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**Baton Rouge Metropolitan Airport 15th Annual
“Business Opportunity Workshop”**

**Working to Connect Companies to EBRPSS
Opportunities**



Teamwork

“Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.”

Vince Lombardi

“Talent wins games, but teamwork and intelligence win championships.”

Michael Jordan

“Teamwork is the ability to work together toward a common vision.”

Andrew Carnegie

Who are we? What is the Fair Share Program

- ▶ The **East Baton Rouge Parish School System (EBRPSS)** while improving the physical environment in which students are continuing to receive high quality, highly impactful education also has the unique opportunity, in support of social and economic responsibility, to have a positive impact on the economic growth of the Baton Rouge community.
- ▶ This is in part due to the re-invigoration, of its Supplier Diversity Minority and Women owned business enterprise program (MWBE), the Fair Share Program which was adopted on **July 21, 2011**.
- ▶ The primary objective of the Fair Share program is to help ensure that participation of MWBE's occurs as a part of procurement and contract opportunities with the **East Baton Rouge Parish School System**.

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- ▶ To help accomplish this objective, the **EBRPSS Fair Share Program** serves as a portal through which Women and Minority owned businesses gain access to opportunities within the district. It also helps participants become, what we call, turn key ready so as to increase their potential to participate in these opportunities.
 - ▶ Participants are expected, in order to achieve both the goals of the **Fair Share Program** and their own company goals, to participate and take advantage of access to opportunities, specialized business training, marketing assistance and higher order thinking initiatives provided through the Fair Share Office and or its collaborative partnerships.
 - ▶ However, as a school district which has a predominately minority student population, the utilization of women and minority owned businesses can also have a **positive impact** on student recruitment, academic performance and aspirations.

Eligibility Requirements

- ❑ To qualify for the program, a business must be owned and controlled by a socially and or economically disadvantaged individual.
- ❑ Some of the criteria for participation in the program include but are not limited to the following:
 - ❑ At least 51% of the company must be owned and operated by a Louisiana resident, whose personal net worth cannot exceed \$400,000
 - ❑ Business' net worth at the time of application may not exceed \$1.5 million
 - ❑ In addition, a socially disadvantaged individual must show economic disadvantage by submitting a narrative and personal financial documentation of income, assets, and net worth.
- ❑ Generally, successful applicants must also meet the following additional requirements
 - ❑ The business must meet the nationally set size standards for business concerns
 - ❑ The business must demonstrate a potential for success (generally by being in business for at least two years)
 - ❑ The business must be unconditionally owned and controlled by:
 - one or more disadvantaged individuals
 - who are US citizens
 - and are of good character

How Do We do it?

The program uses a comprehensive approach to Supplier Diversity and MWBE growth which is anchored by four major impact areas.

**Access to
Opportunities**

**Relationship
Building**

**Business Growth
and
Development
Education**

**Access to
Resources for
Capitol**

Access to Opportunities Issues, Barriers and Action Items

Soliciting Minority Owned Business To participate in submitting bids on all Open Procurement Opportunities

Communications and information:

Issue: Lack of knowledge of opportunities.

Action item: We have built strong relationships with the key providers of opportunities within the School system.

- ▶ EBR Procurement Department
- ▶ ARAMARK
- ▶ CSRS/Tillage

Access to Opportunities



EBR
Procurement
Department



ARAMARK



CSRS Tillage



How to Access these Opportunities?

Action Items:

Conduct sessions focusing on how to access opportunities associated with:

- **Construction, Renovation, Maintenance of schools**
 - Identify specific pending opportunities.
 - Alignment with pending opportunities.
 - Sessions on the construction process.
 - Pre-bid conference
- **Stay in contact with Departments so as to be aware of opportunities.**

As a part of becoming a participant in the program each company is asked to complete a company profile form. The form captures information on the company related to strengths past contracts bonding and other critical information.

Relationship Building

Design of Projects

- ❑ Redefined the meaning and understanding of the term Architectural Firm.
- ❑ Many small firms serve in the capacity of design consultants not as lead architectural firm. Therefore we began to make a clear distinction between the two. This also helped in connecting companies to work together on projects.
- ❑ Larger firms not familiar with the smaller firms who can serve as consultants on their design teams.
- ❑ Conducted several round table events similar to speed dating.
- ❑ Each MWBE firm was asked to bring a copy of their company profile to guide them through a five minute presentation of experiences and capabilities. The session used the round table concept with the larger companies moving from table to table. This is to ease the feeling of the smaller companies going to the larger companies. The goal is to increase familiarity between companies.

Relationship Building

Construction and Renovation Projects

- ❑ Participation in Pre-bid meetings
- ❑ We encourage FS companies to attend these pre-bid meetings so that they are aware of the companies that will be submitting bids.
- ❑ We provide all companies in attendance, who are planning on submitting a bid on the project, a copy of the list of Fair Share Companies.
- ❑ We have restructured our Fair Share Program participant list to be user friendly for persons in the construction industry. The list is divided by divisions which mirror the language of the construction industry.
- ❑ Companies who are awarded the bid are required to submit a document indicating who they contacted requesting the submission of bids and if these bids were used or not

Relationship Building

Project Support

Facilitate Relationship building skills

- ❑ Conduct one on one meetings with Major contractors, service providers as well as participants in the program to better understand their goals and needs.
- ❑ Conduct events where providers of opportunities, contractors, service providers and Fair Share Participants have an opportunity to share their company needs and strengths.

Business Growth Development, Issues, Barriers and Action Items

Issue: Clear Understanding of Requirements

Action Items:

Partner with other area programs and services to provide educational classes addressing the following:

- Financial Recording Keeping
- Best Practices for Business Marketing
- Bidding/Estimating Procedures

Conduct one on one meetings with Major contractors, services providers as well as participants in the program to better understand their goals and needs.

Conduct events where providers of opportunities, contractors, service providers and Fair Share Participants have an opportunity to share their company needs and strengths.

Access to Resources for Capitol, Issues, Barriers and Action Items

Issue: Access to financial services designed to help companies stay afloat while waiting for payments associated with awarded contracts

Action Item:

Collaboration with other area public and private entities.

- Baton Rouge Area Chamber (Diversity and Inclusion Committee)
- EBR Mayor's office (BRPOP Baton Rouge Procurement Opportunity Program)
- Essential Federal Credit Union

Contacts

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Additional Information and How to Apply

[Fair Share Program - EBR Schools](#)