



# Commonwealth of Virginia

## FY2024 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:

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

Yes

b. Name:

Katherine Rowe

c. Phone Number:

(757) 221-1693

d. Email Address:

president@wm.edu

6. Director of Procurement:

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

Yes

b. Name:

Marra Austin

c. Title:

AVP Supply Chain Services

d. Phone Number:

(757) 221-7636

e. Email Address:

maaustin@wm.edu

7. Purchases and Supply Division Lead Purchaser:

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

Yes

b. Name:

Marra Austin

c. Title:

AVP Supply Chain Services

d. Phone Number:

(757) 221-7636

e. Email Address:

maaustin@wm.edu

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

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

Yes

b. Name:

John Rodriguez, W&M\_Cindy Hornsby, VIMS

c. Title:

FM Projects Procurement Manager

d. Phone Number:

(757) 221-2201

e. Email Address:

jrodriguez01@wm.edu

9. SWaM Champion:

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

Yes

b. Name:

Marra Austin

c. Title:

AVP Supply Chain Services

d. Phone Number:

(757) 221-7636

e. Email Address:

maustin@wm.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
<b>FY2024 GOAL</b>	42.00	4.00	7.00	5.00	3.00	18.00	1.00	1.00	1.00	1.00	1.00
<b>FY2023 GOAL</b>	42.00	4.00	7.00	4.00	3.00	19.00	1.00	1.00	1.00	1.00	1.00
<b>FY2023 ACTUAL</b>	47.14	4.57	4.21	6.15	0.00	32.21	0.00	0.00	0.00	0.00	0.00
<b>FY2022 GOAL</b>	42.00	1.00	7.00	4.00	3.00	22.00	1.00	1.00	1.00	1.00	1.00
<b>FY2022 ACTUAL</b>	40.49	1.35	4.18	3.38	0.00	31.58	0.00	0.00	0.00	0.00	0.00
<b>FY2021 GOAL</b>	43.00	4.00	7.00	1.00	1.00	26.00	1.00	1.00	1.00	0.00	1.00
<b>FY2021 ACTUAL</b>	40.82	1.48	3.52	3.86	0.00	31.95	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?

Director of Procurement; SWaM Champion

a. If Other, please specify the content

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

Quarterly

a. If Other, please specify the content

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?

No

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

VASCUPP

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)

agency webpage; Chambers of Commerce; private, public, or federal business development organizations

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	Sometimes
Guest Speaking	Sometimes
Reporting underperforming Certified Micro/Small Businesses	Never
Scaling4Growth	Never
Business Development/Technical Assistance	Never
Sourcing	Sometimes
SWaM Directory/Expenditure Dashboard Help	Rarely
Training	Sometimes
Virginia Small Business Finance Authority	Never

## 5 FEEDBACK

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

As a restructured university, William & Mary/VIMS does not perform set-aside procurements within our small purchase procedures. The university does allow for a SWaM award within the \$200,000 threshold should the procurement officer determine price is fair and reasonable without additional competition. This procurement method as well as the contracted SWaM vendors and subcontractors has proven successful and efficient for the university. One difficulty the university encounters frequently is the complexity in the certification process for individuals/sole proprietors who have limited business with the state. Many times these individuals are needed for research purposes and are onboarded as independent contractors for specific grants and university research. These individuals meet the criteria to become SWaM certified; however the process to certify is too burdensome to be worthwhile for the services provided. A streamlined certification for those registered with their SSN would be extremely beneficial for the this university and other state agencies engaging with individuals for similar projects.

**Completed by:**

*Signature: Marra Austin*

*Date: 2023-09-20*

**Approved by:**

*Signature: Katherine Rowe*

*Date: 2023-09-21*