



# Commonwealth of Virginia

FY2024 Annual SWaM Procurement Plan for - James Madison University

## 1 AGENCY INFORMATION

1. Agency/Department/Institution Name:

James Madison University

2. Secretariat:

Education

3. Name of Current Secretary:

Aimee Rogstad Guidera

4. Agency Code:

216

5. Agency Head:

a. Is this the same Agency Head reported on the 2023 SWaM Plan?

Yes

b. Name:

President Jonathan Alger

c. Phone Number:

(540) 568-6868

d. Email Address:

algerjr@jmu.edu

6. Director of Procurement:

a. Is this the same Director of Procurement reported on the 2023 SWaM Plan?

Yes

b. Name:

Catherine Weaver

c. Title:

Director, Procurement Services

d. Phone Number:

(540) 568-3141

e. Email Address:

weavercb@jmu.edu

7. Purchases and Supply Division Lead Purchaser:

a. Is this the same Lead Purchaser reported on the 2023 SWaM Plan?

Yes

b. Name:

Leah Frank

c. Title:

Manager, Goods and Services Procurement Team

d. Phone Number:

(540) 568-3134

e. Email Address:

franklm@jmu.edu

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

a. Is this the same Procurement Officer reported on the 2023 SWaM Plan?

No

b. Name:

Krista McDaniel

c. Title:

Manager, Facilities and Construction Procurement Team

d. Phone Number:

(540) 568-3130

e. Email Address:

nealiskl@jmu.edu

9. SWaM Champion:

a. Is this the same SWaM Champion reported on the 2023 SWaM Plan?

Yes

b. Name:

Mikayla Fahrney & Catherine Weaver

c. Title:

Office & Reporting Manager

d. Phone Number:

(540) 568-7999

e. Email Address:

farhnemp@jmu.edu

**2 SWaM GOALS**

Directions: Enter the percentage of Fiscal Year 2024 discretionary spending the Agency, Department, or Institution is aspiring to achieve in each individual small business certification category. The system calculates the Overall SWaM participation goal based on the data entered in each field. Previous years Goals and Actuals are auto generated from the Expenditure Dashboard and are provided as a reference point for your annual trends

%	Overall SWaM Participation	MB	WB	Micro	SDV*	SB	ESO	8A	EDWOSB	WOSB	FSDV
<b>FY2024 GOAL</b>	42.00	3.00	6.00	3.00	3.00	26.00	0	1.00	0	0	0
<b>FY2023 GOAL</b>	35.00	3.00	6.00	3.00	3.00	15.00	1.00	1.00	1.00	1.00	1.00
<b>FY2023 ACTUAL</b>	41.17	2.02	3.31	5.53	0.00	30.31	0.00	0.00	0.00	0.00	0.00
<b>FY2022 GOAL</b>	35.00	3.00	6.00	3.00	3.00	15.00	1.00	1.00	1.00	1.00	1.00
<b>FY2022 ACTUAL</b>	37.42	1.99	7.17	4.09	0.00	24.17	0.00	0.00	0.00	0.00	0.00
<b>FY2021 GOAL</b>	35.00	3.00	6.00	3.00	1.00	18.00	1.00	1.00	1.00	0.00	1.00
<b>FY2021 ACTUAL</b>	51.37	1.42	5.96	2.71	0.01	41.27	0.00	0.00	0.00	0.00	0.00

\*According to §2.2-4310.2 executive branch agency's goals under § 2.2-4310 for participation by small businesses shall include within the goals a minimum of three percent (3%) participation by service-disabled veteran-owned businesses as defined in § 2.2-2000.1 and 2.2-4310 when contracting for goods and services.

### **3 AGENCY SWaM PROGRAM PROCEDURES ASSESSMENT**

Directions: The following questions are about your SWaM program procedures. If a question does not apply to your agency, select NA.

Definition: Unfulfilled = A contract that was advertised but not awarded before June 30th of the reporting year.

1. Does your agency have a written program to facilitate the participation of small businesses, businesses owned by women, minorities, and service-disabled veterans, and employment services organizations in procurement transactions?

Yes

2. Who monitors, reviews, and implements your agency SWaM Program?

Director of Procurement; SWaM Champion

a. If Other, please specify the content

3. How often do procurement personnel train on your agency written SWaM program and/or procurement standard operating procedures?

Other

a. If Other, please specify the content

There is a mandatory training for any person seeking access to eVA, that includes a supplier diversity component. This is offered monthly. There are also other annual trainings, monthly newsletters, etc to keep campus involved.

4. Did any Prime contractors required to report SWaM business utilization have any challenges with monthly reporting in accordance with APSPM Appendix B, Section II, item #36, subsections A, B, and C?

NA

5. Goods and Services

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Goods and Services with Micro Business Set-Aside award priority that went unfulfilled in FY23?

NA

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

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Goods and Services with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

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

6. Professional Services (A&E)

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Professional Services?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Professional Services with Micro Business Set-Aside award priorities that went unfulfilled in FY23?

NA

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

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Professional Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Professional Services with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

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

## 7. Construction

a. In FY23, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Construction with Micro Business Set-Aside award priorities that went unfulfilled in FY23?

NA

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

c. In FY23, did your agency experience challenges awarding Small Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Constructions with Small Business Set-Aside award priority that went unfulfilled in FY23?

NA

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

## **4** SMALL BUSINESS DEVELOPMENT AND OUTREACH DATA COLLECTION

1. Did your agency contact DSBSD for SWaM Certification support?

Yes

2. Did your agency have any open house events in FY23 for SWaM businesses?

Yes

3. Did your agency conduct one-on-one meetings in FY23 with SWaM businesses to discuss policies, procedures, and potential business opportunities?

Yes

4. In FY23, did procurement officials attend training events dedicated to broadening SWaM business participation in state procurement?

Yes

a. If yes, please provide the name of the organization that hosted the training

SWaMFest, SBSD/Radford Small Business Conference

5. Were there any SWaM business outreach events hosted by your agency in FY23?

Yes

6. Does your agency have any SWaM Outreach events planned for FY24?

Yes

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

eVA; agency webpage

8. In the table below, identify the frequency with which procurement personnel used or referred businesses to the following DSBSD services. (DO NOT ACCOUNT FOR SWaM DIRECTORY OR EXPENDITURE DASHBOARD USAGE/UTILIZATION)

Services Provided by DSBSD	FREQUENCY: NEVER, RARELY, SOMETIMES, FREQUENTLY
Certification	Frequently
Guest Speaking	Rarely
Reporting underperforming Certified Micro/Small Businesses	Never
Scaling4Growth	Rarely
Business Development/Technical Assistance	Sometimes
Sourcing	Rarely
SWaM Directory/Expenditure Dashboard Help	Sometimes
Training	Sometimes
Virginia Small Business Finance Authority	Never

## 5 FEEDBACK

1. Please identify barriers or limitations to SWaM participation your agency experienced in FY23:

We continue to have success with the usage of "Small" and "Micro" classifications in both goods and services and construction. We are continuing to add women and minority owned firms to our overall portfolio of suppliers. JMU has not implemented a full set aside program, but we do encourage SWaM purchases under 10k, set aside Cat B Prof Services, ensure approp. percentages on construction projects are achieved, and have numerous things in place to ensure the usage of micro, small, woman and minority owned, firms across campus, initiatives to train end users, and make the use of certified firms up to 50K in an expedited manner.

**Completed by:**

*Signature: Catherine "Katie" Weaver*

*Date: 2023-09-07*

**Approved by:**

*Signature: Jon Alger*

*Date: 2023-09-08*