



Commonwealth of Virginia

FY2024 Annual SWaM Procurement Plan for - George Mason University

1 AGENCY INFORMATION

1. Agency/Department/Institution Name:

George Mason University

2. Secretariat:

Education

3. Name of Current Secretary:

Aimee Rogstad Guidera

4. Agency Code:

246

5. Agency Head:

a. Is this the same Agency Head reported on the 2023 SWaM Plan?

Yes

b. Name:

Dr. Gregory Washington

c. Phone Number:

(703) 993-8700

d. Email Address:

president@gmu.edu

6. Director of Procurement:

a. Is this the same Director of Procurement reported on the 2023 SWaM Plan?

Yes

b. Name:

Clifford Shore

c. Title:

Chief Procurement Officer

d. Phone Number:

(703) 993-2580

e. Email Address:

cshore@gmu.edu

7. Purchases and Supply Division Lead Purchaser:

a. Is this the same Lead Purchaser reported on the 2023 SWaM Plan?

Yes

b. Name:

Clifford Shore

c. Title:

Chief Procurement Officer

d. Phone Number:

(703) 993-2580

e. Email Address:

cshore@gmu.edu

8. Building and/or Construction Division Procurement Officer (if applicable):

a. Is this the same Procurement Officer reported on the 2023 SWaM Plan?

No

b. Name:

Katherine E. Sirotin

c. Title:

Director, Facilities, Purchasing & Fiscal Services

d. Phone Number:

7039939220

e. Email Address:

ksirotin@gmu.edu

9. SWaM Champion:

a. Is this the same SWaM Champion reported on the 2023 SWaM Plan?

Yes

b. Name:

Jason Hawkins

c. Title:

Director - Supplier Diversity

d. Phone Number:

(703) 993-3599

e. Email Address:

jhawki5@gmu.edu

2 SWaM GOALS

Directions: Enter the percentage of Fiscal Year 2024 discretionary spending the Agency, Department, or Institution is aspiring to achieve in each individual small business certification category. The system calculates the Overall SWaM participation goal based on the data entered in each field. Previous years Goals and Actuals are auto generated from the Expenditure Dashboard and are provided as a reference point for your annual trends

%	Overall SWaM Participation	MB	WB	Micro	SDV*	SB	ESO	8A	EDWOSB	WOSB	FSDV
FY2024 GOAL	27.00	4.00	7.00	2.00	3.00	6.00	1.00	1.00	1.00	1.00	1.00
FY2023 GOAL	28.00	6.00	7.00	2.00	3.00	5.00	1.00	1.00	1.00	1.00	1.00
FY2023 ACTUAL	27.55	2.68	8.84	3.00	0.10	12.93	0.00	0.00	0.00	0.00	0.00
FY2022 GOAL	30.00	7.00	6.00	2.00	3.00	7.00	1.00	1.00	1.00	1.00	1.00
FY2022 ACTUAL	28.38	5.60	9.06	2.00	1.26	10.46	0.00	0.00	0.00	0.00	0.00
FY2021 GOAL	30.00	6.00	6.00	1.00	1.00	12.00	1.00	1.00	1.00	0.00	1.00
FY2021 ACTUAL	32.54	10.52	7.14	3.04	0.38	11.45	0.00	0.00	0.00	0.00	0.00

*According to §2.2-4310.2 executive branch agency's goals under § 2.2-4310 for participation by small businesses shall include within the goals a minimum of three percent (3%) participation by service-disabled veteran-owned businesses as defined in § 2.2-2000.1 and 2.2-4310 when contracting for goods and services.

3 AGENCY SWaM PROGRAM PROCEDURES ASSESSMENT

Directions: The following questions are about your SWaM program procedures. If a question does not apply to your agency, select NA.

Definition: Unfulfilled = A contract that was advertised but not awarded before June 30th of the reporting year.

1. Does your agency have a written program to facilitate the participation of small businesses, businesses owned by women, minorities, and service-disabled veterans, and employment services organizations in procurement transactions?

Yes

2. Who monitors, reviews, and implements your agency SWaM Program?

Other; Director of Procurement; Purchases and Supply Division Lead Purchaser; SWaM Champion

a. If Other, please specify the content

For goods and services – 1) The Chief Procurement Officer 2) The Director of Supplier Diversity, 3) Other members of the Purchasing Department. For Construction, 1)The Associate Vice President - Planning, Design and Construction, 2)The Director, Facilities, Purchasing & Fiscal Services, 3) Construction project managers and senior facilities administrative staff.

3. How often do procurement personnel train on your agency written SWaM program and/or procurement standard operating procedures?

Other

a. If Other, please specify the content

Trainings are held periodically and highlight SWaM, as well as other procurement-related topics.

4. Did any Prime contractors required to report SWaM business utilization have any challenges with monthly reporting in accordance with APSPM Appendix B, Section II, item #36, subsections A, B, and C?

NA

5. Goods and Services

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Goods and Services with Micro Business Set-Aside award priority that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Goods and Services with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

6. Professional Services (A&E)

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Professional Services?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Professional Services with Micro Business Set-Aside award priorities that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Professional Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Professional Services with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

7. Construction

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Construction with Micro Business Set-Aside award priorities that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Constructions with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

4 SMALL BUSINESS DEVELOPMENT AND OUTREACH DATA COLLECTION

1. Did your agency contact DSBSD for SWaM Certification support?

Yes

2. Did your agency have any open house events in FY23 for SWaM businesses?

Yes

3. Did your agency conduct one-on-one meetings in FY23 with SWaM businesses to discuss policies, procedures, and potential business opportunities?

Yes

4. In FY23, did procurement officials attend training events dedicated to broadening SWaM business participation in state procurement?

Yes

a. If yes, please provide the name of the organization that hosted the training

1. GMU/DSBSD Collaborative Outreach Event – SWaM Certification Sign-up 2. Northern Virginia Asian American Chamber of Commerce Procurement Seminar 3. GMU-Facilities SWaM Network Event 4. National Association of Black Women in Construction (NABWIC) 2022 Congressional Black Caucus Reception 5. National Association of Black Women in Construction (NABWIC) 6. GMU Diversity, Equity & Inclusion Event 7. SWaM-Fest 8. Northern Virginia Asian American Chamber of Commerce – ProcureCon Expo 9. Northern Virginia Chamber of Commerce Economic Outlook: The Future of Work 10. Virtual – Forge Supplier Diversity in Procurement 11. Meet the Primes – MWAA Series In-Person Event 12. Faculty Affinity Networking Reception Mathy House 13. DC Hispanic Contractors Association Network Gala 14. The Hunt Institute – Supporting Diversity in Education 15. Virginia PTAC, an APEX Accelerator 2023 Conference and Matchmaker (Arlington) 16. GMU Diverse Business Summit

5. Were there any SWaM business outreach events hosted by your agency in FY23?

Yes

6. Does your agency have any SWaM Outreach events planned for FY24?

Yes

7. How does your agency advertise SWaM business opportunities? (Select all that apply)

eVA; agency webpage

8. In the table below, identify the frequency with which procurement personnel used or referred businesses to the following DSBSD services. (DO NOT ACCOUNT FOR SWaM DIRECTORY OR EXPENDITURE DASHBOARD USAGE/UTILIZATION)

Services Provided by DSBSD	FREQUENCY: NEVER, RARELY, SOMETIMES, FREQUENTLY
Certification	Frequently
Guest Speaking	Rarely
Reporting underperforming Certified Micro/Small Businesses	Never
Scaling4Growth	Never
Business Development/Technical Assistance	Frequently
Sourcing	Rarely
SWaM Directory/Expenditure Dashboard Help	Frequently
Training	Sometimes
Virginia Small Business Finance Authority	Never

5 FEEDBACK

1. Please identify barriers or limitations to SWaM participation your agency experienced in FY23:

A) Reciprocity Laws: Current reciprocity laws between nonreciprocal locations preclude the University and other Commonwealth entities from inviting firms to register and be counted in the SWaM program. DSBSD should consider allowing certification from vendors in all states.

B) Paperwork: Vendors describe the current requirements to become SWaM certified as overwhelming. The current process requires up to 13 documents, including many that are time-consuming for vendors to locate and submit- <https://www.sbsd.virginia.gov/wp-content/uploads/2018/08/SWaM-Documents-Required.pdf>. The DSBSD should consider overhauling the paperwork requirements to make them more business-friendly.

C) Integrate certification process into eVA: There is currently no integration between eVA registration and SWaM registration. The DSBSD should consider creating a single onboarding process where vendors can register for SWaM upon registering in eVA.

D) Self-Certification: There are less than 16,000 businesses that are SWaM certified by the Commonwealth. The Federal government recognizes over 1M small vendors through their certification process. The DSBSD should consider modeling the program after the federal government and allow businesses to self-certify.

E) Automatic certification for sole proprietors: Sole Proprietors are frequently some of the most overburdened small businesses. The DSBSD should consider allowing sole proprietors to automatically certify using only their W-9 form as verification.

F) Timeline for initial vendor certification: The published timeline for certification from DSBSD is 60 business days. The DSBSD should consider provisionally certifying all vendors within 10 days.

G) Timeline for recertification: Vendors can only recertify 90 days before status expiration. The DSBSD should consider changing the process to allow vendors to certify up to a year before expiration. In addition, provide a 90-day grace period for vendors whose status is expiring.

Completed by:

Signature: Clifford Shore

Date: 2023-09-22

Approved by:

Signature: Gregory Washington

Date: 2023-09-29