

# WISCONSIN

SUPPLIER DIVERSITY PROGRAM

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Certifying Minority, Disabled Veteran and Woman Owned Businesses

# AGENDA

- 1) About WISDP
- 2) State Business Certifications
- 3) What that looks like
- 4) Getting connected



# HISTORY OF THE PROGRAM

1983

Wisconsin Act 390 set a 5% agency and campus spend goal with Minority Business Enterprises (MBEs)

2010

In 2010, DVB added to program with a 5% bid preference. In 2014, the state set a 1% spend goal

2006

WBE added to program

2019

Executive Order #59



## MEET OUR STAFF

Alex Ysquierdo, Director

Libby Schmiedlin, Equal Opportunity Specialist  
WBE

Khadijah Perry, Equal Opportunity Specialist  
WBE, DVB

Evetta Sloan, Equal Opportunity Specialist

Ellena Hein, Communications Specialist



# WISCONSIN SUPPLIER DIVERSITY PROGRAM FY22 SUCCESSES

## 1. Total Diverse Supplier Spend:

1. Diverse suppliers accounted for \$206,084,063 of a \$3,485,034,478 total spend.
2. Represents 5.91% of the total spend.

## 2. State Agency General Procurement:

1. State agencies spent \$156,600,107 with MBE/DVB businesses.
2. Achieved 6.26% of the total spend.

## 3. Architectural/Engineering Services:

1. DFD spent \$81,551,445 on architectural/engineering services.
2. Certified MBE firms accounted for \$5,447,341, representing 7.17% of total spend.

## 4. State Highway Program:

1. DOT's State Highway Program expended \$29,071,227 with MBEs.
2. Met the goal with 5.89% of total spend.

We certify MBEs, DVBs, and WBEs, enhancing their opportunities to work with the State of WI, government agencies, and private companies.



# WISCONSIN SUPPLIER DIVERSITY PROGRAM BUSINESS CERTIFICATIONS MBE - DVB - WBE

## FORWARD



## IS OBTAINING STATE CERTIFICATION A SUITABLE CHOICE FOR YOUR BUSINESS?

- Is your service or product something that the State may want to acquire?
- Can you reliably deliver high-quality products or services on a significant scale?
- Are you open to disclosing your business details?
- Are you prepared to invest effort in securing state contracts?





# APPLY *for* CERTIFICATION

[SupplierDiversity.wi.gov](http://SupplierDiversity.wi.gov)

- Self Assessment/Eligibility Quiz
- Gather Checklist Documents
- Apply – Entirely Online
- Application Review Within 30 Days
- APPROVED...work begins!



# CERTIFICATION MUSTS - OVERVIEW



	MBE	WBE	DVB
≥ 51% Owned, Managed & Controlled	✓	✓	✓
Useful Business Function	✓	✓	✓
Federal Business Taxes	1 year	3 years	3 years
Application Fee	\$0	\$150	\$150
Certification Period	3 years	3 years	3 years
Out-of-State Business	✓	✓*	X

# BENEFITS *of* CERTIFICATION

- Permissive 5% Bid Preference (MBEs, DVBs)
  - \$100 Low Bid
  - MBE/DVB can bid up to \$105 (5% more) and win bid
- MBE – 5% State Purchasing Goal
- DVB – 1% State Purchasing Goal
- Business Listed in Database of Certified Suppliers – [SupplierDiversity.wi.gov](http://SupplierDiversity.wi.gov)
- Broader Reach to Public and Corporate Buyers
- Authenticated Diverse Ownership
- Logos



## WHY GET CERTIFIED

- Government contracts come with stable revenue streams.
- Expansion into new markets and industries.
- Competitive advantage over non-certified competitors.
- Networking opportunities and valuable resources.
- Training and Development
- Demonstrates commitment to diversity and inclusion, aligning with client and partner values.



## BENEFITS TO LARGE BUSINESSES

### Competitive advantage

- A diverse supplier base can offer new products, services, and solutions that add value.

### Reflecting the customer base

- As global markets become more diverse, businesses that mirror this diversity can better serve their customers.

### Risk management

- Diversify suppliers can spread risk, especially in times of crisis or supply chain disruptions.

# Leveraging YOUR CERTIFICATION

**NETWORK  
BID | WIN | PERFORM**

[SupplierDiversity.wi.gov](http://SupplierDiversity.wi.gov)

- NETWORK
- BID – Locate the Bid Opportunities (Bulletin)
- WIN – Low or Competitive Bid
- PERFORM
  - Complete Project to Satisfaction of Agency or Campus
  - On Time
  - Quality
  - Communicate!
- Teaming/Partnering/Subcontracting

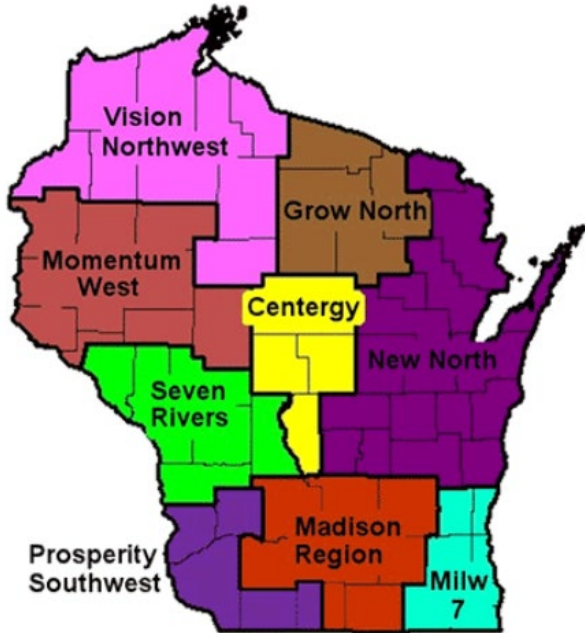


## CONDUCTING BUSINESS WITH THE STATE OF WISCONSIN

- [May I bid on State projects before being certified?](#)
- You do not need to be certified to bid on State projects; however, you must be certified to utilize the MBE or DVB 5% bid preference.
- [How do I find out about bidding opportunities with the State of Wisconsin?](#)
- Opportunities for State of Wisconsin and University of Wisconsin Contracts can be found in the following locations:  
[eSupplier \(Goods and Services\)](#)    [Opportunities](#)
- [Division of Facilities, Development and Management \(Architecture and Engineering and Building Construction\)](#)
- [Department of Transportation State Highway Projects \(Highway Construction\)](#)



# PLACES TO GET CONNECTED



**ETHNIC & DIVERSE  
BUSINESS  
COALITION**



**eventbrite**



**WESTERN WISCONSIN  
WOMEN'S BUSINESS CENTER**

**start ▶ in**  
WISCONSIN



**WIDEN**  
Diverse opportunity starts here.

**meetup**

**Wisconsin Chamber of Commerce  
Directory**





# CONTACT INFORMATION

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Thank You

