



Commonwealth of Virginia

FY2023 Annual SWaM Procurement Plan for - William & Mary

1 Agency Information

1. Agency/Department/Institution Name: William & Mary
2. Secretariat: Education
3. Name of Current Secretary: Aimee Rogstad Guidera
4. Agency Code: 204
5. Agency Head: Katherine Rowe
Phone Number: 757-221-1693
Email Address: president@wm.edu
6. Director of Procurement
Name: Marra Austin
Title: Chief Supply Chain Officer
Phone Number: 757-221-7636
Email Address: maaustin@wm.edu
Mailing Address: PO Box 8795, Williamsburg VA 23187
7. Purchases and Supply Division Lead Purchaser
Name: Marra Austin
Title: Chief Supply Chain Officer
Phone Number: 757-221-7636
Email Address: maaustin@wm.edu
Mailing Address: PO Box 8795, Williamsburg VA 23187

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

Name: **Juan Rodriguez, W&M _ Cindy Hornsby, VIMS**
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Title: **FM Projects Procurement Manager**
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Phone Number: **757-221-2201**
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Email Address: **jrodriguez01@wm.edu**
.....

Mailing Address: **PO Box 8795, Williamsburg VA 23187**
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9. SWaM Champion and Preferred Contact Information

Name: **Marra Austin**
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Title: **Chief Supply Chain Officer**
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Phone Number: **757-221-7636**
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Email Address: **maaustin@wm.edu**
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Mailing Address: **PO Box 8795, Williamsburg VA 23187**
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Preferred Contact (select one or more): **Email**
.....

10. Dashboard Users: Identify all new users or users that no longer require access.

No user info entered!

2 SWAM Goals

List your FY2023 SWaM expenditure goals for Small, Women-owned and Minority-owned businesses as a percentage of your projected discretionary expenditures. Goals should include your projected sub-contracting expenditures if applicable. FY2022 goals were pre-filled from your FY2022 SWaM plan. FY2022 SWaM expenditures were system-generated from the Expenditure Dashboard.

1.

Actual vs. Goal - Spend Percentages FY2022										
	MB	WB	Micro	SDV*	SB	ESO	8A	EDWOSB	WOSB	FSDV
Goal	1.00	7.00	4.00	3.00	22.00	1.00	1.00	1.00	1.00	1.00
Actual	1.35	4.18	3.38	0.00	31.58	0.00	0.00	0.00	0.00	0.00

Projected Goal - Spend Percentages FY2023										
	MB	WB	Micro	SDV*	SB	ESO	8A	EDWOSB	WOSB	FSDV
Goal	4.00	7.00	4.00	3.00	19.00	1.00	1.00	1.00	1.00	1.00

*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.

2. 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 SBSD representative. SBSD 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 Policies and Procedures

1. Please specify the number of procurement personnel you have on staff.
- Goods and Services: **6**
- Construction: **1.5**

2. Do you have major construction projects or purchases planned for FY2023?

Yes

Name of the Project/Purchase: **Muscarella Museum Expansion**

Type: **CM at Risk**

Anticipated Posting Date: **09-19-2022**

3. Do you have any professional services purchases planned for FY2023? **Yes**

Name of the Project/Purchase: **Integrated Science Center IV**

Type: **CM at Risk**

Anticipated Posting Date: **09-19-2022**

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 and was successfully used in several FY22 procurement related transactions.**

5. Have you visited the "I am a Buyer!" page on <https://www.sbsd.virginia.gov/buyer-page/>? **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. Testimonies from other agencies on the businesses newly certified or those that are newly formed would also provide a level of trust the procurement folks and departments could use to learn more about the SWaM vendors capabilities and whether there may be opportunities at their institution or agency.

6. Who monitors, reviews 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, Manually**

If yes, how often is subcontracting data collected? **monthly for construction, quarterly for goods & services**

Do you use DSBSD's format to record the payments? **No**

If electronically collected, what system is used? **Qualtrics for goods /services**

Who are your primary vendors that report subcontract spend? **Sodexo, Pepsi, Daniel and Company, RRMM, Baskervill, Whiting Turner, Clark Nexsen, Quinn Evans Architects, America To Go, Kjellstrom & Lee, Whiting-Turner, McKinney, DPR Construction, WACO, and Henderson**

8. What is your agency's biggest challenge with collecting and reporting subcontract spend ? **Ensuring the subcontractors that primes anticipated using at onset of the project maintain their SWaM certification throughout the project. Many times there are delays in the subs completing, submitting and consequently receiving their SWaM recertification.**

4 Diversity Training Events

1. Does your agency hold Open House events for small businesses? **Yes**

If yes, how many in FY2022? **W&M was pleased to host an in-person Procure to Pay open forum and America To Go tasting event as well as some SWaM suppliers at the event. Many caterers in attendance were also SWaM businesses. It was a great event that allowed face to face networking with those businesses and our departments.**

2. Does your agency 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 FY2022? **Several virtual meetings with SWaM firms for potential opportunities and logistics for planning purposes.**

3. Does your agency conduct training events on SWaM and diversity training? **Yes**

If yes, how many in FY2022? **For the annual supplier diversity events, we also provide an opportunity for vendor training by the procurement staff. This provides the SWaM vendors a better foundation on how to engage with departments and how W&M operates. Internally, W&M provides SWaM reminders and updates at**

our semi-annual procure to pay forum, and all procurement training includes information on Supplier Diversity. Procurement Services was invited to provide a Lunch and Learn about Supplier Diversity as well. As things transition back to in-person events, additional networking and educational opportunities continue to arise for FY23.

4. Does your agency attend small business outreach events? **Yes**

If yes, please list those attended in FY2022? **W&M Procure to Pay forum and ATG/SWaM vendor event**

5 Assessment

1. In FY2022, what has been the most time consuming part of administration of the Small Business Initiative from your perspective? (Select one or more) **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. Given the industry changes following the pandemic, many small and diverse businesses have taken on additional administrative tasks to reduce overhead. Because of this, they are challenged to keep up with receivables, let alone another certification process. If there was a way to bring over some of the data needed from SBSDB from the other agencies that ask similar/same information (eVA, DPOR, SCC, etc.) to streamline the certification process, it may encourage more to apply. Universities also utilize many independent contractors for key projects - especially in relation to university 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?

Looking for additional ways to engage diverse businesses and enveloping those diverse businesses into the Commonwealth's SWaM program. An example: W&M's IT department found an 8a certified firm that is owned by a "disregarded entity" as defined by the IRS, the "owners" of the company are the heads of an Alaskan Native tribe. This certainly sounds as the criteria for a minority-owned business; however, the current requirements of the Commonwealth are not able to recognize the company as a SWaM firm. Our IT department found their work to be stellar and are extremely impressed with their performance and subsequently W&M has engaged them on larger projects throughout FY2021, but unfortunately were not able to incorporate in our minority-owned utilization because the Commonwealth is unable to recognize their status.

3. In FY2022, what has your agency done to improve expenditure opportunities for SWaM businesses? **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. Further, both construction areas have committed to reinforcing the University's goal of 50% of subcontracting on all construction contracts. The university continues to lead training and educational opportunities for the departments as well as vendors by leading various events and presentations across campuses and the state. Across campus, procurement services hosts lunch and learns, open forum, provides SWaM vendor spotlights in the monthly newsletters**

4. In FY2022, did you contact the Department of Small Business and Supplier Diversity(DSBSD) for assistance with completing the chart for all categories in terms of frequency?

Initial certification? **Yes**

If yes, how often? **multiple times**

Renewal for a firm? **Yes**

If yes, how often? **several**

Searches for businesses? **No**

If yes, how often?

Distribution of your solicitation notices? **No**

If yes, how often?

5. How frequently do 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 FY2022, what was one of your agency's accomplishments in the SWaM Program you feel best demonstrates your agency's efforts? **W&M is also continuously looking for areas of opportunity to streamline purchases to SWaM vendors. One of the key ways we have supported this endeavor was to onboard additional punchout catalogs to SWaM businesses, including a Grainger SWaM partner, and soon eShip Global for a consolidated shipping program. These efficient ordering processes provide incentive for departments to utilize the SWaM businesses for their departments' ordering needs.**

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 have**

implemented the 50% small business subcontracting goal into their solicitation language for new capital construction projects. It would be helpful to spotlight those vendors that are in the more recent certification types (ESO, SDV, EDWOSB, and others) for successes in state awards and projects for areas of opportunity for other agencies and institutions to try and meet those goals.

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 added 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.**

10. Additional Information **William & Mary looks forward to seeing how the university and SBSD 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 : 2022-09-19

Approved by :

Signature: Katherine Rowe

Date : 2022-09-21