“Your Pathway to Success”

2015 PLAN OF WORK
VISION

Houston is recognized as the model city for the successful development of Minority Business Enterprises (MBEs). HMSDC facilitates this vision by setting the standard of excellence in bringing Corporate Members and MBEs together to create mutual value.

MISSION

The mission of the Houston Minority Supplier Development Council (HMSDC) is to actively involve its members in efforts that will increase and expand business opportunities and business growth for minority business enterprises.

OVERALL POLICIES/PRINCIPLES

In carrying out its mission, the Houston Minority Supplier Development Council will:

- Be accountable to Corporate Members and MBEs for verifiable results in minority business development.

- Be a recognized standard of ethics, quality, leadership, cooperation and prestige, reflective of member pride and commitment.

- Promote business opportunities and capabilities of minority entrepreneurs, and work to eliminate barriers to equal economic opportunity for MBEs in the marketplace.

- Be proactive in helping MBEs respond to issues and developments, which impact their business opportunities and growth.

- Help corporations and government agencies develop, maintain and expand minority business development programs and recognize those that conduct outstanding programs.

- Maintain a financially sound organization.

- Promote educational research activities and services directed at the establishment, development, expansion and encouragement of minority-owned businesses.

- Be a reliable, effective source for identifying capable and competitive MBEs.
EXECUTIVE SUMMARY

2015 portends to be a challenging year in Houston with the slump in oil prices causing major cutbacks in production, exploration, capital expenditures and jobs. The ripple effect will be significant. We are likely to see a number of businesses fail.

On the other hand, experience has shown that minority businesses can often gain more ground during a bad economy than a robust economy when everyone is too busy to consider alternatives. MBEs have been able to bring cost savings, innovation, performance enhancements and even new business to the table to bolster the economy in good times and in bad. The point is that MBEs have a choice – to capitalize on these economic times or to fall victim to them.

HMSDC is committed to the success of our MBEs and to our Corporate Members. Three years ago the HMSDC Board of Directors set a challenging goal of positioning MBEs in such a manner that business is attracted to them because they are that good and because HMSDC says so. Three years later HMSDC is ready to roll out programs and strategies that will meet the challenge and position serious MBEs for unprecedented success.

But the pathway to success is challenging. It requires sophistication and commitment to succeed. Success is no accident. It comes from deliberate effort and an unrelenting zeal to be the best. The good news is that HMSDC has developed the pathway for your success be you an MBE or a Corporate Member seeking to achieve world class status for your supplier diversity/development program.

This 2015 Plan of Work lays out the roadmap for you. We guarantee that if you follow the plan it will lead to your success as it has for those who have blazed the trail before you. It is what HMSDC is all about. We are not about growing our membership, funding or prestige. The metrics by which we judge our success are (1) growing our MBEs in sales and employment, and (2) our Corporate Members spending more money with our MBEs. If you share our commitment to these measures, we invite you to partner with us as we progress together along our “Pathway to Success” in 2015.
THE FOUR PILLARS
ORGANIZATIONAL ALLIGNMENT

The Houston Minority Supplier Development Council (HMSDC) is an affiliate of the National Minority Supplier Development Council (NMSDC). NMSDC emphasizes four core capabilities which become the four pillars of HMSDC’s 2015 Plan of Work. They are to:

I.  **CERTIFY** – Certify MBEs throughout the HMSDC service area effectively and efficiently according to the highest standards of certification.

   **Goals:**
   - Achieve 900 Certified MBEs
   - Achieve 80-90% MBE retention
   - Achieve 30-45 day certification efficiency

   **Strategies:**
   1. Perform MBE certifications consistent with NMSDC policies with emphasis on operational excellence of thoroughness, effectiveness and efficiency.
   2. Achieve a full representation of certified MBEs throughout the HMSDC service area.

II. **DEVELOP** – Position MBEs in such a manner that business is attracted to them because they are that good and because HMSDC says so.

   **Goals:**
   - At least 100 MBEs advance to the next level of business growth through a segmented, comprehensive MBE development strategy
   - At least 5 Corporate Members achieve world class status in their supplier diversity programs
   - $5 - $10 million financing assistance provided to MBEs

   **Strategies:**
   1. Provide intentional learning and development support to MBEs.
   2. Assist MBEs to understand the corporate culture and procurement/contracting process.
   3. Assist Corporate Members in implementing effective supplier diversity programs.

III. **CONNECT** – Increase and expand business opportunities for MBEs.

   **Goals:**
   - Grow MBE revenues by 10% annually
   - Grow number of employees of MBEs by 5% annually
Grow Corporate Member spend with HMSDC MBEs by 2% annually
Assist 3 Corporate Members in joining the Billion Dollar Roundtable
$3 million in spend between MBEs
$40 million in prime supplier spend with MBEs

**Strategies:**
1. Increase and expand opportunities for MBEs
2. Deliberately match MBEs to needs and opportunities
3. Provide tools to guide and facilitate minority business development

**IV. ADVOCATE** – Public understand the priority for MBE development and knows HMSDC as the primary advocate and resource for MBE development.

**Goals:**
- Key industry and political leaders know of HMSDC and its value
- Increase Corporate Member reporting by 10%
- Monthly features of HMSDC in local media
- 160-185 Corporate Members

**Strategies:**
1. Position HMSDC as the authority on supplier diversity
2. Serve as the voice of minority business development
3. Promote MBE development
4. Facilitate effective communications between MBEs and Corporate Members
MBE PATHWAY TO SUCCESS

Each MBE is encouraged to follow a deliberate pathway to success by doing the following:

CERTIFY

Attend a Certification Outreach Workshop – Attend a monthly certification outreach workshops at the UH SBDC, a chamber of commerce, or at other business development organizations to learn about the benefits of being certified as an MBE. (Staff)

Attend a Pre-Certification Workshop – Attend a pre-certification workshops on the first Thursday of each month to understand how to get through the certification process within 30 days. (Staff)

Certify – Join 200+ MBEs in the freshman class of newly certified MBEs in 2015. (Membership)

Recertify – If already a certified MBE, join 700+ MBEs who will renew their MBE certification on time in 2015. (Membership)

Subscribe – If certified by another NMSDC council, join 100+ MBEs who will subscribe to services and become part of the HMSDC family. (Membership)

Leverage Your Certification – HMSDC certification automatically certifies you as a HUB with the State of Texas and is accepted across the nation by all regional councils and Corporate Members of NMSDC. Ask the HMSDC staff to help you with expedited certification with the City of Houston. Let HMSDC help connect you to the MBDA Center and chambers of commerce. (Staff)

ENTERchange – Attend a monthly ENTERchange to better understand how you can best benefit from your HMSDC certification and position yourself for success. (Membership)

Connect With Your Ambassador – Connect biweekly, at least at first, with your assigned Ambassador to seek their guidance on building presence and momentum in HMSDC. (Membership)

Start Your Continued Education – Begin attending education programs to help you better understand how to refine and market your value proposition to potential customers. (P2E)

DEVELOP
**MBE Assessment** – Utilize the HMSDC consultants and various automated tools to assesses your capability, capacity and qualification to do business with Corporate America. Work with the consultants and HMSDC coaching team to develop your own “Pathway to Success” that positions you so that business is attracted to you. (Staff)

**Coaching** – Utilize the Total Business Development Program to surround MBEs with consultants and coaches who can provide hands-on developmental support. (P2E)

**Commit to Pathways to Excellence** – Use the Pathways to Excellence Program to fill identified gaps and validate your preparedness for Corporate Member business. (P2E)

**Attend Focus Training Academies** - Attend bi-monthly educational academies to provide an intentional learning track for all levels of MBEs in the areas measured in Pathways to Excellence. (Education)

**Sign Up for Supplier Idol** – Participate in a Supplier Idol session to receive candid advice, mentoring and feedback on your sales presentations, marketing material and phone etiquette (P2E, SDAC)

**Take the Strategic Teaming Course** - Achieve mastery in forming, managing and marketing effective strategic alliances by participating in the series of strategic teaming courses offered by HMSDC. (P2E)

**Apply for an MBE Scholarships** – Submit your application by May 30 for a MBE Business Executive Scholarship for a course or training of specific value to you in your next stage of business growth and development. (SDAC)

**Take the 10,000 Small Businesses Program** – Where possible, apply for the next class of the HCC Goldman Sachs 10,000 Small Businesses program to build your plan and competency to grow your business. (Staff)

**Tap Into the MBE Accelerator** – Take these online courses provided by Accenture exclusively to HMSDC MBEs to grow yourself and your management team so you can grow your company. (Staff)

**Participate in a CEO Academy** – Sign up for four quarterly sessions with corporate and MBE CEOs to develop well-rounded C-level understanding, connections and strategies. (Staff)

**Attend Lunch with the President** – Attend monthly roundtable discussions with the HMSDC President and 10-20 MBEs focused on capitalizing on marketplace changes and proven strategies to grow your business. (Staff)

**Attend Bi-Monthly MAC Forums** – Attend special MBE Advisory Committee meetings focused on dialogue with key industry and political leaders around the topic of MBE participation. (MAC)
Selling/Marketing to Corporations - Provide training and counseling on the corporate perspective through an intentional educational series. (P2E)

Attend a EXPO 2015 MBE Preparation Seminar- Attend preparation seminars in July and August to prepare for success at EXPO 2015. (EXPO)

Attend the MBE Boot Camp – Attend the MBE Boot Camp at EXPO 2015 to learn the latest success strategies in growing a business in today’s marketplace. (EXPO)

Sign Up for Coaching Corner – Sign up to visit with MBE professional business coaches and consultants for free coaching sessions in conjunction with EXPO 2015. (EXPO)

Explore the International Market – Let HMSDC help connect you to resources, opportunities and potential business partners abroad. (Staff)

Read the HMSDC Newsletter – Published the first week of each month, the HMSDC newsletter is your guide to success. (Staff)

CONNECT

Attend the Matchmaking Luncheon & Procurement Roundtables – Join over 300 decision makers at the February 11 MBE Showcase and Luncheon featuring success strategies of past Supplier of the Year Award winners and connections to current business opportunities. (Program)

Participate in the Scholarship Fundraiser – Join 200+ business leaders at the annual golf classic to help raise $95,000 for MBE Business Executive Scholarships while building lasting business relationships on the golf course, in the golf clinic, or at the awards luncheon. (Scholarship)

Scholarship Luncheon & MBE Showcase - Join over 300 decision makers at the July MBE Showcase and Luncheon recognizing Corporate Members and MBEs who spend the most with MBEs, 2015 MBE Scholarship winners and, of course, plenty of connections to business opportunities. (Program)

Register Early for EXPO 2015 – Don’t miss the EXPO 2015 Business Opportunity Marketplace on November 4-5 with 180+ exhibitors, including 25 new exhibitors, 20 prime suppliers and 1,500 attendees (EXPO)

Use Direct Connect – Set meetings in advance with specific exhibitors at specific times at EXPO 2015. (EXPO)

Emerging 10 Luncheon & MBE Showcase - Join over 300 decision makers at the September MBE Showcase and Luncheon featuring the success strategies of ten MBEs and, of course, plenty of connections to business opportunities. (Program)
Attend Monthly Doing Business With Forums – Connect to business opportunities and processes at specific Corporate Members or in specific industries at these monthly forums. (Staff)

Follow Major Projects – HMSDC will align itself with major projects as a resource for MBE participation such as the bond programs of the City of Houston, Houston Community College, HISD, and Metro in 2015. Look for regular updates on these major projects. (Staff)

MBE to MBE – Attend MBE Mixers and call HMSDC to source for MBEs who can support your business with the goal of spending $3 million between HMSDC MBEs in 2015. (MAC)

Join an Industry Group – Join an Industry Group to connect to insight, decision makers, opportunities and alliance partners in your industry. (MAC)

Keep Up With Weekly Alerts and Procurement Reports – Published weekly these publications will keep you informed of upcoming events and developments in supplier diversity and HMSDC and current procurement and contracting opportunities. (Staff)

Keep Your Data Fresh - Maintain current information in HMSDC’s searchable, on-line directory with emphasis on complete, accurate information for easy access by Corporate Members. (Staff)

Frequent the HMSDC Website – Catch up with current marketplace trends, networking and matchmaking events, and chart your progress along your Pathway to Success at www.hmsdc.org. (Staff)

Use HMSDC Social Media – Use different media functions to develop and connect with experts in certain topical forums on Facebook, Linked In, and Twitter. (Staff)

Network at the Holiday Social – Attend the festive holiday gathering in December to network with 100+ MBEs and Corporate Members, and to reflect on a great year of minority business development. (Program)

CEO Exchange – Host a CEO Academy Exchange with another NMSDC Council to facilitate connections and potential strategic alliances between top level MBEs in 2015. (Staff)

ADVOCATE

Create a Success Image – Share your success monthly on Facebook, LinkedIn and the HMSDC blog, Twitter, Weekly Alerts, Monthly Newsletter, HMSDC website and at the HMSDC ReVIEWS. (Staff)
**Become Recognized** – Nominate yourself and others for HMSDC awards throughout the year. (SDAC, MAC)

**Speak Out** – Share your views, advice, encouragement and example with others as follows:

- **Attend the Town Hall** – Attend the town hall meeting in January to acquaint yourself with new initiatives and strategies for HMSDC and communicate your interests and needs to HMSDC leadership. (Board)

- **Attend MAC/STAC Meetings** – Attend semi-annual combined meetings of MBEs and Corporate Members to share perspective and evaluate priorities and strategies. (MAC, SDAC)

- **Tell Your Story** – Help position HMSDC as the primary source of information and support on MBEs and MBE development among local chambers of commerce and economic development organizations including the Greater Houston Partnership, City of Houston and ISM-Houston (Membership)

- **Support Your Community** – Participate in an HMSDC program that establishes your and HMSDC’s good will in the community. (Membership)

- **Connect With Your Legislators** – Join the HMSDC delegation to Austin on March 10 for MBE Public Policy Day to build and maintain relations with key city, county, state and federal legislators and advise them on issues pertinent to HMSDC and minority business development. Visit City Council, Metro or HISD Board meetings with HMSDC to address topics of importance to MBEs. Screen candidates for public office in August-October. (MAC)

- **Broaden Your Exposure** – Leverage strong relations with targeted media by submitting or working with HMSDC to develop articles for publication and serving as the credible voice and example of minority business development. (Staff)

- **Understand Your Impact** – Leverage off the economic impact analysis of HMSDC to help others better appreciate the significance of minority business development. (Staff)
CORPORATE MEMBER PATHWAY TO SUCCESS

Each Corporate Member is encouraged to follow a deliberate pathway to success by doing the following:

CERTIFY

Require Certification – Require your diverse suppliers to be certified with HMSDC as a mark of integrity for your program and to surround the MBE with the direction and support to become and remain a value-added supplier. (Membership)

DEVELOP

Corporate Member On-Boarding – Help onboard new Corporate Members and supplier diversity professionals with an orientation program and by serving as a “buyer buddy”. (SDAC)

Assess Your Level of Excellence – Complete the Levels of Excellence in supplier diversity to guide your company in achieving world class status in its supplier diversity programming. (SDAC)

Attend the CPO Summits – Send your Chief Procurement Officer to semiannual CPO Summits to discuss common issues, solutions and inclusion in the strategic sourcing process. (SDAC)

MBE Capacity Building – Utilize the HMSDC capacity building model, written or online training through Rutgers University, to understand and implement proven strategies to deliberately grow the capacity of your key suppliers. (SDAC)

Online Supplier Diversity Orientation & Training – Enroll your company representatives in the HMSDC online orientation to supplier diversity and the NMSDC online course for supplier diversity professionals. (SDAC)

Share Best Practices – Attend 4-8 program sharing sessions and two specific Corporate Member trainings during 2015 to share, learn and develop effective minority business development approaches. (SDAC)

Tap Into the Best Practices Toolbox – Tap into the wealth of information and examples in the Best Practices Toolbox designed to assist corporate members in achieving highest levels of excellence in their diversity programs. (SDAC)

Reach Out for Corporate Program Support – Ask the professional HMSDC staff for an analysis of your supplier diversity program with recommendations for improvement. (Staff)
Corporate EXPO Preparation - Attend the EXPO 2015 preparation seminars and bring your prime suppliers to learn how to maximize results from this key event. (EXPO)

Assist NAPM & GHP – Help provide primary leadership to ISM-Houston and the Greater Houston Partnership in supplier diversity efforts in 2015. (Staff)

Read the HMSDC Newsletter – Published the first week of each month, the HMSDC newsletter is your guide to success. (Staff)

CONNECT

Attend the Matchmaking Luncheon & Procurement Roundtables – Join over 300 decision makers at the February 11 MBE Showcase and Luncheon featuring success strategies of past Supplier of the Year Award winners and connections to current business opportunities. (Program)

Participate in the Scholarship Fundraiser – Join 200+ business leaders at the annual golf classic to help raise $95,000 for MBE Business Executive Scholarships while building lasting business relationships on the golf course, in the golf clinic, or at the awards luncheon. (Scholarship)

MBE Tours and Trade-Specific Matchmaking – Participate in bi-monthly tours by Corporate Members of MBE facilities and/or trade specific luncheons or networking events to introduce the true capabilities of proven MBEs. (Staff)

Scholarship Luncheon & MBE Showcase - Join over 300 decision makers at the July MBE Showcase and Luncheon recognizing Corporate Members and MBEs who spend the most with MBEs, 2015 MBE Scholarship winners and, of course, plenty of connections to business opportunities. (Program)

Quality Matchmaking – Organize and conduct targeted events by industry or by targeted sourcing to bring MBEs together, preferably at host corporations, with decision makers around specific needs to result in $30 million in new business between participating firms (SDAC)

Exhibit at EXPO 2015 – Don’t miss the EXPO 2015 Business Opportunity Marketplace on November 4-5 with 180+ exhibitors, including 25 new exhibitors, 20 prime suppliers and 1,500 attendees (EXPO)

Participate in EXPO One-to-Ones – Ensure that you benefit from your time at EXPO 2015 by signing up for one to one appointments and let HMSDC source and match you with qualified MBEs. (EXPO)
Emerging 10 Luncheon & MBE Showcase - Join over 300 decision makers at the September MBE Showcase and Luncheon featuring the success strategies of ten MBEs and, of course, plenty of connections to business opportunities. (Program)

Host a Monthly Doing Business With Forums – Let HMSDC connect you to an audience of MBEs who meet your specific requirements. (Staff)

Join an Industry Group – Join an Industry Group to connect to insight, MBEs, decision makers, opportunities and alliance partners in your industry. (MAC)

Keep Up With Weekly Alerts– Published weekly this publications will keep you informed of upcoming events and developments in supplier diversity and HMSDC. (Staff)

Keep Your Data Fresh - Maintain current information in HMSDC’s searchable, on-line directory with emphasis on complete, accurate information. (Staff)

Frequent the HMSDC Website – Catch up with current marketplace trends, networking and matchmaking events, and chart your progress along your Pathway to Success at www.hmsdc.org. (Staff)

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Network at the Holiday Social – Attend the festive holiday gathering in December to network with 100+ MBEs and Corporate Members, and to reflect on a great year of minority business development. (Program)

ADVOCATE

Create a Success Image – Share your success monthly on Facebook, Linked In and the HMSDC blog, Twitter, Weekly Alerts, Monthly Newsletter, HMSDC website and at the HMSDC ReViews (Staff)

Become Recognized – Report your procurement and development results to NMSDC and nominate yourself and others for HMSDC awards throughout the year. (SDAC, MAC)

Engage Your Leadership – Encourage your CPO to attend the semiannual CPO Summits and your CEO to join the HMSDC Executive Advisory Board and/or host a session of the CEO Academy. (Board, SDAC)

Connect With Your Legislators – Join the HMSDC delegation to Austin on March 10 for MBE Public Policy Day to build and maintain relations with key city, county, state and federal legislators and advise them on issues pertinent to HMSDC and minority business development. (MAC)
Recruit Other Corporate Members – Help recruit 20 new corporate members and activate 10% inactive Corporate Members with an emphasis on mid-level companies. (Board, SDAC)

Recruit and Involve Your Prime Suppliers – Recruit and involve 40 prime suppliers in HMSDC activities in 2015 with a goal of each Corporate Member recruiting 2-3 of their prime suppliers. (SDAC)

Expand the International Involvement in HMSDC – Deliberately reach out to international companies and communities and facilitate their involvement in HMSDC and utilization of MBEs. (International)

Capitalize on the Drivers, ROI and ROO for Supplier Diversity – Identify and measure true impact of your supplier diversity efforts, then publicize internally and externally. (SDAC)