

National Aeronautics and
Space Administration



EXPLORE SMALL BUSINESS

where small business makes a **BIG** difference

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February 19, 2020**

HBCU/MI Initiative

- **Issue:** HQ Office of Small Business Program (OSBP) to allow the Office of Stem Engagement (OSE) total ownership of the Historically Black Colleges & Universities/ Minority Institutions (HBCU/MI) Road Tour Initiative or continue to maintain within OSBP in order to support HBCU/MI one percent (1%) goal.
- **Concerns:**
 - The goal is an OSBP responsibility
 - Participation of prime contractors supporting the initiative with OSE
 - OSE has different interest in working with HBCU/MI than OSBP.
 - OSE has different interest in working with HBCU/MI than SBIR Office

HBCU/ MI Initial Discussions

- Conducted telecon with Small Business Specialists (SBSs) on November 8, 2019 and January 10, 2020.
- Held meeting with Primes at MPCSC meeting in Nashville, TN on November 20, 2019.
- Discussions about the frequency, lessons learned/format/content, participation, and outreach events.

Proposed Frequency

- All SBSs and Primes agreed that the frequency should be one (1) HBCU/MI Road Tour per year.
- Rational:
 - a) SBS have three (3) mandatory OSBP events to attend
 - b) More prime contractors may attend
 - c) Opportunity to conduct SB outreach events at HBCU location to maximize participation with primes
 - d) Consideration of HBCU budgets
 - e) Consideration of Primes Budgets
 - f) Do not interfere with JPL and MSFC HBCU events

Glenn comments: would agree to 2 Road Tours

Lessons Learned/ Format/ Content

- All SBSs and Primes agreed format/ content of event should change. Workshop format to allow participation with HBCU/MI

Rational:

- a) Too many presentations from HBCU/MIs (not prepared)
- b) Correct HBCU personnel not in attendance
- c) New HBCU/MI not understanding concept of NASA program or small business concept
- d) New and current HBCU/MI are not aware of the various ways of how to do business with NASA via space act agreements, partnerships agreements, contracts, and SBIRs
- e) Need more participation from HBCU/MIs who have Mentor Protégé Agreements/ Subcontracts with Primes (success stories)

Lessons Learned/ Format, cont'd

- f) Successful HBCU/MIs to conduct workshops with new HBCU/MIs
- g) Prime contractors conduct workshop with HBCU/MIs to discuss what upcoming opportunities they have in the next 2 years
- h) Allow PTAC, SBDC, and SBA to conduct workshops with the HBCU/MIs

Glenn's comment – agree format should change, but needs to review content for the new format

Participation

- OSBP to decide on SBSs participation
- OSBP to designate as the lead center for the HBCU/MI Initiative
- Participation from OSE
- Participation from SBIR/STTR Program
- Participation from the Office of Procurement
- Participation from the Partnership Program
- Develop a pilot for FY21

Small Business Outreach Events

- Maximize opportunities with Primes
- SB outreach performed at another geographical location, possibly using HBCU/MI facility (at no costs)
- Minimize overall travel for SBS and Primes. More bang for buck.
- Maximize or develop relationship with other Government agencies, PTAC, SBA, & SBDC for participation
- Continue to post the participation activities on the NASA OSBP website after each event.

Other Feedback/ Concerns

- Lead center must communicate with OSBP/ SBSs/ Primes on workshop format
- Must have commitment from Primes/ SBSs
- Must have commitment from HBCU/MIs
- If removed from OSBP control, should think about goal being eliminated
- If eliminated, impact of Mentor Protégé Program
- Impact of HBCU/MSI development under OSE
- Concerns about relationship with SBSs/ Primes and OSE
- Lack of communication/collaboration with SBSs/Primes and OSE
- Determine how to measure success of program (etc. attendance for training, number of business plans developed, MPAs established)
- Determine length of measurement for program effectiveness

Conclusion

Based on the assessment, Glenn is favorable to keeping within OSBP, but final decision not given.