Portland State University

Annual Report, Contracting and Purchasing with Historically Underrepresented Businesses
1. Dollar Value

<table>
<thead>
<tr>
<th></th>
<th>Capital Construction (including subcontracting)</th>
<th>Goods and Services</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Certified Minority businesses</td>
<td>59,120.04</td>
<td>71,904.41</td>
<td>131,024.45</td>
</tr>
<tr>
<td>2. Certified Women businesses</td>
<td>73,620.85</td>
<td>328,289.68</td>
<td>401,910.53</td>
</tr>
<tr>
<td>3. Certified ESBs</td>
<td>199,493.41</td>
<td>236,126.63</td>
<td>435,620.04</td>
</tr>
<tr>
<td>4. Certified Disadvantaged</td>
<td>107,254.88</td>
<td>43,969.41</td>
<td>151,224.29</td>
</tr>
<tr>
<td>Total of 1-4</td>
<td>439,489.18</td>
<td>680,290.13</td>
<td>1,119,779.31</td>
</tr>
<tr>
<td>5. Self-certified MWESBs and MWESBs certified by other than OBDD</td>
<td>33,750.00</td>
<td>1,411,634.08</td>
<td>1,445,384.08</td>
</tr>
<tr>
<td>Total of 1-5</td>
<td>473,239.18</td>
<td>2,091,924.21</td>
<td>2,565,163.39</td>
</tr>
</tbody>
</table>

2. Percentage of Total Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Capital Construction (including subcontracting)</th>
<th>Goods and Services</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Certified Minority businesses</td>
<td>0.21%</td>
<td>0.15%</td>
<td>0.36%</td>
</tr>
<tr>
<td>2. Certified Women businesses</td>
<td>0.26%</td>
<td>0.70%</td>
<td>0.96%</td>
</tr>
<tr>
<td>3. Certified ESBs</td>
<td>0.70%</td>
<td>0.51%</td>
<td>1.20%</td>
</tr>
<tr>
<td>4. Certified Disadvantaged</td>
<td>0.37%</td>
<td>0.09%</td>
<td>0.47%</td>
</tr>
<tr>
<td>Total of 1-4</td>
<td>1.53%</td>
<td>1.46%</td>
<td>2.99%</td>
</tr>
<tr>
<td>5. Self-certified MWESBs and MWESBs certified by other than OBDD</td>
<td>0.12%</td>
<td>3.02%</td>
<td>3.14%</td>
</tr>
<tr>
<td>Total of 1-5</td>
<td>1.65%</td>
<td>4.48%</td>
<td>6.13%</td>
</tr>
</tbody>
</table>

Total Spend Goods & Services 46,668,545.60
Total Capital Construction, Architecture & Engineering 28,673,017.05

Total MWESB Vendors Utilized FY 11
PORTLAND STATE UNIVERSITY

Introduction

Following is an overview of Portland State University’s (PSU) Minority, Women, Emerging Small Business (MWESB) outreach, participation and procurements for FY 11. PSU is continuously improving relationships with MWESB vendors and increasing contracting efforts with these firms. Since the modification of our W-9 in 2009 our ability to track utilization of MWESB's and identify target areas for increased engagement with MWESB vendors has been greatly improved. The modified form has made it easier for vendors who are certified by the State of Oregon or who are self-reporting to identify as Minority, Women and/or Emerging Small Business vendors. The PSU Diversity Action Plan also promotes developing stronger ties with the MWESB community. Additionally, PSU will also continue its efforts through the Business Outreach Program (BOP), and the Portland State Business Accelerator (PSBA).

Diversity Action Plan

The PSU Diversity Action Plan identifies four major goals:

- Goal 1: Enhancing the institutional environment, curriculum, and scholarship.
- Goal 2: Increasing numbers of students from under-represented groups.
- Goal 3: Increasing numbers of persons from under-represented groups in faculty, classified staff, and administration.
- Goal 4: Strengthening connections with diverse communities in the region.

In support of Goal 4, the offices of PSU Purchasing and Contracting, Facilities and Planning and Diversity and Inclusion will, to the extent possible and feasible, coordinate efforts to increase contracting activities with the MWESB vendor community as well as try to establish stronger ties in order to promote internships and greater employment opportunities for students.

Business Outreach Program

BOP is a 14-year-old outreach program with PSU’s number one ranked College of Business Administration. Its mission is to help local small businesses, including emerging, minority and women-owned businesses, achieve their potential while providing students with opportunities for community-based learning.

Since 1994, BOP has been providing consulting services, training and technical assistance to low to moderate income individuals, with a focus on minority and women-owned small business owners. While providing consulting services to business owners BOP has and continues to provide PSU students with a unique opportunity to engage in community-based learning with local microenterprises, small businesses and service providers. Over the last three years, BOP clients and services have had the following outcomes:
- 169 clients served
- 67% of clients are female entrepreneurs
- 26% of clients are minority entrepreneurs
- 80% of clients are low income (based on 50% or below area median family income (MFI))
- 80% of clients are existing businesses
- 165 PSU students placed in the Portland community as consultants

From inception, BOP has served over 600 small businesses in the Portland area in their business development. BOP clients are strong contributors to job creation/retention and the economic development that drives our community. The BOP serves businesses ranging from sole-proprietor micro entrepreneurs to small businesses with fewer than 50 employees. Over 80% of BOP clients are existing businesses. BOP has worked with the Portland Development Commission Economic Opportunity Initiative, TriMet, and the Port of Portland to meet the needs of a diverse set of clients.

**Portland State Business Accelerator**

PSBA is a business incubator and accelerator, providing space and business development support to start-up science and technology companies. The PSBA supports and strengthens entrepreneurship and technology commercialization efforts of the University and of the region.

The PSBA supports resident companies by providing affordable office and lab space, delivering a variety of support services, and linking companies to selected research and development capabilities of university faculty and students, as well as specialized services from the business community. These supports combine to help start-ups accelerate their business development cycles and shorten their time to market.

The value of such university-related support is high. A recent study by the National Business Incubation Association (NBIA) and several universities indicates businesses that participate in a university-run incubator program have a success rate of approximately 80% over a five-year period compared to a success rate of 20% for non-incubated businesses. This can have significant positive impacts both for the companies that participate and for the economic health of the region.

**Outreach**

In the past year PSU has participated in the following MWESB trade fairs to connect with and reduce barriers with vendors:

- The Governor’s Marketplace
- The Reverse Vendor Trade Show
- Oregon Association of Minority Entrepreneurs (OAME)
- OAME Trade Show and Luncheon
• OAME Coffee and Issues
• The Employment, Contracting and Promotional Trade Show hosted by the Hispanic Metropolitan Chamber
• OAME Coffee and Issues morning meetings
• Hispanic Chamber of Commerce After-Hours Networking Event
• Annual Hispanic Heritage Dinner
• Oregon Native American Chamber Awards Ceremony
• Oregon Native American Chamber luncheons
• PSU hosted Office Depot office supply vendor shows highlighting products provided by MWESB suppliers

Additionally, PSU maintains memberships with the following Chamber of Commerce organizations in order to improve communication and networking opportunities:

• Hispanic Metropolitan Chamber
• Oregon Native American Chamber (ONAC)
• Philippine American Chamber of Commerce of Oregon
• African American Chamber of Commerce
• Asian Pacific Islanders Chamber of Commerce
• U.S. Chamber of Commerce for Veterans/Oregon Chapter

PSU has also entered into a cooperative agreement with the Port of Portland to purchase office supplies from Indian Country Office Products, a local office supply vendor that is both woman and minority owned. PSU will continue to work with and participate in outreach events organized by PSU general contractors to continue marketing projects and opportunities, including sub-contracting opportunities, at PSU.

Next Steps

In addition to the previously identified outreach activities, Portland State University is committed to pursuing the following:

• Continue the roll out of PSU’s modified W-9 form to vendors to enable MWESB’s to identify if they are a certified or self reported MW/ESB.
• Meet with State and local government agency procurement professionals to identify additional opportunities for engaging MWESB’s.
• Meet with staff from PSU’s Business Outreach Program to develop methods of engagement.
• Create links on PSU’s website highlighting business opportunities at PSU for MWESB’s.
• Create links on PSU’s website to forms for State Certification and PSU’s modified W-9.
• Work with Facilities & Planning campus departments to identify viable procurements available to the MWESB community pursuant to OUS administrative rules.
• Continue to participate in vendor fairs to promote upcoming opportunities and encourage firms to participate in the OUS retainer program, which streamlines the procurement and contract execution process.
• Continue to look for opportunities to expand the use of MWESB firms on direct award contracts under both the retainer program and non-retainer program for construction related services.
• Add links to PSU’s website to encourage MWESB companies to sign up to receive notification by e-mail when new bid opportunities are posted on the OUS Procurement Gateway website.
• Include Veterans and People with Disabilities in MWESB engagement and outreach processes and events.
• Continue to engage all MWESB organizations in Oregon to notify PSU Purchasing when opportunities arise to meet with and engage MWESB community and vendors.
• Establish a working committee of internal staff and minority community business owners who will help PSU review and establish contractor requirements, contract language, and processes that will enhance MWESB participation.
• Advocate on behalf of MWESB vendors and the PSU community to ease the process of obtaining state certification.
• Look for opportunities to utilize social media to engage MWESB vendors.
• Look at the possibility of PSU hosting a quarterly networking open house during which time MWESB vendors and internal project managers and campus buyers would update MWESB vendors about upcoming contracts and resources that might be needed to prepare bids or proposals.