

Assisting Women and Minority Owned Businesses Participate in Procuring Contracts with State Agencies



Overview

The Affirmative Market Program (AMP), housed at the Operational Services Division was established in 1996 through [Executive Order 390 \(EO390\)](#), "Establishing an Affirmative Market Program in Public Contracting". [EO390](#) instituted a policy to promote the award of state contracts in a manner that develops and strengthens certified Minority and Women Business Enterprises (M/WBEs). Our mission is to increase business opportunities for M/WBEs and to diversify our workforce.

As a result all contractors interested in doing business with the State are strongly encouraged to develop creative initiatives to help foster business relationships with certified M/WBEs in the public market place. A vendor's certification status serves as a marketing tool and is valuable in the contracting process for all procurements including commodities, services, construction, and design.

How Does the AMP Work?

Procurement policies and guidance is provided to all Executive Branch departments and participating state entities to assist them in implementing AMP objectives for all procurements regardless of size.

One of the major functions of the AMP is its enforcement of the [EO390](#). In this capacity the Affirmative Market Program is responsible for tracking participating departments procurement expenditures in the areas of goods, services, construction & design with certified M/WBEs.

Departments must set their own M/WBE spending targets, called fiscal year benchmarks. Benchmarks are the total dollars a department anticipates spending with M/WBEs and are based upon the department historical spending. Benchmarks are expressed in dollars rather than percentage, and each department calculates a separate benchmark for MBEs & WBEs individually which is tracked and reported annually in the AMP Fiscal Year Report.

Advantages

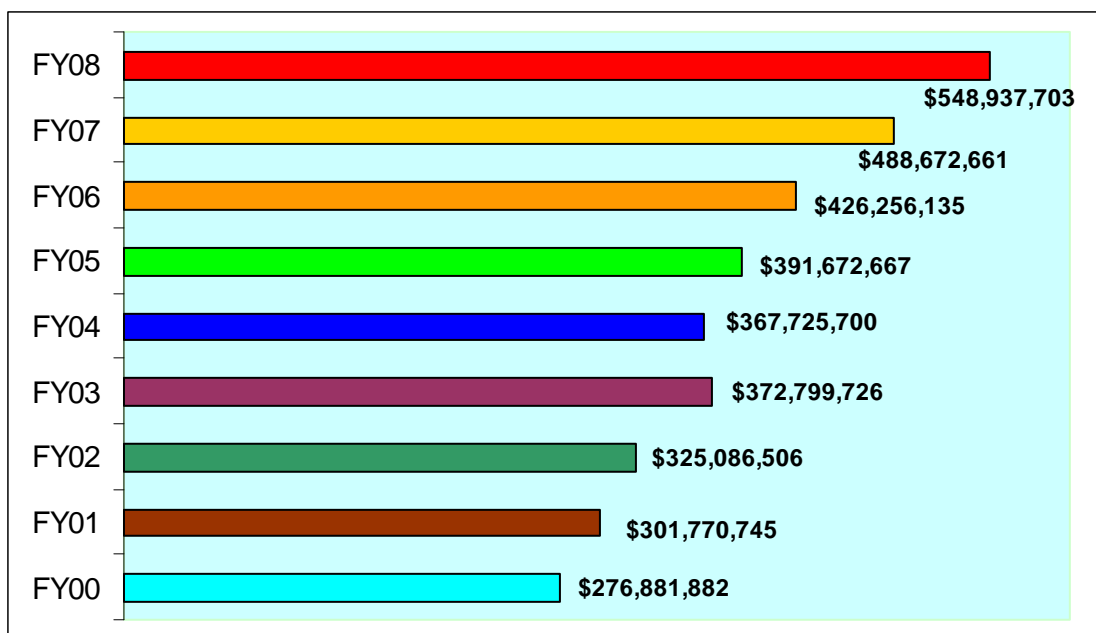
The Affirmative Market Program has several benefits that include:

- Stimulating Economic Growth
- Assisting M/WBE Capacity Building
- Creating Jobs for the Local Community
- Working with Small and Disadvantaged Businesses
- Supporting Massachusetts Vendors
- Educating and Empowering M/WBEs
- Providing Outreach and Training Services
- Promoting M/WBEs in Public Procurement

Services & Events

- AMP Helpdesk: On Call Assistance to Vendors & Public Purchasers at **617-720-3359**
- Multiple Statewide Networking Events Including the Annual Fiscal Year Kick Off "Meet the Vendor" and the Annual Legislative Breakfast.
- Annual Legislative Breakfast for all Stake Holders.
- Procurement Workshops for Vendors and Departments:: Beginner, Intermediate, and Advanced.
- Meet & Greet Initiative to Maximize M/WBE Partnerships on Large and Statewide Contracts.
- Outreach & Education to Develop AMP Partnerships between M/WBEs and Prime Contractors.
- Free Business to Business Mentoring Program
- Monthly M/WBE Business Presentations to Access AMP Department Coordinators.
- AMP-DCAM Certification Workshops
- Technical Assistance Offered to all Contractors for AMP Plan Procurement Submissions
- Quarterly Newsletters Highlighting Procurement Initiatives and M/WBE Vendor Spotlight.
- Up-to-Date Procurement tools available on line (www.mass.gov/amp)

AMP WORKS!



M/WBE Combined Statewide Goods & Services AMP Expenditures From Fiscal Years 2000-2008 AMP expenditures with **M/WBEs** Total: **\$3,499,803,725**

Resources

Affirmative Market Program (AMP)

www.mass.gov/amp

AMP Help Desk

amp@osd.state.ma.us

(617) 720-3359

Operational Services Division (OSD)

www.mass.gov/osd

COMM-Pass (Online Solicitation Service)

www.Comm-Pass.com

AMP Contact Information

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Opening Doors & Creating Opportunities For Minority & Women Owned Businesses