



White House Initiative on Historically
Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES
AND UNIVERSITIES WEEK CONFERENCE

HBCU COMPETITIVENESS:

Aligning Institutional Missions With America's Priorities

September 16-19, 2018

Washington Marriott Wardman Park
2660 Woodley Road, NW
Washington, DC 20008

FEDERAL CONTRACTS



Understanding and Leveraging Federal Contracts For HBCU Sustainability

- Tabisa Taliwaku Kalisa – National Aeronautics Space Administration/NASA
- Michael Townsend – Science International Applications Corp./SAIC
- Stephen Brettel – Pacific Architects & Engineers/ PAE
- Donna Elmore Cole – Prairie View A&M University/PVAMU
- Latonia Jones – Phenomenal Management Partners/Alabama A&M-RISE
- Calvin Mitchell – General Services Agency/GSA
- Q&A

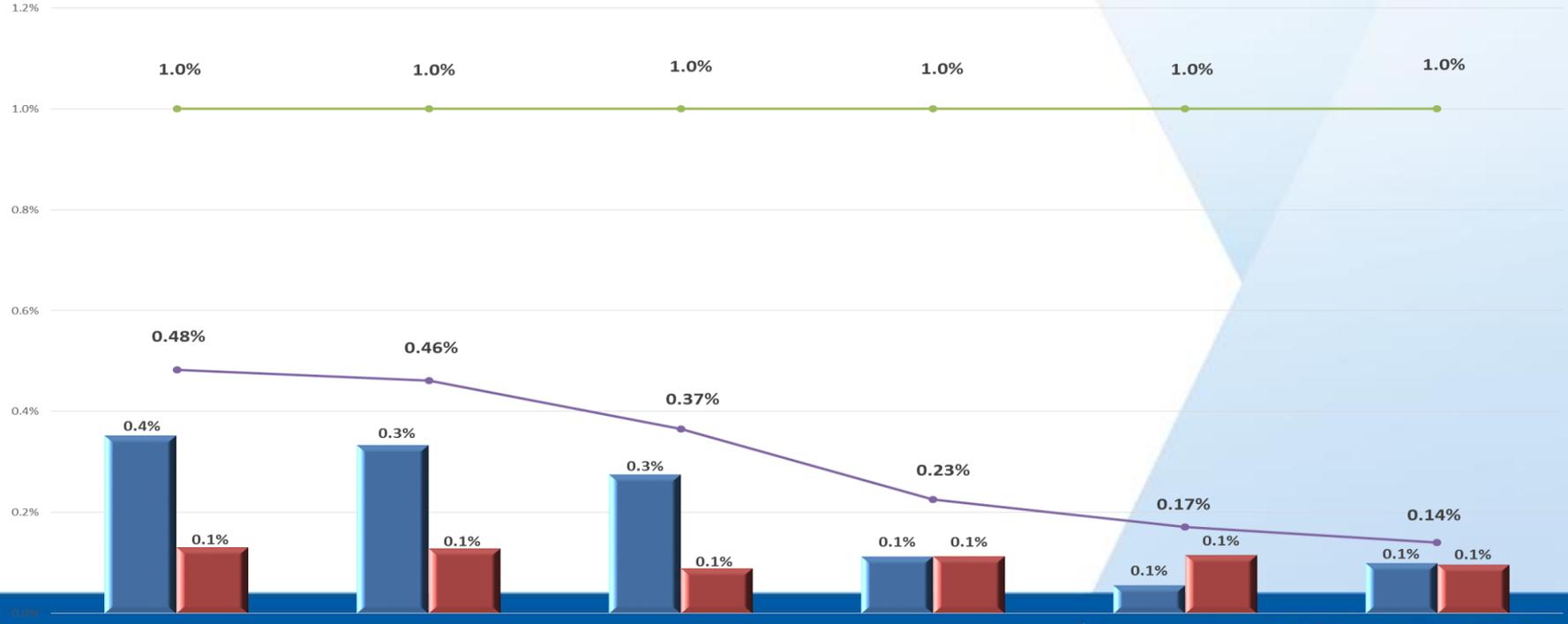


NASA Office of Small Business Programs

FY12-FY17 HBCU/MI Goals vs Actuals Metrics



FISCAL YEAR	AGENCY TOTAL DOLLARS	PRIME HBCU/MI DOLLARS OBLIGATED	SUB HBCU/MI DOLLARS OBLIGATED
FY12	\$ 13,416,337,393	\$ 42,218,772	\$ 17,500,000
FY13	\$ 12,732,212,886	\$ 42,444,292	\$ 16,300,000
FY14	\$ 13,597,154,582	\$ 37,734,561	\$ 12,200,000
FY15	\$ 14,417,976,809	\$ 16,538,204	\$ 16,315,209
FY16	\$ 15,993,717,656	\$ 9,229,029	\$ 18,433,116
FY17	\$ 16,489,553,702	\$ 7,320,964	\$ 15,851,325



White House Initiative on Historically Black Colleges and Universities



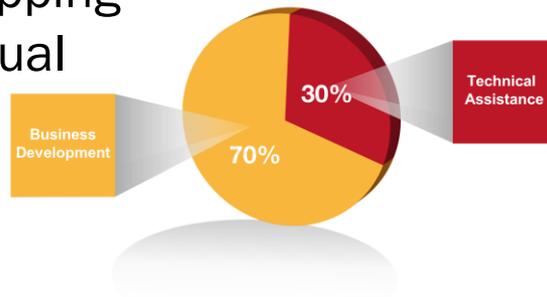
OSBP's HBCU/MI Initiative Accomplishments

- ❖ Targeted HBCU/MI Outreach:
 - 3 HBCU/MI Partnerships Meetings
 - Approximately 150 attendees
 - 9 HBCU/MI Technology Infusion Road Tours including 1 Engagement Forum
 - 1,000 attendees
 - Increased external stakeholder engagement from other Federal Agencies
 - Pilot GSA HBCU/MI Schedule
 - Updated NASA Acquisition policy:
 - 1% HBCU/MI Goal NASA FAR Supplement
 - NASA Policy Directive 5119.1 – Small Business Programs
 - Revamped the NASA Vendor Database (NVDB) to include the Subcontracting Module for HBCU/MI

Examples of HBCU/MI Development Assistance

BUSINESS DEVELOPMENT

- Proposal Development
- Equipment Transfer
- Engineering Training to Students
- Research & Development
- Leadership Academy
- Workforce Readiness Workshops
- Advisory Board Participant
- PES/Six Sigma Training
- Hardware Processing Services
- Value Stream Mapping
- Marketing Individual Development



TECHNICAL ASSISTANCE

- Technology Transfer
- Security Clearance for Facility
- AS9100 Certification
- Marketing Expertise Development
- Infrastructure for Subcontracting (including Business Systems, Human Resources)
- Enhancement of Networking Infrastructure
- Curriculum Enhancements
- SharePoint
- JAVA and Helpdesk System Support
- Federal Contracting Training
- Quality Management

Mentor-Protégé Agreements with HBCUs and MIs

MENTOR	PROTÉGÉ	CONTRACT	CLASSIFICATION
ATK Aerospace	Florida A&M University	NNM07AA75C	HBCU
Jacobs	Tuskegee University	NNM05AA50C	HBCU
Pratt & Whitney Rocketdyne	Alabama A&M University	NNM06AB13C	HBCU
SAIC	Oakwood University	NNM04AA02C	HBCU
Teledyne Brown	Alabama State	NNM12AA29C	HBCU
Teledyne Brown	U. of Nevada Las Vegas	NNM12AA29C	MI
PAE Applied Technologies	Prairie View A&M University	NNJ08JA02C	HBCU
Enterprise Services	Jackson State University	NNX11AA01C	HBCU



HBCUs/MIs in NVDB

Business Type	Total
8(a) Program	86
Alaskan Native-Owned Small Business	67
HBCU-MI	16
HUBZone	86
Large Business	13
Service Disabled Veteran-Owned Small Business	557
Small Business	3038
Small Disadvantaged Business	1831
Veteran-Owned Small Business	826
Woman-Owned Small Business	1351
WOSB - Economically Disadvantaged	563

HBCUs/MIs in NVDB



NSHE



DILLARD UNIVERSITY



Alabama A&M University Research, Innovation, Science and Engineering Foundation



NASA Small Business Specialists

Around the Country (<https://www.osbp.nasa.gov/map.html>)



Ames Research Center
Aerospace and Small Spacecraft
Moffett Field, CA
Christine L. Munroe

Armstrong Flight Research Center
Atmospheric Research and Testing
Edwards, CA
Robert Medina

Jet Propulsion Laboratory
Deep Space Robotic Rovers and Networks
Pasadena, CA
Felicia A. Bell
Section Manager
Mary Helen Ruiz
Small Business Administrator

Johnson Space Center
Human Space Flight Operations
Houston, TX
Robert E. Watts
Richard T. Slater

NASA Shared Services Center
Agency Contract Support
Bay St. Louis, MS
Troy E. Miller

Stennis Space Center
Vehicle Engine Testing
Bay St. Louis, MS
Kay S. Doane

Glenn Research Center
Aeronautics and Spacecraft Technology
Cleveland, OH
Eunice J. Adams-Sipp

Marshall Space Flight Center
Space Transportation, Propulsion Systems, Space Systems, and Science
Huntsville, AL
David E. Brock

Goddard Space Flight Center
Science Missions and Telescopes
Greenbelt, MD
Elizabeth A. Haase
Gilberto Del Valle
Jennifer D. Perez
Sholainka Martyn

Langley Research Center
Aviation and Space Research
Hampton, VA
Robert O. Betts

Kennedy Space Center
Space Vehicle Launch and Landing
Cape Canaveral, FL
Joyce C. McDowell
Natalie B. Colvin
Procurement Analyst

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Questions?

NASA Office of Small Business Programs

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Washington, DC 20546

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HBCU/MI Program Manager & Mentor-Protégé Program Manager

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Web site: www.osbp.nasa.gov

E-mail: SmallBusiness@nasa.gov

NASA Vendor Database: <https://vendors.nvdb.nasa.gov>



NASASmallBusiness



@NASA_OSBP



NASAOSBP



NVDB





SAIC – Oakwood University

Michael Townsend
Sr. Director, Small Business Development and Utilization Office



SAIC - Overview

- **SAIC® is a premier technology integrator providing full life cycle services and solutions in the technical, engineering, intelligence, and enterprise information technology markets.**
- **SAIC provides IT Modernization services enabling government agencies to more effectively deliver on their missions.**
- **SAIC provides systems engineering and integration offerings for large, complex projects.**
- **Headquartered in Reston, Virginia, SAIC has approximately 15,000 employees and annual revenues of about \$4.5 billion.**



SAIC - Overview



SAIC - Overview

Our business can be categorized into three areas that describe what we do and the markets we serve.

Engineering, Integration, & Mission Solutions

- Analytics & simulation
- Engineering & integration
- Program support
- Training

Information Technology Solutions

- Cloud & digital infrastructure
- Customer & end user
- Cyber
- Software

Platform Integration, Logistics, Readiness, & Sustainment

- Weapons systems
- Ground combat & tactical vehicles
- Supply chain management
- System sustainment



SAIC and Oakwood University

- **Oakwood University was NASA's FIRST Historically Black College and University(HBCU) to be accepted into NASA's Mentor-Protégé Program with SAIC as its' Mentor**
- **Over the three year period, numerous faculty and staff took advantage of the SAIC University on-line courses.**
- **Community Involvement and Support**
- **Oakwood University Office of Sponsored Programs Department received certificates in the Federal Contract Training workshops plus training in Service Contract Act, and RFP Analysis and Proposal development, and Six-Sigma Training.**
- **In 2011, through the Mentor-Protégé relationship, Oakwood University received the distinguished ISO9001-2000 Certification.**
- **One of the greatest benefits have been the opportunity for our students to receive internships. Through this program more than 100 Students worked with SAIC**
- **Full employment opportunities have been offered to students.**



SAIC and Oakwood University

What Made Our Agreement Successful?

- **Development of a new Partner supporting our NASA Customer**
- **Ability to bring in new talent from a local University**
- **Addition of a newly educated workforce capable of bringing in innovation and creativity to SAIC and our customers**
- **Created a new business partner capable of becoming a prime contractor and subcontractor on other programs.**
- **The addition of Oakwood University to SAIC's UNITeS Team allowed for the expansion of work into other NASA programs including NICS, EAST, Safety Assurance.**



SAIC and Oakwood University

Lessons Learned

- **Make the process of the Mentor-Protégé Program a priority within both organizations**
- **Take advantage of the opportunities the Mentor offers the HBCU**
- **Always Remember...An HBCU is NOT a normal small business!**
- **A HBCU is a Educational Institution first, a business second!**
- **A cultural change within the University must take place for success.**
- **Change must begin, and be led with, the heads of the College/University.**
- **Grants and Federal Contacts are NOT the same.**
- **Successful Contracts will occur only if a designated contract office in the University is in place with personnel that have specialized training.**
- **“Sponsored Programs Office” can be the right office.**
- **Plan for new business opportunities together**
- **Business Functional Support is needed as part of the cultural change – All Business Offices!**
- **COMMUNICATION - Meet often with Faculty and Leadership.**



Working With Large Primes

- **Do Your Homework:**
 - Know the Corporation you are targeting
 - Know their customers – Does your Institute fit?
 - Discuss how your university does Federal Contracting
 - (Grants, Prime or Subcontracting, Mentor-Protégé Agreement teaming)
 - Be registered with D&B – SAM and keep up-to-date
 - Be prepared with overview handout material
 - Be time sensitive
- **Your Capabilities Should:**
 - Present the VALUE your Institute will bring to the Prime
 - Bring something to the table (innovative and creative)
 - Have a clear direction with Technical and/or Administrative examples
 - Clear statement of experience and past performance
 - Share your capabilities frequently - Market – Increase your company's visibility



Contact Information

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The logo for Pacific Architects & Engineers (PAE) consists of the letters "PAE" in a white, serif font, centered within a dark blue rectangular box.

Pacific Architects & Engineers (PAE) Mentor-Protégé Development Assistance

Stephen Brettel
Program Director – JSC Facilities Support Services Contact



Pacific Architects and Engineers

From our founding in 1955, PAE has offered enduring support to the essential missions of the U.S. government, its allied partners and international organizations. Today, the approximately 20,000 members of our global workforce perform with excellence and dedication in more than 60 countries, on all seven continents, in some of the world's most challenging regions. We attribute our success to the quality of our work and the integrity and high ethical standards that define our business operations.

- Expertise in a wide range of activities areas around the world <https://www.pae.com/capabilities>
 - Aviation Services
 - Homeland Security
 - Department of Defense
 - Civil Government
 - Critical Infrastructure
 - Department of Energy
 - NASA Installations
 - National Oceanic and Atmospheric Administration
 - United States Postal Service
 - Logistics
 - United Nations
 - Antarctica
 - Mission Support Solutions
 - Full-service Warehouse Shipping/Receiving
 - Procurement
 - International Traffic in Arms Regulations/Export Administration Regulations and Import Regulations
 - Identity & Information Management Solutions
 - Records Management and Scheduling
 - Library Digitization
 - Automated Information Management
 - Software Solutions
 - Public Safety: Law Enforcement, Fire Services
 - Risk Management, Cargo and Customs
 - Insurance and Military



PAE Small Business Development

PAE provides services and purchases using NAICS codes if applicable

In 2017, PAE awarded \$592M to small businesses. It is PAE's policy to develop and sustain a diverse supplier base that fosters strategic relationships, customer satisfaction, and growth.

Current JSC Contract Goals

- Small Business – 15%
- Small Disadvantaged Business – 7%
- Women Owned – 2%
- Hub Zone – 1%
- Vet Owned – 1%
- Service Disabled Owned – 1%
- HBCU – 1%

PAE partners with universities to for scientific, engineering, and research and development opportunities with the US Government also partnering with HBCU's. PAE successfully negotiating the first Mentor-Protégé Agreement with an HBCU under NASA's Mentor-Protégé program.

- Prairie View A & M



PAE Small Business Development

Develop a relationships with not only the prime contractor but other small business that can expand your capabilities, offerings, and make you an attractive strategic partner.

This relationship is a two way street. You are looking for new business opportunities and so is the prime. This could open doors to new contacts in the prime contractor's organization.

PAE POC for small business information:

Megan Stoler, Local FSS-JSC Procurement

E-mail: megan.k.stoler@nasa.gov

Tim Short, Small Business Liaison Officer

E-mail: sblo@pae.com

Website: <https://www.pae.com/about-pae/Suppliers-and-Small-Business-Opportunities>



Current Mentor-Protégé Agreement

NASA HQ approved the Mentor-Protégé Agreement (MPA) established with Prairie View A&M University (PVAMU), a historic first MPA for JSC with a Historically Black College/ University (HBCU)

- PVAMU to promote utilization of HBCU goals
 - Training Capabilities
 - Intern Staffing
 - New Contracts
 - Subject Matter Expertise (SMEs)
- PAE Mentoring
 - Small Business Outreach events and Sponsorship
 - Provide Guidance, Ideas and Best Practices
 - » Government Accounting Procedures / FAR
 - » Business Analyses of Government Contract Opportunities
 - » Preparation of Proposals



Current Mentor-Protégé Agreement & Development Assistance

- Identifying Current Capabilities/Staff
 - Training
 - Staffing
 - Proposals
 - Identify Key Opportunities
 - Assist in Writing RFPs
 - Assist in Execution of Contracts
 - Small Business Outreach Events and Sponsorship





Prairie View A & M University

A Member of Texas A&M University System

Donna Elmore-Cole

Sr. Contract Negotiator— Office of Research, Innovation and Sponsored Programs



PVAMU-AT- A- GLANCE

Prairie View A&M University, the second oldest public institution of higher education in Texas, originated in the Texas Constitution of 1876. In 1945, the name of the institution was changed from Prairie View Normal and Industrial College to Prairie View University. On August 27, 1973, the name of the institution was changed to Prairie View A&M University, and its status as an independent unit of the Texas A&M University System was confirmed.

https://www.pvamu.edu/about_pvamu/college-history/

OUR MISSION

Prairie View A&M University is a state-assisted, public, comprehensive land grant institution of higher education. The university was designated in a 1984 amendment to the Texas Constitution as an “institution of the first class.” It is dedicated to achieving excellence and relevance in teaching, research and service. <https://www.pvamu.edu/>

OFFICE of RESEARCH INNOVATION and Sponsored Programs- ORISP

ORISP fosters and promotes the research enterprise and scholarly activity at PVAMU by ensuring that faculty, staff and students receive the succor and support necessary to engage in a wide range of research activities. The Office of Research, Innovation and Sponsored Programs offers essential and strategic expertise to support all aspects of sponsored activities, including research compliance, proposal development and pre-award services, interdisciplinary and new program development, and guidance on conceptualizing and protection of intellectual property through our innovation, commercialization and entrepreneurship center. We welcome the opportunity to discuss collaborative research and scholarship pursuits that can advance the academic mission of PVAMU.

<https://www.pvamu.edu/research/>



Degrees and Programs

- 5 Doctoral Degrees including Electrical Engineering
- 39 Bachelors Degrees
- 31 Masters Programs including Executive MBA with Supply Chain Management Minor

Accreditations ,Certificates, Registrations

SACSCOC; CSWE; ADA; NAAB; ACS; AACSB; NCATE; SBEC; CSAC of ABET; EAC of ABET; TAC of ABET; ACEN; CCNE; BON



RELATED RESEARCH CENTERS

- Systems to Enhance Cybersecurity for Universal Research Environments (SECURE)
- The Center of Excellence for Communication Systems Technology Research (CECSTR)
- Center for Energy & Environmental Sustainability (CEES)
- The Center for Digital Battlefield Communications (CEBCOM)
- The Center for Radiation Engineering and Science for Space Exploration (CRESSE)
- School of Architecture Digital Fabrication Center
- Small Business Development Center (SBDC)
- The Prairie View A&M University Center for Advancing Innovations in Smart Microgrid (CAISM)
- The Thermal Science Research Center (TSRC)
- The Center of Excellence in Research and Education for Big Military Data Intelligence (CREDIT)
- Radiation Institute of Science and Engineering (RaISE)
- Prairie View Solar Observatory (PVSO)
- The Future Aerospace, Science and Technology (FAST)



Major Instrumentation – Virus and malware detection lab; GC-MS package; Q500 Thermogravimetric Analyzer; NextSeq 550; Realtime PCR; Bioanalyzer; AFM; DSC; atomic absorption spectroscopy, Gaumord Advanced Patient Simulator, High Magnetic Field Laboratory,



PVAMU/PAE/JSC NASA- A Partnership Strategy

UNIVERSITY PERSPECTIVE- Lessons Learned

Acknowledge the Obvious, Attack Assumptions , and Manage Expectations

Opportunities

Level Of Involvement

Resources Dedicated

*Name other
Areas



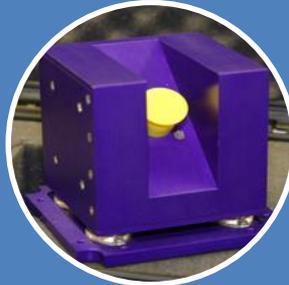
Opportunities



Endowed Professor
Myers : Food Security

Obvious

<https://www.hq.nasa.gov/office/procurement/forecast>



Physics Professor Saganti
Orion Payload for Applied
Radiation

Assumption

<http://www.aptac-us.org/capabilities-statements-for-government-contracting/>



College of Business Professor
Ngamassi awarded \$1M for 5
year Homeland Security
Program

Expectations

https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge_screen



Level of Involvement



Obvious

You may be doing the heavy lifting



Assumption

Everyone will do what they are supposed to do and in synch.



Expectations

Champions own the process. They can affect change across the departments .They are needed when addressing level of involvement .

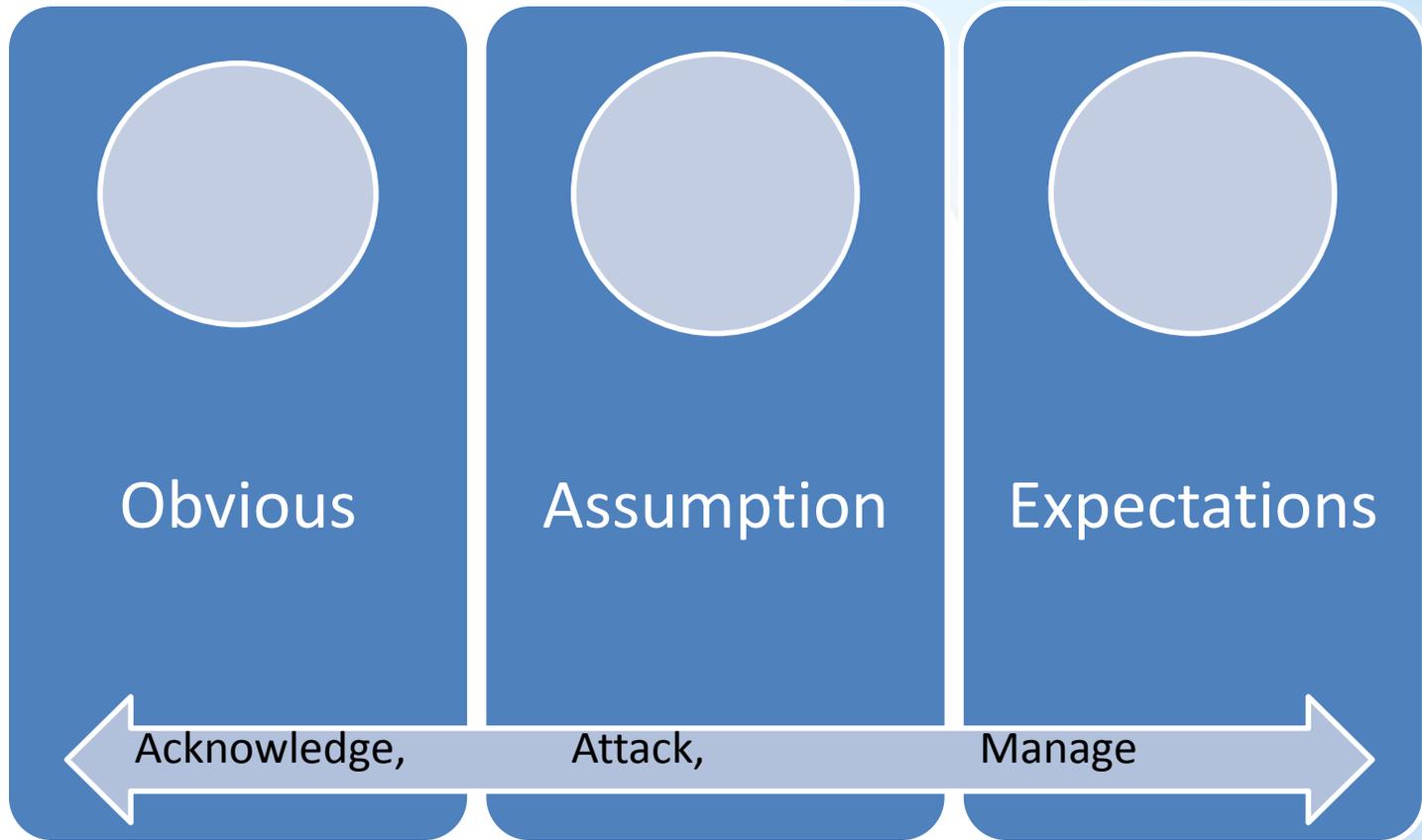
Acknowledge,

Attack,

Manage



Resources Dedicated- Exercise





Follow The Money

Pursue government contracts

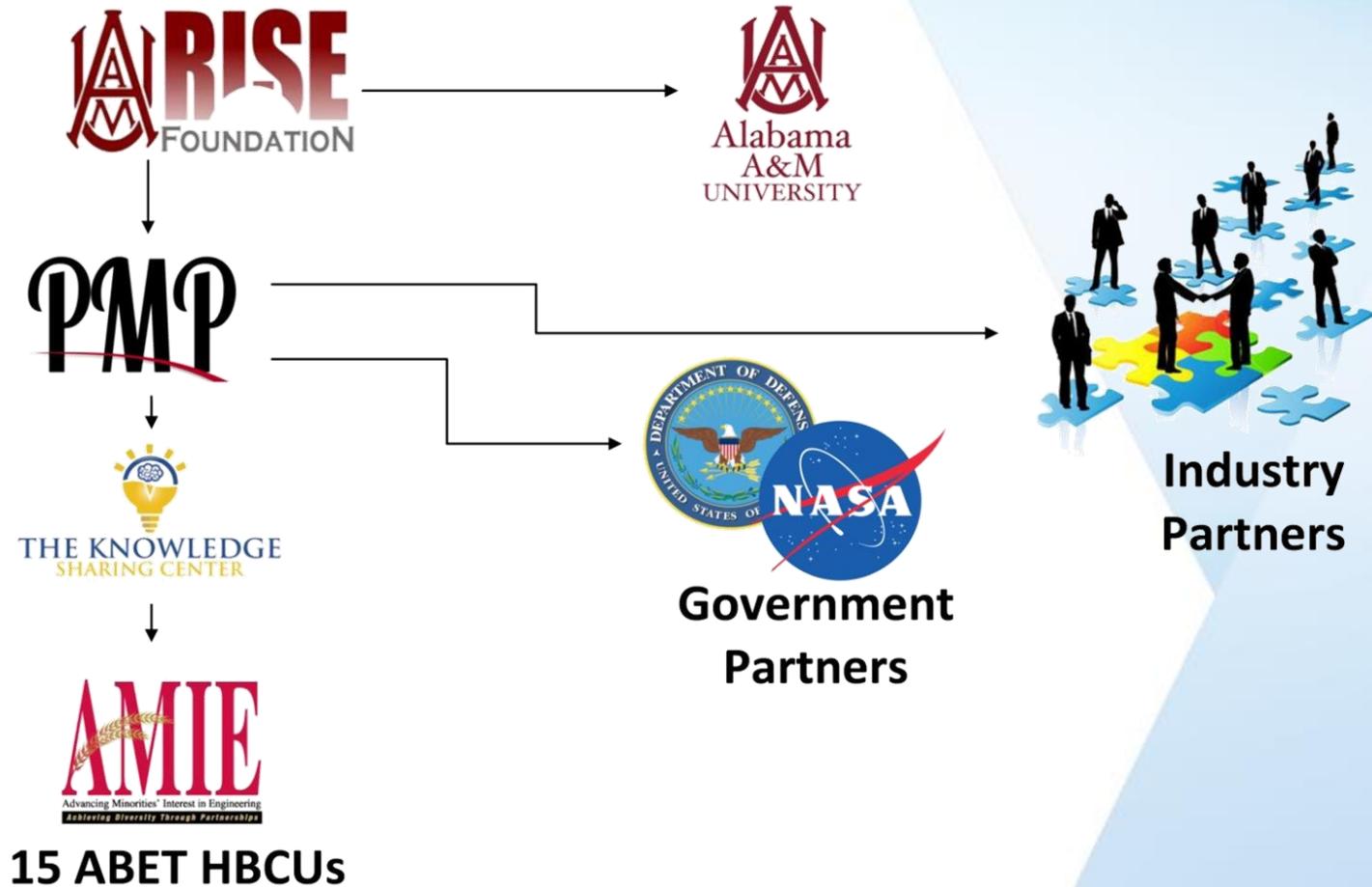


Contract Opportunities

- **Prime Contractor Role** – direct contract with an agency
- **Subcontractor** – subcontractor to a Prime Contractor
- **GSA Schedule Holder** – catalogue pricing
- **Non Traditional Defense Contractor** – under Other Transaction Authority



BUILD A NETWORK



BUILD A NETWORK

Contact Information



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Sharon Brooks Hodge
VP /Chief Operations Officer

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Phone: (276)732-3408

PMP is a minority, woman-owned small business

www.We-Are-PMP.com



GSA - Our Mission

The General Services Administration (GSA) was established in 1949 with a purpose of streamlining the administrative work of the federal government.

“The mission of GSA is to deliver the best value in real estate, acquisition, and technology services to government and the American people.”

GSA supports our customers by providing government-wide contract vehicles for the procurement of products and services

Schedules is a \$33 Billion dollar a year program

Doing Business With Government

Contracting with federal agencies widens Historically Black Colleges and Universities/Minority Institutions (HBCUs/MIs) exposure to business opportunities and offers a potential source of increased revenue

- In FY17, 23 HBCU/MIs contracted with various federal agencies generating well over \$3 Million*
- Primary areas of support services fall under
 - Research and Development
 - Medical Services
 - Administrative and Management Support
 - Education and Training
 - Data Processing
 - Information Technology

GSA's HBCU/MI Initiative – Phase I

1. Increase HBCUs/MIs on GSA Schedules
 - Access to federal, state, and local government contract opportunities
 - Provide HBCUs/MIs with an additional revenue stream
 - Target specific HBCU/MI-service areas of opportunity
 - Professional Services, Information Technology
2. Engage and Train
 - Assist HBCUs/MIs through the GSA schedules contract application process
 - Provide no-cost virtual and onsite training
 - Contracting Process
 - Contract Modification Process



GSA's HBCU/MI Initiative – Phase I

- Reporting
- How to market to federal agencies
- Conduct Regional HBCU/MI Industry Days
 - Discuss business opportunity forecasts
 - Gather intelligence on remaining barriers to accessing federal contract opportunities
- 3. Assist other Federal agencies with meeting their HBCU goals
 - WHIHBCU Inter-agency meeting
- 4. Advance and support the goals of the White House Initiative on HBCUs

Our Path Forward

- In June, GSA held a two-day Schedules Training event for five pilot HBCUs, providing training on the schedules contract submission process for professional services and IT
 - Alabama A&M
 - Bowie State
 - Clark Atlanta
 - Jackson State Univ
 - Southern Univ – Baton Rouge
- GSA will continue working with these HBCUs throughout the schedules contractor process and encourages other HBCUs to contact us if there is interest in increasing your access to federal contracting opportunities
- GSA's WHIHBCU agency plan is under development and will outline additional areas of HBCU support such as recruitment and developmental programs

Contacts

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Q&A

ANY QUESTIONS

