

REPORT OF THE GOVERNOR'S COMMISSION ON SUPPLIER DIVERSITY TO THE GOVERNOR

February 23, 2024

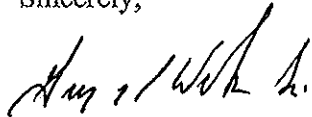
Dear Governor Holcomb:

The Governor's Commission on Supplier Diversity ("Commission") is pleased to submit the attached report, as required by I.C. 4-13-16.5-2 (f)(9). The report is required to prepare a review of the Commission to be submitted to the governor and the legislative council on March 1 and October 1 of each year, evaluating progress made in the following areas:

- Identifying minority business enterprises, women's business enterprises, and veteran-owned small businesses in the state.
- Assessing the needs of minority business enterprises, women's business enterprises, and veteran-owned small businesses.
- Initiating aggressive programs to assist minority business enterprises, women's business enterprises, and veteran-owned small businesses in obtaining state contracts.
- Giving special publicity to procurement, bidding, and qualifying procedures.
- Including minority business enterprises, women's business enterprises, and veteran-owned small businesses on solicitation mailing lists.
- Evaluating the competitive differences between qualified minority or women's nonprofit corporations and other than qualified minority or women's nonprofit corporations and veteran-owned small businesses that offer similar services and make a recommendation to the department on policy changes necessary to ensure fair competition among minority business enterprises, women's business enterprises, and veteran-owned small businesses.
- Defining the duties, goals, and objectives of the deputy commissioner of the department as created under this chapter to assure compliance by all state agencies, separate bodies corporate and politic, and state educational institutions with state and federal legislation and policy concerning the awarding of contracts (including, notwithstanding section 1(d) of this chapter or any other law, contracts of state educational institutions) to minority business enterprises, women's business enterprises, and veteran-owned small businesses.
- Establishing annual goals:
 - for the use of minority and women's business enterprises; and
 - derived from a statistical analysis of utilization study of state contracts (including, notwithstanding section 1(d) of this chapter or any other law, contracts of state educational institutions) that are required to be updated every five (5) years.

Attached here is the report for March 1, 2024. Our next report, due October 1, 2024, will be submitted in the fall. We are proud of the work of the Commission and the Indiana Department of Administration's Division of Supplier Diversity. If you have questions regarding this report, please do not hesitate to contact me, or the Deputy Commissioner of the Division of Supplier Diversity, Kesha Rich.

Sincerely,

A handwritten signature in black ink, appearing to read "Gregory Wilson". The signature is stylized and written in a cursive-like font.

Gregory Wilson, Chairman
Governor's Commission on Supplier Diversity

Commission Update

Quarterly Commission Meetings

The Governor's Commission on Supplier Diversity held five (4) planned quarterly and one (1) executive meeting in 2023. The first quarter Commission meeting took place On February 24, 2023.

The 4th Commission meeting was held on December 11, 2023. The commission meeting began with a half-hour ethics orientation for the new Commissioners. To increase the utilization of vendors who are certified with the Indiana Department of Administration ("IDOA") Division of Supplier Diversity ("DSD"), DSD staff has been tasked with finding four (4) certified vendors before each commission meeting who have not been awarded or participated on a state of Indiana contract. Each vendor is given four minutes to provide the commission and interested attendees with their capabilities statement. These four vendors were preceded by the presentation of the state education institution representatives. Each representative discussed their outreach initiatives and efforts for 2024. The first state agency to report to the Commission was the Indiana Department of Transportation ("INDOT"). After INDOT, was the report of the Deputy Commissioner for IDOA DSD. Lastly, the Deputy Commissioner of Procurement reported the quarterly spend for the top 100 contracts.

Deputy Commissioner of the IDOA DSD, Kesha Rich, provided updates on MBE/WBE/IVOSB program activities and highlights of the MBE/WBE/IVOSB business outreach, certification, and contract compliance for 2023. Deputy Commissioner Rich provided the following:

Overview of the outreach efforts in 2023:

- *Connected with 3,792 attendees.*
- *Prior year attendance in total 1,841*
- *106% increase*
- *15th Annual Business Conference/B2B Expo – 401 attendees*

Overview of the certification efforts in 2023:

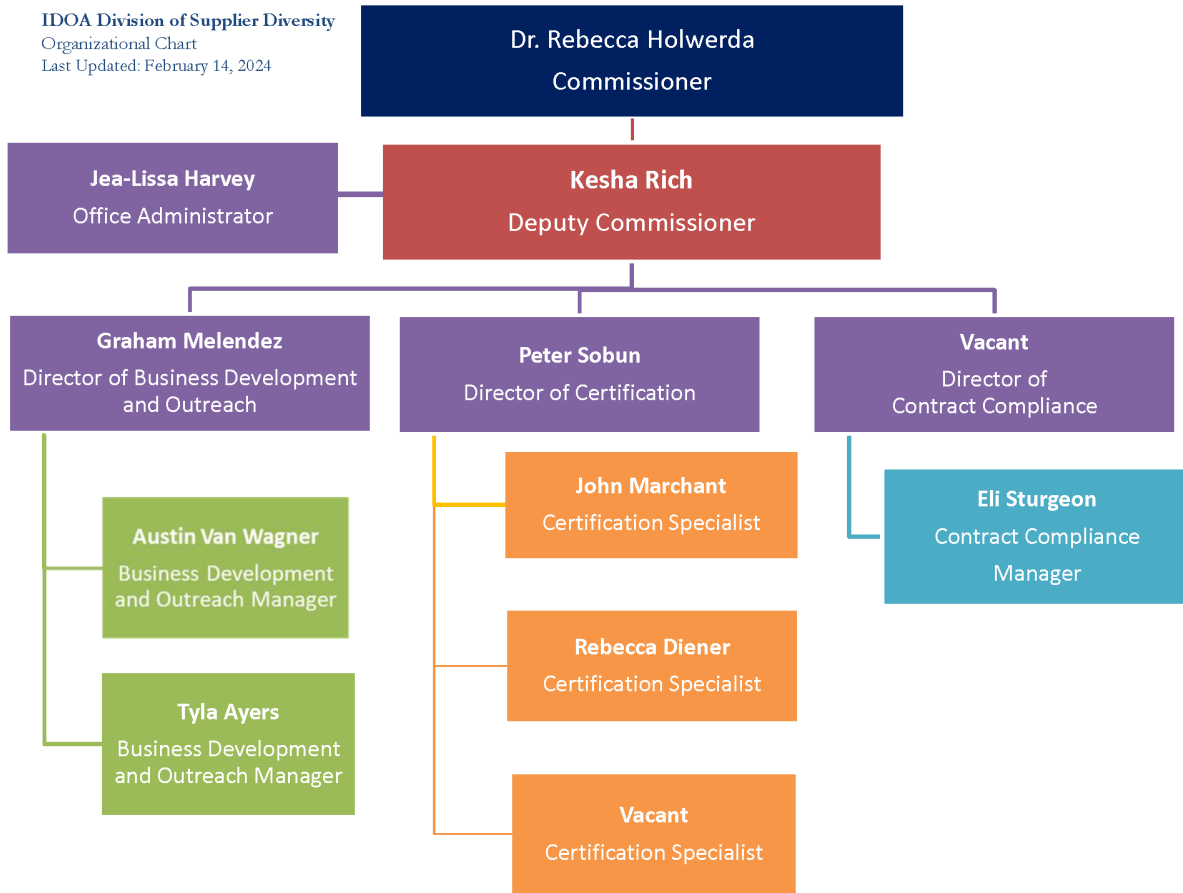
- **Total Newly Certified Businesses**
 - *2022 – 160 compared to 2023 – 381*
 - *138% Increase*
 - *Prior year attendance in total 1,841*
- **Total Recertified Businesses**
 - *2022 – 342 compared to 2023 – 459*
 - *34% Increase*

Overview of the comp efforts in 2023:

- *Connected with 3,792 attendees.*
- *Prior year attendance in total 1,841*
- *106% increase*
- *Business Development & Outreach team has participated in 94 events.*
- *15th Annual Business Conference/B2B Expo – 401 attendees*

Division of Supplier Diversity Team

Here is the current DSD Organizational Chart:



IDOA DSD Certification:

The DSD certification team continues to serve the MBE/WBE and the IVOSB vendor communities. The average number of days to certify remains stable at about 46 days for MBE/WBE. The average number of days to certify for IVOSB also remains stable at 31 days.

MBE/WBE Certification Statistics Q4 2023 and Q1 2024:

<u>New Applications Received</u>				<u>Recertification Applications Received</u>			
	MBE	WBE	TOTAL		MBE	WBE	TOTAL
Q4 2023 <small>(as of 11/30/23)</small>	47	39	86	Q4 2023 <small>(as of 11/30/23)</small>	50	71	121
Q1 2024 <small>(as of 01/31/24)</small>	59	59	118	Q1 2024 <small>(as of 01/31/24)</small>	44	64	108

IVOSB Certification Statistic Q4 2023 and Q1 2024:

	<u>Q4 2023</u>	<u>Q1 2024</u>
New Incoming Applications	10	13
Recertification Applications	9	14
Preliminary Denials Issued	0	0
Average Processing Time (Days)	31	31

Total Certified Firms in Q4 2023 and Q1 2024:

	<u>TOTAL</u>	<u>MBE</u>	<u>WBE</u>	<u>IVOSB</u>
Q4 2023 <small>(as of 11/30/23)</small>	2,459	917	1,308	234
Q1 2024 <small>(as of 01/31/24)</small>	2,425	923	1,268	234

IDOA DSD Contract Compliance:

DSD is the final approval authority on requests to change the subcontractor participation plan, so vendor education, whether it is the primary contractor or the subcontractor, is crucial. The flow chart below demonstrates the process of amending the contract as it relates to the MBE/WBE and IVOSB subcontractor plan change.



DSD contract compliance team continues to proactively audit state contracts with the MBE/WBE and IVOSB subcontractor utilization. In 2023, there have been a total of **92** compliance reviews, most of them with the subcontractor participation plan change and the Good Faith Effort (“GFE”) reviews. DSD contract compliance managers attended **26** pre-proposal meetings and presented the information on the tier two MBE/WBE and IVOSB utilization.

The Contract Compliance team advocates for MBE/WBE/IVOSB subcontractors on State of Indiana contracts who cannot resolve with prime vendors. The team must ensure that prime percentage obligations are met according to the MBE/WBE/IVOSB sections of the signed contract clauses.

DSD outreach and compliance teams regularly publicize procurement and bidding opportunities with the State of Indiana. Bid notices and due dates are electronically sent out to over 4,000 recipients on a weekly basis. Special project announcements and procurement opportunities are separately sent out, as well as posted on the Division’s website:

<https://www.in.gov/idoa/mwbe/2488.htm>.

DSD Business Outreach:

In 2023, DSD participated in ninety-three (93) outreach-based events across the State of Indiana, twenty-six (26) of which were presented by the Division and sixty-seven (67) by partners. As we reach more vendors, our partnerships increase in our with partners in their efforts to reach diverse audiences. As we gain more visibility at outreach events, new connections arise which lead way to potential certification for vendors and events with XBE partners. From January to December, we connected with three-thousand seven-hundred ninety-two (3,792) attendees at all events, which compared to the prior year’s attendance of one thousand eight-hundred forty-one (1,841) is a result of a hundred-six (106) percent increase.

The 15th Annual Business Conference & Business to Business (B2B) Expo took place on Friday, October 13, 2023, from 8:00 a.m. to 3:00 p.m. at the Indiana Government Center South. This in-person event allowed vendors to meet and network with prime contractors, state and local procurement agents, and buyers from private entities. As a part of the opening ceremony, Dr. Commissioner Rebecca Holwerda and Deputy Commissioner Kesha Rich gave opening remarks. Vincennes University and Vision GPS were recognized with our annual awards for their work in the supplier diversity community. The Ralph W. Adams Jr. Supplier Diversity Trailblazer Award was given to Michael Morrison on behalf of Vincennes University for being an advocate of supplier diversity in the State. The Cassandra Wilson Ignite Award was given to Gudelia (Paula) Sours with Vision GPS because of her willingness to educate and share her experiences as a certified M/WBE. During the B2B Expo, eighty-seven (87) vendors had a booth space whereby they shared their services and resources with over four hundred (400) attendees. Our theme - Taking You to the Next Level - focused on leveraging certification with information and tools that can help business grow and thrive. The Expo gave our existing and potential certified businesses, community partners, corporate leaders, and supplier diversity advocates an exceptional opportunity to connect with each other.

In 2024, the Division of Supplier Diversity's theme and focus will be “Energizing and Empowering You IN Business.” This theme comes with an aesthetic of using the map of Indiana in the title as we raise our marketing caliber going into the year with a fully staffed Outreach team. After navigating the challenges of the COVID-19 period, our focus turns to energizing and empowering the business community for the next stage of success. The energy theme reflects our energy and excitement generated by our partnership with our sponsors from the Indiana Energy Association (IEA), but also by the momentum being built with our vendors. Moreover, the empowerment piece connects to the ongoing support we like to give our certified vendors. The team is committed to supporting their growth and development, and our 2024 in-person and virtual events are designed to provide the business community with new opportunities and connections to help them succeed. Part of that work will be preparing for our disparity study to see where we can further empower minority, women, and veteran business owners, especially where gaps exist in which we can step in to energize them.

By employing a three-tier approach of outreach efforts employing workshops, webinars, conferences, and partner events throughout the year, our team plans to energize programming on social media platforms, reinvigorate content on the website and marketing materials (including a robust analysis of the metrics), and increase collaborative efforts with our new partners and IEA sponsors by having events hosted with a focus lens of Preparation Meeting Opportunity (PMO) workshops & “Doing Business With” presentations. Moreover, we join in the goal of IEA's Supplier Diversity and Development Committee to seek opportunities and encourage the development and utilization of MBE/WBE/IVOSBs in such a way that reflects the diversity bases. Our effort in implementing this approach is vital to strengthen our existing relationships with current XBE partners and widen the pool for potential ones.

DSD Business Outreach Initiatives:

In the past, the Business Development and Outreach team has been made up of 2 individuals, the Director of Business Development and Outreach and the Business Development and Outreach Manager. In 2024, the addition of another Business Development and Outreach Manager to our team will enhance our outreach efforts with minority, women, and veteran-owned businesses. Furthermore, it will increase engagement with our XBE partners and the business community on social media. By leveraging these efforts, optimizing our workshop & website content, exhibiting at events across the State, building stronger partnerships, and preparing successfully for the 2025 Disparity Study, we can effectively utilize our three-person team's skills and experience to achieve our goals and make a meaningful impact on our target audience. To reinvigorate our content, our initiatives are as follows:

- After researching the way other agencies are using marketing tools in person and online, Outreach will be able to have a new way of creating flyers and save-the-dates in house to further stand out when announcing upcoming events, webinars, and workshops.
- New approaches to optimizing website content with relevant keywords to improve search engine rankings and sending a welcome packet to newly certified vendors and new partners will introduce our brand and encourage engagement as well as empower them with resource and information on how to best navigate our website for successful utilization.
- Developing new content for in-person workshops is of vital importance, thus bringing together a variety of novel topics will be Outreach's goal in 2024. For instance, having a focus of Preparation Meeting Opportunities in which vendors can do business with new partners, including energy sponsors. In addition, the post-workshop surveys will have a QR code for easy access on the agenda in order to receive feedback from participants.
- By furthering the utilization of GovDelivery reports, it will allow the Outreach team to analyze and assess the results from each weekly e-blast. Also, by updating our subscribers bi-weekly, this will allow us to see and get an accurate read of who we're reaching through our e-mail distribution. Removing subscribers that currently bounce back because IDOA does not have their current e-mail address can be a starting place to having a list of current subscribers and give way for robust marketing campaigns.
- The Division of Supplier Diversity's outreach team will be working towards our upcoming disparity study in which we will be at the helm of the planning process. This will give DSD a team which has a constant oversight over the study, in particular when it comes to areas of marketing and promotion. The study outreach events along with all marketing material could be promoted for the town halls in the different regions of Indiana via: GovDelivery, social media, event platforms, media advertisements, partner e-blasts, and in-person/virtual outreach events.
 - In preparation of the 2025 Disparity Study, the Outreach team will continue with the timeline set forth and fulfill necessary deliverables to begin the process of the IDOA DSD Disparity Study. While the whole DSD team is to play a role in the study, Outreach's role is to be at the helm and plan for any town hall events (virtual or in-person), the planning stages of the RFP needed, and anything else required of DSD with the end goal to have a successful dissemination of the study come 2025.

DSD Events in 2023 and 2024:

DATE	EVENT	Organizer
Wednesday, September 13, 2023	Ball State Diversity Vendor Call	Ball State University
Friday, September 15, 2023	Municipal/Agency/Partner meeting	IngyGo
Wednesday, September 20, 2023	Pay Audit Webinar	Ball State University
Thursday, September 21, 2023	2023 Business Conference Virtual Series: Doing Business with S.E.I.'s	IDOA Division of Supplier Diversity
Friday, September 29, 2023	Ball State Diversity Vendor Fair	Ball State University
Wednesday, October 11, 2023	Indiana Educational Institutions Zoom Meeting	State Educational Institutions
Friday, October 13, 2023	15th Annual Business Conference & B2B Expo	IDOA Division of Supplier Diversity
Wednesday, October 18, 2023	Ball State Diversity Vendor Call	Ball State University
Wednesday, October 18, 2023	Certification Webinar	IDOA Division of Supplier Diversity
Monday, October 30, 2023	SPARK Certification Class	Northern Indiana Minority Business Association
Wednesday, November 8, 2023	Ball State Diversity Vendor Call	Ball State University
Tuesday, November 14, 2023	IndyPL Vendor Outreach & Networking Event	Indianapolis Public Library
Wednesday, November 15, 2023	Ball State Diversity Vendor Call	Ball State University
Wednesday, November 15, 2023	Pay Audit Webinar	IDOA Division of Supplier Diversity
Friday, November 17, 2023	IDOA DSD & Purdue	IDOA Division of Supplier

	Certification Workshop	Diversity and Purdue University
Wednesday, November 29, 2023	Ball State Diversity Vendor Call	Ball State University
Wednesday, December 6, 2023	OMWBD Year-End Forum	The City of Indianapolis – Office of Minority & Women Business Development
Wednesday, December 6, 2023	Ball State Diversity Vendor Call	Ball State University
Monday, December 11, 2023	4th Quarter Governor’s Commission on Supplier Diversity	Northern Indiana Hard Rock Casino
Wednesday, December 13, 2023	Ball State Diversity Vendor Call	Ball State University
Wednesday, December 20, 2023	Certification Webinar	IDOA Division of Supplier Diversity
Wednesday, December 20, 2023	Ball State Diversity Vendor Call	Ball State University
Wednesday, January 3, 2024	Ball State Diversity Vendor Call	Ball State University
Wednesday, January 10, 2024	Indiana Educational Institutions Zoom Meeting	Ball State University, Indiana University, Indiana State University, Ivy Tech Community College, Purdue University, University of Southern Indiana, and Vincennes University
Thursday, January 11, 2024	US Minority Contractors Association Presentation	US Minority Contractors Association
Thursday, January 11, 2024	ICRC 33rd Annual Dr. Martin Luther King Jr. Indiana Holiday Celebration	Indiana Civil Rights Commission
Wednesday, January 17, 2024	DSD Pay Audit Webinar	IDOA Division of Supplier Diversity
Wednesday, January 17, 2024	Ball State Diversity Vendor Call	Ball State University
Wednesday, January 24, 2024	NAWBO Visionary Awards	National Association of Women

	Luncheon	Business Owners
Wednesday, January 24, 2024	Ball State Diversity Vendor Call	Ball State University
Wednesday, January 24, 2024	ICRC Holocaust Remembrance Program	Indiana Civil Rights Commission
Tuesday, January 30, 2024	NAWBO Day at the Statehouse	IDOA Division of Supplier Diversity & National Association of Women Business Owners
Wednesday, January 31, 2024	Indiana Construction Roundtable Diversity Event	Indiana Construction Roundtable Diversity Committee
Wednesday, February 7, 2024	Ball State Diversity Vendor Call	Ball State University
Thursday, February 15, 2024	NBA All Star B2B Diversity Event	Pacers Sports & Entertainment
Wednesday, February 21, 2024	Certification Webinar	IDOA Division of Supplier Diversity
Friday, February 23, 2024	1st Quarter Governor's Commission on Supplier Diversity	IDOA Division of Supplier Diversity

Conclusion:

The current MBE/WBE and IVOSB participation goals are as follows:

Construction	Goods and Services	Professional Services	Weighted Average Goal
Minority 7%	Minority 8%	Minority 8%	Minority 8%
Women 5%	Women 13%	Women 11%	Women 10%
Veteran 3%	Veteran 3%	Veteran 3%	Veteran 3%

In conclusion, the Governor’s Commission on Supplier Diversity works closely with the IDOA to ensure that the Division promotes, monitors, and enforces the standards for certification of the Minority, Women’s, and Veteran Business Enterprises, as well as provides equal opportunity to the MBE/WBE and IVOSBs in the state’s procurement and contracting process. Current IDOA leadership does their best to properly administer the program and take the MBE/WBE and IVOSB programs to the next level.