



Business Enterprise Program Council
OUTREACH SUBCOMMITTEE MEETING MINUTES

Tuesday, July 25, 2017

1:00 pm – 2:30 pm

James R. Thompson Center

100 W. Randolph Street, Suite 4-500

Chicago, IL 60601

SUBCOMMITTEE MEMBERS IN ATTENDANCE

Emilia DiMenco, Ngozi Okorafor, Karen Eng, Marcus Yancey

SUCOMMITTEE MEMBERS CALLING IN

Hedy Ratner

SUBCOMMITTEE MEMBERS NOT IN ATTENDANCE

Jesse Martinez, Khari Hunt

CMS STAFF IN ATTENDANCE

J. Marcos Peterson

Irma Lopez



**Business Enterprise Program Council
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Tuesday, July 25, 2017

1:00 pm – 2:30 pm

AGENDA

- I. Welcome
- II. Call to Order
- III. Roll Call
- IV. Posted Business
 - 10 minute condensed BEP Certification Presentation
 - BEP Outreach Strategy Plan
 - Develop Strategy for Outreach Metrics and Results
 - Identify other agency liaisons and partners
- V. New Business
- VI. Public/Vendor Testimony
- VII. Define Action Items
- VIII. Suggestions for full BEP Council meeting agenda item(s)
 - i. Next Council Meeting – August 28, 2017
 - ii. Next Outreach Subcommittee Meeting – September 26, 2017
- IX. Adjournment



I. Welcome

- a. Secretary Peterson welcomed everyone to the meeting.

II. Call to Order

- a. Deputy Director Marcos Peterson called the meeting to order at 1:30pm and proceeded with roll call.

III. Roll Call

- a. Roll call conducted. Quorum was established. Member Okorafor motioned to recognize member Ratner as being present for the meeting with voting rights. It was seconded by member DiMenco. Vote taken and motion passes.

IV. Posted Business

a. 10 Minutes Condensed BEP Certification Presentation

Secretary Peterson announced a 10 minutes presentation by the Outreach Manager, Mrs. Irma Lopez. He also proposed a delay of the presentation until a future meeting because the members of the committee that would benefit from this presentation are not present in today's meeting. The members agreed and the presentation postponed.

b. BEP Outreach Strategy Plan

Secretary Peterson presented the BEP outreach strategic plan for FY18. He said this is what BEP is hoping to achieve this fiscal year. He said it is a very aggressive outreach strategy. He said the goals and objectives are to have quarterly industry specific events that targets specific product codes. According to the Secretary, they would range from networking, speed dating/match making events, and many other different forms with access to the Governor and also the CPOs.

Member DiMenco said when she looks at what her national organization is doing and where both the corporate side as well as the WBE side is all going toward the industry niche. She said the industry niche is very important because your requirements will be different according to the industry. She commended the Secretary for moving in that direction. She ended by saying that the fact that we are going to be collaborating with different agencies is going to make us all more efficient.

Member Ratner said she doesn't remember seeing anyone from BEP present at the government Procurement Forum held at the City of Chicago last week. Secretary Peterson responded by saying that was a hectic time for BEP staff that would usually attend. Member Ratner explained that it was really strategies and recommendations that came from about 40 initiatives and it broke out into transparency, transportation and certification. She said one of the main issues discussed was working together with all government entities around industry specific opportunities.

Secretary Peterson asked member Ratner who is going to head that initiative. Member Ratner



Member Ratner said is it Jaime Reed, the Chief Procurement Officer for the City of Chicago. She said Ms. Reed's deputy for Marketing and Research is Kathy Kwiatkowski. Secretary Peterson said upon the recommendation of this subcommittee BEP staff will reach out to them in order to present to them and see how we can integrate this. He also informed the council that BEP is having monthly phone calls with all participating state agencies and the CPOs office in order to discuss future events that are moving forward.

Member Ratner said what the Government Procurement Forum is committed to is that all government entities have agreement and consensus on how they provide the opportunities and transparency, and also about payment issues. Secretary Peterson said regarding payment issues on the state's side, we could bring in the Comptroller's office to take care of that. Member DiMenco asked about Shannon Andrews from the County. Member Ratner said it would be fabulous to bring in the county because it has been quite active with the government procurement also. She said there seems to be a great deal of agreement on the various initiatives and their implementation. She proposed a meeting where member DiMenco can participate in with you (Secretary Peterson), the Chairman, and Jaime Reed. Secretary Peterson said they would set up a meeting with Jeannie Reed, Kathy Kwiatkowski, and Shannon Andrews.

Member DiMenco suggested to Secretary Peterson to utilize all his collaborative partners to do their outreach. She said WBDC and CMSDC could bring in a lot of people. She said it has to be multi-channels. She urged the Secretary to use social media, e-mail blast, utilize partner website postings, and live outreach.

c. Develop Strategy for Outreach Metrics and Results

Member DiMenco asked whether we are trying to measure how many people we touched, or how Many people we add. Secretary Peterson said both because they are correlating data points. He said we want to measure how much we are out there; how much was the success rate? And why did the success rate not reached the potential we could have? Member DiMenco said for webinars we want to measure how much outreach you are doing; how many entities you are collaborating with? Member Yancey wants to know if BEP has a social media platform. He said if you put a presentation on YouTube, you get to calculate how many views. Member DiMenco said for in-person it is much easier. She said you want to know how many people in the room; how many certified? ; How many not certified? She said the only other thing you can measure is doing the monitoring on industries so you know how much you are buying by industry. She said seeing big percentage increases in various industries groups that you always had a low population would be a good measure of success. She said you also want to measure how many people you get to bid on or are part of you database and how many actually get to win contracts. She said a big measure for us would be how many new vendors have you brought in and how many was qualified enough to win a contract.

Outreach manager Lopez want to know if this is something that will be captured in the new system for Compliance. Secretary Peterson said yes and no. He said we do not know if it is going to be a data hold



because B2GNow is both certification and compliance. He said we are hoping that they do talk together and pull that data. He said this is something he could ask for as we implement that system.

Member Eng said something that could help is asking you partners to commit to bringing ten people to the event and not just blasting out an email. Member DiMenco agrees and said we will have to pick up the phone and call these people to fill up that room.

Member Yancey wants to know how BEP been gaging metric before. Secretary Peterson said we will have to get those numbers. Member DiMenco said we need a baseline in order to celebrate your successes. She also advised that we keep focus on the key metrics.

Member Eng said we need to take a beginner's approach: Who are we? What are we? How many people can we touch? She said we could begin by using social media and in-person metric and start getting some data.

Secretary Peterson made the members aware that this is going to lead to a mentor protégé program so within the next week or two, BEP will be sending to the subcommittee some language that he would like for the members to look at. He said this is per the Executive Order. Member Eng said her company is BEP certified and she would like to be a part of the Mentor Protégé program.

Secretary Peterson said the difficulty that they are experiencing is finding the primes to actually do it. Member DiMenco said if you gave the members the names of the targeted agencies, they might have a relationship with them. Secretary Peterson said a listing of these targeted companies will be made and distributed to see if anyone has any connections with them.

Member Eng wants to hear from the Outreach Manager, Ms. Lopez, what she thinks about the outreach metric. Ms. Lopez said she currently work with the APOs and CPOs to identify the primes that are winning contracts in this specific industry and then she reach out to all the BEP certified vendors and send them out the invitations. She said she will look into non-certified vendors that are coming in. She also mentioned that they are looking into having vendors do a survey of how people learn about us whether through a presentation, workshop, or an event that the Outreach Manager attended, through another vendor, or social media. This would measure how people are becoming aware of the program.

Member DiMenco said we need to make sure that every company we are doing business with today, if they qualify as an MWBE, should be certified. She asked member Ratner when was the last time the State contacted its primes or had their primes look at their tier-twos to see if they could be certified. She thinks it has been done agency by agency. Member Ratner said she knows Tollways, CDB, and Transportation have done something like that. Secretary Peterson said he will talk to member Martinez about the one that CDB is doing because he wants to avoid overlapping. He said he is working with Tollways and CDB to take their language and mold it slightly to BEP vendors.



d. Identify other Agencies Liaisons and Partners

Secretary Peterson said BEP will identify who our partners now and we would ideally like this subcommittee to add to it. Member Ratner said combining some efforts if possible with the City and the County for outreach. She named other partners as CMSDC, Federation of Women's Contractors, and Municipalities with major State budget, Illinois Black chamber of Commerce, Illinois Hispanic Chamber of Commerce, HACIA, and Asian Contractor Association. Member Yancey said we need to be more engaged with working with municipalities and local governments. Member DiMenco said she would focus on the major metropolitan areas and municipalities as well as the chambers.

Member Yancey explained that a lot of the cities he goes to south of I-80 have self-certification. Member DiMenco explained that the reason they do self-certification is that they do not have the resources but they could link with an organization that actually certifies. She said they think they are actually giving up control. Member Yancey said maybe we could do a reciprocity agreement with them. They concede that this would mean more work for the State.

Member Ratner said one of the things she has been concerned with for a number of years is the Illinois Community Colleges. She said they are locally funded and she wishes we can establish a relationship with their board to encourage them when there is a project to work with the BEP program.

New Business

Member DiMenco said she is anxious to move this forward. She said she would rather see us do less and move it forward than have an elaborate plan they we are not resource to execute. She further said at the next full council meeting, she would like the subcommittee to present their meeting minutes.

Secretary Peterson said he would like to make the subcommittee aware that the Sheltered Market report that is due to the Governor's office is complete. He said once we get the go-ahead from the Governor's office that there are no changes that they want to make then it will be delivered to the full council. He said it is 42 pages.



Lastly, Secretary Peterson said the action items he had taken into account involves tabling 10 minutes condense BEP presentation for the next meeting; We will set up a follow-up meeting with Jeannie Reed, Kathy Kwiatkowski, Shannon Andrews, and member DiMenco, if she is available.; Send Mentor Protégé program language to the subcommittee; Send a list if liaisons and partners that we would like to develop a relationship with in order to do outreach; and Send to the council 3 to 5 metric points we hope to focus on based on the listing drawn up at today's meeting.

Secretary Peterson reminded everyone that the next council meeting is August 28, 2017, and the next subcommittee meeting is September 26, 2017.

Adjournment

Member Ratner motioned for adjournment. Motion seconded by member Eng. Vote taken and motion passes.