

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

October 1, 2024

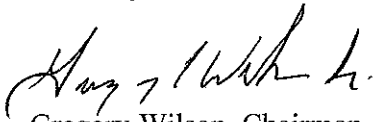
Dear Governor Holcomb:

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 October 1, 2024. Our next report, due March 1, 2025, will be submitted in the spring. 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".

Gregory Wilson, Chairman
Governor's Commission on Supplier Diversity

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Commission Update

Quarterly Commission Meetings

The Governor's Commission on Supplier Diversity held three (3) planned quarterly and one (1) executive meeting in 2024. The first quarterly meeting took place on February 24, 2024.

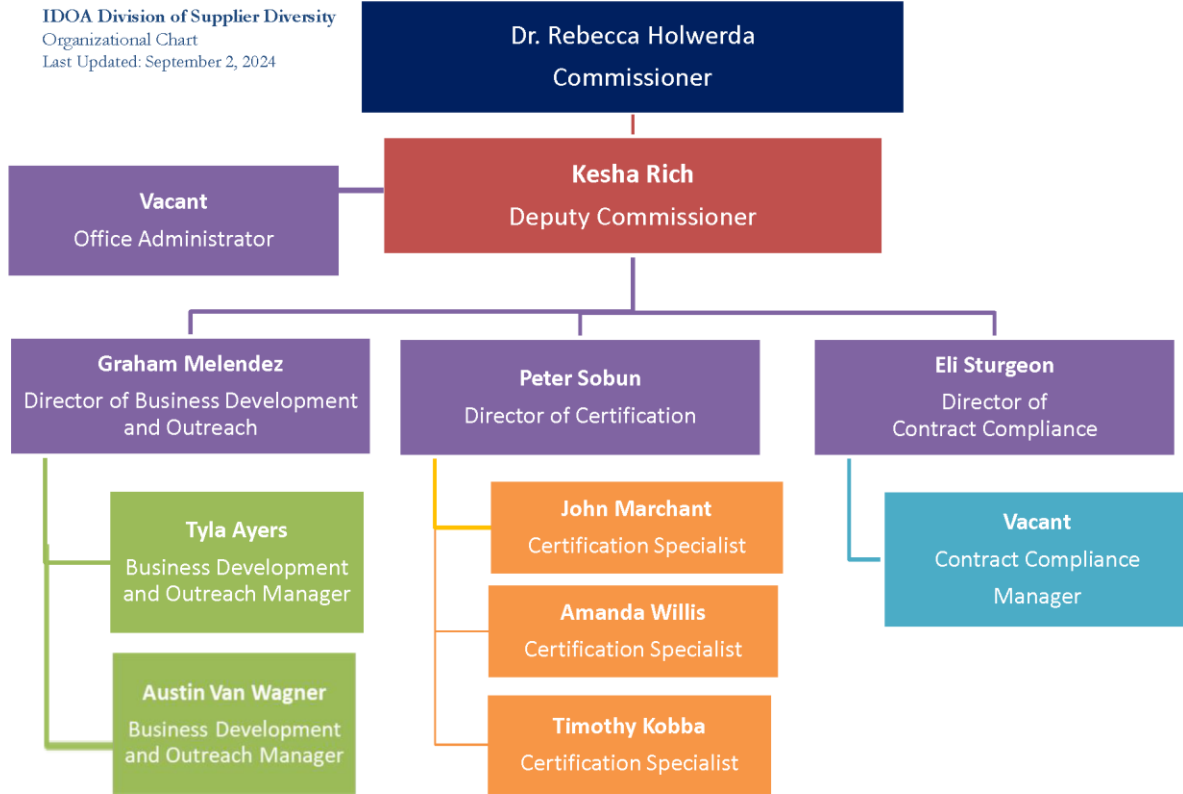
Deputy Commissioner of the Indiana Department of Administration ("IDOA") Division of Supplier Diversity ("DSD"), Kesha Rich, provided updates on MBE/WBE/IVOSB program activities and highlighted the MBE/WBE/IVOSB certification, compliance, and business outreach for the year of 2024. Mrs. Rich provided:

- Overview of the creation of the Division, MBE/WBE/IVOSB participation goals, and the three (3) main functions of the Division: certification, contract compliance, and business outreach.
- Overview of the Division's organizational chart and MBE/WBE/IVOSB participation goals.
- Certification review which highlighted the electronic certification process.
- Certification Updates
 - Average days to certify MBEs/WBEs and IVOSBs are still below regulatory requirements but will possibly be increased due to staffing issues
 - Re-launch of the electronic certification platform
 - Bi-monthly certification webinars
- Compliance Updates
 - Auditing high-value contracts.
 - Reviewing subcontractor change requests.
 - Bi-monthly Pay Audit System webinars
- Business Outreach Updates
 - 2024 Business Outreach Strategy – *Energizing and Empowering You IN Business.*
 - Monthly vendor education in-person and online sessions

Several action items were identified at each of the meetings, and the responses and feedback were presented at each commission meeting. The next commission meeting will be on December 9, 2024, at the Indiana Government Center South in Indianapolis, IN.

Division of Supplier Diversity Team

Here is the current DSD Organizational Chart:



DSD Business Outreach:

DSD Business Outreach team designs and organizes events, workshops, and webinars to promote the MBE/WBE and IVOSB certification programs to provide an equal opportunity to minority, women, and veteran business enterprises that seek to participate in the state's procurement and contracting processes. In addition, they regularly publicize procurement and bidding opportunities with the State of Indiana. Bid notices and due dates are electronically sent out to over 16,000 recipients weekly. Special project announcements and procurement opportunities are separately sent out, as well as posted on the Division's [website](#). Social media accounts that the Division utilizes for outreach consist of Facebook, LinkedIn, and Instagram. To date, the number of followers spanning across these accounts is one-thousand three-hundred fifty-one (1,351).

From January 1, 2024, to August 30, 2024, DSD has participated in seventy-eight (78) outreach-based events across the State of Indiana, eighteen (18) of which were presented by the Division and fifty-six (56) by partners. The total number of attendees present was three-thousand six-hundred thirty-four (3,634). DSD certification and pay audit webinars provided a comprehensive guide to the division's evaluation and processes. At these virtual events, attendees learned about the requirements for certification and how to complete the online application. The pay audit webinars highlight the pay audit process and help vendors develop an understanding of the payment tracking process.

Tying into the theme of the year, "Energizing and Empowering You IN Business," DSD focused on having value-added workshops that allowed vendors to find energizing opportunities to do business with various entities as well as empowering them with skillsets to grow in their business development. In partnership with Community Health Network (CHN), the Division hosted an event where MBE, WBE, and IVOSBs from various industries gained valuable insights on emerging opportunities and fostered collaboration to increase their business acumen with Community Health Network. An expert panel from CHN provided information on marketing, current projects, opportunities for diverse businesses, and maintenance routine services. Seventy-six (76) attended this workshop. CHN partners shared that "this was a great way for Community Health Network to meet state-certified diverse vendors and network with them about opportunities for doing business with us. We hope to do more of these events in the future and look forward to working closely with the State of Indiana's Division of Supplier Diversity to make that happen. In the aftermath, we have had conversations with new vendors, sent email introductions to other network decision makers, and one decision maker even had coffee with one of the vendors."

During the Pitch Perfect workshop, the Division hand-selected an expert panel comprised of key certified vendors who had a plethora of experience in marketing and crafting an elevator pitch. Each panelist shared their knowledge, insight, and real-life experiences to help vendors refine their elevator pitches and make a long-lasting impression. After the presentations, panelists worked with vendors to craft their elevator pitch for the "Hot Mic Pitch Session". There were sixteen (16) vendors present who stood up to pitch and received real-time feedback from the panelists, and fifty-five (55) attended in total. In the aftermath, the DSD team received five (5) out of five (5) stars on the rating of the feedback surveys. Additionally, the Division presented on location during Indiana Black Expo's Business Conference and had an esteemed panel of XBE

partners who presented on how to do business across the State. Each panelist highlighted projects coming down the pipeline and how vendors can find these opportunities. Overall, this workshop garnered close to one hundred (100) participants in attendance.

This year, the 16th Annual Business Conference and B2B Expo will consist of two morning workshops for our MBE/WBE/IVOSB vendor community titled “Fireside Chat - Energizing and Scaling Your Business” and “Brand Perfect: Empowering Your Business Image” followed by the 2024 B2Bold Expo. As usual, the Division is promoting the event in advance with hopes of gaining participation from MBEs, WBEs, IVOSBs, and XBE partners. This event will take place on Friday, October 11, 2024, from 8:00 a.m. to 2:00 p.m. EST at the Indiana Government Center South Conference Center, 302 West Washington Street, Indianapolis, IN. This will allow vendors to meet and network with other subcontractors, prime contractors, state educational institutions, and buyers from private entities. At the start of the event, the spotlight vendors featured on DSD’s social media platforms throughout 2024 are to be highlighted. Then, the team will recognize two specific vendors and give out the annual awards: Ralph J. Adams Jr. Supplier Diversity Trailblazer Award and Cassandra Wilson Ignite Award. In addition, professional headshots will be offered in partnership with the Indiana Statehouse, Tour Office. At the B2Bold expo, eighty-nine (89) exhibitors will have booth space where they can share their services and resources with attendees seeking to grow their business during this networking time.

DSD Business Outreach Initiatives:

- Vendor Spotlight Program – This comprehensive initiative celebrates the successes and contributions of certified minority, women, and veteran-owned businesses in Indiana. The program includes social media posts to introduce the businessowner, a recorded interview, and a professionally produced video reel showcasing the business and its offerings. Through these efforts, the Vendor Spotlight program has raised awareness about the diversity and excellence of certified businesses, promoting the benefits of supplier diversity, and empowering businesses as they continue to grow and thrive. In 2025, the possibility of a podcast series would amplify the way in which this program is ran allowing for the video interviews to be more organic in a new setting as they become part of the Division’s fabric,
- Disparity Study Townhalls – From late 2024 to early 2025, DSD is focused on producing and promoting a robust disparity study. The outreach team will use current social media platforms that have accumulated a strong following to advertise the town halls where the Division will be on location to host the meetings. Utilizing the new Market Cloud platform is of utmost importance to make intentional e-blasts take place where information is disseminated to interested parties and feedback can be received from those who attend these events in the northern and southern parts of Indiana.
- Business Development Focus on Website – The Division aims to have a new tab in place on the DSD website focused on business development. By moving the helpful links business development page to a new section visible on the website, there can be more optimization of resources available to the business community. Moreover, new sub-sections will give birth to business development tools necessary for business owners that have been taught in the past years, such as creating a capability statement, crafting an elevator pitch, and enhancing their brand image. To garner excitement and anticipation,

commercials and teasers will be distributed to the Division’s subscribers and social media followers culminating with a launch date of June 1, 2025.

2024 DSD Events after Q1 Commission Meeting:

DATE	EVENT	Organizer
February 28, 2024	BSU Diversity Vendor Call	Ball State University
February 29, 2024	DSD BC Series - Energizing Your Business with Bonding	IDOA Division of Supplier Diversity and US Small Business Administration
March 4, 2024	Build Westville Diversity Outreach Event	Build Westville Team
March 5, 2024	Pepper Construction Annual Diversity Outreach Event	Pepper Construction
March 6, 2024	BSU Diversity Vendor Call	Ball State University
March 13, 2024	BSU Diversity Vendor Call	Ball State University
March 20, 2024	DSD BC Series - DSD 101: Introduction to DSD's Three Functions	IDOA Division of Supplier Diversity
March 27, 2024	BSU Diversity Vendor Call	Ball State University
April 3, 2024	BSU Diversity Vendor Call	Ball State University
April 10, 2024	Mid-States Minority Supplier Development Council Conference	Mid-States Minority Supplier Development
April 10, 2024	BSU Diversity Vendor Call	Ball State University
April 17, 2024	Certification Webinar	IDOA Division of Supplier Diversity
April 24, 2024	BSU Diversity Vendor Call	Ball State University
April 29, 2024	John Boner Roadmap to Business Fair	John Boner Center
April 29, 2024	DSD BC Series - PMO Doing Business with Community Health Network	IDOA Division of Supplier Diversity
May 1, 2024	BSU Diversity Vendor Call	Ball State University

May 1, 2024	John Boner Center Certification Workshop	John Boner Center
May 2, 2024	Queen City Women in Business Event	Queen City Women in Business
May 2, 2024	Build Westville Diversity Outreach/Pre-Bid Event	Build Westville Team
May 8, 2024	BSU Diversity Vendor Call	Ball State University
May 15, 2024	Pay Audit Webinar	IDOA Division of Supplier Diversity
May 15, 2024	BSU Diversity Vendor Call	Ball State University
May 16, 2024	IEDC Indiana Founders and Small Business Day	Indiana Economic Development Corporation
May 20, 2024	Ivy Tech Certification Workshop	IDOA Division of Supplier Diversity and Ivy Tech Community College
May 22, 2024	BSU Diversity Vendor Call	Ball State University
May 23, 2024	Pitch Perfect Workshop	IDOA Division of Supplier Diversity
May 29, 2024	BSU Diversity Vendor Call	Ball State University
June 5, 2024	BSU Diversity Vendor Call	Ball State University
June 10, 2024	2nd Qtr Governor's Commission Meeting	IDOA Division of Supplier Diversity
June 12, 2024	BSU Diversity Vendor Call	Ball State University
June 13, 2024	Build Westville Outreach/Pre-Bid Event	Build Westville Team
June 18, 2024	OMWBD Disparity Study Hybrid Meeting	City of Indianapolis - Office of Minority and Women Business Development
June 19, 2024	Certification Webinar	IDOA Division of Supplier Diversity
June 24, 2024	Queen City Lunch and Learn Virtual Talk Series	Queen City Women in Business
June 24, 2024	IBE Mayor's Breakfast	Indiana Black Expo
June 25, 2024	DSD BC Series - PMO: Doing Business	IDOA Division of Supplier Diversity and

	Across the State	Indiana Black Expo
June 25, 2024	IBE Governor's Reception	Indiana Civil Rights Commission and Indiana Black Expo
June 26, 2024	BSU Diversity Vendor Call	Ball State University
June 28, 2024	IBE Corporate Luncheon	Indiana Black Expo
June 28-30, 2024	IBE Expo Hall	Indiana Black Expo
July 3, 2024	BSU Diversity Vendor Call	Ball State University
July 10, 2024	Indiana Educational Institutions Zoom Meeting	Ball State University, Indiana State University, Indiana University, Ivy Tech Community College, Purdue University, University of Southern Indiana, and Vincennes University
July 11, 2024	OMWBD Professional Services XBE Event	IDOA Division of Supplier Diversity and Office of Minority and Women Business Development
July 11, 2024	ICR 2nd Roundtable Diversity Event	Indiana Construction Roundtable
July 16, 2024	Indy Chamber Onsite Bilingual Minority Certification	Indy Chamber – Hispanic Business Council
July 17, 2024	DSD Pay Audit Webinar	IDOA Division of Supplier Diversity
July 17, 2024	BSU Diversity Vendor Call	Ball State University
July 24, 2024	Ameristar East Chicago Hotel Diversity Outreach Event	Ameristar East Chicago Hotel
July 24, 2024	BSU Diversity Vendor Call	Ball State University
July 25, 2024	WBENC Succeed- AI and the Competitive Advantage Event	Women's Business Enterprise National Council
July 31, 2024	BSU Diversity Vendor Call	Ball State University
August 7, 2024	BSU Diversity Vendor Call	Ball State University

August 8, 2024	DSD BC Series - PMO: Doing Business with the Indiana Energy Association	IDOA Division of Supplier Diversity
August 8, 2024	QC Women in Business Indiana Supplier Readiness Round Table	QC Women in Business
August 14, 2024	BSU Diversity Vendor Call	Ball State University
August 21, 2024	Certification Webinar	IDOA Division of Supplier Diversity
August 21, 2024	BSU Diversity Vendor Call	Ball State University
August 28, 2024	OMWBD/ IAA 2024 Diversity Outreach Event & Reverse Trade Show	IDOA Division of Supplier Diversity and Office of Minority and Women Business Development
September 4, 2024	BSU Diversity Vendor Call	Ball State University
September 9, 2024	3rd Qtr Governor's Commission on Supplier Diversity Meeting	IDOA Division of Supplier Diversity

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 decreased by about nine percent (9%) from (Q2) 37 days to (Q3) 34 days for MBE/WBE. The average number of days to certify for IVOSB decreased by about ten percent (10%) from (Q2) 22 days to (Q3) 20 days. The division has met the commissioner's goal of reducing the average days to certify by ten percent (10%) from 45 days (2023) to 40.5 days (2024).

MBE/WBE Certification Statistics Q2 2024 and Q3 2024:

<u>New Applications Received</u>				<u>Recertification Applications Received</u>			
	MBE	WBE	TOTAL		MBE	WBE	TOTAL
Q2 2024 (as of 05/31/24)	75	98	173	Q2 2024 (as of 05/31/24)	54	92	146
Q3 2024 (as of 08/31/24)	75	73	148	Q3 2024 (as of 08/31/24)	41	79	120

IVOSB Certification Statistic Q2 2024 and Q3 2024:

	<u>Q2 2024</u>	<u>Q3 2024</u>
New Incoming Applications	13	5
Recertification Applications	30	17
Preliminary Denials Issued	0	0
Average Processing Time (Days)	22	20

Total Certified Firms in Q2 2024 and Q3 2024:

	<u>TOTAL</u>	<u>MBE</u>	<u>WBE</u>	<u>IVOSB</u>
Q2 2024 (as of 05/31/24)	2,568	970	1,340	258
Q3 2024 (as of 08/31/24)	2,579	978	1,343	258

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 2024, there have been a total of **48** compliance reviews, including a change to the subcontractor participation plan and INDOT Good Faith Effort (“GFE”) reviews. The DSD contract compliance manager attended **33** pre-proposal meetings and presented the information on 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 disagreements 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 every week. 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 Contract Compliance Initiatives:

During 2024, the Contract Compliance team implemented improvements to current procedures, which included enhanced communication with other state agencies and vendors. Also, DSD developed stronger relationships with other IDOA departments and its external partners.

- The DSD Contract Compliance team has created a plan to initiate random audits of state contracts, each team member will be responsible for auditing two randomly selected contracts per month. Once the process has been established and SOPs created it is the goal of the team to initiate more audits per month.
- The Contract Compliance team hosted the first 2024 Preparation Meeting Opportunity (“PMO”) live event on April 29, 2024. This three-part series covered how to contract with the state, Community Health Network, and Indiana Energy Association Member Companies. Through these workshops, vendors were able to build relationships and understand the procurement process with the respective organizations. The Contract

Compliance team has already reached out to potential candidates to offer advice and experience to the audience.

- DSD Contract Compliance team has identified a miscommunication between other state agencies' contract administrators and IDOA DSD. To remedy this, the Contract Compliance team has reached out to contract administrators to educate them on how to enter the correct dollar amount and allow for more accurate contract compliance reporting. This has also allowed the Contract Compliance team to build relationships with other agencies.
- The Contract Compliance team has partnered with the IDOA General Counsel, as an additional measure to ensure contract compliance on State of Indiana contracts, and to receive subcontractor participation amendment requests to ensure they have been reviewed and approved by DSD.

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.