

Supplier Diversity Office



Commonwealth of Massachusetts Supplier Diversity Office (SDO)



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Overview of the SDO



SDO Mission: To promote diversity, equity and inclusion in state contracting by certifying minority, women, Portuguese, veteran, service-disabled veteran, disability, LGBT-owned, and small Massachusetts businesses and connecting them with business opportunities and resources.

The SDO:

- Serves as a gateway for businesses interested in accessing a wide range of diverse and small business programs.
- Coordinates the Commonwealth's diverse and small business programs.
- Is being more intentional in promoting and facilitating business opportunities for diverse businesses
- Offers resources for institutional diverse and small business programs.
- Reports on the diverse and small business program results on behalf of the Commonwealth.

SDO Certification Program



SDO Certifications

- Minority Owned Business Enterprise (MBE)
- Women Owned Business Enterprise (WBE)
- Veteran Business Enterprise (VBE)
- Minority Non-profit Organization (M/NPO)*
- Women Non-profit Organization (W/NPO)*
- Portuguese Owned Business Enterprise (PBE)**

Based on at least 51% ownership

Recognized Third-party Certifications

- Service-Disabled Veteran Owned Business Enterprises (SDVOBE)
- Disability Owned Business Enterprise (DOBE)
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)

Benefits of Certification

- No cost!
- If awarded a state contract, the ability to market to Commonwealth agencies seeking to meet their supplier diversity spending benchmarks.
- Eligibility to be a supplier diversity partner to Commonwealth prime contractors.
- Invitations to training, networking and matchmaking events.
- Eligibility to participate in supplier diversity programs of quasi-public and private organizations.

**based on the majority of board and voting body membership*

***only for programs funded by state transportation bond statutes that include PBEs*

Third-Party Certification Partners - Streamlined Application

Recognized Third-Party Certifying Organizations	Certification Category
Greater New England Minority Supplier Development Council (GNEMSDC) Only includes: CT, ME, HE, RI, VT and MA	MBE
Center for Women & Enterprise (CWE) (New England - WBENC) Only Includes: CT, ME, NH, RI, VT and MA	WBE
City of Boston	MBE/WBE
Veteran Business Certification (VetCert)	VOSB/SDVOSB

Recognized Third-Party Certifying Organizations	Certification Category
National Veteran Owned Business Association (NaVOBA)	VBE/SDVOBE
NGLCC - National LGBT Chamber of Commerce	LGBTBE
Disability: IN (formerly The US Business Leadership Network-USBLN)	DOBE/SDVOBE

Third-party Certification/Verification does not require completion of the SDO certification webcast.
[Visit our Third-party webpage to get started!](#)

SDO Programs



SUPPLIER DIVERSITY PROGRAM (SDP)



SMALL BUSINESS PURCHASING PROGRAM (SBPP)



STATE- ASSISTED CONSTRUCTION PROGRAMS

3% Veteran Business Goals for Commonwealth Procurements

Construction and Design Services Procurements: Effective January 1, 2025, the SDO is issuing a three percent (3%) Veteran Business goal for all state and state-assisted design and construction projects costing more than \$150,000.



William M. McAvoy
Executive Director

THE COMMONWEALTH OF MASSACHUSETTS
Executive Office of Administration and Finance
Supplier Diversity Office
One Ashburton Place, Suite 1017
Boston, MA 02108-1552

Maura Healey,
Governor
Kim Driscoll,
Lieutenant Governor
Matthew Gorzkowicz,
Secretary

Memorandum

To: Secretariat and Agency Supplier Diversity Officers, Chief Procurement Officers and Chief Financial Officers

Cc: Cabinet Secretaries, Agency Heads, Chiefs of Staff and General Counsels

From: Bill McAvoy, Executive Director, Supplier Diversity Office (SDO)

Date: November 27, 2024

RE: Veteran Business Goals for Commonwealth Procurements

The Supplier Diversity Office (SDO) hereby informs all Executive Agencies about participation goals for Veteran-owned (VBE) and Service-Disabled Veteran-owned (SDVOBE) businesses (jointly "Veteran Business(es)") in procurements for commodities and services and design and construction projects. Please be aware that the following participation goals also apply to agencies that provide funding to municipalities for design and construction projects.¹

Construction and Design Services Procurements: Effective January 1, 2025, the SDO is issuing a three percent (3%) Veteran Business goal for *all state and state-assisted design and construction projects costing more than \$150,000*.²

This means that Executive Agencies, including those providing funding to municipalities for design and construction, must include the three percent (3%) combined Veteran Business goal in their design and construction procurements and contract documents for such projects. This Veteran Business goal is a separate and an additional goal established by SDO and is not part of nor does it affect the existing Affirmative Marketing Program (AMP) for Minority Business Enterprises (MBE) and Women Business Enterprises (WBE) participation in design and construction projects.³

The SDO issued guidelines for state-assisted construction and design projects conducted pursuant to the [Municipal Construction Affirmative Marketing Program](#) (MCAMP). This guidance document reflects this three percent (3%) Veteran Business goal and also references the goal-setting process for MBEs and WBEs.

¹ Pursuant to MGL c. 7, s. 61(k), the Supplier Diversity Office (SDO) "shall, every 3 years and in consultation with the Department of Veterans' Services, establish goals for the participation of Service-Disabled Veteran-owned businesses and Veteran-owned businesses in all areas of state procurement contracting, including contracts for public construction, design services and commodities and service."

² This threshold level is subject to change.

³ The Division of Capital Asset Management and Maintenance (DCAMM) is responsible for the management of the Affirmative Marketing Program (AMP) for MBE and WBE participation on DCAMM construction projects (MGL c. 7C, s. 6(h)) and the SDO oversees the Municipal Construction Affirmative Marketing Program (MCAMP) in state-assisted construction projects (MGL c. 7, s. 61(p)). Pursuant to MGL c. 7, s. 61(n) and MGL c. 7C s. 6(d), DCAMM's Commissioner, in consultation with SDO's Executive Director, through the Affirmative Marketing Program establish overall annual program goals applicable to the total dollar amount of contracts awarded to MBE and WBE firms on capital facility projects and state assisted building projects.

SDO Certification Process - General

Watch the Pre-Certification Webcast

- Review application process and required documents
- Apply as a Massachusetts-based business: [Here](#)
- Apply as an out-of-state business: [Here](#)
 - *If you are an out-of-state entity, please certify with your home-state first, or check out our third-party certification partners

Gather and Submit Your Documents

- Prepare documents required for your business type
- Ensure all documents are complete and upload to online diverse business certification portal
- Submit application

Complete Your Application Interview

- Meet with a Certification Investigator to review your application
- Provide supplemental information if necessary

Receive Your Results

- The SDO will send a letter of approval or ineligibility
- If approved, attend the SDO's new vendor onboarding workshop, download your SDO logo, and start exploring bid opportunities

SDO Directory of Certified Businesses

Where potential partners are found

The screenshot shows the homepage of the SDO Directory of Certified Businesses. It features a navigation menu with links for HOME, WORKSHOP/EVENT SESSIONS, DIRECTORY OF CERTIFIED BUSINESSES (which is highlighted), and COMMBUYS. Below the navigation is the title "Directory of Certified Businesses" and a search bar labeled "Search the Directory". Three buttons are visible: "Search the Directory →", "Download the Directory →", and "MassPort Directory →".

Search Filters

The screenshot displays the search filters section. It includes several filter categories: Business Type (radio buttons for All, Business Enterprise (for-profit), Non-Profit Organization), Certification Type (radio buttons for Match Any, Match All), and Certification Agency (radio buttons for Match Any, Match All). There are two scrollable lists of certification types: the first list includes ACDBE - Airport Concession-DBE, PBE - Portuguese Business Enterprise, VBE - Veteran Business Enterprise (checked), SBPP - Small Business Purchasing Program, and LGBTBE - Lesbian Gay Bisexual Transgender Enterprise; the second list includes SDO - Supplier Diversity Office - State (checked), UCP - MassDOT Office, COB - City of Boston, WBENC - Women's Business Enterprise National Council, and NMSDC - National Minority Supplier Development. Below these are input fields for NAICS Code and Description, and Keywords. At the bottom, there are options for Sort Results By (Company Name), Sort Order (Ascending, Descending), Output Type (On Screen, As Pdf, Export to Excel), and buttons for SEARCH and CLEAR.

Search Results - 63 Businesses found

Business Type	Certification Type	Certification Agency	NAICS Code	Keywords	Business Name	Certification Date
All	VBE	SDO	[Any]	None	[Any]	[Any]
Client Id	Region	City or town	County	Product Code	Distance Search	Sorting
[Any]	All	All	All	All	[Any]	Company Name Ascending

Adjust Filters Page 1 of 3 Rows 25 per Page

Company Name	City/Town, State	Certification Summary	
Adams & Huxton Construction Company	West Springfield, MA	WBE, VBE (Supplier Diversity Office - SDO)	expand
Armeda, LLC	Vienna, VA	MBE, VBE (Supplier Diversity Office - SDO)	expand
SSL Home Improvement, LLC	Middleboro, MA	MBE, VBE (Supplier Diversity Office - SDO)	expand
Bountiful Provisions, LLC	Boston, MA	MBE, VBE (Supplier Diversity Office - SDO)	expand
Strigg Family Enterprises, LLC	Stockbridge, GA	MBE, VBE (Supplier Diversity Office - SDO)	expand
Sulway Underground Utility Locating, LLC	Randolph, MA	MBE, VBE (Supplier Diversity Office - SDO) DBE (UCP-MassDOT Office)	expand

The SDO diverse and small business directory is public and available to anyone to search.

View, search, or download the directory by clicking [this link](#).

Certified Business Map

Conveniently find SDO- certified businesses located in a specific area.

[View the map here.](#)

SDO Certified Businesses Geographical Location

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MA-State and Other State

All

List of Counties

All

City Name

All

Zip Code

All

Certification Type

All

Search Business Name

All

Business Count by County Name

DBE Business Count

1086

State Business Count

3677

Count by Certificate Type

WBE	2213
MBE	1628
DBE	1086
SDVOBE	170
VBE	157
DOBE	71
PBE	70
LGBTBE	61

Count by Profit And Non-Profit

Profit	4016
Non-Profit	139

Count by Business Nature Type

Service	3120
Construction	1135
Goods	556
Technology	382
Manufacturing	182
Undefined	173
TransportationPlus	145

Business Name	Certification Types	Business Email	Business City	Business County	Zip Code
Alison Dowd Marketing, Inc.	WBE	ad@alisondowdmarketing.com	Pocasset	Barnstable	02559
American Translation Partners, Inc.	MBE,WBE	request@atptranslations.com	Buzzards Bay	Barnstable	02532
AMG Realty, LLC	WBE	aamaloney@comcast.net	West Barnstable	Barnstable	02668
AMR Consulting, LLC d/b/a: A-Type Marketing & Design LLC	WBE	angela@a-type.com	Hyannis	Barnstable	02601
Associated Alarm Systems, Inc.	WBE	kkeane@associatedalarms.com	Hyannis	Barnstable	02601
ATA Services, Inc.	DBE	gviana@ataclean.com	Marstons Mills	Barnstable	02648
Barber Drywall, Inc.	MBE	Preston@Barberdrywall.com	Hyannis	Barnstable	02601
Barrows Trucking	DBE,MBE,WBE	barrows_trucking@comcast.net	Harwich	Barnstable	02645
Bernice Wahler Landscapes, Inc.	WBE	bernice@bernicewahler.com	Sandwich	Barnstable	02563
BWell Holdings, Inc.	VBE,WBE	karen@bwell.life	Provincetown	Barnstable	02657

Serving All SDO Stakeholders



The Supplier Diversity Office
Certification, Outreach, Engagement,
Programs and Compliance Units

Public Purchasing Agencies
All executive departments, some
non-executive departments, quasi-
public entities, and municipalities



Prime Contractors
Prime Commonwealth contractors

Resources Providers
Community Organizations,
Collaboratives, and Technical
Assistance and Resource Providers

Certified Businesses
More than 4,000 minority-, women-,
veteran-, service-disabled veteran-,
disability-, and LGBT-owned
businesses

Functions Available to Primes



- **Plan and advertise opportunities**
 - Using the Business Opportunity Exchange for advertising opportunities and connecting with diverse contractors and suppliers
- **Track progress towards project specific goals**
 - Monitor spending and compliance towards goals
- **Manage supplier diversity efforts of prime contractors**
 - Set up design & construction projects and report spend
 - Ensure prime contractor compliance with contract obligations

User Roles



Contributor

- View your organization's spending dashboards
- View your organization's planned procurements and contracts
- Search the diverse vendor database
- Sign up for events and training
- Invite vendors to the system



Contract Manager

All the functions available to the “**Contributor**” plus:

- Create a planned procurement/bid opportunity record
- Announce a bid opportunity
- Set up a contract/project after award
- Collect, review and accept/reject reports from contract/project primes
- Monitor contract/project compliance and issue corrective action notices



Organization Administrator

All the functions available to the “**Contributor**” and “**Contract/Project Manager**” plus:

- Invite/approve/deactivate your organization's users
- Assign/modify user roles
- Set the organization's supplier diversity program goals
- Import the organization's spending data into the system

- Home
- Notifications
- News and Events
- User Maintenance
- Goods and Services - Spending Reporting
- Payment Management
- Business Opportunity Exchange
- Construction Projects
- Departmental Contracts
- Organization / Vendor / Contact Search
- Message Center
- Company Profile / My Profile
- Help

Planned Procurements	Pending Opportunities	Active Opportunities *	Cancelled & Expired	Search	Bids
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- Add Planned Procurements
- My Planned Procurements
- All Planned Procurements
- Archives

Add a Planned Procurement:

Title *

Estimated Annual Value *

Procurement Type *

Document Type *

Applicable Program *

Does this procurement replace a current contract? * Yes No

Estimated Available Date *
 Month Day Year

Estimated Notification of Award Date *
 Month Day Year

Estimated Available Date cannot be entered before the Estimated Notification of Award Date.

Bid Number (COMMBUYS)

Contract Owner

Procurement Duration *

# Years	# Months
0	0

Description *

UNSPSC Codes



SDO Website Updates (www.mass.gov/sdo)



RESOURCE

Resources for Diverse and Small Businesses

Maximize the value of your diverse and small business certification by exploring training, bidding opportunities, as well as capacity building, financial and technical assistance.

TABLE OF CONTENTS

[Training and Development](#) →

[Bidding Opportunities](#) →

[Capacity Building, Financial and Technical Assistance](#) →

[SDO Organizational Partnerships](#) →

The SDO continues to update its website:

- Resources for Diverse and Small Businesses
- Revised SBPP webpage (www.mass.gov/sbpp)
- Revised SDP webpage (www.mass.gov/sdp)
- Expanded Resources for Departments
 - Policies and guidance
 - SDP/SBPP template language
 - Contractor SDP reporting tools
 - Additional resources

COMMBUYS Resources



Job Aids:

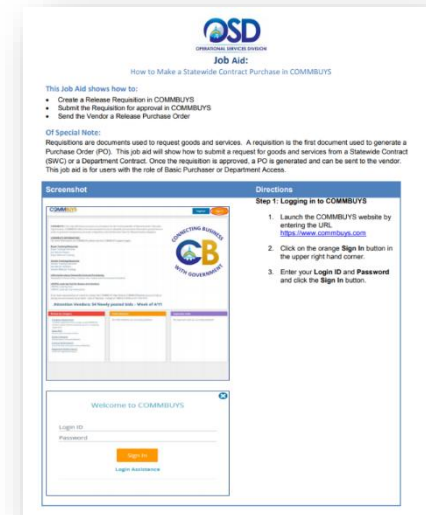
How to Navigate in COMMBUYS (Public View):

<https://www.mass.gov/doc/how-to-navigate-in-commbuys-public-view/download>

How to Navigate in COMMBUYS (Logged-in View):

<https://www.mass.gov/doc/how-to-navigate-in-commbuys-logged-in-view/download>

Note: When establishing your COMMBUYS Profile, you must choose at least one UNSPSC code. It is advisable to choose all applicable UNSPSC codes that describe your business, so you do not miss any bid opportunities



I'm Certified – Now What?



- Download your certification badge for business marketing use
 - Add it to your website, social media, email signature, and capabilities statement!
- Attend SDO's certified vendor onboarding session to learn about:
 - Registering for the Supplier Diversity Hub
 - Unlocking opportunities using your diversity certification
 - Participating in Commonwealth supplier diversity programs
 - Accessing resources to help with finding and bidding on public procurement opportunities

Resources and Contact Information



Our Website

www.mass.gov/sdo

Construction Team Contact

- Email: SDO.Construction@mass.gov

Supplier Diversity Program

- Website: www.mass.gov/sdp
- SDP Help Desk: sdp@mass.gov

SDO Certification Help Desk

- Phone: 617-502-8843
- Email: Webmaster.SDO@mass.gov

