NMSDC Transformation
MBE Profiles, Search, and Certification
@ 15 and 45 after the hour

Kris Oswold
Process Design Phase is completed
Build Phase began in October (multiple 2-week sprints)
National Conference debut: MBE search preview and profile update campaign
Deployments scheduled:
- **MBE Search**: November 27 *(soft launch on November 15)*
- **Member Management**: Targeting December
- **Certification (Wave One)**: December 15 (MCC/MPC and IFC) & January 22 (MBE)
- **Certification (Waves Two-Five)**: April, July, September, November *(will advance schedule as capacity allows)*

**Certification & Technology Update**

*Project status is **GREEN. Deployment is on schedule.***

<table>
<thead>
<tr>
<th>Phase</th>
<th>Capabilities</th>
<th>3Q23</th>
<th>4Q23</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MBE Search</td>
<td>Business Process Design</td>
<td>Data Analysis and Integration</td>
<td>Training &amp; Adoption</td>
</tr>
<tr>
<td>1</td>
<td>MBE Engagement</td>
<td></td>
<td></td>
<td>(MBE Search, Member Services, &amp; Wave 1 Certification deployment)</td>
</tr>
<tr>
<td>1</td>
<td>Certification Process</td>
<td>Discovery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Member Management</td>
<td></td>
<td></td>
<td>Continue Wave 1 + Additional Certification Deployment Waves</td>
</tr>
</tbody>
</table>

We are Here
“It would be great to see MBEs that have let their certification expire and not renewed”

“View, filter, sort, and export to a excel format for use”

“Provide as much details as possible that is accurate to their core business. Do not just type words or use all NAICS codes to come up in all searches. Include equipment listing.”

“Capability Statement pdf from the vendor”

“Would like to pick the fields I want to see”

“focus on core capabilities and key words by industry”

“Export all and not 100 at a time”

“Training with MBE on presenting the best possible profile.”

“would be nice to be able to narrow down the initial set of results by something else to get a little closer to what we’re looking for. It’s one search and you can’t modify that down at all-you have to do a whole new search”

“I would like them to put all key words that describe their business, as a corporate this is how I search your system. I do not use the NAICS codes. Also ensuring there is a good email address”

“I would like exported results to be better formatted and better display results when key words are used.”

Source: Excerpts from an MBE Profile and Search survey of NMSDC members, August 2023
New Features: MBE Profiles

*Improved profiles will make it easier for Corporations to find qualified MBEs*

**MBE Profile Enhancements**
- Add capability statement, video, and logo
- Add strategic alliances and key business relationships
- Add UNSPSC codes
  - [https://www.ungm.org/Public/UNSPSC](https://www.ungm.org/Public/UNSPSC)
- More guidance on business descriptions
- New display, export, and email capabilities
- Self-service updates enabled
- List additional certifications

**United Nations Standard Product & Service Codes:**
**UNSPSC**
- Designed to find suppliers
- Segment, Family, Category and Commodity levels
- Introduces new relevant keywords

**MBE Profile Updates at Conference**
- October 23-25 in NMSDC booth and café area
- Preconference emails
- OA23 update: 10/22
- Power Talk: 10/24

**Subscription Services**
- Streamlined, self-serve process
- Prorate annual fee
Spend Coding Systems Used by Corporate Members

- NAICS codes: 39%
- UNSPSC: 15%
- SIC codes: 2%
- Company-specific codes: 43%
- None: we do not use a coding system, and just use text-based categories: 33%
- Other: 13%

Source: MBE Profile and Search survey of NMSDC members, August 2023
### Introducing UNSPSC codes, in addition to NAICS, in MBE profiles.

<table>
<thead>
<tr>
<th></th>
<th>NAICS North American Industry Classification System</th>
<th>UNSPSC United Nations Standard Product and Service Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned &amp; updated by</td>
<td>US Census Bureau</td>
<td>UN Development Program</td>
</tr>
<tr>
<td>Purpose</td>
<td>Reporting economic data by industry</td>
<td>Classifying products and services for sourcing and reporting</td>
</tr>
<tr>
<td>Focus</td>
<td>Production-oriented: inputs &amp; outputs</td>
<td>Market-oriented: What you buy or sell</td>
</tr>
<tr>
<td>Scope</td>
<td>US, CA, MX</td>
<td>Global</td>
</tr>
<tr>
<td>Useful Hierarchy</td>
<td>Limited (sector, subsector, industry group, NAICS industry, national industry)</td>
<td>Yes (segment, family, class, commodity)</td>
</tr>
<tr>
<td>MBE Profile</td>
<td>Required for years</td>
<td>To be required for new certifications and on all renewals when Certification deploys</td>
</tr>
</tbody>
</table>
**Codes can be used at any level, but the more specific the better.**

<table>
<thead>
<tr>
<th>Hierarchy</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 (Segment)</td>
<td>14000000</td>
<td>Paper Materials and Products</td>
</tr>
<tr>
<td>Level 2 (Family)</td>
<td>14110000</td>
<td>Paper Products</td>
</tr>
<tr>
<td>Level 3 (Class)</td>
<td>14111500</td>
<td>Business Use Printer &amp; Writing Paper</td>
</tr>
<tr>
<td>Level 4 (Commodity)</td>
<td>14111503</td>
<td>Business Use Printer &amp; Writing Paper – Parchment Paper</td>
</tr>
</tbody>
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</thead>
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<tr>
<td>Level 1 (Segment)</td>
<td>81000000</td>
<td>Engineering and Research and Technology Based Services</td>
</tr>
<tr>
<td>Level 2 (Family)</td>
<td>81100000</td>
<td>Professional Engineering Services</td>
</tr>
<tr>
<td>Level 3 (Class)</td>
<td>81101700</td>
<td>Electric and Electrical Engineering</td>
</tr>
<tr>
<td>Level 4 (Commodity)</td>
<td>81101705</td>
<td>Power Generation Equipment Maintenance and Repair</td>
</tr>
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</thead>
<tbody>
<tr>
<td>Level 1 (Segment)</td>
<td>43000000</td>
<td>Information Technology Broadcasting and Telecommunication</td>
</tr>
<tr>
<td>Level 2 (Family)</td>
<td>43230000</td>
<td>Software</td>
</tr>
<tr>
<td>Level 3 (Class)</td>
<td>43232100</td>
<td>Content Authoring and Editing Software</td>
</tr>
<tr>
<td>Level 4 (Commodity)</td>
<td>43232111</td>
<td>Optical Character Reader (OCR) or Scanning Software</td>
</tr>
</tbody>
</table>
New Features: MBE Search

Numerous enhancements based on stakeholder feedback and leading-edge thinking.

MBE Search Enhancements
- UNSPSC codes
- Improved keyword matching
  - UNSPSC descriptions hierarchies
  - NAICS descriptions
  - Keyword libraries
- Search results returned by relevance
- Unlimited data export
- Visibility to expired certifications, as well as in-progress renewals and compliance reviews
- New filters to refine the results
- Flexible list and profile views
- Subscribed MBEs included in RMSDC searches
- RMSDC staff to have national search capability
- MBE2MBE search to have national reach
- Two search paths
  - MBE Lookup
  - MBE Discovery

Certified Shared Database (CSD)
- WBENC, NGLCC & NaVOBA planning an initial launch
- NMSDC scheduled to join next. Data prep is underway.
New Features: Certification

Move to hybrid certification model with national staff owning and administering the process. No changes to certification criteria and anticipate improved quality by centralizing activities.

Certification Features
- Improved user experience
  - Adaptive journey with help content to reduce errors, omissions, and rework
  - Messaging feature with MBE on status or issues
  - Enables sharing of documents across companies
- Workflows designed for staff skill progression
- New SLA visibility and reporting
- Improved data, reports, and dashboards
- MBE, MCC/MPC, & IFC certifications

Governance
- Dedicated certification staff & leadership
- Integrated features improve transparency, accountability, and accuracy
  - Visibility to criteria assessments
  - Escalation process
  - Flexible Quality Assurance process
  - Appeals Committee
- Audit Committee to oversee certification delivery
- Strategy Committee to oversee criteria and certification types
Ask me questions about:

- MBE Profiles
- MBE Search
- MBE Certification

Kris Oswold