

The background of the slide is a deep space scene. It features a dark blue and black sky filled with numerous stars of varying colors and sizes. A prominent feature is a bright, glowing nebula or galaxy structure in the upper left quadrant. On the right side, a large, reddish-brown planet, likely Mars, is partially visible, showing its textured surface and polar ice caps. The overall lighting is soft, highlighting the celestial bodies against the dark void of space.

MARSHALL SMALL BUSINESS ALLIANCE MEETING

MSFC SMALL BUSINESS PROGRAM UPDATE

David E. Brock

FEBRUARY 19, 2015



FY15 Small Business Program Highlights

- Mentor Protégé Agreement (MPA) Signing between Jacobs and Linc Research under the MSFC Engineering & Science Systems & Skills Augmentation contract (December).
- Assignment of Ms. Kimberly Williams to serve a six month rotation in the Small Business Office beginning January 1.
- Successful completion of a one year MPA between Boeing and Amro Fabrication under the Space Launch System Stages contract (February).
- Robin Henderson, MSFC Associate Director (AD), presents MSFC Small Business Program best practices to NASA Administrative Directors at other NASA Centers (January).
- Update of the MSFC SB Marketing Guide and Contract Acquisition Guide (January).



MSFC FY11-14 Small Business Direct Dollar Achievements

CATEGORIES	FY11	FY12	FY13	FY14
Proc. \$	\$2,019.4M	\$1,958.5M	\$1,725.8M	\$1,844.5M
SB % Goals	7.4%	7.5%	7.6%	9.8%
SB \$	\$213.3M	\$257.1M	\$306.6M	\$293.5M
SB % Achieved	10.6%	13.1%	17.8%	15.9%
SDB % Goals	2.3%	2.3%	2.4%	3.6%
SDB \$	\$88.7M	\$101.7M	\$113.0M	\$111.6M
SDB % Achieved	4.4%	5.2%	6.5%	6.1%
WOSB % Goals	1.4%	1.5%	1.5%	1.1%
WOSB \$	\$48.3M	\$55.2M	\$72.2M	\$64.8M
WOSB % Achieved	2.4%	2.8%	4.2%	3.5%
HUBZone SB % Goals	0.3%	0.2%	0.2%	0.3%
HUBZone SB \$	\$36.5M	\$41.3M	\$50.8M	\$42.4M
HUBZone SB % Achieved	1.8%	2.1%	2.9%	2.3%
SDVO SB % Goals	1.1%	1.0%	1.1%	1.0%
SDVO SB \$	\$25.6M	\$23.1M	\$31.6M	\$36.3M
SDVO SB % Achieved	1.3%	1.2%	1.8%	2.0%



Metrics (Through September 30, 2014)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$13,564.9M			\$1,844.5M		13.6%
SB	23.0%	19.7%	\$2,491.3M	18.4%	9.8%	\$293.5M	15.9%	11.8%
SDB	5.0%	5.0%	\$1,218.9M	9.0%	3.6%	\$111.6M	6.1%	9.2%
HUBZone	3.0%	3.0%	\$117.5M	0.9%	0.3%	\$42.4M	2.3%	36.0%
WOSB	5.0%	5.0%	\$448.3M	3.3%	1.1%	\$64.8M	3.5%	14.5%
SDVO SB	3.0%	3.0%	\$78.1M	0.6%	1.0%	\$36.3M	2.0%	46.5%



FY14 Prime Contractor Cumulative Subcontracting Totals

CATEGORIES	\$ ACHIEVED	% ACHIEVED	NASA % GOALS
Subcontract \$	\$537.2M		
SB	\$350.6M	65.3%	36%
SDB	\$73.7M	13.7%	5%
WOSB	\$93.6M	17.4%	5%
HUBZone SB	\$13.4M	2.5%	3%
VOSB	\$29.6M	5.5%	3%
SDVO SB	\$21.1M	3.9%	3%
HBCU/MSI	\$1.2M	0.2%	1%



MSFC FY14 Small Business Direct & Subcontracting Cumulative Achievements

CATEGORIES	SUBCONTRACTING	DIRECTS	CUMULATIVE	% ACHIEVED
Available \$			\$1,844.5M	
SB	\$350.6M	\$293.6M	\$644.2M	34.9%
SDB	\$73.7M	\$111.6M	\$185.3M	10.0%
WOSB	\$93.6M	\$64.8M	\$158.4M	8.6%
HUBZone SB	\$13.4M	\$42.4M	\$55.8M	3.0%
SDVO SB	\$21.1M	\$36.3M	\$57.4M	3.1%



Metrics (Through January 31, 2015)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$4,759.3M			\$867.6M		18.2%
SB	23.0%	17.0%	\$507.9M	10.7%	11.8%	\$69.0M	8.0%	13.6%
SDB	5.0%	5.0%	\$279.7M	5.9%	4.7%	\$27.5M	3.2%	9.8%
HUBZone	3.0%	3.0%	\$21.5M	0.5%	0.3%	\$6.7M	0.8%	31.2%
WOSB	5.0%	5.0%	\$107.0M	2.2%	1.7%	\$16.5M	1.9%	15.4%
SDVO SB	3.0%	3.0%	\$37.2M	0.8%	1.7%	\$26.6M	3.1%	71.5%



MSFC 2015 Planned Outreach Events

EVENT	MONTH
MSFC Supplier Conference	June 24
Chattanooga Business Forum	August 5 (tentative)
Historically Black Colleges & Universities & Minority Serving Institutions Partnerships Meeting	September 16
Marshall Small Business Alliance Meeting	September 17
Mobile Business Forum	November 3 (tentative)



NASA FY15 Program Focus Areas

- Increase Agency:
 - HUBZone small business direct dollars
 - SDVO SB direct dollars
 - WOSB direct dollars



Rule of Parity

- Rule permits CO discretion when determining which SB set-aside mechanism to utilize when more than one is applicable.
- Rule further states the CO shall first consider set-aside in one of the SB sub-categories (e.g., 8(a), WOSB/EDWOSB, HUBZone, and SDVO SB) before considering a SB set-aside (Also applied to acquisitions below the SAT).
- Only exception to rule is that requirements in 8(a) Program must remain in that program unless released by SBA.



Small Business Set-Aside Options

- Small business sole source and competitive set-asides.
- Section 8(a) sole source and competitive set-asides.
- HUBZone sole source and competitive set-asides.
- SDVO SB sole source and competitive set-asides.
- WOSB & EDWOSB competitive set-asides.



Market Research

- Competitive determinations are influenced by responses to sources sought announcements (SSA)/requests for information (RFI).
- Competitive set-aside types can change from one competition to another based on responses to SSAs & RFIs and whether or not Agency and/or Center is meeting goals.
- Small businesses interested in future acquisitions should start the marketing process 18 to 24 months out.