
- National Association of Black Women in Construction (NABWIC) 2022 CONGRESSIONAL BLACK CAUCUS (CBC) RECEPTION
- National Association of Black Women in Construction – National Education Committee Discussion
- SWAM-Fest (Richmond, VA)
- Procure Con 2022 NOVA BUYER EXPO (Nova Asian Chamber of Commerce)
- Northern Virginia Black Chamber of Commerce – 2022 Economic Forum
- GMU Anti-Racism and Inclusive Excellence Conference
Consider Existing SWaM Contracts

https://fiscal.gmu.edu/purchasing/purchase-goods-or-services/search-for-an-existing-contract/
Understanding Procurement Methods

A Look at The Purchasing Snapshot

https://fiscal.gmu.edu/purchasing/purchase-goods-or-services/understand-the-procurement-methods/
If You Would Like To Learn More About Mason’s SWaM Program, Please Contact:

- Submit a question through https://fiscal.gmu.edu/contact/;
- Contact Jason Hawkins Director of Supplier Diversity jhawki5@gmu.edu or 703-993-3599.