



Military Sealift Command

Small Business Strategy

“Small Business – The First Option”



Our "Small Business Strategy" is formulated to clearly identify how Military Sealift Command will incorporate and promote Small Business participation as prime contractors and subcontractors across the breadth of contracts under our purview.

MISSION

Department of the Navy's (DON) Small Business Enterprise fosters acquisition opportunities where small businesses can best support Sailors, Marines, and their families through policy, advocacy, counseling & training.

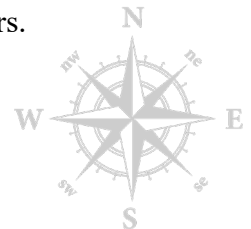
VISION

At Military Sealift Command (MSC), we actively seek small business opportunities to leverage the innovation, agility, responsiveness and competition that small businesses bring to empower our global warfighting effectiveness.

INTENT

The MSC Office of Small Business Programs (OSBP) promotes small business as our first option throughout all phases of the acquisition life cycle. We sincerely believe a healthy industrial base is vital to the long-term success and affordability of the DON, as well as our national security.

MSC is committed to exemplary stewardship and efficiently and economically expending the taxpayer's resources entrusted to us by our government. Establishing, fostering, and maintaining partnerships with small businesses is our responsibility in order to ensure future healthy, economic and competitive markets. To this end, the intent of the MSC Small Business Strategy is to promote the utilization of small businesses in our acquisitions as prime contractors and subcontractors.



Pending

In Work

Steady State or Complete



FOCUS AREAS

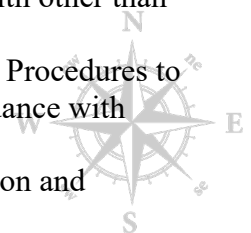
Our Small Business Strategy includes four focus areas, which provide the ways, means and ends to the achievement and success of our commitment to providing maximum practicable opportunities to small business in our acquisitions. By fostering a small business friendly culture and providing advice and assistance to our Contracting Officials, Program Managers, and Functional Directors, we will make MSC the Small Business partner of choice and track our progress along the way. MSC will continue to maintain a culture of small business inclusiveness, where small business is always considered as our first option to achieve our desired success in providing maximum practicable opportunities to small business and promoting a robust industrial base.

FOCUS AREA 1: CULTURE – Foster a Small Business friendly culture.

- Small Business is considered as our first option for each and every contract action.
- Small Business Professionals (SBP) are included in all high-level meetings with private sector large and small businesses involving higher authority.
- In an effort to identify new requirements suitable for small business participation, the OSBP will participate in long-range acquisition planning sessions for expanding the opportunities of small business firms in prime and subcontracting opportunities.
- ▣ Analyze requirements for opportunities to utilize Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) and Mentor Protégé Program (MPP).
- ▣ All Program Managers complete the Defense Acquisition University's web-based continuous module, entitled "Fundamentals of Small Business for the Acquisition Workforce" (CLM 059) prior to joining an acquisition team.
- Collect and disseminate "good news" stories, where small businesses have helped MSC achieve the mission at reduced cost or more innovatively as prime or subcontractors.
- ▣ Integrate a contracting-focused brief into the weekly MSC Battle Rhythm meetings to include quarterly discussion of Small Business Program acquisition issues.
- Establish a Rotational Program with MSC OSBP to provide developmental opportunities for personnel, to include training and hands-on experience working in the MSC OSBP.

FOCUS AREA 2: PROCESS – Incorporating Small Business Program successes into MSC business processes.

- OSBP perform thorough reviews of proposed acquisition strategies to ensure adequate market research is conducted and documentation is provided that fully supports the proposed strategy.
- Advise Contracting Officials, Program Managers, and Functional Directors in establishing realistic, challenging, and attainable small business subcontracting goals, consistent with efficient performance, in full and open competitions and sole source contracts with other than small business.
- Streamline the acquisition process applying FAR Part 13 Simplified Acquisition Procedures to the maximum extent practicable and utilizing small business set-asides in accordance with policy.
- Ensure acquisition staff is kept current and up-to-date on small business legislation and regulatory changes.

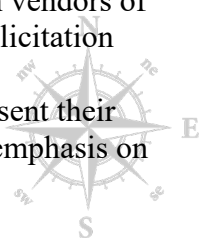




- Ensure acquisition staff conducts adequate and meaningful market research that can be reviewed by MSC OSBP for possible small business set-asides, including addressing set-asides within the small business socio-economic categories.
- Conduct Small Business Advocate Training for all Program Managers and Functional Directors.
- Increase small business subcontracting opportunities to include evaluating small business participation in competitive source selections and incentivizing small business subcontracting when appropriate.
- Conduct Contract Review Boards (CRB) and Services Requirements Review Boards (SRRB) and include OSBP as an active participant to advise on small business matters, including analyzing historical utilization of small business.
- Include OSBP as a team member in all Procurement Performance Measurement and Assessment Program (PPMAP) assessments to ensure compliance with acquisition laws and regulations related to the Small Business Programs.
- ▣ Assist Contracting (N10) staff and Program Managers with electronic Subcontracting Reporting System (eSRS) and Contractor Performance Assessment Reporting System (CPARS) reporting requirements to ensure small business utilization is properly documented.
- ▣ Provide biannual Small Business Program training to contracting staff across all N10 offices.
- ▣ Assist in various acquisition trainings, to include Associates Training and Brown Bag Training.
- Develop and monitor key performance indicators (KPI) related to Small Business Program performance to identify areas for improvements aimed to maximize small business utilization.
- Collaborate with Contracting Policy Division to ensure current and future updates to contracting policy effectively consider and incorporate Small Business Programs policy.

FOCUS AREA 3: COMMUNICATIONS – Enhance communications to inspire public and stakeholder confidence making MSC the Small Business partner of choice.

- Update and post to the MSC public website (<https://www.msc.usff.navy.mil/Business-Opportunities/Contracts/>) known procurements of services and ship support opportunities over the next two years in excess of one million dollars and continue to provide updates annually.
- Update the MSC public website for the Office of Small Business Programs providing useful and relevant information for current and future MSC Industry Partners.
- ▣ Effectively communicate strategy decisions resulting from our sources sought notices and market research referencing sources sought identification numbers in resulting solicitation.
- Establish a MSC OSBP intranet portal page to share resources related to training and program updates accessible to the MSC community.
- Host Small Business-focused industry day annually to exchange ideas with industry partners and address capability gaps in MSC’s procurement areas.
- ▣ Utilize industry days for specific procurements of large dollar value to better inform vendors of MSC’s requirements and solicit feedback about the planned procurement prior to solicitation release.
- Establish Vendor Days allowing prospective MSC small business contractors to present their capabilities to Contracting, Programs Managers, and Functional Directors, with an emphasis on vendors within the small business socio-economic categories.
- ▣ Ensure MSC OSBP is represented at industry events.





- Attend local and national events identified below with OSBP and relevant MSC personnel within acquisitions and technical staff to meet and identify small business entities who are interested in our procurements.
 - Monthly Tidewater Government Industry Council meetings.
 - Navy League's Sea Air Space Symposium, National Harbor, MD.
 - Navy Gold Coast Small Business Procurement Event, San Diego, CA.
 - National Defense Transportation Association (NDTA) event, St. Louis, MO.
 - Attend at least one national outreach conference each year focused on socioeconomic programs (i.e.: 8(a), HUBZone, WOSB, SDVOSB).

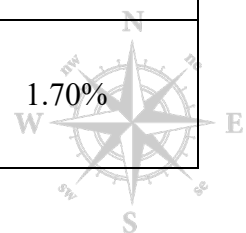
FOCUS AREA 4: ASSESSMENT – Tracking our progress to better understand our Small Business Program successes and lessons learned.

- Provide monthly small business metric reports to acquisition leadership.
- Provide quarterly reports on small business progress to command leadership.
- Provide annual metrics report to Small Business Administration (SBA) Procurement Center Representative.
- Provide monthly updates on small business progress to acquisition staff.
- Review and enhance training to incorporate lessons learned and develop corrective actions as a result of various audits (PPMAPs, SBA Surveillance Review, IG audits, N10 internal reviews).
- Collect and assess metrics related to Small Business Program compliance and data integrity in order to gauge current state and improvement efforts (e.g. timely and accurate eSRS and CPARS reporting).

The table below provides MSC’s Small Business targets and achievements:

Category	FY20 Achievements	FY21 Achievements	FY22 Achievements	FY23 Goals **
Small Business (SB)	44.49%	50.73%	51.47%	46.50%
Small Disadvantaged Business (SDB)	3.50%	4.41%	3.71%	3.26%
Service-Disabled Veteran-Owned SB (SDVOSB)	1.74%	3.49%	2.30%	2.00%
Women-Owned SB (WOSB)	2.95%	4.59%	2.51%	1.90%
Historically Underutilized Business Zone (HUBZone) SB	2.81%	4.59%	3.62%	1.70%

** FY23 goals subject to adjustment by DON OSBP.

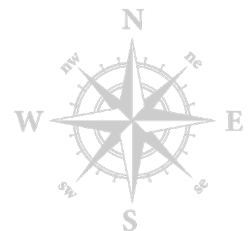




If you have specific questions regarding this Strategy or the Small Business Programs, please contact the MSC OSBP:

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