

# Having a Supplier Diversity Program



# What is a Supplier Diversity Program?

- A **Supplier Diversity Program** is a proactive business strategy which encourages the use of diverse suppliers.

# Supplier Diversity Initiative Impact & Importance

## Who does this program support?

- Veteran-owned businesses (VBE)
- Service-disabled veteran-owned businesses (SDVBE)
- Disabled-owned business enterprises (DOBE)
- Minority-owned business enterprises (MBE)
- Women-owned business enterprises (WBE)
- Lesbian, gay, bisexual and transgender (LGBTE)
- Historically underutilized business (HUB) zones
- Small businesses (SB)
- Other disadvantaged business enterprises



## Why does this program matter?

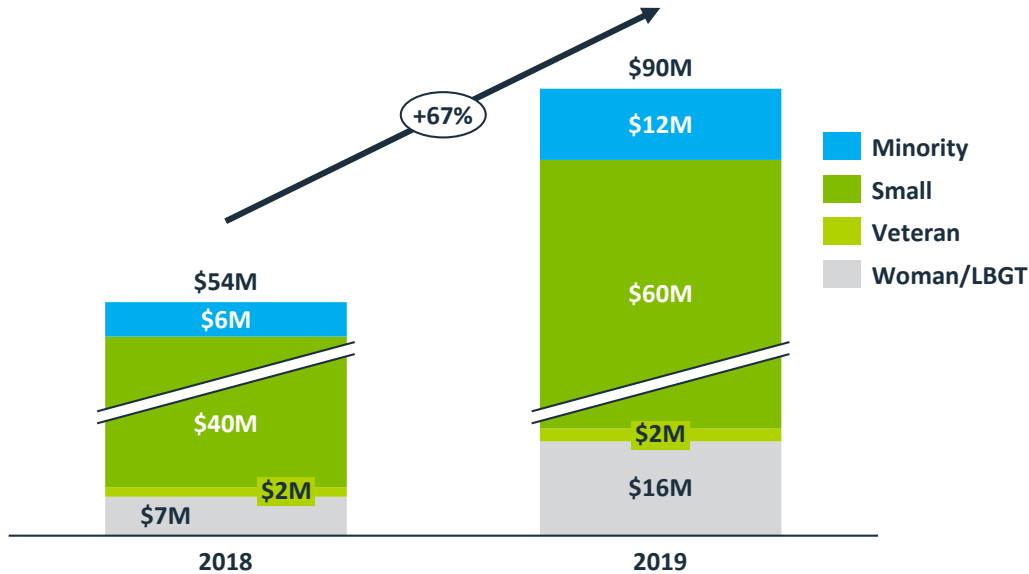
- Reinforces our commitment to excellent and affordable services
- Greater engagement with diverse customers and their communities
- Creation of a diverse network of suppliers more reflective of the communities we serve
- Better connects customers with suppliers who address specific strategic needs
- Contributes to communities and creates sustainable jobs
- Increases competition to decrease costs of services and products procured
- Provides a competitive advantage in pursuit of government business
- Aligns with key strategic initiatives

# Steps to Engage through Implementation

- 1** Review supplier diversity information on company website; should include contacts to learn about the program and the types (MBE,WBE, etc.)
- 2** Register as diverse supplier at [www.yyyy.com](http://www.yyyy.com) (company website)
- 3** Send brief introduction e-mail to program lead and include a one page capabilities statement
- 4** Request to schedule an call with supplier diversity program lead
- 5** Request a face to face meeting or conference call on a supplier diversity outreach meeting held once a month
- 6** Attend a company outreach event to learn more about a program.

# How We Measure Success

# Samples of Diverse Spend Report



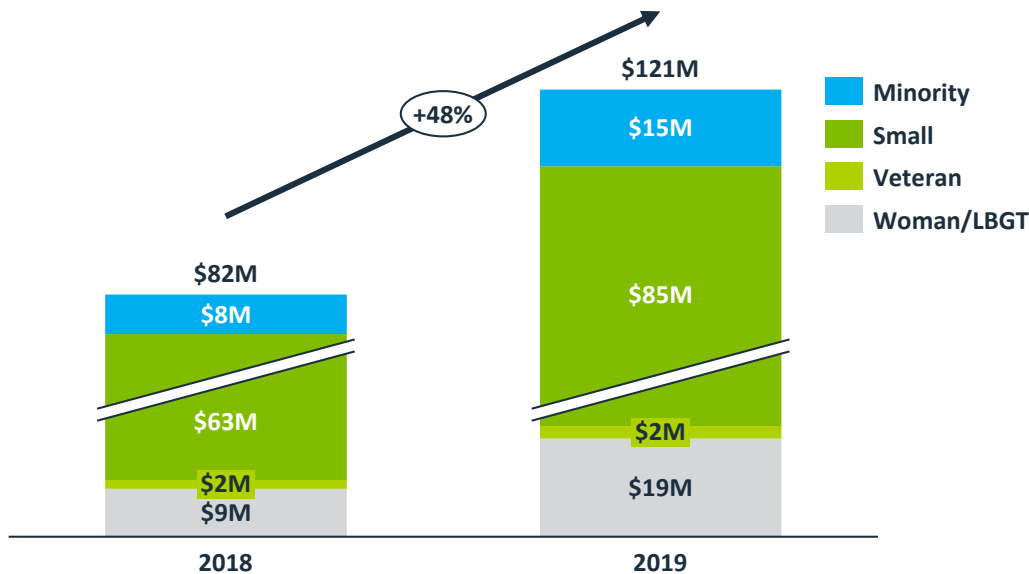
## Key Drivers

### Growth across all categories:

1. Includes Tier 2 Construction & Design Direct Suppliers through July (\$14M)
2. Key growth suppliers ("New"): XXX Media (WBE), YYY Group (WBE) and ZZZ (MBE).
3. Other key growth suppliers ("Traditional"): XXX (MBE), YYY (WBE), ZZZ (Vet)

### Expecting future improvements from:

1. Alignment with new diverse spend goals
2. Incorporation of diverse suppliers
3. Program expansion



# How You Can Help

- **Serve as supplier diversity champion and trusted advisor for your stakeholders**
- **Speak to you stakeholders about their pipeline and corresponding action plans**
- **Be aware we're meeting diverse spend goals**
- **Follow the Rooney Rule**
- **Host customized company event to introduce diverse suppliers to procurement team and executive decision-makers**

# What distinguishes a supplier diversity program?

- Engaging
- Dynamic
- Robust
- Expansive
- Innovative
- Award-winning

**YOU!**





This, in the pursuit of  
Excellence!

**Thank you,**

**Doris Carson Williams, CCE  
African American Chamber of  
Commerce of Western PA**