



White House Initiative on Historically
Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WEEK CONFERENCE

Session Title - Leveraging Public Private Partnerships for Competitive HBCUs

Presenter
Legand L. Burge, Jr., PhD
LLBurge & Associates, LLC



Section Title - Partnerships and Research



For Consideration

- HBCUs Represent a national resource that should be leveraged
- Higher education capabilities should Include: Leveraging faculty and providing students with creating incentives and opportunities to learn
- Collaboration between academic units provides a force-multiplier for institutions: Role of Office of Sponsored Programs
- President and Financial Officer (CEO/CFO) responsibilities
- The organizational recommendations include Office of Sponsored Programs and Office of Grants/Contracts
- New assessment of policy and procedures for success
- A discussion on contracts vs grants is necessary
- What partnerships leverage: Funding-Leveraging Opportunities/Grants/Contracts
- Institutional Capabilities
- Your next steps - Future Contacts



Leverage the National Resource

- Historically Black Colleges and Universities (**HBCUs**) are ~105 Colleges and Universities
- Authorized by Title III Higher Education Act of 1965
- Congress officially defined an HBCU as an institution whose principal mission was and is the education of Black Americans, was accredited and was established before 1964
 - Cheney University in Pennsylvania was founded in 1837
- **Historically**, African Americans who received a college education could only get it from an HBCU
- HBCUs will **graduate approximately 25 percent** of all African Americans who earn the undergraduate degree
- FYI – 15 institutions graduate **ABET** engineering degrees; others STEM
- Differentiators: STEM, IT, Cyber Security, C3IoT, 5G, AI, Smart Institutions
 - Leveraging Faculty: **Leverage as Centers of Excellence (CoE)**
 - Students: Creativity, Innovative, **Application Development**



Leverage the National Resource Cont'd

- HBCUs are **experts at educating African Americans**:
 - HBCUs graduate over 50 percent African American professionals.
 - HBCUs graduate over 50 percent of African American public school teachers and 70 percent of African American dentists.
 - 50 percent of African Americans who graduate from HBCUs go on to graduate or professional schools.
 - HBCUs award more than one in three of the degrees held by African Americans in natural sciences.
 - HBCUs award one-third of the degrees held by African Americans in mathematics.
 - HBCU engineering programs award 30 percent of engineering degrees to African Americans while representing only three-percent of the American engineering programs
- According 2004 McKinsey study, average graduation rate at many HBCUs is higher than the average graduation rate for African Americans at majority institutions (not refuted)



Contracts vs Grants

- A **contract is not a grant**, and cannot be executed as a grant.
- A grant: an award of upfront funding for an award amount with a specified completion date whereby the university provides research, analysis, study or exchange. A grant award provides the result of an established set of objectives that an entity will fund the University for doing, tasks, programs or created and support areas to enhance the academy.
- A contract: an agreement that results from the University being selected as a partner to perform a part of a specified job/task, service, or participate in a process to aid a **customer** to achieve their objectives, for **profit**.
- A **contract is not a gift**, but a business decision that the entity wants the University/College to undertake.



Roles of the Office of Sponsored Programs (OSP)

- OSP supports and advances the Institution's mission by providing leadership and expertise in **research administration** and ensuring **compliance** with relevant regulations.
- OSP partners with research/academic community to obtain and negotiate awards
 - stewarding sponsored funding in accordance with regulatory requirements
 - encouraging continuous professional development of staff
 - providing technical expertise to the academic and research community
- **OSP handles the entire lifecycle of an award**
 - Pre-award, research finance, and sponsored financial reporting, billing and collection
 - identify opportunities for research funding
 - review and assist in the preparation of proposals
 - negotiate terms and conditions of awards with sponsors
 - identify and resolve issues that arise throughout the lifecycle of the award
 - ensure accurate and compliant accounting of income and expenditures on sponsored project accounts
 - complete and submit financial reporting required by sponsors
 - complete, submit, and collect on periodic invoices
 - assist with account reconciliation and closeout



Process of Contractual Efforts: Faculty and Students

- Entities, such as Federal and State Governments, and Corporations will pay for services, products, labor, research and analysis, innovation, applications and development, studies
- Development efforts identify potential contractual entities with government or industry
- Student talent availability for learning and experience
- Student goals are focused on research and learning experiences to enhance competency and expertise
- The student could indeed work within a contractual process as an intern
- A faculty member could participate in contractual work to perform a service, specific project or offer work given, or consultant rights; or may hire (even sub-contract) talent to perform the work.



Useful Documents and Numbering Systems

- Proprietary Information Agreement (PIA)
- Global Memorandum of Understanding (MOU)
- Teaming Agreement (TA)
- Statement of Work (SOW)
- Task Orders (TO)/ even indefinite delivery/indefinite quantity (IDIQ) TOs
- Registrations and Certifications (R&C) per government regulations; includes such evidence as facilities and administrative rate (indirect cost), fringe (FICA, Medicare, and Insurance) rates; Tax Identification (ID) number, Commercial And Government Entity (CAGE) Code, Data Universal Numbering System (DUNS) Number, and North American Industry Classification System (NAICS) Number.
- Period of Performance (POP) is established; generally, six months to one year (most likely) with options to five years.



Building a Cost Proposal

- A Cost Proposal is part of a more comprehensive proposal that may include the conceptual or schematic design of the project, and information concerning project scheduling, project organizational structure, and key project personnel. The Cost Proposal is the preliminary cost estimate submitted by a contractor for the purpose of negotiations or planning a job or project.
- The Cost Proposal is necessary to establish the amount that will be paid from a contract
- A Cost Proposal is formulated, and agreed upon by the entity (customer)
- Labor rates per hour, generally, industry focused rather than university rates; and, structures the Identification of Work included in the SOW that will be accomplished.
- Approved Facilities and Administrative (F&A) (Indirect Cost) Rate
- Work begins: why (SOW), who (faculty/student/external hires), what (task orders), when (timelines), where (local or elsewhere), how (work is accomplished/tools to do the work)



Responsible Campus Parties

- CFO processes the individuals thru [first period of performance (POP), generally, one pay period].
- CFO Unit invoices the prime (customer) for hours or specified amounts, as with firm-fixed price (FFP) based on time frame given by the prime contractor.
- CFO leads effort to determine facilities and administrative rate
- Campus team includes the following offices: Lead Faculty/Academic Unit(s), Academic Affairs, Vice President for Business and Finance/Chief Financial Officer, Director of Contracts and Acquisitions, Grant Accounting, Comptroller. and the Office of the President. These entities ensure appropriate individuals for the contracting process have the roles and responsibilities to alleviate any bottle necks for a smooth operational process.



What a Contractual Agreement Does

- Provides opportunity for service/performance to showcase capabilities
- Provides a “resume” for the institution
- Recognize process of proposal, selection and award, back-office processes, including invoicing and accountability, and reporting, and funding: a contract assists with F&A Rate (Indirect Costs)
- Award to institution allows for non-restricted funds to flow
- Most important – funds can be allocated to faculty, students, university requirements, or to whatever CEO/CFO designates
- Creates past performance: useful for next proposal
- Provides opportunity for future partners and research opportunities
- Note: where the government spent your money in 2017 -

<https://business.defense.gov/Portals/57/FY16%20NAICS%20Rank.xlsx?ver=2017-07-11-154600-953>



Consideration for Institutional Capabilities*

<ul style="list-style-type: none"> • Resources, including total # personnel-faculty, students, staff, budget • Building location(s), main campus, downtown, etc. • Total Funding (\$M) • Production of graduates • Degree areas • Certificate areas • Institutional Background 	<ul style="list-style-type: none"> • Core Competency areas • Scientific Laboratories • Teaching Laboratories • Critical Equipment • Tools • Training Facilities • Online areas
<ul style="list-style-type: none"> • Research area(s) • Expertise areas and professional certifications • # of publications, conferences, etc. • Projects • Core Strengths • Collaborations • Public-Private Partnerships 	<ul style="list-style-type: none"> • Other Emerging Capabilities • Patents • Proprietary Intellectual Property • Pertinent Differentiators • Past Performance • Facilities and Equipment

**A one-page (or appropriate pamphlet) summary that outlays the institutions capabilities/competencies*



Who We Are – Contact Us to Leverage Your Capabilities

- **LLBurge & Associates** has "go-to" experts for customer services, administrative, business development to be your contractor of preference.
 - international experience in program management
 - education and training experience in academia, government and community engagement.
 - a key contributor to the defense sector
 - accountability for contractual efforts, human resources, business and proposal development for global operations
 - executive leadership and technical solutions in a portfolio for public/private, academia and industry.
- **Dr. Legand L Burge Jr, President**
 - e-mail - legandlburgejr@gmail.com
 - **LLBurge & Associates, LLC**
 - Phone: (334) 220-9640

“Broadening, Motivating and Winning the Base”





Panel Speaker

Darold Hamlin





White House Initiative on Historically
Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WEEK CONFERENCE

Leveraging Public Private Partnerships for Competitive HBCUs



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Leveraging Public Private Partnerships for Competitive HBCUs

Here is What We Know:

- African American Community Based and Faith Based Organizations do not participate in Federally funded programs
- HBCUs do not participate in R&D required to fund their sustainability and is the foundation for new economy companies
- Minority Business Development programs are focused on government service contracts and have not changed in 50 years



Leveraging Public Private Partnerships for Competitive HBCUs

Key Objectives to Achieve:

- Leverage HBCU (best minds) to create new economy opportunities
- Ensure America's Scientific Investment's Create Economic Opportunities in Minority Communities
- Ensure Minority Business Development Programs create entrepreneurs in new economy businesses
- Locate next generation industries in and around underserved communities as a catalyst for economic participation



Leveraging Public Private Partnerships for Competitive HBCUs

Ownership Wealth Factors Timelines

Listed below are the materials or inventions WEALTH ownership timeline:

Before the 16th Century – Land

17th Century – Ports and Shipping

18th/19th Century - Steam Engines for Ships

- Engines for Land Transportation – Railroads

20th Century – To 1970 Manufacturing Based on Oil and Steel – Automobile

Airplane - After 1970 Age of Microprocessors, Intel, IBM, Microsoft, Google, 21st

21st Century – Convergence of Information Technology, Biotechnology and
Nanotechnology

Age of Advanced Manufacturing



Leveraging Public Private Partnerships for Competitive HBCUs

Federal Government Spending FY 2017

<u>Contracts</u>	\$444.9B
<u>Grants</u>	\$589.1B \$140 R
<u>Direct Payments</u>	\$1.649T
<u>Insurance</u>	\$6.9B
<u>Loans / Guarantees</u>	\$6.4B
<u>Others</u>	\$52.2B

Source: <http://www.usaspending.gov/>



Leveraging Public Private Partnerships for Competitive HBCUs

Minority Business vs. Innovation Legislative Timelines

1968 - SBA establishes 8(a) Program

1969 - MBDA established (Executive Order)

1972 - National Minority Purchasing Council

1978 - Small Business Act amended and Defines 'Procurement Set-Asides'

1986 - Defense Authorization Act – SDB Target 5% (\$70B over 10 years)

1990 - Department of Defense Mentor Protégé Program

R&D and Innovation Legislation:

1980 - Bayh–Dole Act or Patent and Trademark Law Amendments Act (ownership of invention)

2007 - America COMPETES Act; America Creating Opportunities to Meaningfully Promote Excellence in Technology, Education, and Science Act

2011- Leahy-Smith America Invents Act (Patent Reform)

2011- HBCU Strategy, National Defense Authorization Act



Leveraging Public Private Partnerships for Competitive HBCUs

Federal research has created companies like Microsoft and Google. The research below is **What Makes the iPhone so Smart?**

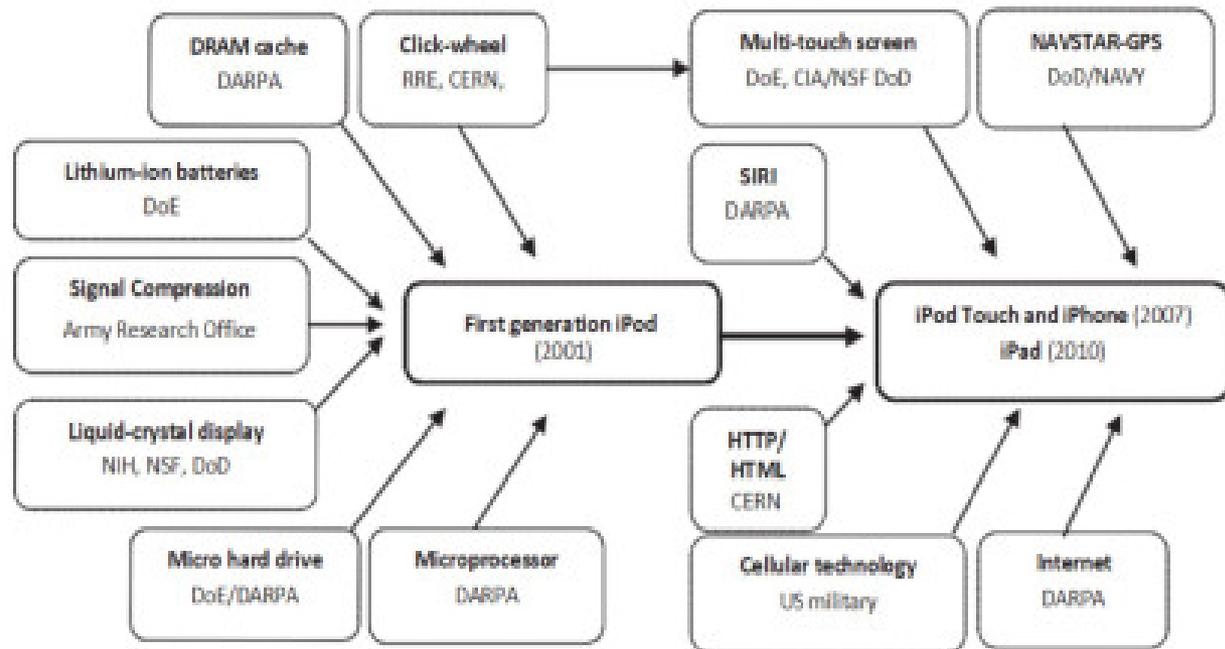


Figure 13 from *The Entrepreneurial State: debunking public vs. private sector myths* (2015, p. 116)



Leveraging Public Private Partnerships for Competitive HBCUs

Top Companies: Market Cap 2000 - 2015

2015 Company	Value	2005 Company	Value
Apple 1976	\$598B	General Electric	\$382B
Alphabet 1998	\$534B	Exxon Mobil	\$381B
Microsoft 1975	\$450B	Microsoft	\$263B
Berkshire Hathaway 1965	\$324B	Citigroup	\$234B
2010 Company	Value	2000 Company	Value
Exxon	\$369B	General Electric	\$477B
Petro China	\$303B	Cisco Systems	\$305B
Apple	\$296B	Walmart	\$286B
BHP Billton	\$244B	Pfizer	\$264B

Billions versus Millions in Revenues for MSIs and MBEs



Leveraging Public Private Partnerships for Competitive HBCUs

Name	Enrollment	Budget	Other Fed Rev.	Endowment
Georgetown	16,310	\$1.49B	\$252.7M	\$1.52B
GWU	25,613	\$1.7B	\$159M	\$1.6B
Johns Hopkins	20,858	\$7.17B	\$2.2B	\$3.4B
UPenn	24,806	\$7.74B	\$928M	\$10.7B
Georgia Tech	26,806	\$1.6B	\$573M	\$1.8B
Emory U	14,679	\$4.8B	\$572M	\$6.67B
Univ. of Chicago	14,467	4.3B	\$357M	\$7.55B
Northwestern U	20,955	\$2.06B	\$594M	\$10.1B
UCLA	44,947	\$6.7B	\$1B	\$3.3B
USC	44,000	\$4.1B	\$452M	\$4.6B



Leveraging Public Private Partnerships for Competitive HBCUs

National Defense Authorization Act – Creates 21st Century HBCU Centers of Innovation

- Use the legislation and diversity and inclusion guidance to establish up to 26 Centers of Innovation at research accredited HBCUs
- Each school would have its own area of research specialization i.e. Robotics, Internet of Things Artificial Intelligence, Advanced Manufacturing
- Each Center would have relationships with academia, industry and investment community to take new products to market

Results: Access to University Affiliated Research Centers (UARC) and Federally Funded Research and Development Centers (FFRDC) \$6B estimated value sole source research contracts

- Potential \$600M Contracts to HBCUs and MBEs annually
- Potential \$60M operational revenues to HBCUs
- Creates estimated 4000 STEM jobs at HBCU business entity
- Increases African American ownership of Intellectual property the foundation for new technology companies



Leveraging Public Private Partnerships for Competitive HBCUs

African American Precision Medicine Initiative

- Establish an African American Precision Medicine Foundation to manage legislation policy and collective research for African American Biomedical researchers to ensure the viability of HBCU Medical Schools
- Establishment of a Health Equity Federally Funded Research and Development Center (FFRDC) to ensure African Americans economically benefit Genomic and Health Disparities research
- Establish an African Diaspora Research Hospital in the US Virgin Islands to bridge Health Disparities by collecting and analyzing data and information on the African diaspora and promoting global research on people of African descent
- Establish and support an African Diaspora Biobank at either the FFRDC or African Diaspora Research Hospital

Billions versus Millions in Revenues for MSIs and MBEs



Leveraging Public Private Partnerships for Competitive HBCUs

Why Research and Development (R&D) is Important to HBCUs

- Diversifies the revenues of HBCUs – national average for public universities is 44% of revenues come from contracts, grants or appropriations
- Every million dollars creates an average of 6 jobs managed by research organization
- R&D helps the schools financially when it get over \$25M annually
- Makes the institution through research foundation an employer
- Develops more minorities researchers at HBCUs
- Develops more intellectual property at HBCUs which further diversifies revenues
- Permits African Americans to OWN minority next generation industries; Precision Medicine, Robotics, Artificial Intelligence, Internet of Things and Advanced Manufacturing



Leveraging Public Private Partnerships for Competitive HBCUs

Conclusion:

- Creating African American jobs is predicated on an understanding of 21st Century university financing and the technology transfer/innovation process
- Development of a comprehensive strategy that leverages America's best minds to create opportunities for all Americans. Government facilitates academic industrial partnerships to increase minority participation in new economy industries
- African American ownership of next generation industries will be based on a matrix model of proven African American business owners and scientists.





Panel Speaker

Cathy Fore





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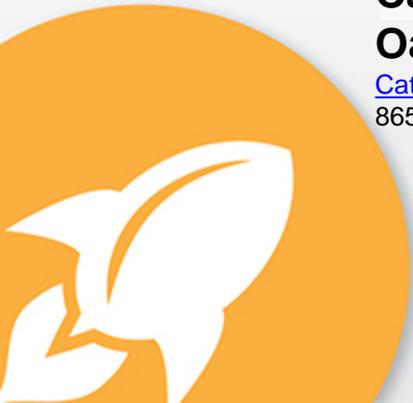
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Leveraging Public Private Partnerships for Competitive HBCUs

Cathy S. Fore
Oak Ridge Associated Universities

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Sustainable Partnerships: Advancing the HBCU Research Portfolio



Oak Ridge Associated Universities (ORAU) is . . .

. . . a university consortium focused on advancing scientific research and education through partnerships

. . . a U.S. Department of Energy (DOE) contractor managing the Oak Ridge Institute for Science and Education (ORISE)



122 Ph.D.-Granting Member Institutions

STEM Workforce Development



Medical Management of Radiation Incidents



Worker Health & Environmental Cleanup



ORAU HBCU/MEI Council

Vision

A premier consortium of institutions engaged in leading-edge science and technology, and.....

its members are recognized as competitive and strategic business partners.

- *Alabama A&M University*
- *Clark Atlanta University*
- *Fayetteville State University*
- **Florida International University**
- *Howard University*
- *Jackson State University*
- *Johnson C. Smith University*
- *Meharry Medical College*
- *Morehouse College*
- **New Mexico State University**
- *Norfolk State University*
- *North Carolina A&T State University*
- *South Carolina State University*
- *Southern University and A&M College*
- *Spelman College*
- *Tennessee State University*
- *Tuskegee University*
- *University of Maryland, Eastern Shore*
- **University of Miami**
- **University of New Mexico**
- **University of Texas at Arlington**
- **University of Texas at San Antonio**
- **University of Texas Rio Grande Valley**
- *University of the District of Columbia*



STEM Workforce Development: Preparing the Next Generation Scientific Workforce

In FY 2017.....

- **10,000+** individuals participated in internships, fellowships and other research opportunities
- **25+** federal agencies and departments
- from **856** US universities and more than **250** foreign universities
- Total stipends paid = **\$258M**

Academic Status	Number
Undergrad Students	1,461
Graduate Students	1,341
Postgraduate Interns	2,985
Postdoctoral Fellows	1,751
Faculty	329
Other Scientists	378
K-12 Teachers/Students	1,901

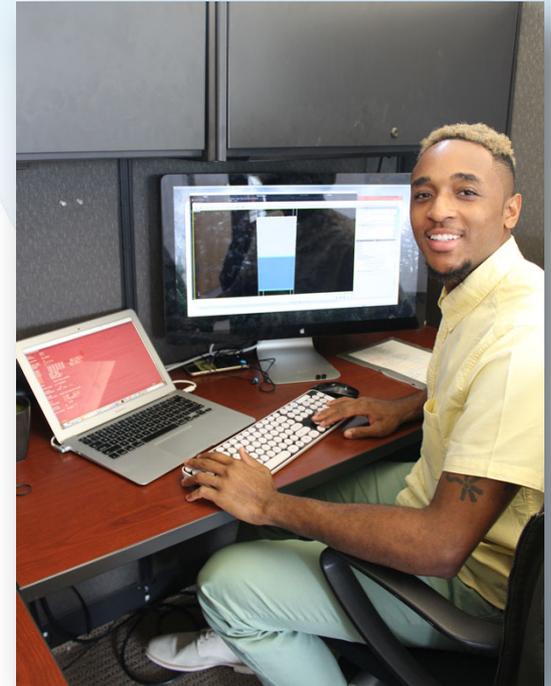


Oak Ridge National Laboratory Higher Education Research Experiences (HERE) Program



MOREHOUSE
COLLEGE

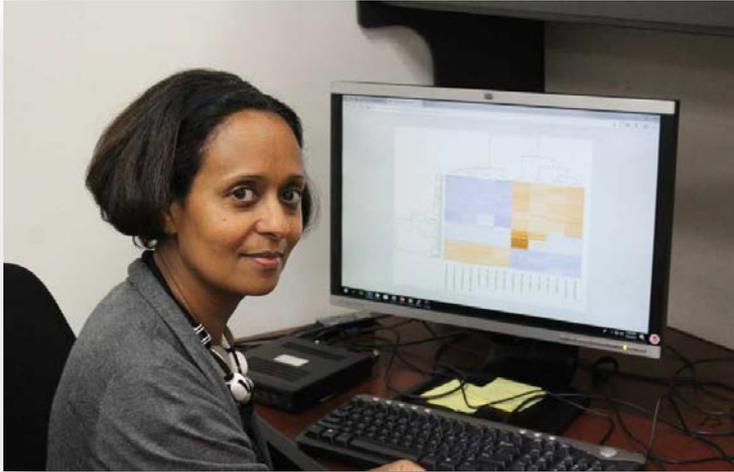
- Graduate Student
- Research Focus
 - Materials science
 - Computer simulation method (molecular dynamics) to investigate the effects of electron-beam interactions with solids
 - ORNL's Center for Nanophase Materials Sciences



Jordan Campbell
Morehouse College
Chemistry, 2014



DOE's Visiting Faculty Program



Mentewah Ayalew, Ph.D.
Vice Chair of Biology
Associate Professor
Spelman College

- Faculty member
- Research Focus
 - Biological big data: Examining metabolic capabilities and activity of bacteria associated with peat mosses using metagenomics



DHS Summer Research Program



Dr. Terri Adams-Fuller, Ph.D.
Associate Dean, Social Sciences
Howard University
Grad Student: Nicole Branch
Undergrad Student: Leigh Anderson

- DHS National Center for the Study of Preparedness and Catastrophic Event Response (PACER), Johns Hopkins University
- Research Focus
 - Examination of Resilience and Role Conflict Among First Responders
 - In deadly disasters like Category 5 hurricanes or terrorist attacks
 - Why do some police officers on the front line fail to report to duty?
 - Why do other officers always show up?



EPA Environmental Research and Business Support Program

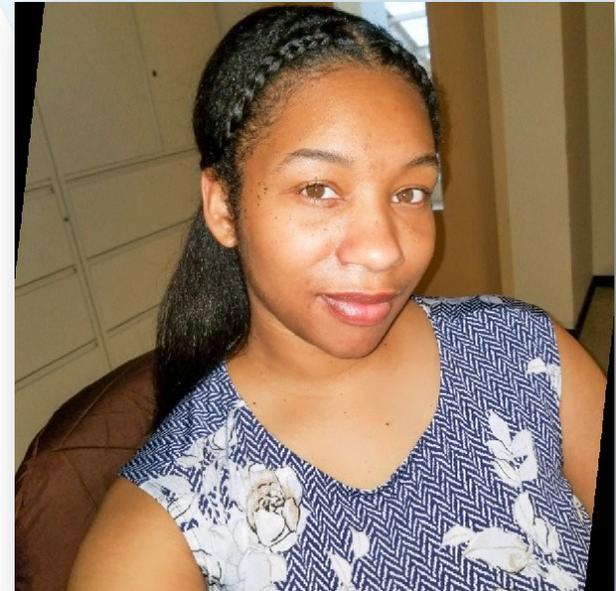
- Temporary Employee
- Research Focus
 - Chemical exposure modeling
 - EPA's National Exposure Research Laboratory, Raleigh-Durham, NC.

"I would strongly recommend this program to anyone who is hoping to make a difference in the environmental field, even if they are not yet sure what that difference might look like."

Employee Participant 2015-17



**NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**



Ashley Jackson
M.S., Bioengineering
North Carolina A&T State University



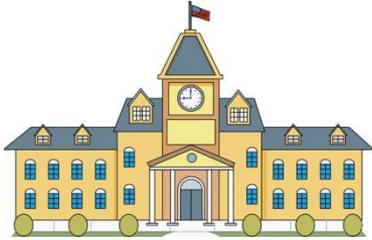
ORAU-Directed Research and Development (ODRD) Program

Jointly pursue collaborations that.....

- Maintain scientific & technical vitality – strengthen core capabilities
- Enhance ability to address emerging science and technology needs
- Foster creativity & stimulate exploration to expand thought leadership – technical differentiation/innovation that enhances our competitiveness
- Support applied research – *Together*



ODRD Funnel

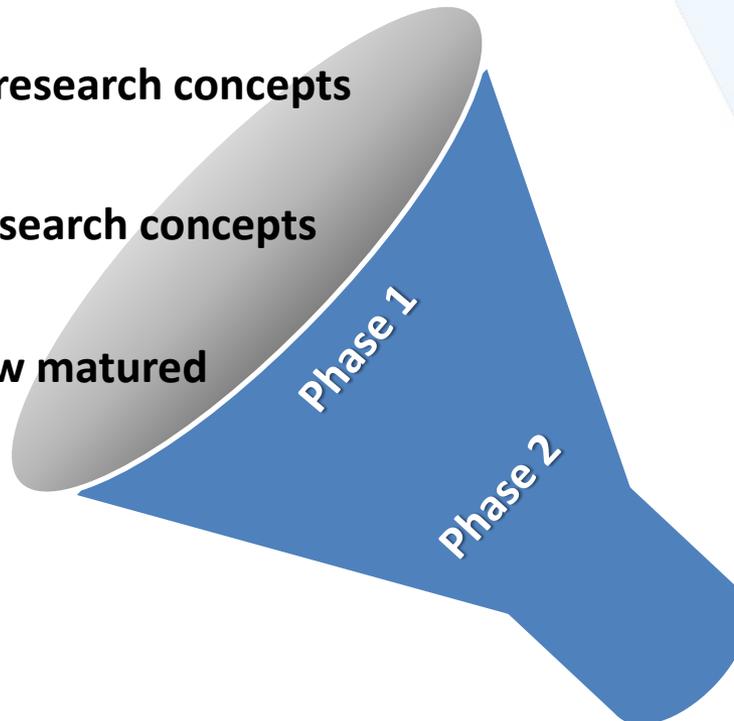
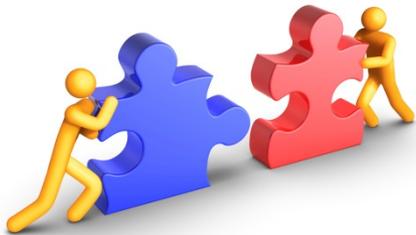


University research concepts



ORAU research concepts

Previous proposals, now matured



Phase 3: External Joint Proposals, White Papers

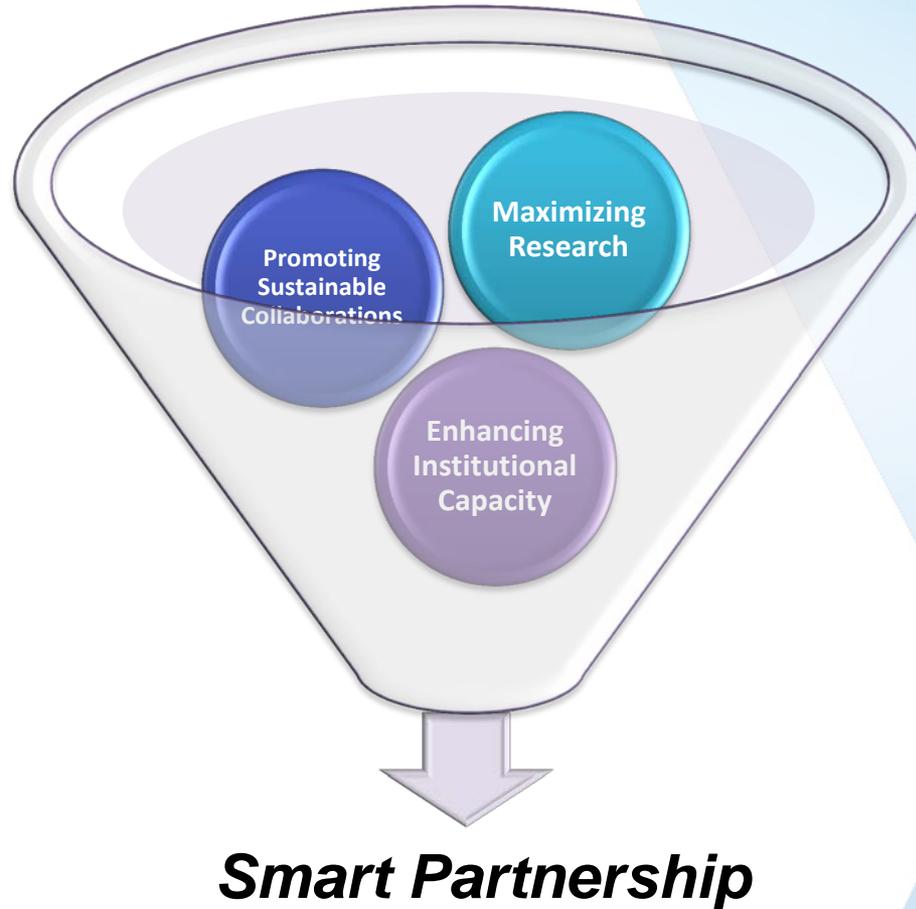


DOE Mentor-Protégé Program

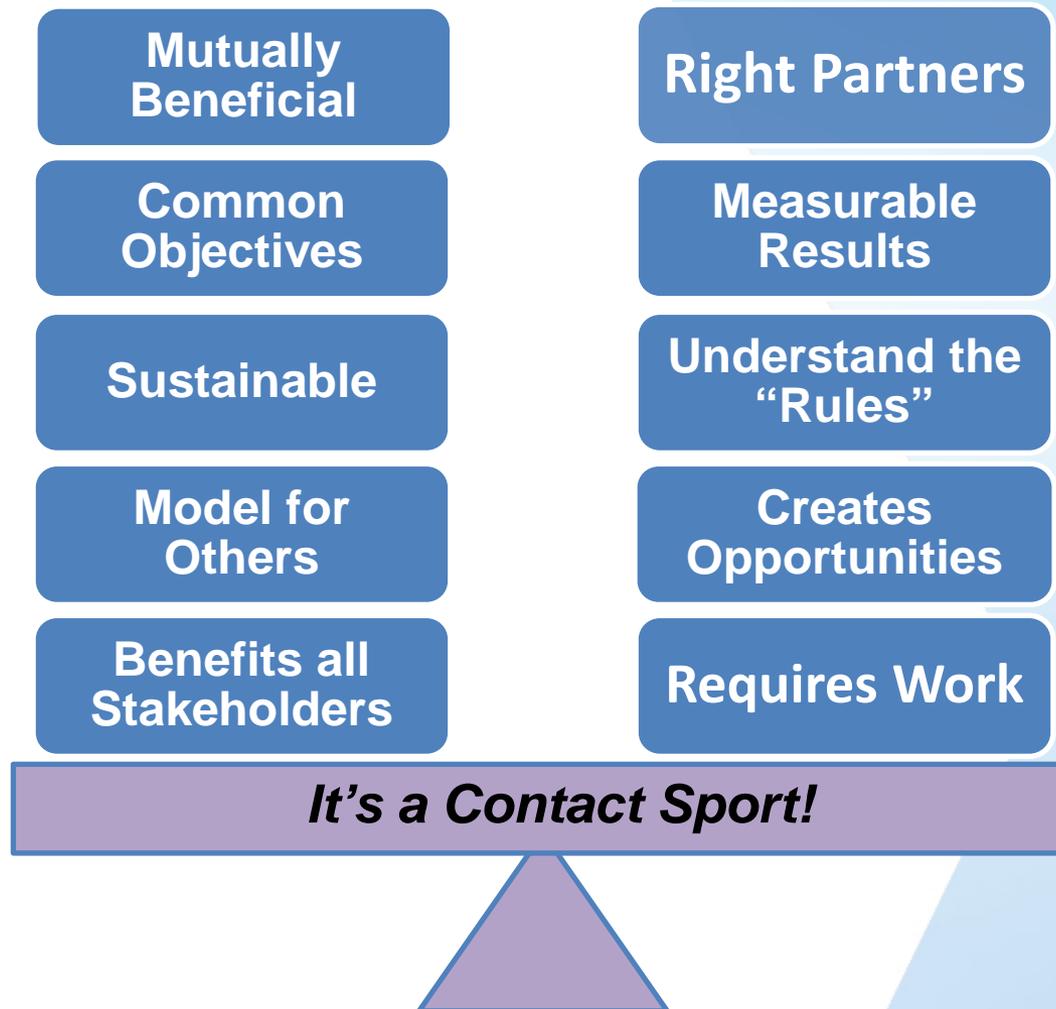
- Collaborative Research Project
 - *Characterization of the Radiation Response and Decay Time of CaF₂ Nanowires when Exposed to Ionizing Radiation*
- Red Team Review of Proposals
- Webinar on Writing Successful White Papers
- Joint Proposals
- Joint Publications
- Virtual Career Fair
- Event and Travel Grants



Key Elements of a “Smart” Partnership



Key Elements of a “Smart” Partnership





Panel Speaker

Susan Glimcher





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Leveraging Public-Private Partnerships for Competitive HBCUs

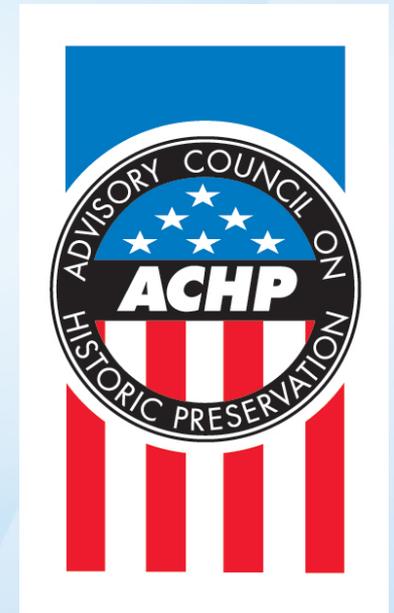
Presenter

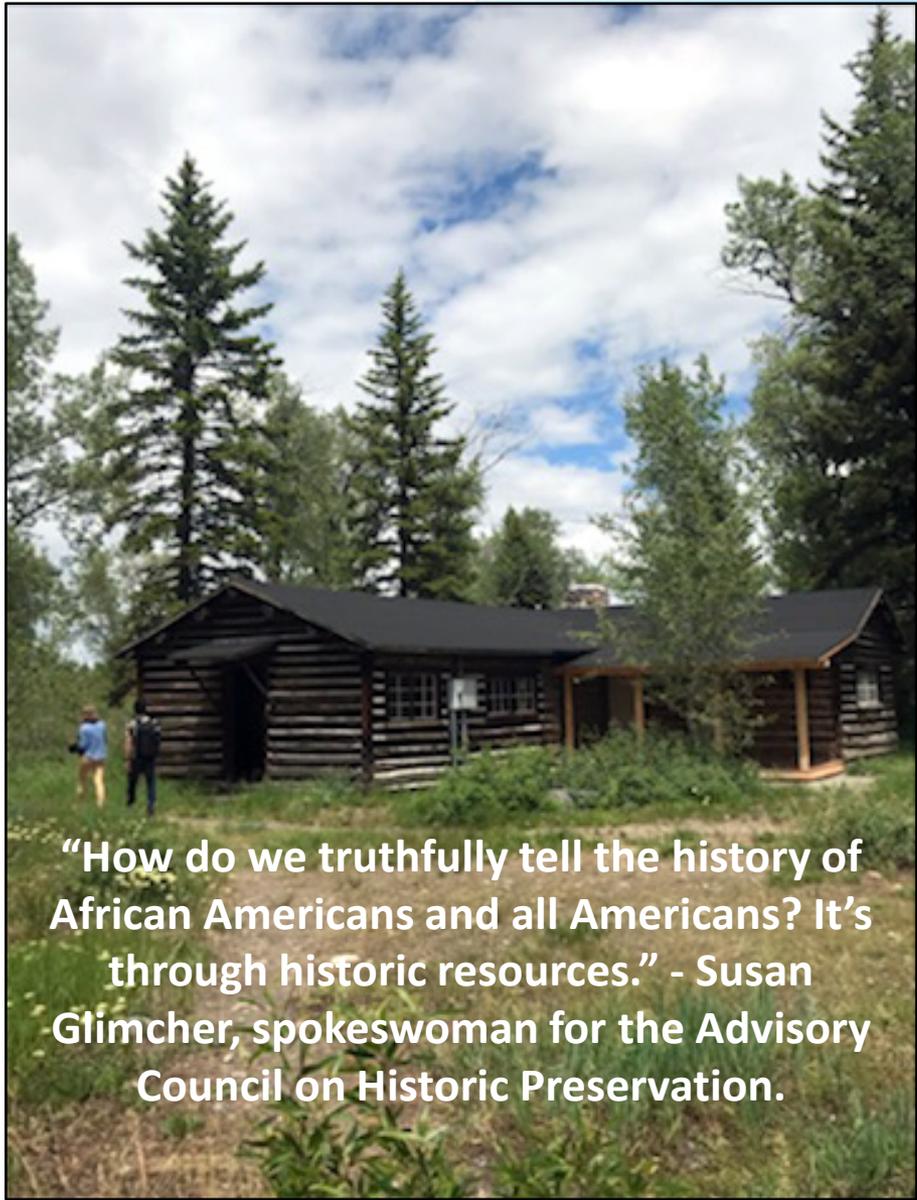
Susan Glimcher
Director, Office of Communications, Education,
and Outreach, ACHP
sglimcher@achp.gov



Advisory Council on Historic Preservation

- Federal agency that promotes the productive use of our nation's historic resources (historic places, sacred sites)
- Advises the President and the Congress on national historic preservation policy
- Oversees Section 106 - mandates that federal agencies must consult with interested parties when *any* undertaking (permit, demolition, building) affects a historic property or site



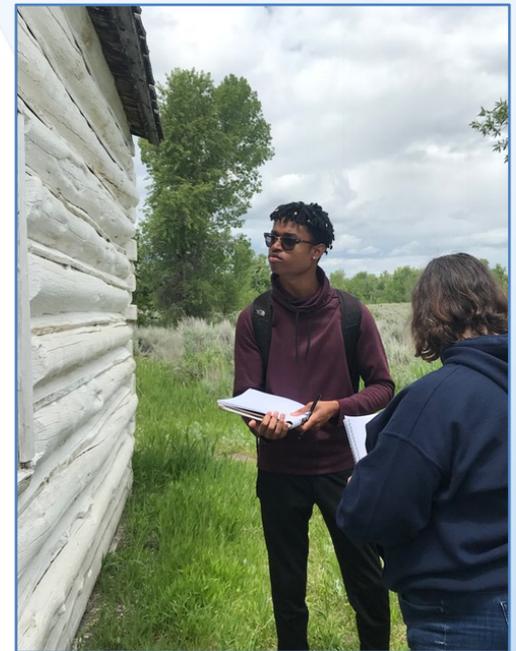


“How do we truthfully tell the history of African Americans and all Americans? It’s through historic resources.” - Susan Glimcher, spokeswoman for the Advisory Council on Historic Preservation.



Origin of *Touching History: Preservation in Practice*

- Engaging Youth in Historic Preservation
- Building a More Inclusive Preservation program



Goals of Pilot Program

- Bring African American young professionals into preservation-related fields: architecture, landscape design, history, urban and community planning
- Train in historic preservation—theory/hands-on experience
- Contribute to/raise awareness of the rich cultural legacy of Historically Black Colleges and Universities (HBCUs)
- Increase HBCUs that offer degrees in Historic Preservation/related fields
- Restore and preserve the historically significant buildings on HBCU campuses





Key Partners

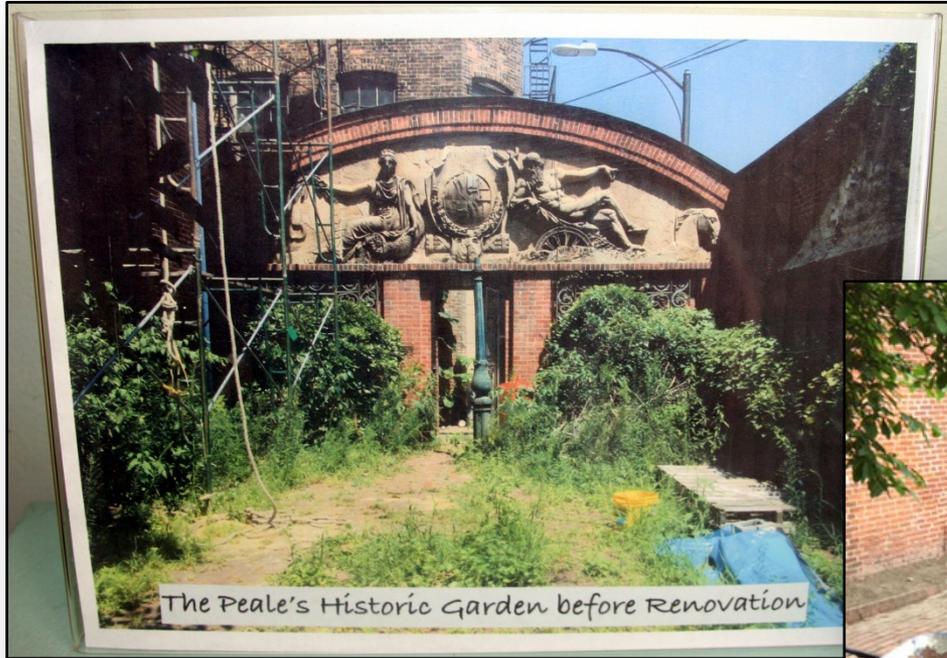
- Advisory Council on Historic Preservation
- National Trust for Historic Preservation (HOPE Crew)
- National Park Service, HQ (NPS)
- Western Center for Historic Preservation Training (WCHP)
- Morgan State University



So, How Did It Work?

- MSU students in WY - 2 weeks of classes and hands-on work
- MSU students worked on a HOPE Crew project
- MSU students met with ACHP members such as Robert G. Stanton, former director of NPS
- MSU students met with ACHP staff, including Valerie Hauser, Director, Office of Native American Affairs
- Connections with professionals nationwide
- Many new opportunities

The Peale Center, Baltimore - Before



Hands-on Historic Preservation
Work with the NTHP's HOPE Crew

The Peale Center, Baltimore - After



Outcomes for MSU Students and Partners

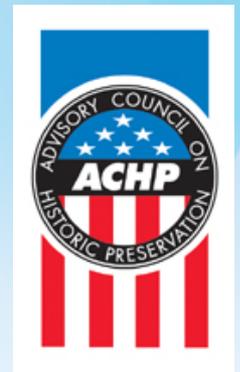
- Press and publicity coverage for all partners
- New relationships outside of everyone's "usual partnerships"
- Interest in future participation at the local, state, and national level
- Six students with new options for careers AND networking choices
- But.....also.....
 - Everyone is a winner! 😊





Partnerships are Critical to Our Success

- Allow us to do work which cannot be accomplished alone
- Raise awareness of our missions
- Serve as introductions to new opportunities
- Generate a wider reach for new audiences
- Create a diversity of skills and opinion
- Provide resources
- Share secrets for success
- Grow your customer base



National Trust *for*
Historic Preservation®



How to Identify Partners

- **ALWAYS** think OUTSIDE the box!
Be creative
- Determine what YOU need to make the program/project a success
- Network, network, network
- Research
- Ask for ideas from colleagues, existing partners
- Be flexible – top down or bottom up?
- Look for long-term shared purposes
- Identify different skill sets/complementary strengths



The Golden Rule of Partnerships

- Partnerships ***must*** be guided by shared missions and purposes

If it's not a win/win/win – it's not going to work



What Will You Need?

- Clear expectations
- Great communication
- The ability to compromise
- Commitment, flexibility, and fairness
- Agreed upon metrics
- But.....also.....
 - Signed documents of agreement 😊



Be Aware of Potential Challenges

- Different management styles
- Financial inequality
- Differing commitment levels
- Unclear roles and responsibilities
- Not knowing your own boundaries
(And when to say “no.”)



Your Best Strategies

- Clear communication
- The knowledge that you can walk away



**HOW
WILL YOU
KNOW
IF IT'S THE
RIGHT
DECISION
IF YOU
NEVER
MAKE IT?**

KUSHANDWIZDOM



Questions?

Susan Glimcher

Director, Office of Communications, Education, and Outreach
Advisory Council on Historic Preservation

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Panel Speaker

Melissa Jenkins





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Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WEEK CONFERENCE

U.S. Department of the Treasury Office of Small Disadvantaged Business Utilization

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Overview of the Department of Treasury

- The Treasury was formally established as an executive department by the First Session of Congress
- Serves as the steward of U.S. economic and financial systems
- Primary functions of the Department of the Treasury include:
 - Managing Federal finances
 - Collecting taxes, duties and monies paid to and due to the U.S. and paying all bills of the U.S.
 - Currency and coinage
 - Managing Government accounts and the public debt
 - Supervising national banks and thrift institutions
 - Advising on domestic and international financial, monetary, economic, trade and tax policy
 - Enforcing Federal finance and tax laws
 - Investigating and prosecuting tax evaders, counterfeiters, and forgers





Execute the President's Executive Order on increasing utilization of Historically Black College and Universities in Treasury contracts

- A. Locate and design Treasury contracting opportunities that match HBCU capabilities
- B. Match HBCU graduates to large/small business contractors employee portfolios
- C. Educate HBCUs on how to do business with Treasury
- D. Educate Bureau on how to do business with HBCUs

What Treasury Buys

- Within Treasury Departmental Offices, approximately 84% of contract awards are made in only seven NAICS code categories. The highest utilization of minority or women-owned businesses is in “Custom Computing Programming Service” (NAICS541511) in the amount of \$30 million. [FY 2017 OMWI Annual Report to Congress]
- The top seven NAICS codes for 2017 were:
 - 541519 Other Computer Services
 - 517110 Administrative Management and General Management Consulting
 - 493110 General Warehouse and Storage
 - 541511 Custom Computing Programming Services
 - 541512 Computer Systems
 - 541611 Custom Computer Programming Services
 - 928120 Computer Training
- To view the top 25 NAICS for Treasury headquarters and each individual Treasury Bureau, refer to:
www.treasury.gov/about/organizational-structure/offices/Mgt/Pages/dcfo-osdbu-mp-top25.aspx

How Treasury Buys

- Under the contracting authority of the FAR, contracting officers across Treasury consider hundreds of requests from program/project managers for the purchase of products and services each year
- Open market Federal solicitations are published at FedBizOpps, the Federal procurement portal, which lists procurements valued over \$25,000
- Small Business Set-asides, Micro Purchase, Simplified Acquisition Procedures, Formal Contracting Procedures and Subcontracting are utilized.

Tips for Doing Business with Treasury

- Use Treasury's Check List tool for small businesses prior to meeting with Treasury and Prime Contractor representatives to ensure readiness to market to a Government Agency or a Prime
- Have a practiced, 30 second "pitch," and ample business cards
- Do your homework by visiting the Treasury Bureau Web sites to:
 - Understand each Bureau's mission;
 - Review the Top 25 NAICS for each Bureau to learn what they buy; and
 - Review the Forecast of Contract Opportunities to determine what existing or new contract opportunities are listed for your product or service
- If you provide Information Technology products or services, visit the Treasury Chief Information Officer's website and click on the link entitled "Capital Planning & Investment Control"



Tips for Doing Business with Treasury Cont'd

- Visit FedBizOpps for a current list requirements valued at \$25,000 or more. Review the column entitled “Special Notes of Interest,” for specific products/services the Bureau buys or DOES NOT buy
- Target potential teaming partners for subcontracting or Joint Venture/Mentor Protégé opportunities
- Attend the Treasury Vendor Outreach Sessions - one of the best ways to make contact with Treasury Department Bureau representatives

Treasury's Key Issues

- Understand what Treasury's Key Issues which are:
- [Affordable Rental Housing](#)
- [Enforcement of Tax Laws - High Risk Issue](#) – Read Summary here - https://www.gao.gov/key_issues/tax_laws/issue_summary
- [Ensuring the Effective Protection of Technologies Critical to U.S. National Security Interests - High Risk Issue](#) - https://www.gao.gov/highrisk/ensuring_the_security_federal_government_information_systems/why_did_study
- [Ensuring the Security of Federal Information Systems and Cyber Critical Infrastructure and Protecting the Privacy of Personally Identifiable Information - High Risk Issue](#) - https://www.gao.gov/key_issues/ensuring_security_federal_information_systems/issue_summary
- [Federal Budgeting](#)
- [Federal Financial Accountability](#)
- [Financial Security for Older Americans](#)
- [Iran Sanctions](#)
- [National Flood Insurance Program - High Risk Issue](#) - <https://www.gao.gov/products/GAO-13-858T>
- [Postsecondary Education Access and Affordability](#)
- [Reducing Government-wide Improper Payments](#)
- [Tax Expenditures](#)
- [Tax Reform](#)
- To learn more about Treasury's key issues go to https://www.gao.gov/key_issues/overview#t=2

Office of the Small and Disadvantaged Business Utilization (OSDBU)

Fiscal Year (FY) 2019 Initiatives and Strategies

Purpose. Each year the OSDBU meets with the Assistant Secretary for Management, Chief Financial Officer and Senior Procurement Executive (SPE) to discuss the next fiscal year's initiatives and strategies to keep in line with senior leaders' goals and objectives.

Objective. Define and establish key initiatives and strategies that align with the Secretary's goals, SBA statutory changes and requirements, and understanding the role and responsibility of the OSDBU to Treasury.

How we plan to get there:

- A. Comply with the Small Business Act Section 15(k);
- B. Comply with Treasury Internal Controls and OSDBU Oversight Management;
- C. Increases to OSDBU staff to meet new governances to the Small Business Act requirements;
- D. Introduce a Market Research tool to assist Bureaus in locating capable small businesses that can perform at least 50% of the scope of work;
- E. Execute the President's Executive Order on increasing utilization of Historically Black College and Universities in Treasury contracts; and
- F. Execute the Treasury Mentor-Protégé Program
- G. Decrease local Vendor Outreach Sessions/Increase attendance at National Small Business Conferences
- H. Educate acquisition workforce and vendors on small business programs and new small business laws

Result. Treasury will meet or exceed all the above FY 2019 objectives.

Comply with the Small Business Act Section 15(k)

15 U.S. Code § 644(k) FY 2017 Compliance Checklist

	Requirement Title:	Statutory Reference:	Did Agency Satisfy Requirement? <small>(Column responses auto-populate from completed compliance worksheet)</small>
0)	Office and Director Experience	15(0)	0.0
1)	Director Title	15(0)1	0.0
2)	Compensation and Seniority	15(0)2	0.0
3)	Reporting (Head of Agency or Deputy Head)	15(0)3	0.0
4)	Implementation and Execution of Business Development and Federal Contracting Responsibilities of the Small Business Act	15(0)4	0.0
5)	Identify and Address Bundling of Contracts	15(0)5	0.0
6)	Provide Assistance on Payments	15(0)6	0.0
7)	Supervisory Authority	15(0)7	0.0
8)	Assign Small Business Technical Advisors	15(0)8	0.0
9)	OSDBU Cooperation and Consultation	15(0)9	0.0
10)	Recommendations to Contracting Officers	15(0)10	0.0
11)	Activity Conversion	15(0)11	0.0
12)	Advise CAO and SPE	15(0)12	0.0
13)	SBC and Contracting Specialist Training	15(0)13	Optional (Not Mandatory) - 0.0
14)	Receive Unsolicited Proposals	15(0)14	0.0
15)	Exclusive Duties and Title	15(0)15	0.0
16)	Congressional Reporting	15(0)16	0.0
17)	Respond to Undue Restriction Notifications	15(0)17	0.0
18)	Purchase Card Summary Data Review	15(0)18	Not Scored in FY 2017
19)	Vendor Compliance Education and Training	15(0)19	Not Scored in FY 2017
20)	Subcontracting Plan Review	15(0)20	Not Scored in FY 2017
TOTAL:			0.0

I, _____, as the _____ at _____ verify that this information is an accurate representation of my agency's compliance in FY 2017 with 15 U.S.C. § 644(k) and can, if requested, provide additional information to further corroborate responses.

Signature: _____ Date: _____

Small Business Procurement Advisory Committee 15 U.S.C. § 644(k) Compliance Review

Section I - Instructions
 Section II - Compliance Checklist
 Section III - Compliance Worksheet
 15 U.S.C. § 644(k)

Note: New for 2019 and beyond

- Purchase Card Data Review
- Vendor Compliance Education and Training
- Subcontracting Plan Compliance Review

Comply with Treasury Internal Controls and OSDBU Oversight Management

[Treasury Directive 40-04 - Treasury Department](https://www.treasury.gov/about/role-of-treasury/orders-directives/Pages/td40-04.aspx)

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POLICY. Treasury’s policy is to improve and maintain the accountability and effectiveness of internal controls for all programs and operations within the Department, and ensure compliance with laws and regulations.

5. RESPONSIBILITIES.

- a. The Secretary of the Treasury (“Secretary”) serves as the highest authority for reasonable assurance of internal control throughout the Department. The Secretary certifies and signs the annual Statement of Assurance and related required reports.
- b. The Assistant Secretary for Management (ASM) oversees all activities related to the internal control systems of the Department and ensures the proper and timely completion of reporting requirements related to internal controls.

Note: OSDBU will conduct

SB Surveillance Compliance

Reviews at each Bureau in 2019



Introduce or create Market Research tools to assist Bureaus in locating capable small businesses that can perform at least 50% of the scope of work

- A. Small Business Dynamic Search Engine
- B. Acquisition Gateway
- C. Acquisition Playbook – Category Management Best in Class Playbook
- D. Treasury-wide Market Research Tool





Execute the Treasury Mentor-Protégé Program

- A. Re-establish and re-vitalize the Treasury Mentor-Protégé Program
- B. Locate viable Treasury large and small businesses as mentors
- C. Locate viable small businesses as protégés
- D. Locate contracting opportunities for the M-P partners
- E. Institute source selection incentive policy if utilizing Treasury-wide M-P team

Title

- Placeholder text, “*Ullaborum Hariam,*” sed qui
- Intro tariam quod quam
 - Tier 2A
 - Tier 2B
- Placeholder, sum tor susdant orestia qui del et except
- Placeholder text ormnonsime etisquit, coenari tiliquam
- Placeholder text is quod quam, ullaborum hariam etisquit, coenari tiliquam quam terma ormnonsime etisquit, coenari tiliquam quam termantus ahabere, sum tor susdant orestia qui del et except



8. Increase awareness and educate acquisition workforce and vendors on small business programs and new small business laws

A. Quarterly Webinars

1. Compliance and policy
2. Subcontracting Plan Review and Oversight
3. Source Selection Small Business Incentives
4. Mentor-Protégé partnerships

B. Industry Days/Town Hall Meetings/Industry Communication Events

C. OSDBU memos and directives

BUREAU SMALL BUSINESS SPECIALISTS

BUREAU	SPECIALIST	PHONE	ADDRESS
Alcohol and Tobacco Tax and Trade Bureau	Morrey Gardner	(304) 480-7253	200 3rd Street, Avery 5F Parkersburg, WV 26106-1328
	Cheryl Rice-Henderson (alt.)	(202) 453-1038	1310 G Street, NW, Box 12 Washington, DC 20005
Bureau of Engraving & Printing	Bernadine Wyatt	(202) 874-3236	14th & C Streets, SW Room 705A Washington, DC 20228
Bureau of the Fiscal Service	Morrey Gardner	(304) 480-7253	200 3rd Street, Avery 5F Parkersburg, WV 26106-1328
Community Development Financial Institution	Vacant		
Comptroller of the Currency	Marcus Benefield	(202) 649-6746	Acquisition Management Financial Management 400 7th Street, SW, Washington, DC 20219
Financial Crime Enforcement Network	Vacant		2070 Chain Bridge Road Vienna, VA 22027
Internal Revenue Service National Office	LaTonya D.Bowman or Mary McKinzie (alt.)	(240)-613-7120	AWSS/Office of Procurement Policy New Carrollton Federal Building OS:PR:P, Stop C7-430 5000 Ellin Road, Lanham, MD 20706
	Tanya Conner (BEP IT Acquisitions POC)		
Internal Revenue Service / OTPS (Formerly DO)	LaTonya D.Bowman or Mary McKinzie (alt.)	(240)-613-7120	AWSS/Office of Procurement Policy New Carrollton Federal Building S:PR:P, Stop C7-430 5000 Ellin Road, Lanham, MD 20706
	Tanya Conner (BEP IT Acquisitions POC)		
IRS Mid-States Area Office	Carla Griffin	(469) 801-0774	4050 Alpha Road 1045-NDAL, 9th Floor Dallas, TX 75244-4203
	Al Monsalve (alt.)	(469) 801-0789	
IRS Northeast Area Office	Cheryl Richardson	(212) 436-1518	290 Broadway, 3rd Floor New York, NY 10007-1867
	Ariane Osit (alt.)	(212) 436-1775	
IRS Southeast Area Office	(none at this time)	NA	NA
IRS Western Area Office	Denise Alvarez	(510)-907-5084	1301 Clay Street, Suite 810S Oakland, CA 94512
Office of the Inspector General	Vacant		740 15th Street, NW, Suite 550 Washington, DC 22020
U.S. Mint	Pauletta Mobley	(202) 354-8334	801 Ninth Street, NW Washington, DC 20220



OSDBU STAFF



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Office of Small and Disadvantaged Business Utilization Staff - OSDBU

Contacts listed below can provide information on specific Small Business Program preference groups. These individuals do not make purchases for the organization. Capability Statements and other marketing materials should be sent to the Bureau Small Business Specialist(s).

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Questions





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Panel Speaker

Janine Hill

&

Victoria Harlan





White House Initiative on Historically Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WEEK CONFERENCE

Council on Foreign Relations



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- Julia Nesheiwat, Acting Presidential Special Envoy for Hostage Affairs, U.S. Department of State (2009-2010 IAF in Japan)



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