

Pathways & Connections

*News and events from the Massachusetts
Supplier Diversity Office (SDO)*



September 2022

Resources for
Diverse and
Small
Businesses

Open Bid
Opportunities
on COMMBUYS

COMMBUYS
Vendor Training
Schedule

Directory of
Certified
Businesses

National Hispanic Heritage Month: September 15 - October 15

Please join the SDO as we celebrate National Hispanic Heritage Month and recognize the many Hispanic Americans who helped to build and influence our country.

[Learn more about National Hispanic Heritage Month.](#)





SDO at the SBA Business Camp

SDO staff were on-hand at the Small Business Administration (SBA) Business Camp, an event that gave diverse and small businesses a chance to learn about upcoming procurement opportunities, access to capital, business development, and technical assistance programs.

In photo, from left, are Diverse and Small Business Recruitment, Growth, and Retention Coordinator Algeria Marsh, Procurement Program Coordinator Zelpha Bennet, and Director of Diverse and Small Business Engagement Rob Williams ready to meet diverse and small business owners at the SBA Business Camp.



Upcoming Events to Highlight New Construction Opportunities

A new free series of virtual events will inform attendees on how they can get involved in public building projects.

Representatives from the state agency responsible for most of the Commonwealth's major building construction, the Division of Capital Asset Management and Maintenance (DCAMM), a construction management firm involved in a major public building project, Commodore|Walsh Joint Venture (C|W), the SDO, and other knowledgeable industry professionals will be available to answer questions and inform interested attendees on how they can get involved in public building projects.

- The events highlight projects throughout Massachusetts; Western and Central Massachusetts businesses are strongly encouraged to attend.
- Projects include significant opportunities for minority-owned, women-owned and veteran-owned businesses to participate.
- All construction services contractors, subcontractors, suppliers, and Small, Local, MBE, WBE, VBE, SDVOBEs are strongly encouraged to attend.

Upcoming projects include: Holyoke Soldiers Home, Fire Services SE Campus, Site Infrastructure and Burn Building, and more.

If you are interested, [please register to attend one of the sessions below](#). Each session is conducted virtually via Zoom and is 90 minutes long:

- October 13, 2022 - 2:00 p.m.
 - November 10, 2022 - 10:00 a.m.
 - December 8, 2022 - 2:00 p.m.
-

New SDO Resources Now Available for SDO Certified Businesses

We have some exciting news to share about the Supplier Diversity Resources you currently use to look for certified businesses or manage your own SDO Certification account.

After hearing your feedback, we are pleased to announce we have implemented new, user-friendly features that should make it easier to find certified businesses that meet your needs and to update and share your certification status.

Starting today, you will have access to these features:

- **New address, new look.** From now on, everything you need will be accessed through <https://www.diversitycertification.mass.gov/>. The old address (which started with sdo.osd), will no longer work. You will also find a completely streamlined page that will make it easier to meet your needs.
- **New Search Tool.** We've re-designed our certified vendor search tool to match our Prime Vendors and state departments with the right small and/or diverse businesses. Click [here](#) to see the new search page, which now allows for more flexibility when searching for specific criteria (to ensure you get more results).
- **Certification Logo.** This has probably been the most requested item from our certified vendors, and we're happy to bring it to you! After logging in to your account, you can simply click on the "Show Current Status" button and click on the logo icon in the upper right. There, you can download a personalized certification logo with your Client ID Number. The logo can then be posted on your website or be used in any marketing or other documents you have.
- **Official SDO Certificate.** For more detailed documentation of your certification status, you can view and download a signed certificate. Simply

click on the “Show Current Status” button after logging in and click on “Print Certificate” in the upper left. You will then have a printed certificate, or you can save it as a PDF and you can post it to your website.

- **Update your own information.** Now you can personally update the database to reflect any changes in your organization. Once you log in, click on “Change Critical Business Information” and follow the prompts to change anything from your business name to your certification classification.
- **Separate listings for owners and contacts.** You no longer have to be the default contact if you are an owner, as we’ve updated the system to allow for new titles within an organization.

If you need help with something and cannot get access, please contact us immediately at webmaster.sdo@mass.gov.

Now Available for Buyers: The Supplier Diversity Hub!

The Supplier Diversity Hub ("The Hub") is a new way for state agencies and prime vendors to manage their supplier diversity efforts and to connect directly with diverse and small businesses.

The Hub allows users to plan individual procurements, track benchmark progress for their department’s spending, and manage the supplier diversity efforts of their prime contractors to ensure contract compliance.

There are many advantages to using The Hub: All planning, reporting, spending tracking and notifications are now collected into one portal. The Hub’s easy-to-use

dashboards and vendor tracking eliminates the guesswork out of agency and vendor SDP performance. The system even eliminates the need to fill out Excel planning and reporting forms!

The Hub is currently available to agencies who attended a Supplier Diversity Hub training session. If you have not received this training but still need to access The Hub, please contact Katherine Thomas at Katherine.L.Thomas@mass.gov.

Meet the SDO: Shanetta Smith, Paralegal Specialist

Each month, Pathways and Connections will feature a different member of the SDO team who will share a little bit about themselves and answer some of the biggest questions about the SDO and the resources we provide to diverse and small businesses. If you have any questions you'd like to have answered, please send them to robert.keane@mass.gov.



What are the legal requirements to getting certified?

During the certification process, the SDO investigates applicant companies to make sure they meet applicable legal requirements.

Under state regulations as defined in 425 CMR 2.00, the applicant firm must prove it is at least 51% owned and dominantly controlled by adult minority, women, Portuguese, or veteran principals who are U.S. citizens or lawful permanent residents. Firms also must be ongoing

Favorite quote: "Live happily and tell no one. People ruin beautiful things."

– Kahlil Gibran

Favorite song: "Computer Love" by Zapp

Favorite vacation spot: Jamaica

Favorite food: My grandmother's mac and cheese

Pet peeve: Leaving closet doors open

and independent. For more information, download the [SDO certification regulations](#).

Some bids contain a lot of "legal-ese" in them. Does the SDO offer any help if a vendor has trouble understanding due to confusing language?

Yes, a member of our Legal team is always available to help with understanding the legal language included in the bids.

If someone has a legal question about a bid/certification, what can they do to get an answer?

Anyone with a legal question may reach out to our Legal and/or Certification team for any questions that they may have or if they need further information/clarification about an issue.

Shanetta Smith can be reached at shanetta.smith@mass.gov.

Last TV Show seen/binged: *My 600-Lb. Life*

Dog person or cat person?:

Neither

What made you come to work at the SDO?: Being a minority and a woman I was excited to be a part of an agency where not only is that represented amongst those I work with but with those that we serve

Something about you that others may not know: I am a huge football fan



Diverse Business Certification Updates

SDO certified 39 businesses in August 2022. For a full list of newly-certified businesses, please click [here](#).

REMINDER: SDO certification expires three years after the date of issue and renewal notices are sent via email to the primary contact on file. SDO-certified businesses should [log in](#) and review your contact information periodically to ensure that your certification stays up to date.

Pre-Certification Webinars

For businesses wishing to apply for SDO certification, attending a Pre-Certification Webinar is a must. This webinar discusses the different types of SDO and SDO-recognized third-party certifications as well as the State certification process.

Registration is now available for webinars through November 2022. Sign up [here](#).

New SDO Training Now Available for Buyers and Vendors!

Check out these new training opportunities!

For Vendors:

Vendor Onboarding: Using your State Certification to Unlock Opportunities

This class is designed for currently **certified** vendors to learn more about using your state certification to access, create, and develop opportunities within the Commonwealth. The training covers SDO programs, exploring business opportunities, creating Supplier Diversity Program (SDP) partnerships, and no-cost resources to help grow your business.

Dates/Times:

September 27, 2022 9:00 a.m.

October 26, 2022 9:00 a.m.

Format:

Virtual via ZOOM - [Click here to register](#)

For Buyers:

Using Existing Contracts to Achieve Supplier Diversity Benchmarks

This class is for anyone responsible for RFQs or who has a basic purchaser role in COMMBUYS (or for anyone who wants to learn about the topic!). This training covers SDO programs, departmental supplier diversity spending benchmarks, how SDO policies apply to RFQs from statewide and departmental contracts, and available tools to help find diverse and small business vendors.

Date/Time:

October 12, 2022 9:30 a.m.

Format:

Virtual via ZOOM - [Click here to register](#) in MassAchieve

For all sessions: After registering, you will receive a confirmation email you can add to your calendar.

If you need special accommodations to fully participate in the training, please email Meghan.Costa@mass.gov for assistance.

Follow us on



Commonwealth of Massachusetts Supplier Diversity Office (SDO)
1 Ashburton Place
Boston, Massachusetts 02108

Certification HelpDesk: Webmaster.SDO@mass.gov

SDP & SBPP HelpDesk: sdp@mass.gov

Phone: (617) 502-8843

Was this email forwarded to you? Sign up to receive our monthly newsletter [here](#).

[Manage Preferences](#)

[Unsubscribe](#)