### Certification & Technology Update

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

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*)

<table>
<thead>
<tr>
<th>Phase</th>
<th>Capabilities</th>
<th>3Q23</th>
<th>4Q23</th>
<th>1Q24</th>
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<tbody>
<tr>
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<td>Member Management</td>
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![Diagram showing phases and timelines]

We are Here
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 an 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,NVBD”

“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 database 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
Thank You