

NIH HUBZone Consortium

Breakout Session for NIH Small Business Industry Day

November 2021

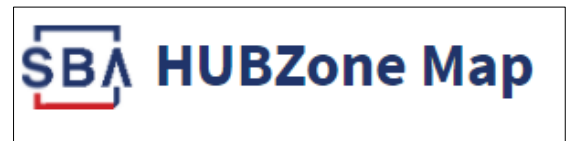


Agenda

1. HUBZone Program Qualifications
2. NIH HUBZone Consortium
3. Committees and Initiatives
4. Overview and Demo of MySBCX Tool with HHS OSDDBU

1. HUBZone Program Qualifications

- Per CRR Part 126.100-101 The purpose of the HUBZone program is to provide federal contracting assistance for qualified SBC's located in historically underutilized business zones to increase employment opportunities, investment, and economic development in such areas. The HUBZone Program applies to all federal departments or agencies that employ one or more contracting officers.
- A HUBZone firm must:
 - Be a small business according to SBA size standards
 - Be at least 51% owned by U.S. citizens or be a business owned by:
 - Indian Tribal Government
 - Alaska Native Corporation
 - Community Development Corporation
 - Native Hawaiian Organization
 - Small Agriculture Cooperative
 - Have a principal office located in a HUBZone
 - Have at least 35% of its employees living in a HUBZone



HUBZone Resources

HUBZone Contractors' National Council - 501(c)(6) non-profit trade association that works to improve and support the HUBZone program and small business community.



SBA HUBZone Program – SBA's information on the HUBZone program.



2. NIH HUBZone Consortium



- Established in October 2017 to assist the NIH in reaching and exceeding the 3% HUBZone goal for Small Business Procurements.
- Committed to developing a common understanding of the capabilities that HUBZone firms can offer to achieve the NIH's mission in enhancing the health for all Americans.
- Goal is to increase awareness of the capabilities and federal experience of HUBZone companies within the NIH contracting space.
- Collaborate with NIH SBPO, its acquisition stakeholders and the HUBZone industry to create opportunities for HUBZone companies and the communities they support.

2. NIH HUBZone Consortium Today

- 17 Board Member companies that meet monthly with NIH SBPO.
- 27 Consortium Supporter companies that attend Board meetings on quarterly basis to support special initiatives and committee work.
- Collaborate NIH SBPO on HUBZone and SDB opportunities and areas of interest.
- NIH SBPO shares upcoming informational and networking events with NIH's 27 Institutes and Centers and other HHS agencies and offices.
- Consortium shares feedback and ideas on raising HUBZone capability awareness, increasing industry involvement and creating HUBZone business opportunities.
- Discuss legislative updates that impact small businesses, including HUBZones.
- Present committee updates and initiatives for expansion and growth of the Consortium and its outreach efforts.

2. NIH HUBZone Consortium

- Sectors represented by current HUBZone Consortium companies

Sector 23: Construction	Sector 31-33: Manufacturing	Sector 42: Wholesale Trade
Sector 51: Information Technology	Sector 52: Finance and Insurance	Sector 54: Professional, Scientific and Technical Services
Sector 56: Administrative Support and Waste Management and Remediation Services	Sector 61: Educational Services	Sector 62: Health Care and Social Assistance
Sector 71: Arts Entertainment and Food Services	Sector 72: Accommodation and Food Services	Sector 81: Other Services (except Public Administration)

- Top 5 Primary NAICS of HUBZone Consortium companies
 - 236220 Commercial and Institutional Building Construction (7%)
 - 541519 Other Computer Related Services (10%)
 - 541511 Custom Computer Programming Services (14%)
 - 541512 Computer Systems Design Services (17%)
 - 541611 Administrative Management and General Management Consulting Services (19%)
 - Other NAICS (33%)

2. NIH HUBZone Consortium

- Consortium companies have a wide-range of capabilities, including:

Program and Project Planning	Data Science
Web Maintenance	Staffing Augmentation
Training and Professional Development Support Services	Finance Modernization and Data Analytics
Library Support Services	Construction and Facilities Management/Support
Cybersecurity	Call Center and Mail Services Management
Public Health	HR Consulting Services

- Consortium members also hold several contract vehicles, such as GSA IT 70, GSA STARS II, CIO-SP3, and Seaport Next Gen.

3. Consortium Committee Goals

Membership Committee

- Support, monitor and track participation and attendance. Facilitate new member communications, capture data and confirm HUBZone status.
- Provide membership data for inquiries from NIH SBPO and for other Consortium inquiries.

Business Development

- Lead business development efforts for Consortium companies.
- Promote NIH/HHS sources sought opportunities, RFIs, and other business opportunities.
- Support Consortium efforts for “Rule of Two” for HUBZone responses to SS/RFIs.

Best in Class (BIC)

- Monitor Best in Class legislation and efforts, sharing relevant data and updates with Consortium members.
- Seek guest speakers for updates and feedback.

Media and Publications

- Raise awareness of Consortium’s purpose and benefits across larger NIH/HHS portfolio.
- Engage with Consortium members to participate in NIH/HHS outreach events.

3. FY22 Committee Initiatives

Membership Committee

- Streamline data input and updates, leverage technology.
- Manage board meetings and communications.
- Maintain and share basic Consortium company data, including capability statements.
- Support new member outreach.

Business Development

- Develop “best practices” for sharing NIH business opportunities, including SS/RFIs, and forecast.
- Manage discussion forums and encourage responses for “Rule of Two” HUBZone set-asides.
- Facilitate acquisition feedback loop with NIH SBPO.

Best in Class (BIC)

- Monitor and share trends, activities, and updates for GSA BIC MAC procurement and GSA Polaris HUBZone procurement.
- Research potential speakers for Consortium meetings.

Media and Publications

- Market HHS OSDBU on-line tools, information and resources, including registration for MySBCX.
- Support feedback and recommendations for expanding Consortium communications, including websites.

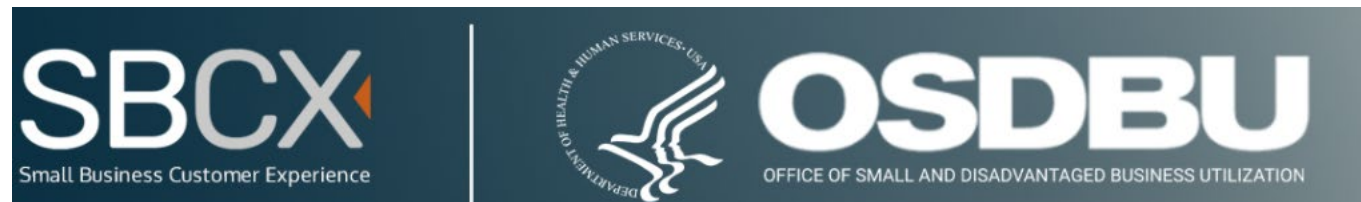
Working together to promote HUBZone capabilities and create business opportunities for HUBZone companies and the communities they support.

Interested in Joining the Consortium?

- Currently we are not accepting new Board members but welcome new Consortium Supporters and involvement on our various committees.
- If interested in joining, please email
 - NIHSmallBusiness@nih.gov and CC' Courtney.Carter@nih.gov
- New members will complete a brief survey to capture basic company contact information and highlight company and NIH experience and NIH targeted business development efforts.
- New members will then be added to distribution list to receive information about upcoming meetings for the Consortium.
- Please visit our page from the [NIH SBPO website](#),
 - [NIH HUBZone Consortium](#)

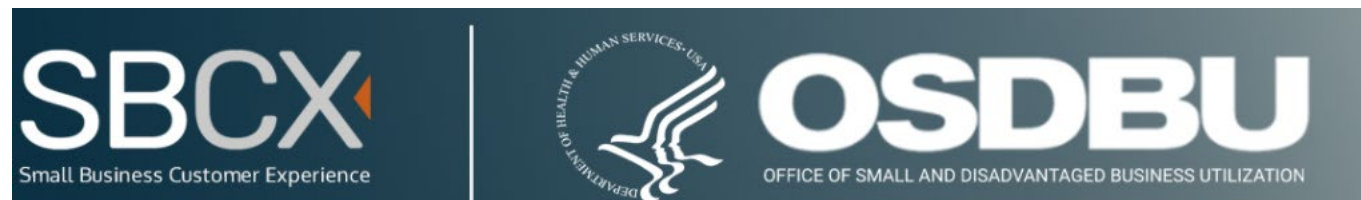
5. Overview of MySBCX Tool

- Welcome, Ms. Karisma Horne, Procurement Analyst, Office of Small and Disadvantaged Business Utilization, Department of Health and Human Services.
- Welcome, Ms. Natasha Boyce, NIH Small Business Specialist, who will manage Q&A session.
- Outline MySBCX tool's purpose and benefits.
- Complete a live demonstration of the MySBCX tool including user registration, profile population and overall site use.
- Share feedback from Acquisition personnel on how small businesses can create robust profiles that highlight their capabilities.
- **OSDBU Customer Care**
sbmail@hhs.gov
(202) 690-7300



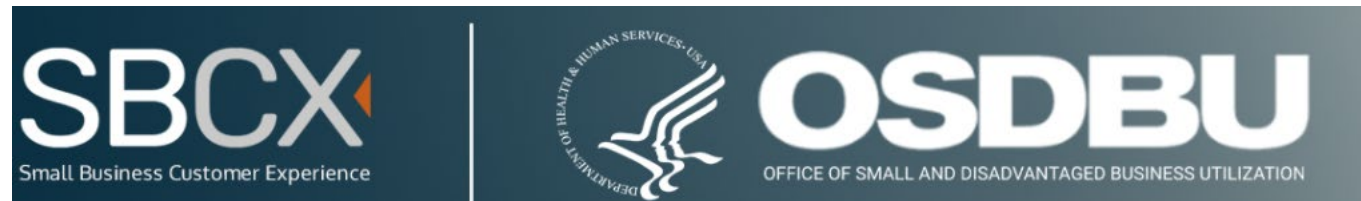
5. Overview of MySBCX Tool

- The Small Business Customer Experience (SBCX) is a Tool to collaborate with acquisition workforce and industry to meet the goals of the HHS small business program.
- It is an Integration of three platforms that HHS had 1) small business management system 2) small business review system and 3) Procurement Forecast Data Repository (PFDR).
- 630 HUBZone companies have created profiles in MySBCX.
- Landing Page: osdbu.hhs.gov
- Accessible from an iPad, Smart phone and website.
- Be sure to use GOOGLE Chrome.



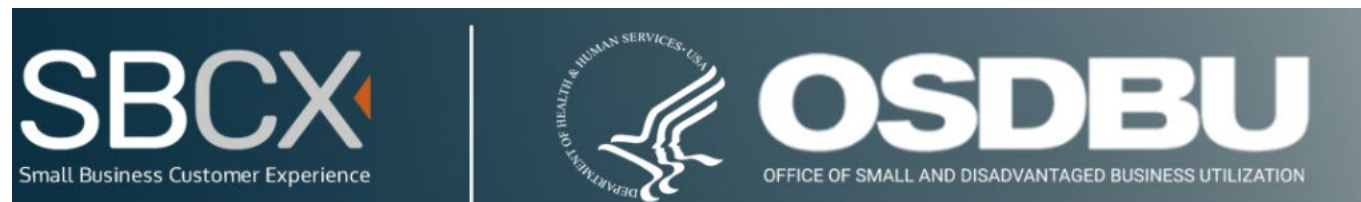
5. MySBCX Tool

- Small Business Features:
 - Create profile, upload capability statement, which is searchable by acquisition professionals.
 - Ability to modify and update capability statement at any time and keep relevant and current.
 - Search, save, export opportunities.
 - Search, register for OSDBU events.
 - Request late payment assistance directly.
 - Target marketing assistance.



5. MySBCX Tool

- Government Features:
 - Conduct Form 653 Reviews.
 - Post opportunities to the forecast.
 - Search small businesses by NAICS, company names, DUNS, and SB type.
 - Review capability statements.
 - See company contract awards, with direct data pulls from SAM.
 - Ability to leverage tools and templates.
 - Access to HUBZone Central, includes HUBZone company spotlight, award data, and HUBZone one-pager.
 - Subcontractor Portal (Coming soon)
 - Ability to track and document communications with individual companies for follow-up.



5. MySBCX Demo

- To grow your business and learn how to do business with HHS through OSDBU small business programs, events, outreach sessions, HHS Opportunities forecast and more, please register your company for the Small Business Customer Experience (SBCX).
- HHS no longer accepts hard or digital copies of capabilities statements. Instead, companies are asked to create a profile and add their capabilities in SBCX.
- Go into the portal and upload and fine tune your company profile, edit and change whenever you want and keep current. By uploading and fine tuning your profile it is searchable by HHS Acquisition professionals.
- Once your account is activated you do the following:
 - Edit your profile
 - Add capabilities and keywords to allow HHS Acquisition professionals to easily find and search your profile.
 - Upload your capabilities and add your company's logo in file management.
 - Make sure you provide details of your products and services, so they appear in a search.



5. MySBCX Tool

- Tips for Strong Company Profile
 - Maintain accurate SAM profile because much of company data pulls directly from SAM, including prime past performance.
 - Make sure your SAM profile is not private.
 - Person creating the MySBCX profile must also be the Government POC. Can add other team members once registered.
 - Add additional information including narratives on sub-prime past performance.
 - Keep capability statement current.
 - Add relevant and applicable keywords that are searchable.



5. MySBCX Other Features

- Attend HHS Virtual Vendor Teleconference Outreach Sessions (Every 2nd Tuesday of the month, 9 AM – 4 PM). Registration opens 2 weeks prior at 7 AM and fills up quickly. Each SB can attend up to 3x/FY.
 - There are specific appointments, such as prime appointments and HUBZone.
- HUBZone Spotlight – showcases select HUBZone company for our Acquisition professionals on the first and 15th of each month. Includes capability statement and link to profile in MySBCX. Please reach out to:

OSDBU Customer Care

sbmail@hhs.gov

(202) 690-7300

