

UCSF Diverse/Small Business Supplier Program

October 6, 2008

UNIVERSITY OF CALIFORNIA

- Berkeley
- Davis*
- Irvine*
- Los Angeles*
- Merced
- Riverside
- San Diego*
- San Francisco*
- Santa Barbara
- Santa Cruz

*(*Medical Centers)*



❖ Lawrence Berkeley
National Laboratory

❖ Lawrence Livermore
National Laboratory

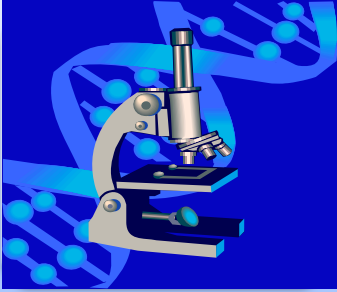
❖ Los Alamos
National Laboratory

UCSF Main Campus Locations and Affiliated Hospitals

- UCSF Parnassus Campus
- UCSF Medical Center
- UCSF Children's Hospital
- UCSF Medical Center at Mount Zion
- San Francisco General Hospital Medical Center
- Veteran Affairs Medical Center
- UCSF Mission Bay
- UCSF Laurel Heights Campus
- UCSF Mission Center
- Proposed UCSF Mission Bay Hospital Complex



Mission of UCSF



World Premiere Biomedical Research and Health
Science Education University

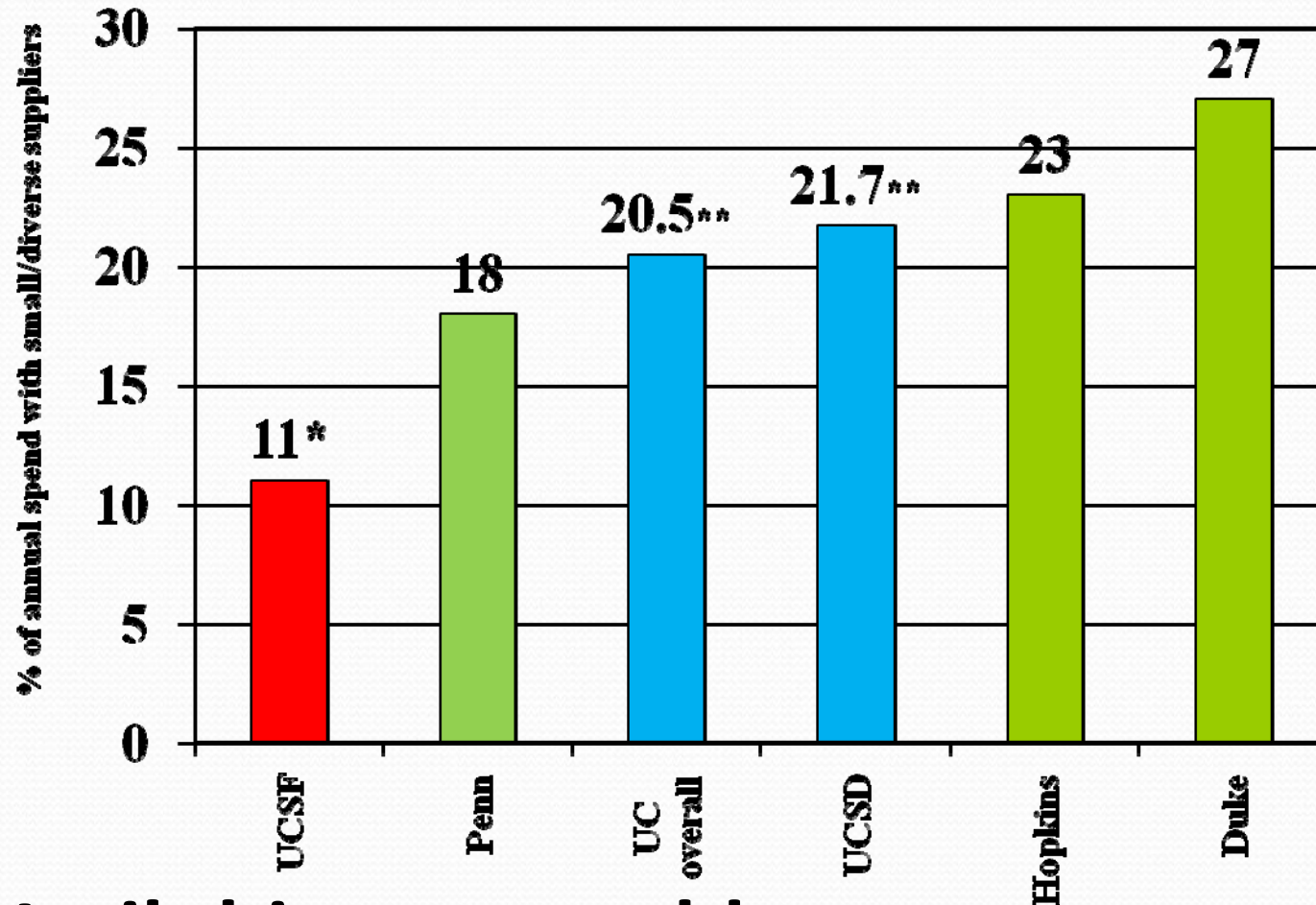


Only UC Campus Devoted Exclusively to Graduate Study in the
Health Sciences with its Nationally Top-Ranked Professional
Schools of Medicine, Dentistry , Pharmacy and Nursing



Schools Rank at or near Top In Research Funding
from the National Institutes of Health

UCSF Lags Peers on Diverse/Small Business Spending



Until this year could not even measure

Sources: CVM (analyses/estimates of classified/certified UCSF diverse suppliers), Reggie Williams (Duke, Penn, Hopkins), UCOP (UC, UCSD)

* 6% of suppliers

** Small Business Only

UCSF's Small/Diverse Supplier Program Needs Significant Improvement

- Historically substantially less resources devoted to supplier diversity programs than peers:
 - UCSF: Less than 1.5 full time equivalent
 - Duke: 3 FTE's
 - Penn: 4 FTE's
 - Johns Hopkins: 4 FTE's

Out of Compliance on Large Number Federally Funded Grants

- Small Business Subcontracting plans required by the Federal Government for contracts in excess of \$550,000.00
- Failure to make progress toward established goals can invoke the “Liquidated Damages Clause”
- We are perhaps one audit away from potentially severe penalties
 - Federal Funding Agency can refuse payment to, or choose not to reimburse, the funded entity.
 - Invoices for expenses incurred during research activities can be refused for reimbursement.
- NIH supplier diversity audits expected this year

Assessment, Best Practices Analysis & Implementation

Progress To Date

- ❖ Organized and led Supplier Diversity Summit in March 2007
- ❖ Created and filled Interim Supplier Diversity Coordinator position
- ❖ Contracted with supplier diversity specialist firm (CVM)
- ❖ Became first University to join Northern California Supplier Development Council
- ❖ Drafted Policy Statement

Draft Policy Statement

In June of 2006, University of California's President, Robert C. Dynes, endorsed the University of California Diversity Statement. This Statement was developed by the University Committee on Affirmative Action and Diversity and was unanimously approved by the Assembly of the Academic Senate at its May 10, 2006 meeting. The Statement acknowledges that the core mission of the University is to serve the people of the State of California and renews the University's commitment to support diversity in all aspects of its operations. In concert with this appreciation and understanding of public service and renewed commitment, the University of California San Francisco has established a Diverse/Small Business Supplier Program. It is the policy and charge of this Program to optimize contracting opportunities for diverse and small business enterprises in the areas of purchasing and professional services. The administration of the University's Diverse/Small Business Supplier Program will be conducted in full compliance with all applicable federal and state laws and regulations (*e.g. Prop 209*).

Prop 209 overview

- Prohibits the state (which includes the University of California) from discriminating against or granting preferential treatment to any individual or group on the basis of race, sex, color, ethnicity, or national origin in public employment, public education or public contracting.
- But enables compliance with federal requirements
 - “ Nothing in this section shall be interpreted as prohibiting action which must be taken to establish or maintain eligibility for any federal program, where ineligibility would result in a loss of federal funds to the state” (section 31 of article I, paragraph e)
- Small Businesses* and Disabled Veteran Business Enterprises are not considered subject to 209
- Tracking of spend by supplier type, and collection of supplier and spend data does not violate Prop. 209
 - May also ask prime suppliers to track such data on our behalf
- Outreach to diverse suppliers to encourage participation in University bid opportunities does not violate Prop. 209

* Generally defined as companies of less than 500, with sales levels that vary by industry segment (e.g. \$6.5 MM for retail and services, \$21MM for IT services, \$31MM for most general and heavy construction services)

Supplier Diversity Development Continuum X = current

* = desired

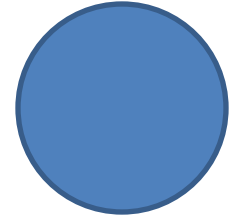
UCSF Had Significant Areas for Improvement

Dimension	Level 1	Level 2	Level 3	Level 4	Level 5
Program Management	<ul style="list-style-type: none"> Contact Person 	<ul style="list-style-type: none"> Part-time Coordinator 	<ul style="list-style-type: none"> Visible Program Manager 	<ul style="list-style-type: none"> Program Director 	<ul style="list-style-type: none"> Senior Program Director
Program Communications	<ul style="list-style-type: none"> No communication 	<ul style="list-style-type: none"> Program brochure 	<ul style="list-style-type: none"> Some Program Materials 	<ul style="list-style-type: none"> Formal Internal and External Program materials 	<ul style="list-style-type: none"> Robust internal/external communications strategy and materials
Program Tracking	<ul style="list-style-type: none"> No tracking 	<ul style="list-style-type: none"> Sub-contracting plan 	<ul style="list-style-type: none"> Limited Program Tracking 	<ul style="list-style-type: none"> Organization-wide measurement by business unit and commodity Tied to procurement performance objectives 	<ul style="list-style-type: none"> Organization-wide measurement focused on value-added and market share Tied to annual performance objectives across organization
Outreach and Certification	<ul style="list-style-type: none"> No outreach programs 	<ul style="list-style-type: none"> Limited trade fair participation 	<ul style="list-style-type: none"> Local/National NMSDC/WBENC membership 	<ul style="list-style-type: none"> Level 3 plus mentor/protégé program 	<ul style="list-style-type: none"> Level 4 plus strategic MWDVBE partnerships and joint ventures
Alignment within Organization	<ul style="list-style-type: none"> No alignment within organization 	<ul style="list-style-type: none"> Compliance driven 	<ul style="list-style-type: none"> Outside of core strategy 	<ul style="list-style-type: none"> Process integrated with other key organizations 	<ul style="list-style-type: none"> Part of core corporate strategy
Senior Management Participation ?	<ul style="list-style-type: none"> No senior management participation 	<ul style="list-style-type: none"> No senior management participation 	<ul style="list-style-type: none"> Little senior management participation 	<ul style="list-style-type: none"> Active senior management participation 	<ul style="list-style-type: none"> Senior management/VC-level leadership

Best Practices Grid

Development Stage

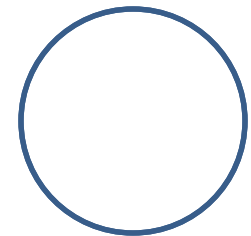
Highly Developed Stage



Moderate Developed Stage



Non-Existent or Beginning
Development Stage



Best Practices Grid

	PG&E	Kaiser	Union Bank	Penn UNIV	Duke UNIV	John Hopkins UNIV	Stanford	UCB	UCSD
Program Management									
Program Communication									
Program Tracking									
Outreach/Certification									
Alignment w/in Organization									
Senior Management Participation									

Annual Plan Draft

Draft First Year Plan												
2008 SUPPLIER DIVERSITY SMALL BUSINESS PROGRAM -Draft Plan												
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Jan
Program Management												
• Onboard Program Manager												
• Complete Detail Workplan												
• Conduct Best Practice Research												
• Set Targets and Goals												
• Refine Business Case for Supplier Diversity												
• Draft Policy / Mission Statement												
• Program Launch and Management				Launch			Build and Enhance					
Program Coordination and Communication												
• UC Systemwide Coordination				Startup			Maintain and Enhance					
• External networking/coordination				Startup			Maintain and Enhance					
• Summit												
Program Infrastructure/Support												
• Finalize CVM contract												
• Implement Peoplesoft Query Tools												
• PSFT Diverse Vendor Data Refreshes												
• Diverse Supplier Database Locator												
• Website Content				Develop			Maintain and Enhance					
• Supplier Portal												
• Internal Training				CVM and PSFT tools			Develop			Rollout		
Supplier Outreach, Certification, Development												
• Supplier Training												
• Outreach Events (Vendor Fair, etc.)										Plan and Schedule		
• Supplier Development												
Program Tracking												
• Small Business Subcontracting Plans												
• Overall Tracking												

External Networking

- ▶ Northern California Supplier Development Council (NCSDC)
- ▶ ASTRA

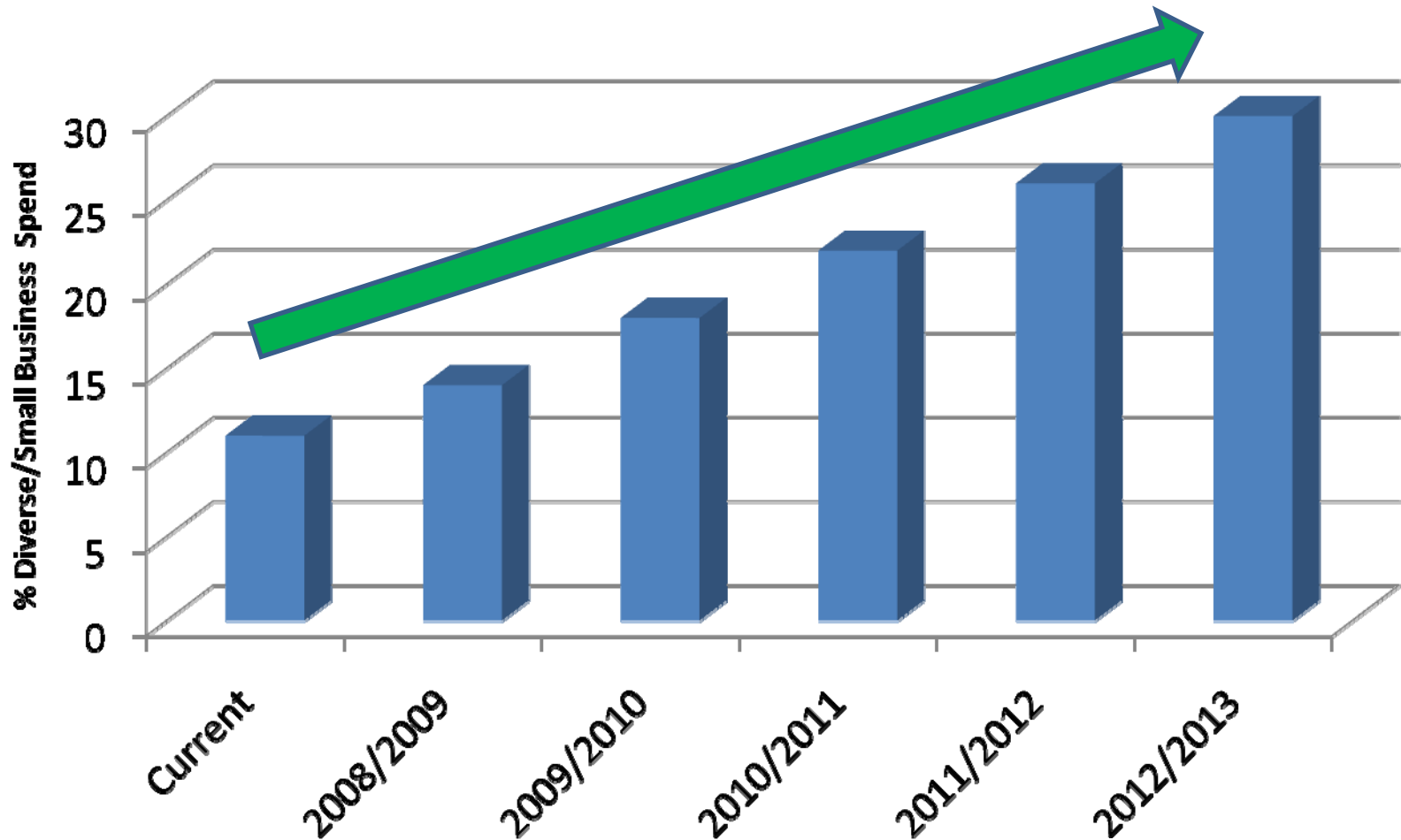
Northern California Supplier Diversity Council

- ▶ The Northern California Supplier Development Council (NCSDC) is the preeminent organization in Northern California dedicated to minority supplier development and the promotion of diversity in the marketplace
- ▶ NCSDC is an affiliate of the National Minority Supplier Development Council (NMSDC), the largest private sector minority business advocacy organization in the country

ASTRA

- ▶ Northwest & Northern California strategic partner of Women's Business Enterprise National Council (WBENC)
- ▶ One of a national consortium of 14 independent women's organizations
- ▶ ASTRA has 315 members as of 1-1-2008
- ▶ Covers Alaska, Washington, Oregon, Idaho, Montana and Northern California

Goal: Best in Class in 5 years



30% for overall spend, while meeting all specific grant requirements

CVM Supplier Locator Tool

Screenshots from new supplier locator tool

DRIVING PROFITS THROUGH DIVERSITY IN SOURCING

CVMsolutions

Login

Username:

Password:

Welcome to the CVM's Supplier Locator. You are about to enter the most comprehensive and detailed database of certified diverse vendors in the world. See what supplier diversity and procurement executives are raving about:

- Over 5,000 different products and services to choose from
- Over 300 government certification agencies all in one place—great for city, state, county, etc. government contract compliance
- Large, Medium, and Small diverse businesses
- Includes all CCR and SBA Pro-Net businesses for Federal Government 294/295 reporting
- Supplier data updated and refreshed daily

*CVM's Supplier Locator Access is limited to corporate clients. If you would like more information on how you can use this powerful sourcing tool, please e-mail us at info@cvmsolutions.com or call 630-629-5800 x210.

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Suppliers

Profile Maintenance

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New Search

Collapse Search

Search For Suppliers

Keyword

temporary staffing

ALL WORDS ▾

Company Name

City

Metro Area

San Francisco-Oakland-San Jose-CA ▾

State

CA ▾

Area Code

Zip Code

SIC Code [Click here to get SIC Codes](#)NAICS Code [Click here to get NAICS Codes](#)

Diversity Search

Gender

 Any Female Male


Diversity Category

DISABLED BUSINESS ENTERPRISE ▾

Ethnicity

AFRICAN AMERICAN ▾

Keyword

ALL WORDS 

Company Name

City

Metro Area

State

Area Code

Zip Code

SIC Code [Click here to get SIC Codes](#)

NAICS Code [Click here to get NAICS Codes](#)

Diversity Search

Gender

Any Female Male

Diversity Category

DISABLED BUSINESS ENTERPRISE
DISADVANTAGED BUSINESS ENTERPRISE
Historically Black Colleges and Universities
HISTORICALLY UNDERUTILIZED BUSINESS ENTERPRISE (HUB)
LARGE BUSINESS ENTERPRISE (LBE)
LGBT (Lesbian, Gay, Bisexual, Transgender)
MINORITY OWNED BUSINESS ENTERPRISE (MBE)
MINORITY/WOMAN OWNED BUSINESS ENTERPRISE (WBE)
SBA 8(A) PROGRAM (8(A))

NMSDC Certified

WBENC Certified

Other Certifying Agencies

SBA Pro-NET/CCR Classified

Ethnicity

AFRICAN AMERICAN
ASIAN AMERICAN
ASIAN PACIFIC AMERICAN
ASIAN SUBCONTINENT AMERICAN
CAUCASIAN
HISPANIC AMERICAN
NATIVE AMERICAN
UNAVAILABLE

NMSDC Council

WBENC Council

Agency Listing

NMSDC or WBENC Certified

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[Suppliers](#)[Profile Maintenance](#)[Log Out](#)[New Search](#)

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List of Suppliers

<u>Supplier Id</u>	<u>Supplier</u>	<u>Phone</u>	<u>City</u>	<u>State</u>
767047	ADVANCED TECHNICAL RESOURCES	4083288000	SUNNYVALE	CA
771266	PERSONA COMPUTING	4159823400	WALNUT CREEK	CA
774059	ON POINT PERSONNEL SERVICES INC	4083762880	CAMPBELL	CA
793625	ACCOUNTING PARTNERS	4089861990	SANTA CLARA	CA
850371	PREFERRED STAFFING GROUP LLC	9252248737	PLEASANTON	CA
921456	R J ROBERTS INC	9256898080	CONCORD	CA
767313	ADVANCED EMPLOYMENT SERVICES INC	4159891188	SAN FRANCISCO	CA
769122	SDV-SCC INC	6503589522	SAN MATEO	CA
769268	SNELLING PERSONNEL SERVICE	5107694400	ALAMEDA	CA
769689	PHILLIPS & ASSOCIATES INC	7074223325	VACAVILLE	CA
1 - 10 of [30]				
Page : 1 2 3 of [3]				
Export to Excel (Long) Export to Excel (Short)				

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[Print](#)

Supplier Profile				
Company Information				
DQ #	767047			
Name	ADVANCED TECHNICAL RESOURCES			
Doing Business as	ADVANCED TECHNICAL RESOURCES			
Date Established	1988			
Number of Employees	48			
Approximate Annual Sales	\$41,036,000			
Federal Tax ID	77-0195781			
Web Address	WWW.ATR1.COM			
Contact Information				
Address	1230 OAKMEAD PKWY, STE 110			
City	SUNNYVALE			
State	CA			
ZIP	94085 - 4026			
Telephone Number	408-328-8000			
Fax Number	408-328-8001			
Main Contact's Name	JERRY BRENHOLZ			
Main Contact's Title	CEO			
Main Contact's Email	JERRYB@ATR1.COM			
Secondary Contact's Name	JEFF MONAGHAN			
Secondary Contact's Phone				
Secondary Contact's Fax				
Secondary Contact's Email	CORPORATE@ATR1.COM			
Product(s) / Service(s)				
Product(s) / Service(s) Description	TEMPORARY STAFFING.			
SIC Codes	7363			
NAICS Codes	561310, 561320			
Commodity #1	CONSULTING, EMPLOYMENT SERVICES			
Commodity #2				
Organization / Ownership Information				
Legal Structure	CORPORATION			
Ethnicity	HISPANIC AMERICAN(HI)			
Gender	FEMALE			
Certification Information				
Certifying Agency	Category	Certified/Classified	Certification Expiration Date (mm/dd/yyyy)	Certification #
NMSDC-NORTHERN CALIFORNIA SUPPLIER DEVELOPMENT COUNCIL	MINORITY OWNED BUSINESS ENTERPRISE (MBE)	Certified	9/30/2007	BA0104
CALIFORNIA PUBLIC UTILITIES COMMISSION (CPUC)	MINORITY OWNED BUSINESS ENTERPRISE (MBE)	Certified		99IN0026

Certification Information				
Certifying Agency	Category	Certified/Classified	Certification Expiration Date (mm/dd/yyyy)	Certification #
NMSDC-NORTHERN CALIFORNIA SUPPLIER DEVELOPMENT COUNCIL	MINORITY OWNED BUSINESS ENTERPRISE (MBE)	Certified	9/30/2007	BA0104
CALIFORNIA PUBLIC UTILITIES COMMISSION (CPUC)	MINORITY OWNED BUSINESS ENTERPRISE (MBE)	Certified		99IN0026
SBA PRO-NET (CENTRAL CONTRACTORS REGISTRY)	MINORITY/WOMAN OWNED BUSINESS ENTERPRISE (MWBE)	Classified	Not Applicable	Not Applicable
SBA PRO-NET (CENTRAL CONTRACTORS REGISTRY)	SMALL BUSINESS ENTERPRISE (SBE)	Classified	Not Applicable	Not Applicable

	A	B	C	D	E	F	G	H	I	
1	LIST OF SUPPLIER RECORDS									
2										
3	30 Suppliers Exported									
4										
5	[SUPPLIER ID]	NAME	[DOING BUSINESS]	LEGAL STRUCT	[TAX ID]	[ADDRESS1]	[ADDRESS2]	CITY	STATE	ZI
6	767047	ADVANCED TECHNICAL	ADVANCED TECHNICAL RES	CORPORATION	770195781	1230 OAKMEAD PKWY	STE 110	SUNNYVALE	CA	
7	771266	PERSONA COMPUTING	PERSONA COMPUTING INC	CORPORATION	680351626	1966 TICE VALLEY BLV	# 401	WALNUT CREEK	CA	
8	774059	ON POINT PERSONNEL S	ON POINT PERSONNEL SERV	CORPORATION	700516439	700 GALE DR	STE 190	CAMPBELL	CA	
9	793625	ACCOUNTING PARTNERS		CORPORATION	911612229	2041 MISSION COLLEG	STE 270	SANTA CLARA	CA	
10	850371	PREFERRED STAFFING G	PREFERRED STAFFING GRO	PARTNERSHIP	841640926	5820 STONERIDGE MAI	STE 120	PLEASANTON	CA	
11	921456	R J ROBERTS INC	ROBERTS TECHNICAL SERV	CORPORATION	942537243	145 JOHN GLENN DR		CONCORD	CA	
12	767313	ADVANCED EMPLOYMEN	ADVANCED EMPLOYMENT S	CORPORATION	943390317	760 MARKET ST	STE 1046	SAN FRANCISCO	CA	
13	769122	SDV-SCC INC		SUB CHAPTER SCORP		205 DE ANZA BLVD	STE 26	SAN MATEO	CA	
14	769268	SNELLING PERSONNEL S	WCUP INC	CORPORATION	943354404	1320 HARBOR BAY PK	STE 225	ALAMEDA	CA	
15	769689	PHILLIPS & ASSOCIATES	PHILLIPS & ASSOCIATES INC	CORPORATION	680255209	177B BUTCHER RD		VACAVILLE	CA	
16	771934	ASCOT SERVICES INC	ASCOT STAFFING	CORPORATION	941751049	1939 HARRISON ST	STE 150	OAKLAND	CA	
17	772470	INDEX STAFFING INC	INDEX STAFFING INC	CORPORATION	680465147	35 MITCHELL BLVD	STE 11	SAN RAFAEL	CA	
18	773368	ENTOR CORP	ENTOR CORP	CORPORATION	770115490	1350 DELL AVE	STE 201	CAMPBELL	CA	
19	792005	DIVERSIFIED PERSONNEL	DIVERSIFIED PERSONNEL SE	CORPORATION	942274578	505 14TH ST	STE 800	OAKLAND	CA	
20	792235	DYNAMIC OFFICE SOLUT	DYNAMIC OFFICE SOLUTION	CORPORATION	680442403	500 LA GONDA WAY	STE 290	DANVILLE	CA	
21	792293	DIRECTSTAFFING INC		CORPORATION	943328599	388 MARKET ST	STE 500	SAN FRANCISCO	CA	
22	792499	PRIDESTAFF (DBA)	L J DONAHUE INC	CORPORATION	770476804	1150 N 1ST ST	STE 170	SAN JOSE	CA	
23	819206	ADVANCED SOFTWARE	TALENT LLC	PARTNERSHIP		308 Lang Rd		Burlingame	CA	
24	1019936	MAXONIC INC	MAXONIC INC	CORPORATION	371435444	1230 MIDAS WAY	STE 220	SUNNYVALE	CA	
25	1034243	QUALITY STAFFING INC	QUALITY STAFFING INC	CORPORATION		1300 CLAY ST	STE 600	OAKLAND	CA	
26	772124	LEFFALL EMPLOYMENT AGENCY		SOLE PROPRIETOR	943251186	7700 EDGEWATER DR		OAKLAND	CA	
27	771984	PARADIGM STAFFING SOLUTIONS		CORPORATION	943382735	1970 BROADWAY	STE 305	OAKLAND	CA	
28	767048	EASTON CONSULTING INC		CORPORATION		349 COBALT WAY		SUNNYVALE	CA	
29	771161	ALLIED PERSONNEL SERVICES INC		CORPORATION		4900 HOPYARD RD		PLEASANTON	CA	
30	767563	TOD INC				690 MARKET ST		SAN FRANCISCO	CA	
31	792009	STERLING COMPANIES INC		CORPORATION	943260969	2800 PARK BLVD		OAKLAND	CA	
32	767545	SANDY NASH PERSONNEL				300 MONTGOMERY ST		SAN FRANCISCO	CA	
33	754014	R & D TECHNICAL SERV	DENIAL 07-31-06	CORPORATION	760786286	1900 LAFAYETTE ST	STE 205	SANTA CLARA	CA	
34	806405	CORNIS INC				601 VAN NESS AVE	# E3-506	SAN FRANCISCO	CA	
35	769488	ATWORK PERSONNEL SERVICES		SUB CHAPTER SCORP		1741 CLAYTON RD		CONCORD	CA	

UCSF Diverse/Small Business Supplier Program

October 6, 2008