



Commonwealth of Virginia

FY2025 Annual SWaM Procurement Plan for - Virginia Commonwealth University

1 AGENCY INFORMATION

1. Agency/Department/Institution Name:

Virginia Commonwealth University

2. Secretariat:

Education

3. Name of Current Secretary:

Aimee Rogstad Guidera

4. Agency Code:

236

5. Agency Head:

a. Is this the same Agency Head reported on the 2024 SWaM Plan?

Yes

b. Name:

Dr. Michael Rao

c. Phone Number:

(804) 828-1200

d. Email Address:

president@vcu.edu

6. Director of Procurement:

a. Is this the same Director of Procurement reported on the 2024 SWaM Plan?

Yes

b. Name:

John McHugh

c. Title:

Director, Procurement Services

d. Phone Number:

(804) 828-0033

e. Email Address:

mchughj2@vcu.edu

7. Purchases and Supply Division Lead Purchaser:

a. Is this the same Lead Purchaser reported on the 2024 SWaM Plan?

Yes

b. Name:

N/A

c. Title:

N/A

d. Phone Number:

(804) 828-0033

e. Email Address:

mchughj2@vcu.edu

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

a. Is this the same Procurement Officer reported on the 2024 SWaM Plan?

Yes

b. Name:

Matt Magruder

c. Title:

Director of Construction Management

d. Phone Number:

(804) 400-8994

e. Email Address:

magrudermc@vcu.edu

9. SWaM Champion:

a. Is this the same SWaM Champion reported on the 2024 SWaM Plan?

Yes

b. Name:

Cornelius Hunt

c. Title:

Supplier Relations

d. Phone Number:

(804) 828-0663

e. Email Address:

chunt3@vcu.edu

2 SWaM GOALS

Directions: Enter the percentage of Fiscal Year 2025 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
FY2025 GOAL	38.00	5.00	3.00	1.00	3.00	21.00	1.00	1.00	1.00	1.00	1.00
FY2024 GOAL	45.00	5.00	5.00	1.00	3.00	26.00	1.00	1.00	1.00	1.00	1.00
FY2024 ACTUAL	30.41	6.04	1.79	1.33	0.03	21.22	0.00	0.00	0.00	0.00	0.00
FY2023 GOAL	45.00	5.00	5.00	1.00	3.00	26.00	1.00	1.00	1.00	1.00	1.00
FY2023 ACTUAL	36.38	7.15	2.21	0.98	0.02	26.02	0.00	0.00	0.00	0.00	0.00
FY2022 GOAL	45.00	5.00	5.00	1.00	3.00	26.00	1.00	1.00	1.00	1.00	1.00
FY2022 ACTUAL	39.08	4.69	2.87	0.94	0.12	30.45	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

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?

Other

a. If Other, please specify the content

SWaM program goals and initiatives are reviewed weekly

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?

NA

5. Goods and Services

a. In FY24, 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 FY24?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY24, 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 FY24?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

6. Professional Services (A&E)

a. In FY24, 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 FY24?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY24, 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 FY24?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

7. Construction

a. In FY24, 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 FY24?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY24, 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 FY24?

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 FY24 for SWaM businesses?

Yes

3. Did your agency conduct one-on-one meetings in FY24 with SWaM businesses to discuss policies, procedures, and potential business opportunities?

Yes

4. In FY24, 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(SWaMfest), Metropolitan Business League(RVA Link Up), Chamber RVA(Community of Practice Group), African American CEO Roundtable, Asian American Chamber of Commerce (Procurcon), Dominion Energy Supplier Expo & Job Fair

5. Were there any SWaM business outreach events hosted by your agency in FY24?

Yes

6. Does your agency have any SWaM Outreach events planned for FY25?

Yes

7. How does your agency advertise SWaM business opportunities? (Select all that apply)

agency webpage; Chambers of Commerce; eVA; 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	Frequently
Guest Speaking	Sometimes
Reporting underperforming Certified Micro/Small Businesses	Never
Scaling4Growth	Rarely
Business Development/Technical Assistance	Rarely
Sourcing	Frequently
SWaM Directory/Expenditure Dashboard Help	Frequently
Training	Sometimes
Virginia Small Business Finance Authority	Never

5 FEEDBACK

1. Please identify barriers or limitations to SWaM participation your agency experienced in FY24:

1. Consider auto certification for sole proprietors;
2. Proactively certify SWaM businesses recognized in federal diversity programs rather than require businesses to initiate the certification process.
3. Remove the nonreciprocal policy and allow businesses from every state to participate in the Commonwealth's SWaM program.
4. Consider developing guidance for solicitation scoring that increases opportunities for Virginia based SWaM businesses.
5. Continue to improve the quality of DSBSD's certification and recertification process by completing the process from start to finish rather than rejecting for an informality or denying without explanation;

6. Consider third party certifying organizations to address backlog and improve cycle time;
7. Improve SBSB's SWaM education strategy to drive improvements in certification cycle time and increase certifications.
8. Improve partnerships and communications with State entities. With increased collaboration between SBSB and state entities, Virginia would see value in regards to integrating SWaM strategies.
9. Develop a certification intake request from agencies and track/report/communicate certification progress to businesses and agency
10. Identify underrepresented categories of expenditures and develop strategy to recruit SWaM businesses for certification in these under-represented areas.
11. Increase funding for State entities to allow for business development.
12. Allow IHE's to enter data directly into the expenditure dashboard to improve accuracy and minimize errors

Completed by:

Signature: Cornelius Hunt

Date: 2024-09-25

Approved by:

Signature: Michael Rao

Date: 2024-09-27