

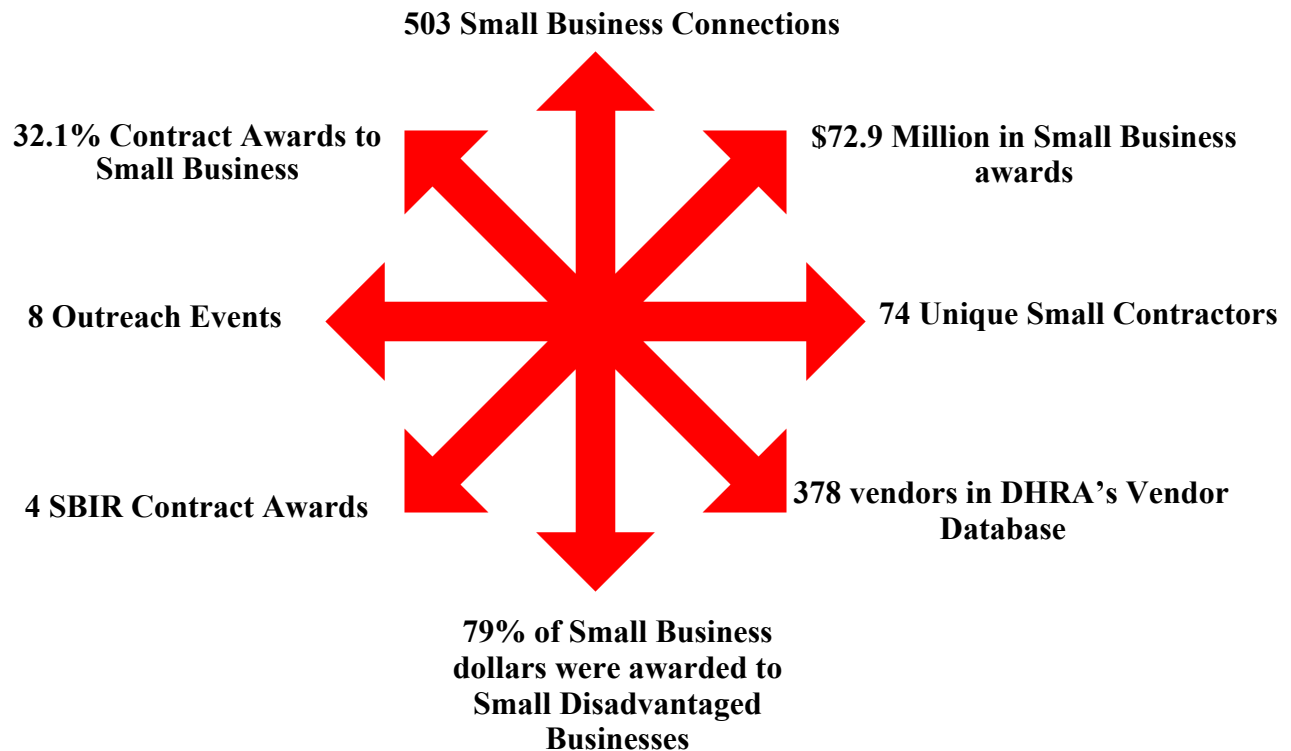


Office of Small Business Programs
Defense Human Resources Activity

Annual Report
Fiscal Year 2021

OFFICE OF SMALL BUSINESS PROGRAMS

2021 Small Business by the Numbers



OFFICE OF SMALL BUSINESS PROGRAMS

VISION

Foster a robust small business culture that values the agility, affordability, and innovation small business offers to the DHRA Enterprise and our customers.

MISSION

To ensure small business opportunities are a priority in all DHRA acquisitions. Promote and facilitate strategies which allow small businesses to add value, innovation, and efficiency to our diverse efforts in support of the warfighter.

STAFF

OSBP is staffed by a Program Manager (Director) and an administrative support contractor. Tammy J. Proffitt has served as the Director since July 2016. Rhonda Griffin serves as Administrative Support Specialist.

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ACTIVITY HIGHLIGHTS - OUTREACH

DHRA OSBP continued to master conducting outreach in a virtual environment in FY21:

- ◆ Our October 2020 Industry Outreach Symposium was among the first large-scale virtual outreach events hosted within DoD. Conducted over a number of days (crossing FYs) in conjunction with the Virginia Procurement Technical Assistance Center, the event included mission and opportunity briefs and match-making. This event had a record 215 small business participants and was very well received by industry.
- ◆ Matchmaking: 32 DHRA program office staff met individually with over 90 small business vendors in 270 meetings.
- ◆ OSBP conducted approximately 213 capability briefings/one-on-one meetings with small businesses.
- ◆ Participated in six outside sponsored outreach events, including three matchmakers.
- ◆ Small Business Vendor Database grew by 73% to 378 vendors; Provided 18 news/info updates (via e-mail) to database vendors.
- ◆ Improved and maintained public-facing website: <https://www.dhra.mil/sb> to include DHRA's first public acquisition forecast.

ACTIVITY HIGHLIGHTS - INREACH

- ◆ 12 Smart Start meetings.
- ◆ Two training sessions for Contracting Staff – Subcontracting and Legislative/Regulatory Updates.
- ◆ Conducted an SBIR training for Program staff.
- ◆ One-on-one meetings w/ Component Leadership.
- ◆ Maintained internal SharePoint site with news and resources for contracting and program staff.
- ◆ Participated in various working groups and supported the Acquisition Strategy and Consolidation teams.

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Achievements / Goal Performance *excludes assisted acquisitions

Goal Category	FY21 Goal	FY21 Achievement
Small Business	42%	32.1%
Small Disadvantaged Bus	5%	23.47%
Woman-Owned Small Bus	5%	5.21%
Service-Disabled Vet Owned SB	3%	8.24%
HUBZone Small Business	2.2%	2.06%

Comments:

The above achievement data is as of November 30, 2021, from Beta.SAM.gov. This data may change before it is finalized for the purpose of congressional reporting in February 2021.

The Small Business goal of 42% is a two-year goal, covering fiscal years 2020 and 2021. Eligible SB dollars reflect the exclusion of contracts awarded under the Ability One Program (JWOD), OCONUS awards, and Grants. The drop in goal achievement for FY21 is attributed to the transition of a significant obligation from a grant to contract (#H9821021C0002, Boren Scholar Program for the Defense Language National Security Education Office, awarded to Institution of International Education, Inc. (non-profit) via Sole Source / LSJ, \$144Mil). Goal achievement would have exceeded goal (43.4%) in the absence of the change. An exemption of this award was requested from SBA but was not approved.

FY 21 DHRA Award Detail Small Bus Eligible Dollars - \$227,171,684 Eligible Actions - 584	Dollars Awarded	Number of Contract Actions
Small Business	\$72,926,075	652
Small Disadvantaged Bus. 8(a)	\$53,332,261 \$32,945,798	352 62
Woman-Owned SB	\$11,843,138	118
Service-Disabled Vet SB	\$18,728,436	48
HUBZone SB	\$4,687,975	14

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Small Business Participation—Total Acquisition View

Small business goals for DoD components are targeted and assessed for internal contracting office spend. Assisted acquisitions are excluded from consideration but do count towards DoD's overall small business goals. The following represents DHRA's total small business participation, including assisted acquisitions (which account for 63% of DHRA contract dollars).

FY 21 DHRA Total Contract Detail Small Bus Eligible Dollars - \$601,367,777 Eligible Actions - 970	Dollars Awarded	Number of Contract Actions	Percentage
Small Business	\$126,414,512	423	21%
Small Disadvantaged Business <i>8(a)</i>	\$80,416,268	229	13.3%
Woman-Owned SB	\$26,351,699	145	4.3
Service Disabled Veteran-Owned SB	\$20,485,603	55	3.4
HUBZone SB	\$4,706,866	21	.7

Small Business Innovation Research Pilot Program

OSBP provides program management for the SBIR Pilot Program. In FY21, DHRA awarded our first SBIR contracts. OSBP serves as the ostensible Contracting Officer's Representative for these contracts which were awarded by Navy Lakehurst Contracting Group.

Two topics resulted in four awards in June 2021:

1. Domain Specific Text Analysis – OPA and DMOC/DEOMI joint research effort
2. Modernization of Biometric Capture – DMDC

Topic broad agency announcements resulted in 101 and 22 proposals, respectively. Phase II and the most recent SBIR topic submissions have been prioritized and awards are planned for FY22 supported by DHRA's Enterprise Acquisition Division.

OTHER HIGHLIGHTS:

- ♦ Published the first-ever DHRA Small Business Strategy.
- ♦ Two Small Businesses are among DHRA's Top Ten Vendors (in terms of spend).
- ♦ Provided guidance on Subcontracting Reports (in eSRS) status to Contracting staff.
- ♦ Briefed DHRA Director on Small Business Program every other month.
- ♦ Meet with Enterprise Acquisition Division leadership monthly.
- ♦ Brief Enterprise Board and Executive Council quarterly.
- ♦ Participate in DoD Small Business Directors Meetings.
- ♦ Assisted with 16 market research efforts.

CHALLENGES:

- ♦ Introducing/educating enterprise of SBIR and balancing SBIR duties.
- ♦ Spend Under Management/Category Management—maintaining fair percentage of open set-asides to preserve and improve industrial base.
- ♦ Tracking assisted acquisitions.

Conclusion and Looking Ahead

Fiscal Year 2021 was successful for DHRA, OSBP. We will negotiate new and more realistic small business goals for FY22/23 to reflect our changing portfolio but our commitment to small business utilization will remain a priority. OSBP enjoys a productive working relationship with contracting and program staff and DHRA leadership. OSBP early engagement in acquisitions and participation in market research is reflected in the achievements on behalf of small business. Plans for FY22 include:

- ⇒ Continue to work closely with staff and teams to ensure a strategic and balanced approach is applied to use of category management and consolidation efforts.
- ⇒ Develop a subcontracting guide and establish relationships with our large prime contractors to improve small business participation.
- ⇒ Explore ways to leverage virtual environments to support and improve learning, industry connections, and sharing information about DHRA acquisitions.
- ⇒ Bring SBIR contracting efforts in house and award a Phase II prototype.
- ⇒ Update and refine OSBP Strategic Plan and Operating Instructions.
- ⇒ Develop a plan to improve opportunities for HUBZone vendors.

Prepared by:

Tammy J. Proffitt, Director

November 2021