

2023 PLAN OF WORK



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 2023 Plan of Work pursues an effective marketplace through MBE development and strategic programming that facilitate commerce between its Corporate Members and Certified MBEs.

EXECUTIVE SUMMARY

For over 50 years, the Houston Minority Supplier Development Council (HMSDC) has been transforming businesses in the greater Houston area. Over the years, we have redefined how we deliver services to our corporate members and certified MBEs, but what has not changed is our commitment to our mission to increase and expand business opportunities and business growth for minority business enterprises and drive excellence in supplier diversity and supplier development. As we celebrate our golden anniversary, HMSDC will launch new and exciting innovations that transform how we work as an organization. The launch of our eXchange CRM platform is driving efficiencies in how we work. It's providing corporate members and MBEs access to more tools, data analytics and collaboration tools to spur more business opportunities between MBE businesses and creating more connections between corporate members and MBEs.

As we look forward to HMSDC's next 50 years, together we will continue to increase value to our corporate members and MBE suppliers. HMSDC enters 2023 building on our refreshed value delivery model that allows us to stand ready to pursue an effective marketplace through MBE development and strategic programming that facilitate commerce between corporate members and MBEs. It is the resilience of our businesses, diversification of our regional industry base, and private/public sector growth that allows us to respond quickly to the economic changes that impact our stakeholders.

HMSDC's 3-year strategy will focus on Leading Fearlessly, Focusing on Business Imperatives, and Making Connections and Measuring Outcomes. We will leverage the breadth of perspectives of our diverse corporate members and certified MBE suppliers with the depth of experience of our staff to help ensure the sustainability of our organization and maximize the value we deliver to our corporate members and MBE suppliers. This is a time when MBEs have opportunities available that they can grasp, and HMSDC is here to help make that happen!

HMSDC is positioned to help MBEs be attractive to our corporate members and to set a certification and education bar that concretely demonstrates the strength 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.

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, company, and business leader development for any interested MBE, connect you with potential customers, and surround you with the information and insight to achieve long-term sustainable growth.

VISION

The Houston Minority Supplier Development Council (HMSDC) is recognized as a model in setting the highest standards of excellence by bringing Corporate Members and Minority Business Enterprises (MBEs) together to create mutual value.

MISSION

The mission of HMSDC is to actively involve its members in efforts that will increase and expand business opportunities and business growth for Minority Business Enterprises and to drive excellence in supplier diversity and supplier development.

OVERALL POLICIES AND PRINCIPLES

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

- Be accountable to Corporate Members, MBEs, and the Community 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.
- 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.
- Help corporations and government agencies develop, maintain, and expand minority business development programs and recognize those that conduct outstanding programs.

LEADERSHIP MESSAGES



James Brownrigg
Turner Construction

CHAIR'S COMMITMENT

- Focus on ensuring HMSDC's long-term viability
- Demonstrate membership value to all stakeholders
- Embody engaged leadership by the board of directors

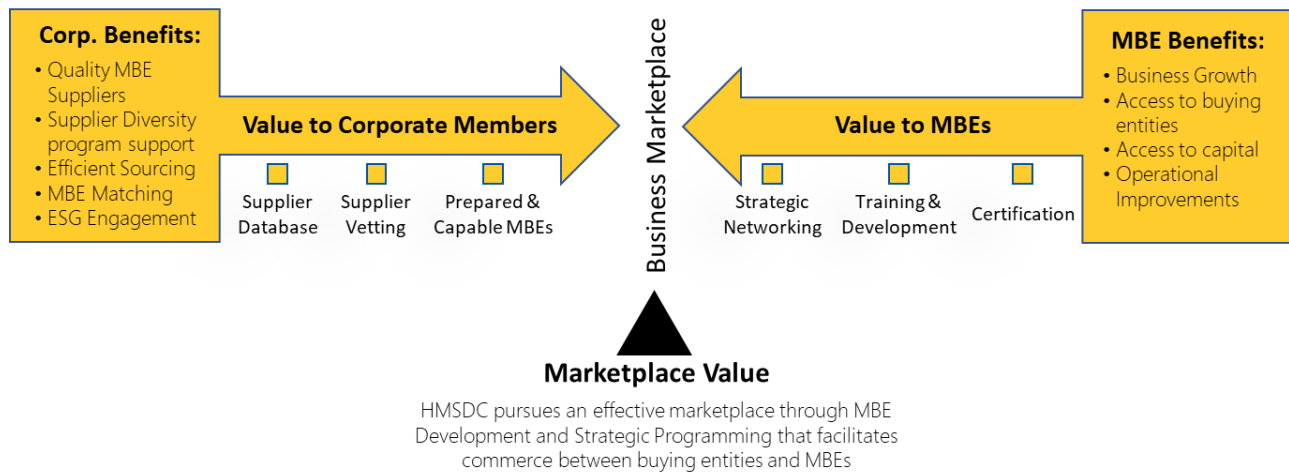


Ingrid Robinson
HMSDC

PRESIDENT'S COMMITMENT

- Execute Impactful Programs
- Drive Certification Operations Efficiency
- Connect MBEs to Business Opportunities
- Leverage Strategic Relationships
- Support Supplier Diversity Program Development
- Recruit New Corporations and MBEs

VALUE DELIVERY MODEL



HMSDC provides the only nationally recognized ethnic minority business certification in the greater Houston Region. More than 2/3rds of the clients we serve confirm an increase in revenue by gaining exposure to partnering with publicly owned and privately-owned businesses and government organizations. Our MBEs participate in technical training hosted by leading corporations to learn about what they buy, how they source, and how suppliers can compete for opportunities.

HMSDC has more than 150 major corporations and government entities in the greater Houston area as corporate members. Fortune 500 major corporations founded HMSDC to develop minority-owned businesses that would create jobs, achieve economic self-sufficiency and increase purchasing power in diverse communities. Minority-owned businesses build an economic engine that help Houston and surrounding areas become stronger!

HMSDC's 868 certified minority business enterprises (MBEs) fuel our economy with more than \$17 billion in revenues and have created or preservation of more than 82,000 jobs. As a result of the economic stimulus of our minority-owned businesses, over \$4.7 billion in wages have been earned by Texans.

Today more than ever, we recognize that economic inequities exist between minority and non-minority communities. Over the past 50 years, the number of minority business enterprises (MBEs) have increased in number nation-wide, but only 2.6% generate revenue over \$1M as of 2018. This equates to just over a 1% increase over a 51-year period. At this pace, it will take 333 years to close the economic parity gap.

In support of our mission, HMSDC seeks to close the wealth gap and create economic parity for minority-owned businesses increasing economic parity in communities of color. Among HMSDC's certified MBEs, two-thirds of their employees are racial ethnic minorities. Through increased employment by MBEs, we also increase the purchasing power in diverse communities across Houston.

COMMITTEES CONTRIBUTING TO THE PLAN OF WORK

EXPO Steering Committee

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

Marketplace Committee

Purpose: Acts as the bridge between minority business enterprises (MBEs) and Corporate Members; facilitates the process of strategic and intentional matching between MBEs and Corporate Members; and aims to increase MBE-to-MBE and Corporate-to-MBE commerce.

Minority Business Enterprise Input Committee (MBEIC)

Purpose: Maintains a pulse on the needs of minority business enterprises (MBEs) and acts as the voice of MBEs to the Council; focuses on the development and growth of MBEs; as well as the strategic recruitment and retention of qualifying MBEs.

Scholarship Fundraiser Committee

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

Supplier Diversity Advisory Committee (SDAC)

Purpose: Maintains a pulse on the needs of Corporate Members and acts as the voice of the Members to the Council; assists in promoting best practices for growing and developing supplier diversity programs; as well as the strategic recruitment and retention of prime suppliers to drive second-tier engagement.

KEY PRIORITIES

2023-2025 STRATEGIES:

Lead Fearlessly. Leaders must act boldly and ensure the work lasts in their absence.

Focus on Business Imperatives. Stakeholder experience supersedes everything else.

Make Connections and Measure Outcomes. Details make all the difference.

MBE SERVICES PRIORITIES

- Drive external market growth for minority business enterprises (MBEs).
- Increase Collaboration with Corporate Services to improve MBE outcomes.
- Develop meaningful strategic partnerships.
- Leverage procurement experience to expand MBE strategic sourcing knowledge base.
- Explore new business industries.
- Build MBE internal capabilities and capacity.

CORPORATE SERVICES PRIORITIES

- Recruit new corporate members and government entities.
- Engage corporate members to complete Levels of Excellence Supplier Diversity Program assessment.
- Evaluate Procurement Spend Reporting.
- Document Procurement Processes with MBE inclusion.
- Gain insight into how to grow MBEs through Corporate Business Reviews (CBRs).
- Provide strategic sourcing for MBEs that fit scope requirements.
- Go beyond introductory meetings, focus on meaningful connections.
- Support anchor procurement strategies with strategic partners to position HMSDC as the “go to” organization for MBE identification and development.

OPERATIONS PRIORITIES

- Establish leading indicators and Power BI dashboards to measure progress.
- Expand collaboration with strategic partner organizations.
- Share industry and marketplace trends with MBEs.
- Develop relevant MBE research that supports corporate program development.
- Identify and publish white papers for best practices.
- Support CRM implementation and stakeholder training.
- Oversee and ensure success of HMSDC Signature Events.