



MBE Search and Certification Update

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Certification & Technology Update

AI feature added to MBE Search and deployment moved to January.



Phase	Capabilities	3Q23		4Q23	1Q24	2Q24-4Q24
1	MBE Search	Discovery	Business Process Design	Data Analysis and Integration	Iterative Systems Dev. & Release Planning and Prep.	Training & Adoption (MBE Search, Member Services, & Wave 1 Certification)
1	MBE Engagement					
1	Certification Process					
2	Member Management					
Additional Certification Deployment Waves (2-5)						



We are Here

- ❑ 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:** January 2024
 - **Member Management:** January 2024
 - **Certification (Wave One):** January 2024 (MCC/MPC and IFC) & February (MBE)
 - **Certification (Waves Two-Five):** April, July, September, November (*will advance schedule as capacity allows*)





MBE Profile and Search Feedback

Corporations spoke and we listened....

"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."

"ability to **separate by geographical regions**. Many of my searches are for a plant or service location where the proximity matters for the buyer expectations"

"**one database for all diverse supplier** categories. WBENC, NGLCC, Disability In: NGLCC,NVBDC"

"Something that allows us to see **which states the business work in**, the geographic market is too broad (regional - doesn't tell what region) and the state only searching the headquarters location."

"**ethnicity** is extremely important, the expiration date of their certification, **certification from other councils**."

"The NAICS codes limit you to specifics, but if you had a **broader commodity set up it would be helpful (e.g.-Manufacturer, distribution, etc.)**"





MBE Profile and Search: **New Features**

Objectives are to improve the quality of matches and the ease of use

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>
- More guidance on business descriptions
- New display, export, and email capabilities
- Self-service updates to be enabled
- List additional certifications

MBE Search Application

- Several new search fields
- Improved keyword matching
 - UNSPSC description hierarchies
 - NAICS descriptions
 - Keyword libraries
 - AI used to target relevant keywords in business description
- Filter, sort, and select to refine results
- More export options / no export limits
- Results returned by relevance
- Visibility to expired and in-progress statuses





MBE Profile and Search: Collaboration

Delivering on a top request from corporations

Certified Shared Database (CSD)

- Single database to search across participating agencies
- WBENC, NGLCC & NaVOBA led the development and are currently in a limited soft launch
- Full launch scheduled for January
- NMSDC will participate in the CSD
- Agreement has been signed
- Data format and FTP details being tested now
- Shared databased will not include the same detail and functionality as individual agency search tools





Certification: **New Features**

No changes to certification criteria and anticipate improved quality by centralizing activities.

Certification Features

- Certification via new system led by a centralized team (site visits done locally)
- 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 related companies
- Workflows designed for staff skill progression
- New SLA visibility and reporting
- 30-day SLA target (must clear backlog first)
- Improved data, reports, and dashboards
- Certification discounting and reimbursement programs will be integrated
- Site visits will continue based on existing guidelines





Certification: Governance & Strategy

Ensuring the NMSDC continues to deliver the Gold Standard of certification

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

Strategy

- ❑ New technology will incorporate previously approved Growth Initiative certifications: MBE, MCC, MPC, MPE & IFC
- ❑ ZohoOne offers capabilities to grow with the NMSDC





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Thank You



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