Data Driven Outreach Strategies

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• **Mission** of the Office of Small Business Programs (OSBP) is to enable the Missile Defense Agency to gain access to the efficiency, innovation, and creativity offered by small businesses.

• OSBP has a **Vision** to remain an integral player and value added advisor in the development of MDA acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives; to serve as a facilitator for accessing untapped small business resources; and to serve as an advocate for small business in MDA procurements.
Know Your Agency Goals

Why is this Important?

- Knowing the Goals can help you understand where your marketing strategy can go and which areas to look into.

- Know your Market… This can help you navigate better. What is our Agency looking for?

- There is a National organization for nearly every Socio-Economic goal.
  - National 8(a) Association
  - National HUBZone Association
  - WBENC (Women's Business Enterprise National Council)
  - US National Women's Chamber of Commerce
  - Elite SDVOSB
  - Veterans Administration

- You can Google these organizations and find various outreach events that they are having.
  - Get to know the folks running these Organizations, they can help you tremendously

- PTAC’s are a GREAT source of Outreach Event help.

FY 2017 Small Business Goals/Performance as of 30 September 2017

<table>
<thead>
<tr>
<th>Size</th>
<th>Goal</th>
<th>Performance</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>SB</td>
<td>7%</td>
<td>7.93%</td>
<td>$ 414,789,331</td>
</tr>
<tr>
<td>SDB</td>
<td>1.3%</td>
<td>1.44%</td>
<td>$ 75,168,289</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>0.8%</td>
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<tr>
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<tr>
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<td>98%</td>
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- Subcategory goals approved by MDA OSBP Director
- SB Goal provided by OSD
- SAT Performance based on Action Obligations per OSD standards
Know Your Agency Requirements & Goals

Sample Conferences that MDA Attends
Based on Socio-Economic Categories

• National 8(a) Winter Conference
• National HUBZone Conference (2 per year)
• WBENC and the USWCC Different Matchmakers through the year
• National VETERAN Conference (VA)
• VETS 2018 (Scott Dennison Former VA OSBP)
• Elite SDVOSB Conference (different places)

Support to the Services
Based On The Support To Each Agency or Service

• Navy Gold Coast (Navy SB Conference)
• Army’s AUSA
• Army’s APBI
• Navy’s Surface Warfare Symposium
• Air Force AFCEA Conferences
Know Your Requirements in your Agency

You MUST have a road map before you can begin your acquisition journey

4 Major MDA Requirements for Small Businesses

• Subcontracting Opportunities With Our Large System Prime Contractors

• Advisory and Assistance Services (TEAMS)

• Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Programs

• Infrastructure Support

Requirements DRIVE Outreach

• Talk to the programs in your Agency to see what acquisition will be coming up over the next year to start to target Market Research

• This will help you identify what types of businesses you are looking for as well as what level they can participate (whether it be Prime or Subcontracting opportunities)

• Talk to your Agency Counterparts to see if there are ways Your outreach can help them

• Capture the data from the events you go to in a database where you can see if these events were historically useful over the coming years

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How Does MDA Track Data?

Weekly Performance to Goal Report

• Shows us where we stand on our Goals to date
• Helps us see where our target areas should be

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How Does MDA Track Data?

Map States Contract Data Report

• Shows us where to target, and what is lacking
• This is where our PTACs come in VERY handy

We use data from FPDS-NG, ACIBS and other sources to track the amount of total suppliers and obligated dollars nationwide.
Map States Data

Then extrapolate that data into just Small Business suppliers and Small Business obligated dollars.

This helps us target areas of the country that we are in need of Small Business Suppliers.
Map States Data

This data is now fed into a pie chart to see where Total Obligated dollars
And Small Business Obligated dollars are being spent in the Agency

This helps us target areas of the Agency that we can insert ourselves into more to see if there
are opportunities for SB set aside's

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How Does MDA Track Data?

Database Industrial Base Tracking

• All Information gathered from ALL sources (Outreach Events, Industry Days, Capability Briefings etc.) are compiled and then keyed into our Access Database
  • Top NAICS Codes
  • Socio-Economic Categories
  • Where We Made Contact
  • Recommendations From Our Director
• Shows us with historical data if a particular conference is useful
• Helps us keep track and hopefully ONE DAY track ROI on these events

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For conferences that we attend yearly, we track the data to see historical attendance data. This helps us understand if a conference is losing or gaining in attendance year over year.

We track each conference historically to see the types of businesses we encounter. This data lets us know for future reference if a conference was worth the time, effort and expense.
Our most beneficial chart is where we can track (for each regularly attended event) what socio-economic categories are most prevalent at each particular conference we attend as well as Year over Year results. This helps us target for our Goals.
Outreach Planning

Once we have decided on our Outreach Strategy for the year, we start to look for conferences that are conducive to what our needs are:

- We Network with other Agencies
  - See what conferences they are doing
  - See if they have a SB conference
- We use our Historical Database of Conferences
- Never underestimate the power of Google
- Check with Organizations:
  - NDIA
  - AFCEA
  - AUSA
  - SBA
  - SNA
  - CYBER Security Experts
- Check with Local and National PTAC’s
- Go outside the box (look for conferences that are in the industry you are targeting i.e. Finance)
- Identify budget and understand your limitations
- Put together TENTATIVE outreach calendar of events and present to OSBP Director
- Ask organizations which you are targeting if they would like for our OSBP Director to brief
- Formulate a framework and have stats available
  - Ask how many people are attending
  - What is the historical SB participation
  - What types of SB’s are generally in attendance
  - Are there areas where we can bring value
- Go to historical database to see what our records indicate (see next chart)
Once we identify what conferences we want to attend, we get approval from MDA OSBP Director, start the negotiation process with the conference organizer to set final price.

Always try to negotiate with the conference organizer. Remember, your agency brings value to their conference and generally they will work with you on price.

For your final reporting cost for approval, do not forget to add in Booth fees, Electricity, Furniture and Drayage (Material Handling). This cost can add up quickly.
# Marketing Material

## Regional Office of Small Business Programs

### Regional OSBP Offices

<table>
<thead>
<tr>
<th>Command</th>
<th>Director / Chief</th>
<th>Email</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
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<tr>
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<td><a href="mailto:nancy.d.small.civ@mail.mil">nancy.d.small.civ@mail.mil</a> <a href="mailto:nancy.a.birdsong.civ@mail.mil">nancy.a.birdsong.civ@mail.mil</a></td>
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<td>256-544-0681 Douglas Gerard 544-0681</td>
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</tr>
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<td>256-544-0267 David Brock 544-8816 Erhard Veras 544-6816 Cheryl Webb 544-6263</td>
</tr>
<tr>
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<td>100 Kibling Dr., Ste. A-242, AAFB, TN 37389-2213</td>
<td>931-454-5868 Stacey Lamb 454-5868</td>
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Marketing Material

Major Prime Services Contractors

MDA’s Prime Contractors
Advisory and Assistance Services (A&AS)

- General Dynamics Information Technology
  Ludmilla Parnell (Ludmilla.Parnell@CDT.com)

- Parsons
  Gwen Johnson (Gwen.Johnson@Parsons.com)

- MacB
  Todd Blood (Todd.Blood@MacB.com)

- Booz Allen Hamilton
  Paris Crews (crews_paris@ba.com)

- CSRA
  Crystal Canja (crystal_canja@csra.com)

- SAIC
  Jason Bryant (jason.l.bryant@saic.com)

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