VII. STANDING COMMITTEES

B. Finance and Asset Management Committee

**University of Washington Business Diversity Program**

This item is for information only.

**BACKGROUND**

UW’s Business Diversity Program (BDP) was formally established in 2008 to improve opportunities for small, local, minority and women owned businesses. BDP’s primary responsibility is effective implementation of the program by providing functional guidance, direction and support to the UW Schools, Colleges and Administrative Departments concerning their understanding of and activities with the UW’s Business Diversity effort. BDP also focuses on working with small, local and diverse suppliers by connecting them with UW buyers, creating awareness of opportunities and providing them with the information they need to be successful on campus.

BDP works closely with the State of Washington Office of Minority and Women Owned Business Enterprises (OMWBE) in accordance with RCW 39.19.060 and complies with this policy to maximize opportunity for minority and women owned businesses. The Business Diversity Program:

- Seeks to assure equality of opportunity for a diverse range of businesses, including small, minority, and women-owned businesses

- Supports UW Departments and Schools/Colleges in considering a diverse range of businesses in sourcing decisions

- Conducts business opportunity fairs and provides information on how to do business with the University

- Provides training opportunities and educational forums for businesses

- Encourages larger suppliers and contractors to develop and expand their commitment to business diversity with their subcontractors

- Encourages qualified businesses become certified as minority or women business enterprises with OMWBE

*Attachment*

Business Diversity Program
Business Diversity Program

Board of Regents
6/11/2015
The Role of the UW Business Diversity Program

Mission
Proactively engage with and support the University of Washington’s commitment to creating a diverse business environment.

Vision
The University of Washington will utilize businesses whose ownership is representative of our diverse & local community.
Business Diversity Program Services

- **Seek** to assure equality of opportunities for small, minority, and women-owned businesses (MWBE)
- **Conduct** business opportunity fairs and provide information on how to do business with the University
- **Provide** training opportunities and educational workshops for businesses
- **Support** UW departments and schools/colleges in sourcing qualified businesses
- **Encourage** the University's larger suppliers and contractors to develop and expand their commitments to business diversity with their suppliers and subcontractors
- **Recommend** qualified businesses become certified as minority or women-owned business enterprises with the State Office of Minority and Women's Business Enterprises (OMWBE)
Ongoing Opportunities for Engagement

- Attend/participate in over 25 events a year
- Host 2 large signature events on campus
- Conduct one on one meetings
- Post bids on Washington Electronic Business Solutions (WEBS)
- Post projects on Capital Projects Office (CPO) website, with OMWBE, National Association of Minority Contractors, Tabor 100, and Native Professional & Technical Assistance Center
- Foster School of Business- Consulting and Business Development Center
- Publicly Advertise Bids in the Daily Journal of Commerce
- Share supplier lists and communicate with other agencies
- Work with Prime contract holders on 2nd Tier MWBE work
- Initiate and facilitate relationships between UW departments and business owners
Recently Created Outreach & Engagement

- Require submittal of inclusion outreach plan improving Prime contractors’ outreach to the MWBE community
- Created Diverse Business goods & services commodity pools
- Published MWBE profiles in newsletters and on BDP & CPO websites
- Facilitate General Contractors’ Outreach Events
- Host OMWBE “Get Certified” events
- Presentations done by MWBE Architects & Engineers (A&E) at the CPO Brown Bag Sessions
- Providing meeting space to various groups within the MWBE community
- Host Quarterly Supplier Orientations
Capital Projects Office Process Improvements

- New position created Assistant Director, Business Equity, effective 11/3/2014

- Calibrated language in solicitation documents with RCW 39.10

- Created Business Equity Evaluation Panel

- Invoked upgraded evaluation process

- Identify and report all minority and women-owned utilization, including MWBE

- Implemented explicit evaluation criteria
Examples of Success

NI Painting & Construction Company
MBE
Awarded a Public Works Contract for the UW Central Garage, Stevens Court Garage, and UW Tower A & B Painting projects, and to date has been paid $360,000

Magellan Architects
MBE
Magellan Architects participated in a Capital Projects Office Brown Bag Session which allowed the owner, Pedro Castro, to showcase his company and their experience. Soon thereafter Magellan won the contract for the UW Towers fire alarm system replacement project.
Examples of Success

DayoSense Catering
MWBE

Owner Dayo Jones has credited her success on campus to participating in BDP’s annual Catering Event. Dayo has seen her business on campus grow from $966 in FY12 to $68,900 in FY15. Dayo now has 2 more full time employees, 20 contract employees and continues to provide excellent service to the UW campus.

On Safari Catering
WBE

Owner Teresa Carew has participated in BDP’s annual Catering Event the past 3 years and has seen extraordinary growth; her sales were $48,867 in FY13 and are now at $146,750 in FY15. Teresa has said that the exposure her business gets at the event is unmatched.
Challenges

- Multiple purchasing options and decision makers at UW
- OMWBE has conferred certification on less than 1% of the minority and women-owned business in the state
- Only money spent with 1st tier (primary supplier/contractor) OMWBE certified businesses is counted
- Since passing of I-200 in 1998, business diversity has been a voluntary goal for all state agencies and higher education
- Campus wide behavior change is difficult; little to no buy in, staff turnover
- Internal reporting, metrics and tracking are problematic; data is not “clean”
- No 2nd tier or procurement card (Visa) spend is counted by OMWBE
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