

# FY25 Socioeconomic Program Strategic Plan

In support of the state's socioeconomic procurement programs, units participating in the Small Business Reserve (SBR) and Minority Business Enterprise (MBE) programs are required to submit a Strategic Plan to the Governor's Office of Small, Minority & Women Business Affairs (GOSBA) annually. Beginning in FY2025, this requirement expands to include the Veteran-Owned Small Business Enterprise (VSBE) Program as well.

The consolidated SBR, MBE and VSBE Strategic Plan requires each unit to submit one strategic plan. Your unit will have to determine how to best coordinate filling out this document with multiple contributors.

This report contains distinct SBR, MBE , and VSBE sections and uses logic to navigate you through the process.

Reminder: There is no minimum required length for responses, however, please directly address each inquiry in a clear and concise manner.

\* Indicates required question

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## 1. Email \*

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## 2. Agency Name \*

*Mark only one oval.*

- Aging
- Agriculture
- Archives
- Assessments & Taxation
- Attorney General's Office
- Aviation Administration
- Baltimore City Community College
- Board of Elections
- Board of Public Works
- Bowie State University
- Budget & Management
- Canal Place Preservation
- Commerce
- Commission on Civil Rights
- Comptroller
- Coppin State University
- Maryland School For the Deaf
- Education
- Emergency Management
- Environment
- Environmental Services
- Executive Department
- Food Center Authority
- Frostburg State University
- Department of General Services
- Governor's Office of Crime Control & Prevention
- Health
- Health Benefit Exchange
- Higher Education Commission
- State Highway Administration

- Housing & Community Development
- Human Services
- Information Technology
- Insurance Administration
- Juvenile Services
- Labor
- Lottery & Gaming Control
- Maryland 529
- Maryland State Library
- Military
- Morgan State University
- Motor Vehicle Administration
- Natural Resources
- People's Counsel
- Planning
- Police
- Port Authority
- Public Defender
- Public Safety & Corrections
- Public Service Commission
- Public Television
- State Retirement
- Saint Mary's College
- Salisbury University
- Stadium Authority
- State Prosecutor
- Subsequent Injury Fund
- Supplemental Retirement
- Tax Court
- Towson University
- Transit Administration
- Transportation (TSO)
- Transportation Authority

- Treasurer's Office
- University of Maryland Baltimore County
- University of Baltimore
- University of Maryland Baltimore
- University of Maryland College Park
- University of Maryland Eastern Shore
- University of Maryland Global Campus
- Veteran Affairs
- Workers Compensation Commission

3. List the name(s) of everyone in your unit who collaborated on completing this form. \*

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### GOSBA's Mission & Vision

As you navigate through the consolidated strategic plan keep in mind the Mission & Vision of GOSBA to implement and execute the socioeconomic programs.

**Mission:** As a coordinating office within the Executive Department, the Governor's Office of Small, Minority & Women Business Affairs connects the small business community to greater economic opportunities while implementing and monitoring small, minority, women, and veteran preference procurement programs across 70+ state agencies and departments.

**Vision:** Create an open and accessible culture where Maryland is open for all small businesses, including those owned by minorities, women and veterans.

4. Is this unit required to participate in the SBR Program? \*

Mark only one oval.

- Yes    Skip to question 5
- No

#### FY2025 SBR Strategic Plan

The SBR Program is a set-aside. All participating units are required to structure procurement procedures to achieve at least 15 percent of their dollars expended directly with small businesses that are certified in the SBR Program. While all qualifying procurements between \$50,000 and \$500,000 shall be designated to the SBR Program, **there is no cap**. Consult the BPW Advisory ( <https://bpw.maryland.gov/Pages/adv-2005-1.aspx> ) for complete guidelines when designating as SBR.

Statewide participation on SBR designated contracts was 2.7 percent in FY2023.

5. What was this unit's **"All SBR Designated Payments to ALL Payments"** as submitted to GOSBA for FY2023? \*

(This is number 10 on your FY2023 Small Business Reserve Annual Summary Statement.)

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6. Who does the SBR liaison report to within your unit? \*

Mark only one oval.

- Secretary
- Deputy Secretary
- Head of Agency
- Other: \_\_\_\_\_

7. Is the SBR liaison an active participant and signatory on the Procurement Review Group (PRG)? \*

*Check all that apply.*

Yes

No

8. Has your SBR Liaison attended GOSBA's Liaison Onboarding Training? \*

*Mark only one oval.*

Yes

No

9. Per BPW Advisory 2001-1 - Procurement Review Groups: *SBR Designation, MBE and VSBE Determinations* - <https://bpw.maryland.gov/Pages/adv-2001-1.aspx> \*

Does this unit follow the PRG Process to consider SBR designation?

*Mark only one oval.*

Yes

No

10. Is this unit submitting requests for waivers of SBR designation for procurements between \$50,000 and \$500,000 that are not being designated as SBR only procurements? \*

*Mark only one oval.*

Yes

No

- 11. Does this unit directly solicit small businesses for open SBR designated solicitations? \*

Mark only one oval.

Yes  
 No

- 12. Does this unit verify the status of the certified small businesses when awarding SBR designated contracts? \*

Mark only one oval.

Yes  
 No

- 13. Describe the process your unit uses to ensure that small business vendors maintain their certification in the SBR Program throughout the term of the contracts awarded to them? \*

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- 14. When making small purchases, how will this unit include more opportunities to small businesses that are certified in the SBR Program? \*

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- 15. What databases and resources will this unit utilize to conduct market research during the PRG Process to find eligible small businesses to become certified in the SBR Program? \*

*Check all that apply.*

*Check all that apply.*

- eMMA
- MDOT Directory of Certified Firms for MBEs
- SBA Dynamic Small Business Search
- Veteran Small Business Certification (VetCert)
- Public Spend Forum/GovShop
- None
- Other: \_\_\_\_\_

- 16. **Reflect on the current obstacles that prevent this unit from achieving the 15% SBR set-aside.** \*

What specific action steps will be taken to overcome these obstacles?

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- 17. What can GOSBA do to assist your unit in maximizing SBR Program participation? \*

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18. Is this unit required to participate in the MBE Program? \*

*Mark only one oval.*

Yes

No *Skip to question 41*

### FY2025 MBE Strategic Plan

The MBE Program is a race and gender specific socioeconomic program with a statewide aspirational goal of 29 percent. All participating units are required to consider MBE participation on solicitations \$100,000 and above.

The 72 participating units achieved 17.85% Total MBE Participation in FY2023.

19. Who does the MBE liaison report to within your unit? \*

*Mark only one oval.*

Secretary

Deputy Secretary

Head of Agency

Other: \_\_\_\_\_

20. Has your MBE liaison attended GOSBA's Liaison Onboarding Training? \*

*Mark only one oval.*

Yes

No

21. Is the MBE liaison an active participant and signatory on the Procurement Review Group (PRG)? \*

*Check all that apply.*

- Yes  
 No

22. Per BPW Advisory 2001-1 - Procurement Review Groups: *SBR Designation, MBE and VSBE Determinations* - <https://bpw.maryland.gov/Pages/adv-2001-1.aspx> \*

Does this unit follow the PRG Process to include MBE goals on solicitations?

*Mark only one oval.*

- Yes  
 No

23. Does this unit conduct pre-bid meetings for solicitations with MBE goals? \*

*Mark only one oval.*

- Yes  
 No

24. Does this unit conduct kick-off meetings for procurements with MBE goals? \*

*Mark only one oval.*

- Yes  
 No

25. How many procurements over \$25 million did this unit advertise in the past fiscal year? \*

*Enter a numerical value. Enter N/A for 0.*

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26. How many procurements over \$25 million did this unit submit for review to GOSBA's Compliance Mailbox in the past fiscal year? \*

*Enter a numerical value. Enter N/A for 0.*

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27. When permissible by law, is this unit relaxing bonding requirements, (including the use of irrevocable letters of credit, title to real property, and other forms of security described in COMAR 21.06.07) to allow for greater inclusion from MBEs? \*

*Mark only one oval.*

- Yes
- No
- Bonding is not applicable to this unit

28. Does this unit assess liquidated damages when necessary? \*

*Mark only one oval.*

- Yes
- No
- Our unit has never had to assess liquidated damages

29. With what frequency does this unit directly solicit to MBEs on contracts above the BPW threshold? \*

*Check all that apply.*

- Never
- Infrequently
- Frequently
- Always
- Dependent upon product/service
- My unit does not purchase above the BPW threshold

30. With what frequency does this unit directly solicit to MBEs on contracts below the BPW threshold? \*

*Check all that apply.*

- Never
- Infrequently
- Frequently
- Always
- Dependent upon product/service
- My unit does not purchase below the BPW threshold

31. Beyond the guidance established for the PRG process, is this unit using any additional strategies to identify subcontracting opportunities? \*

*Please describe.*

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32. **Reflect on current compliance processes. (COMAR 21.11.03.13)** \*

What strategies can be implemented to monitor and rectify payment issues to MBEs?

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33. **Reflect on current compliance processes. (COMAR 21.11.03.13)** \*

What strategies can be implemented to improve compliance of the MBE Program?

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34. **Reflect on the current obstacles this unit is facing to successfully execute the MBE Program.** \*

What specific action steps will be taken to overcome these obstacles?

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- 35. What was this unit's **"Total MBE Participation Percentage"** as submitted to GOSBA for FY2023? \*

(Retrieve this percentage from your FY2023 Annual report Form 1 Column L23.)

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- 36. **Reflect on past performance and processes.** \*

What strategies does this unit plan to implement to increase MBE participation attainment for FY2025?

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- 37. Based on the strategies identified, list the specific action steps this unit plans to take in order to execute the strategies. \*

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- 38. How does this unit oversee progress towards attainment of the MBE goal throughout the fiscal year? \*

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39. What can GOSBA do to assist your unit in maximizing MBE Program participation? \*

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40. Is this unit required to participate in the VSBE Program? \*

*Mark only one oval.*

- Yes
- No     *Skip to question 53*

### FY2025 VSBE Strategic Plan

The VSBE Program is a veteran specific socioeconomic program with a statewide aspirational goal of 1percent. Participating units are required to consider VSBE participation on solicitations \$100,000 and above.

The 50+ participating units achieved 0.75% Total VSBE Participation in FY2023.

41. What was this unit's **"Total VSBE Participation Percentage"** as submitted to GOSBA for FY2023? \*

(Retrieve this percentage from your FY2023 Annual Report Page 37, Exhibit R .)

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42. Who does the VSBE liaison report to within this unit? \*

Mark only one oval.

- Secretary
- Deputy Secretary
- Head of Agency
- Other: \_\_\_\_\_

43. Is the VSBE liaison an active participant and signatory on the Procurement Review Group (PRG)? \*

Check all that apply.

- Yes
- No

44. Has your VSBE liaison attended GOSBAs Liaison Onboarding Training? \*

Mark only one oval.

- Yes
- No

45. **Reflect on your unit's past performance and processes.** \*

What strategies will be implemented to increase VSBE participation in FY2025?

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46. Based on the strategies identified, list the specific action steps this unit plans to take. \*

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47. What obstacles limit or prevent your unit from setting VSBE goals? \*

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48. What processes are most utilized for VSBE awards? (Select all that apply) \*

*Check all that apply.*

- Contract awards to VSBE Primes
- Setting VSBE subcontractor goals
- Direct Solicitations
- Credit Cards
- Direct Vouchers
- All of the above

49. Identify the industry categories where this unit cannot find VSBEs to meet its needs. \*

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50. What platform is used to verify VSBE certification status prior to contract award? \*

*Check all that apply.*

- VetBiz
- eMMA
- VetCert
- Other veteran business databases

51. How does this unit review, approve, and acknowledge a VSBE Waiver? \*

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52. What can GOSBA do to assist your unit in maximizing VSBE Program participation? \*

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### FY2025 SBR/MBE/VSBE Outreach

All participating units should actively engage in outreach activities for the purpose of promoting the state's socioeconomic procurement programs and encouraging vendor participation.

- 53. What is your unit's outreach strategy and best practices to have direct engagement with the SBR/MBE/VSBE community? \*

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- 54. In FY2025, estimate how many outreach events your unit plans to participate in (live or virtual.) \*

*Enter a numerical value.*

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- 55. In FY2025, estimate how many outreach events your unit plans to host (live or virtual.) \*

*Enter a numerical value.*

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56. What socioeconomic program(s) is your unit specifically targeting? \*

*Check all that apply.*

- SBR
- MBE
- VSBE
- SBR/MBE
- SBR/VSBE
- MBE/VSBE
- SBR/MBE/VSBE
- Other: \_\_\_\_\_

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