You simply can’t separate HMSDC from business growth in Houston and beyond.

Corporate America’s leading connector to minority business growth.

The Houston Minority Supplier Development Council (HMSDC) is an affiliate of the National Minority Supplier Development Council (NMSDC). HMSDC’s 2019 Plan of Work focuses on Leading through targeted Program Delivery, Innovating by building capacity of MBEs, Networking and Leveraging strategic partners, and Growing by attracting new corporate members and opportunities to the Council.
EXECUTIVE SUMMARY

According to Forbes Magazine, Texas is ranked the second Best State for Business is our nation. Increasingly Houston is also receiving recognition as the most diverse city in the nation, and has been named the number one city for minority-owned businesses. A recent study by Lending Tree, which measures the success of minority entrepreneurs in the country’s 50 largest metro areas, declared Houston as the top major metro area in Texas for minority entrepreneurial success according to. It is our resilience, diversified business base, and private sector growth that allows us to compete and excel in a competitive global economy.

Factors driving Houston’s economy are quickly changing. The ripple effects of disaster recovery will continue to cause significant challenges, but also creates opportunities. HMSDC plans to focus on the recovery process that continues for many of our MBEs. Both infrastructure and recovery projects planned for 2019 will provide opportunities for professional service and product driven businesses. Minority Business Enterprises (MBEs) can bring cost savings, innovation, performance enhancements and even new business to the table to bolster the economy. This is a time when MBEs have opportunities available that they can grasp, and HMSDC is here to help make that happens!

Our economic strength has been predicated on many factors including oil prices, diversifying industries and geography. The economy began this year with increased uncertainty due to the fourth-quarter decline in oil prices; trade uncertainty; and volatility in financial markets. Further improvement in the price of oil is key to Houston’s near-term future recovery. HMSDC is committed to the success of our MBE suppliers and our Corporate Members. We are positioned to help MBEs be attractive to our corporate members and to set a certification and education bar that concretely demonstrates the strength and depth of our MBEs. HMSDC continues to maintain and develop a strong cadre of programs that meet today’s challenges and positions serious MBEs for unprecedented success.

By taking a focused approach to HMSDC programs and services, HMSDC will help keep Houston ranked number one for minority entrepreneurship. We will work with our Corporate Members to increase the value, impact and ROI of your supplier diversity programs. For MBEs, HMSDC will open doors to new opportunities through certification, develop a personal growth plan for any interested MBE, connect you face-to-face with potential customers, and surround you with the information and insight to achieve long-term sustainable growth.

You simply can’t separate HMSDC from business growth in Houston and beyond.
# KEY PERFORMANCE INDICATORS

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

### Goals
- Achieve 650 Certified MBEs
- Achieve 75% MBE retention
- Achieve 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 core service area.
3. Conduct bi-monthly calls to MBEs to encourage recertification

## II. DEVELOP – Position MBEs in such a manner that businesses are attracted to them.

### Goals
- At least 25 MBEs advance to the next level of business growth through comprehensive MBE development.
- Define criteria for corporate members to measure prime supplier engagement.
- $2 - $10 million financing assistance provided to MBEs.

### Strategies:
1. Provide intentional learning and development support to MBEs through CEO Academy and CEO Conversations
2. Assist MBEs to understand the corporate culture and procurement process through How to Do Business sessions
3. Assist corporate members in implementing effective supplier diversity programs using best practices.

## III. CONNECT – Increase and expand business opportunities and business growth for MBEs.

### Goals
- Grow Corporate Member spend with HMSDC MBEs
- $250,000 in spend between MBEs
- $1 million in prime supplier spend with MBEs
- $10 million in new spend with MBEs

### Strategies:
1. Increase and expand business opportunities for MBEs.
2. Deliberately match MBEs to sourcing opportunities.
3. Provide tools to guide and facilitate minority business development.
4. Automate sourcing and procurement opportunity alert through mobile app development and other tools.

## IV. ADVOCATE – Educate the public on the priorities for MBE development and promote HMSDC as the primary resource for MBE development information.

### Goals
- Key industry and political leaders know of HMSDC and its value
- Increase Corporate Member reporting of MBE spend year over year
- Monthly features of HMSDC in local media

### Strategies:
1. Position HMSDC as THE authority on supplier diversity.
2. Serve as the voice of minority business development.
3. Promote MBE training and development.
4. Facilitate effective communications between MBEs and Corporate Members.
5. Develop regular relevant content communications to MBEs and Corporate Members using select social media platforms.
COMMITTEES CONTRIBUTING TO THE PLAN OF WORK

Education Committee
Purpose: Organize, promote and host educational seminars and workshops sponsored solely or jointly by the Houston Minority Supplier Development Council to meet MBE development needs.

EXPO Steering Committee
Purpose: To plan and implement the EXPO Business Opportunity Marketplace and related events.

Industry Groups
Purpose: Promote information sharing and collaboration opportunities between MBEs engaged in the same or similar industry.

- Construction
- Information Technology
- Professional Services

Minority Business Enterprise Input Committee (MBEIC)
Purpose: Provide MBE input into the work and affairs of the Council and organize, promote and implement such Council activities that benefit MBE members.

MBE Services Committee
Purpose: Expand active certified MBEs through effective recruitment, activation and retention of MBEs.

Pathways to Excellence Committee
Purpose: Assess educational and development needs and interests of MBEs. Manage the P2E Program and consultants/coaches.

Program Committee
Purpose: To plan and conduct HMSDC luncheons, special events and showcases.

Scholarship Fundraiser Committee
Purpose: To plan and conduct a successful sports networking tournament to raise money for MBE scholarships.

Strategic Teaming Alliances Committee (STAC)
Purpose: Organize, promote and host educational seminars and workshops sponsored solely or jointly by the Houston Minority Supplier Development Council to meet MBE capacity needs.

Supplier Diversity Advisory Committee (SDAC)
Purpose: Support professional development of corporate members and their programs/initiatives by sharing best practices through innovative collaborations.
LEAD...Targeted Program Delivery
Execute high priority programs that will provide the most significant value and impact to MBEs and Corporations.

- Provide scheduled communication updates including the Weekly Alert and quarterly reports.  
  (HMSDC Staff)
- Support the development of the program for the Annual Meeting, which is designed to provide an overview of the HMSDC Plan of Work for the year.  
  (MBEIC Committee)
- Create a video and publish LEAD Conversations with corporate members and MBEs from HMSDC Media room that articulates the value of HMSDC.  
  (MBE Services Committee)
- Provide a progressive program for MBEs creating awareness of forming, managing and marketing effective strategic alliances with the collaboration of HMSDC corporate members.  
  (STAC Committee)
- Develop directories designed to assist MBEs with targeting customers. (MBE directory, Corporate directory and Professional Services directory)  
  (Corporate Services Industry Groups)
- Maintain the Ambassador program to include 20 active MBEs that have been on-boarded.  
  (MBE Services Committee)
- Utilize online award nomination and judging platform to facilitate 100% application fulfillment for awards. Increase the number of nominations for awards by 50%.  
  (MBEIC Committee, SDAC Committee, STAC Committee)
- Update Pathways to Excellence (P2E) with criteria and capabilities sought by corporations seeking to do business with MBEs.  
  (P2E Task Force, Education Committee, HMSDC Staff)
- Deploy software to provide insightful reports to Board of Directors and organization leadership on progress towards accomplishing key performance indicators.  
  (HMSDC Staff)
- Expand ITIG Knowledge of strategic alliances by recruiting at least 5 ITIG members to register for the STAC Introductory training  
  (Information Technology Industry Group)
- Redefine professional services categories to ensure alignment with NMSDC and to provide clarity within HMSDC on the types of firms that should be targeted as professional service providers.  
  (Professional Services Industry Group)
- Create a recruitment campaign “Each One Reach One” that will engage Corporate members and MBEs to refer potential minority business owners to HMSDC  
  (HMSDC Staff)

HMSDC Programs
- Corporate Resource Platform
- MBE Accelerator
- Pathways to Excellence (P2E)
- Total Business Development
- Strategic Teaming Master Series Training
- Corporate and MBE Contact Directories

Technology Platforms
- Submittable for Awards
- Affiliate Business Standard CRM
- Website
- Mobile App
- Social Media Site redesign
**INNOVATE...Capacity Building**
Innovate ways to build capacity of MBEs.

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver a minimum of six learning sessions and two corporate partnered learning sessions with an average evaluation score of 4 (above satisfactory).</td>
<td>Education Committee</td>
</tr>
<tr>
<td>Present two EXPO Preparation Workshops that will prepare exhibitors and MBEs for maximum results at the tradeshow.</td>
<td>EXPO Steering Committee</td>
</tr>
<tr>
<td>Host at least four MBEIC Forums with an invited guest speaker to explore upcoming projects and possible improvements in the area of supplier diversity. Goal: 4 Forums by year end</td>
<td>MBEIC Committee</td>
</tr>
<tr>
<td>Develop scorecard to assist corporate members in evaluating prime supplier engagement in supplier diversity.</td>
<td>SDAC Committee</td>
</tr>
<tr>
<td>Develop an onboarding process for new corporations that emphasizes early engagement and commitment to HMSDC.</td>
<td>SDAC Committee</td>
</tr>
<tr>
<td>Market the use of LINK meetings for certified MBEs who are seeking strategic alliances to explore opportunities that can be leveraged for business expansion.</td>
<td>STAC Committee</td>
</tr>
<tr>
<td>Increase corporate participation in the development and mentoring of MBEs.</td>
<td>SDAC Committee Board of Directors</td>
</tr>
<tr>
<td>Develop corporate programming to introduce best practices and program sharing to increase internal awareness and engagement in corporations</td>
<td>SDAC Committee</td>
</tr>
<tr>
<td>Standardize sourcing and procurement opportunity process to include 30/60/90 day follow up with corporations and MBEs.</td>
<td>HMSDC Staff</td>
</tr>
<tr>
<td>Establish banking initiative to provide MBEs with access to capital and counsel to assist in contract preparation, negotiation and funding.</td>
<td>HMSDC Staff</td>
</tr>
</tbody>
</table>

**HMSDC Programs**
- Capacity Building Pipeline
- Banking and Finance Initiative
- Industry Forums
LEVERAGE...Strategic Partnerships
Foster synergies with strategic partners to accomplish HMSDC mission.

- Produce a tradeshow that will have 100 exhibitors inclusive of 25 primes and 1,000 total参加者。 | EXPO Steering Committee
- Raise $200,000 in EXPO sponsorship and an additional $30,000 in sponsorship for the EXPO Reception | EXPO Steering Committee
- Host two MBEIC/SDAC joint meetings or social events that facilitates relationship building and mutual understanding of each others needs. | MBEIC Committee
- Increase MBE-to-MBE business opportunities by increasing the number of certified MBEs that have opted in to the online portal by 50% or greater by year-end. Goal: 2018 = 193 opt-in | 2019 = 290 opt-in | MBEIC Committee
- Host four mixers to connect MBEs with each other and corporations. | MBEIC Committee, SDAC Committee, STAC Committee
- Host a golf tournament in May to connect major corporations and MBEs with an attendance goal of 130 attendees and raise at least $60,000 in MBE Executive Scholarships. | Scholarship Fundraiser Committee
- Conduct and proactively market Supplier Idol Sessions through ENTERchange to improve the presentation skills of MBEs to corporate members on a monthly basis | SDAC Committee, MBE Services Committee
- Strengthen relationships with affiliate partners to provide more impactful programs and events for MBEs. | HMSDC Staff
- Increase media coverage to tell the HMSDC Story | HMSDC Staff
- Grow NMSDC national corporate membership and engagement in HMSDC. | SDAC Committee, HMSDC Staff
- Coordinate MBE Public Policy Day in conjunction with other NMSDC Texas Regional Councils to educate elected officials in Austin, TX on the needs of MBEs. | MBEIC Committee
- Provide a list of MBEs and stakeholders that are prepared to testify to any governmental body on behalf of HMSDC. Goal: 40 attendees and 10 MBEs prepared to testify before the legislature. | MBEIC Committee
- Host local elected official candidate screenings to determine their positions on issues relevant to MBEs. | MBEIC Committee
- Launch an Executive Coaching program that leverages the knowledge and expertise of retired supply chain and supplier diversity leaders to provide guidance to MBEs on navigating contracting with corporations and governmental entities. | HMSDC Staff

HMSDC Strategic Partners
- Ethnic Chambers
- Greater Houston Partnership
- Houston Strategy Forum
- Institute for Supply Management
- TieHouston
- WBEA
- US Commercial Services
- Texas Department of Transportation
- SBA – SCORE
- City Housing and Community Development
LEVERAGE... *Strategic Partnerships*
Foster synergies with strategic partners to accomplish HMSDC mission.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate in the quarterly MBE survey development, analysis and reporting that tracks the needs, engagement and response rate of MBEs by class. Goal: Submit at least 3 questions quarterly to be included in the constituent survey.</td>
<td>HMSDC Staff</td>
</tr>
</tbody>
</table>
| Conduct Strategic Alliance Training Series featuring 3 courses designed to educate MBEs on the types of strategic alliance, how to form them, and the benefits/risks associated with alliances  
  - April 10: Introduction to Strategic Alliances & “The Link”  
  - April 26 – 27: Master Series - Forming Strategic Alliances  
  - June 4: Fast Tracking a Strategic Alliance  
  - Goal: At least 10 participants in each course | STAC Committee     |
| Conduct Educational Seminars on topics of interest to MBEs and to develop the capabilities required by corporations and government entities from MBE Suppliers.  
  - Goal: Conduct 6 educational seminars  
    - Business Development and Marketing  
    - Perfecting your Financing Pitch  
    - Finance Symposium  
    - Procurement  
    - Project Management  
    - Exit Strategies | Education Committee |
| Work in collaboration with Construction Industry Partners to host 6 Construction Industry Group meetings hosted by General Contractors to discuss business opportunities, capacity needs, and skill development of MBE contractors  
  - Goal: Host CIG meetings in February, April, June, August, October, and December | Construction Industry Group |
| Conduct Industry Forums prior to HMSDC major luncheons in March and July for industries with existing projects and opportunities for MBEs. | Construction Information Tech Professional Service |
| Host a networking event prior to the golf tournament that will allow golfers to network with one another.  
  - Host a bowling tournament in the fall to connect major corporations and MBEs and increase the funds in the MBE Executive Scholarship fund.  
  - Host quarterly Lunch with Ambassadors event to assist in acclimating newly certified MBEs to HMSDC. | Scholarship Fundraiser Committee, MBE Services |
## GROW...Strategic Partnerships
Growing corporate members and business opportunities for MBEs

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host corporate recruitment and networking event to promote HMSDC and meet like-minded companies involved in minority business development.</td>
<td>SDAC Committee Board of Directors</td>
</tr>
<tr>
<td>Leverage the strength, expertise and relationships of the Board of Directors to grow middle market corporate membership.</td>
<td>Board of Directors</td>
</tr>
<tr>
<td>Conduct semi-annual Corporate Business Reviews to improve performance and gain insight into supply chain trends.</td>
<td>HMSDC Staff</td>
</tr>
<tr>
<td>Increase the number of certified MBEs that have opted into the online portal to 60% or greater by year-end.</td>
<td>MBEIC Committee</td>
</tr>
<tr>
<td>Host four mixers to connect MBEs with each other and corporations.</td>
<td>MBEIC Committee</td>
</tr>
<tr>
<td>Create two luncheons in March and July with an attendance of 250 registrants to connect corporations and MBEs.</td>
<td>Program Committee</td>
</tr>
<tr>
<td>Host a golf tournament in May to connect major corporations and MBEs with an attendance goal of 130 and raise at least $75,000 in MBE Executive Scholarships.</td>
<td>Scholarship Fundraiser Committee</td>
</tr>
<tr>
<td>Host Forums for MBEs to provide insight into new markets, middle market companies, and industries.</td>
<td>SDAC Committee</td>
</tr>
<tr>
<td>Provide coaching, mentoring and training to increase competitiveness of MBEs in contracting.</td>
<td>SDAC Committee</td>
</tr>
<tr>
<td>Communicate success stories internally and externally utilizing all communication mediums</td>
<td>HMSDC Staff</td>
</tr>
<tr>
<td>Capture $1 million in expenditures between MBE-to-MBE businesses to promote the growth of smaller firms.</td>
<td>MBEIC Committee HMSDC Staff</td>
</tr>
<tr>
<td>Host one (1) Information Technology Straight Talk Session in August 2019 providing access and an in-depth briefing of technology strategy and business opportunities with an HMSDC Corporate Member.</td>
<td>Information Technology Industry Group</td>
</tr>
<tr>
<td>Identify professional services areas to spotlight during the mini-trade fair conducted prior to the March and July luncheons</td>
<td>Professional Services Industry Group</td>
</tr>
<tr>
<td>Recruit and encourage MBE Professional Service Firms to sign up to participate in the Total Business Development Program</td>
<td>Professional Services Industry Group</td>
</tr>
</tbody>
</table>

## HMSDC Programs
- Executive Consultants
- Coaching Corner
- HMSDC Ambassadors
- MBEIC Forums
## GROW... *Strategic Partnerships*
Growing corporate members and business opportunities for MBEs

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Details</th>
<th>Organizing Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging 10 event</td>
<td>Create Emerging 10 event in November with an attendance of 275 registrants to celebrate and/or connect corporations and MBEs.</td>
<td>Professional Services Industry Group</td>
</tr>
<tr>
<td>Holiday event</td>
<td>Create a Holiday event in December with an attendance of 150 registrants to connect corporations and MBEs and thank them for their participation throughout the year.</td>
<td>Professional Services Industry Group</td>
</tr>
</tbody>
</table>