NASA Industry Forum Initiatives
Rev. 1 – March 8-9, 2016

Preamble: All initiative results will be reported back at the next NIF along with the actions taken and any new results.

Initiative #1: Help Large Businesses Meet Small Business Goals

Subcommittee Members: Meg Vootukuru, GSFC, Small *(Initiative Lead)*
Denise Navarro, JSC, Small
Patty Pierson, MSFC, Large

Actions/Objectives:

1. Members will submit 30 days prior to NIF meeting, three (3) Best Practices and three (3) Concerns/Challenges from respective councils. Send to Meg Vootukuru, meg@syneren.com.
    a. Subcommittee will group information into common themes and identify best practices;
    b. Subcommittee will present collected information at each NIF meeting; and
    c. OSBP will upload final document to Google Drive 15 days post meeting.

2. Members will submit 30 days prior to NIF meeting, potential subcontracting opportunities from any Large or Small Businesses that can be passed along to the local center councils. Send to Meg Vootukuru, meg@syneren.com.

3. Observe and document common themes which will result in the creation of Industry Guidelines and Best Practices for LB's to meet their SB goals. POC, Denise Navarro, dnavarro@logical-i2.com.

4. Identify common pitfalls, discuss/discover avoidance measures and create messages for awareness and prevention. POC, Denise Navarro, dnavarro@logical-i2.com.

Initiative #2: Help Small Businesses Grow their Business

Subcommittee Member(s): Stephen Voels, GRC (*Initiative Lead)*
Mary Griffith, MSFC, Small
Al Watkins, SSC, Small
Donna Coleman, MSFC, Small
Jennifer Scoffield, MSFC, Large
Michelle Butzke, JSC, Large

Actions/Objectives:

1. Provide small business success stories to NIF members and OSBP.
    a. Each contractor council will submit to subcommittee one (1) successful win story of brand new small business to NASA in the capacity of Prime or Sub (10 Stories) by **April 22, 2016**;

b. Subcommittee to provide consolidated success stories to OSBP by **April 30, 2016**;
c. Per the spring 2016 NIF meeting, subcommittee members will amend success story template(s) and provide to group by **June 2, 2016**;
d. NIF members will continue to submit success stories thirty (30) days prior to each NIF meeting. Send to Stephen Voels, stephen.a.voels@nasa.gov;
e. Subcommittee will review success stories for themes and provide feedback to OSBP;
f. OSBP will publish success stories handout ninety (90) days after each NIF meeting;
g. Initiative will bring exposure to centers of new, up and coming small businesses as the next generation of businesses as current providers graduate out; and
h. NIF member may bring in person or a white paper/capability brief from a new company to provide benefit to other members of the forum. Send company name/representative and/or white paper to Stephen Voels, stephen.a.voels@nasa.gov.

2. NASA gains specific examples of industry growth and small business success to share with other small businesses looking to break into their center.

Initiative #3: Provide NASA Procurement Specific Business FAR, SBA (regulation) Updates to NIF

Lead: OSBP

Actions/Objective(s):

1. OSBP will post vetted procurement information on Google drive, allowing ample time for notification of proposed changes.
    a. Collaborate with agency offices/organizations, the SBA and center councils to provide procurement updates to NIF. (e.g. NASA SBSs, SBA Procurement Center Representatives (PCR), MSFC Small Business Executive Leadership Team (SBELT), NASA Office of Procurement (OP) and Office of General Counsel (OGC));
    b. Presentations will be given at NIF meetings to address proposed regulations; and
    c. SBSs will notify councils on comment periods.

Initiative #4: Develop plans/ideas to assist Centers in meeting and/or exceeding small business goals

Lead: OSBP

Actions/Objectives:

1. Center SBSs at each center shall share with respective councils their development of their proposed goals annually

2. OSBP shall provide a center by center briefing of goal achievement at each NIF
    a. Leveraging Industry Days/results
        i. Communicate best practices at NIF from those members in attendance at industry days
        ii. Leverage Eventbrite to establish standard survey to determine value of event
    b. SBSs communicate the value of mentor/protégé relationships to help LBs meet goals
        i. LB Center Councils invite small businesses to network
        ii. Center SB Councils / SBS's to provide information through communication channels to small businesses

Initiative #5: Improve industry awareness and access to forecasted NASA acquisitions

Lead: Small Business Specialists

Actions/Objectives:

1. Receive up to date information from Center SBS and NIF on changes to acquisition forecasts;
2. NIF representative meets periodically with local Center SBS to get updates; and
3. Local SBS meets with Center Council periodically to provide updates.

Initiative #6: Improve and develop communication and interaction between NIF and Center Contractor Councils

Lead: OSBP

Actions/Objectives:

1. OSBP will research options to share NIF documents and gather feedback online with NASA IT
    a. Tool's desired capability includes ability to share member information (name, email, Center, etc.), forum presentations, Center-specific acquisition forecast updates, small business outreach/expo event announcements, lessons learned and best practices for SB/LB, FAR and SBA updates, as a well as to post Agency/Center goals and actuals; and
    b. Members will provide feedback on proposed content changes for the purpose of continuous improvement.

OFFICE OF SMALL BUSINESS PROGRAMS
SPRING 2016 NASA INDUSTRY FORUM MEETING
NASA HEADQUARTERS
MARCH 8-9, 2016

AGENDA

Tuesday, March 8, 2016

Meeting Location:
NASA Headquarters
Executive Conference and VITS Center
Room # 8Q40

8:30 AM – 8:35 AM	Housekeeping	*Ms. Chelsea R. Gaetani* Program Analyst Office of Small Business Programs
8:35 AM – 9:00 AM	Welcome and State of Small Business at NASA	*Mr. Glenn A. Delgado* Associate Administrator Office of Small Business Programs
9:00 AM – 9:45 AM	New Legislation and Policy Update	*Mr. Kenneth Dodds* Director Office of Policy, Planning & Liaison Small Business Administration
9:45 AM – 10:00 PM	****Break****	
10:00 AM – 10:30 PM	NASA Vendor Database Overview	*Mr. David Grove* Program Manager Office of Small Business Programs
10:30 AM – 11:30 AM	Technical Capabilities Assessment Team Results Briefing	*Ms. Lesa Roe* Deputy Associate Administrator Office of the Administrator
11:30 AM – 1:00 PM	****Networking Lunch ****	
1:00 PM – 2:15 PM	FY 2015 NASA Small Business Industry Awards Presentation	*Ms. Lesa Roe* Deputy Associate Administrator Office of the Administrator & *Mr. Glenn A. Delgado* Associate Administrator Office of Small Business Programs
2:15 PM – 2:30 PM	Group Picture	
2:30 PM – 3:15 PM	Hot Topics from Center Councils	
3:15 PM – 3:30 PM	****Break****	

3:30 PM – 4:30 PM	Hot Topics Continued	
4:30 PM – 5:00 PM	Wrap-Up	*Mr. Glenn A. Delgado*

AGENDA

Wednesday, March 9, 2016

Meeting Location:
NASA Headquarters
Executive Conference and VITS Center
Room # 8Q40

8:00 AM – 8:05 AM	Opening Remarks	*Mr. Glenn A. Delgado* Associate Administrator Office of Small Business Programs
8:05 AM – 9:05 AM	Metrics & Subcontracting	*Mr. Richard Mann* Program Manager Office of Small Business Programs
9:05 AM – 9:45 AM	NIF Initiatives Outbrief Part 1	
9:45 AM – 10:00 AM	****Break****	
10:00 AM – 11:00 AM	SEWP Overview	*Ms. Darlene Coen* SEWP Deputy Program Manager Goddard Space Flight Center
11:00 AM – 12:00 PM	Open Discussion	
12:00 PM – 1:00 PM	****Lunch****	
1:00 PM – 1:30 PM	Regional Outreach Events Overview	*Ms. Truphelia Parker* Program Specialist Office of Small Business Programs
1:30 PM – 2:00 PM	Acquisition Forecast Demo	*Ms. Melanie Osei-Acheampong* Program Analyst Office of Small Business Programs
2:00 PM – 2:45 PM	FY17 Budget The "Big" Picture	*Mr. Andrew Hunter* Deputy Chief Finance Officer Office of Budget and Performance
2:45 PM – 3:30 PM	Strategic Technology	

	Planning and Role of SBIR	*Dr. Prasun Desai* Director, Strategic Planning & Integration Space Technology Mission Directorate
3:30 PM – 3:45 PM	****Break****	
3:45 PM – 4:45 PM	NIF Initiatives Outbrief Part 2	
4:45 PM- 5:00 PM	Wrap-Up	*Mr. Glenn A. Delgado*

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Glenn A. Delgado, Associate Administrator

SPRING 2016 NASA INDUSTRY FORUM MEETING: STATE OF SMALL BUSINESS AT NASA

March 8, 2016

FY2015 SBA Scorecard

FY15 Small Business Performance as of 02/20/2016

	Agency	Goal**	Actual as of 02/22/2016*	Total eligible $
BIG 7	DEPT OF DEFENSE	21.60%	24.64%	$ 212,529,115,285
BIG 7	ENERGY, DEPARTMENT OF	6.00%	5.42%	$ 23,008,249,514
BIG 7	HEALTH AND HUMAN SERVICES, DEPARTMENT OF	23.00%	23.30%	$ 21,122,615,070
BIG 7	VETERANS AFFAIRS, DEPARTMENT OF	32.00%	30.80%	$ 20,083,888,854
BIG 7	**NATIONAL AERONAUTICS AND SPACE ADMINISTRATION**	17.00%	17.33%	$ 14,417,976,809
BIG 7	HOMELAND SECURITY, DEPARTMENT OF	32.00%	34.05%	$ 13,897,008,110
BIG 7	GENERAL SERVICES ADMINISTRATION	32.00%	44.16%	$ 3,731,678,701
	GOVERNMENTWIDE TOTAL	**23.00%**	**25.7462%**	**$ 352,291,573,414**

- Of the “Big 7” agencies, 2 failed to meet SB goal (DOE, VA)
  - 5 met or exceeded SB goals (DOD, HHS, NASA, DHS, & GSA)
  - Only 2 met or exceeded all SB goals (DHS & GSA)

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NASA INDUSTRY FORUM: HBCU/MSI TECHNOLOGY INFUSION ROAD TOUR PILOT

TUESDAY, MARCH 8, 2016

Mentor-Protégé Program

HBCU/MSI Initiative Background

Mentor-Protégé Program

- **NASA has a One-Percent Goal for HBCU/MSI prime & subcontracts**
- **Administrator Bolden reemphasized the mandated 1% HBCU/MSI goal in an agency-wide memorandum to Officials-in-Charge**
- **Beginning in FY2014, OSBP, Office of Education, and Marshall Space Flight Center have collaborated on the HBCU/MSI Partnerships meeting**
  - FY2014: 15 Universities/Colleges attended
  - FY2015: 28 Universities/Colleges attended

HBCU/MSI Technology Infusion Road Tour Purpose

- **Purpose:** The NASA HBCU/MSI Technology Infusion Road Tour is designed to assist NASA and Large Prime Contractors meet and/or exceed the mandated Historically Black Colleges and Universities/Minority Serving Institutions (HBCU/MSI) goal through utilization of the Mentor-Protégé Program
  - In addition, the Road Tour will provide HBCUs/MSIs an introduction and a platform to seek NASA and Large Prime Contractors to pursue non-grant funding
  - NASA will be able to outline opportunities in which HBCU/MSIs can pursue and participate

Logistics

- **FY2016 – Pilot Road Tour**
- **2 ½ Day Event; Free of Charge (Registration via Eventbrite)**
  - **Day One:** Overview of MPP, Developmental Assistance (70% Business vs. 30% Technical), Funding Statistics (grant funding vs. contract funding), Understanding Government Contracts, SBIR/STTR
  - **Day Two:** Various workshops topics to include-
    - How to complete a needs assessment?
    - How to find a Large Prime Contractors / Mentors?
    - The Importance of HBCU/MSI Advocates (Panel of MPP past participants)
    - What's Next?
  - **Day Three (1/2 Day):** Joint Counseling Sessions
    - The Joint Counseling Sessions will be available only to the hosting state's Universities / Institutions in attendance of the Road Tour. Each school will present a 15-minute elevator pitch to NASA OSBP, Technical POCs and Large Prime Contractors
    - Presentations, capabilities, etc. will be provided to panel members prior to joint counseling session

Universities and Institutions

- The Road Tour will be hosted by a University / Institution
- The hosting institution must also invite and confirm at least 3 state universities / institutions will be in attendance
- All schools registering to attend must complete the NASA HBCU/MSI Capabilities form
- Since the HBCU/MSI Partnerships Meeting, three Universities have expressed interest in volunteering their facility
  - ***North Carolina Central University*** ***(March 22-24, 2016)***
    - Jacobs Technology, Parsons, STMD's Dr. Joseph Grant, Office of Education's Tania Davis and SBSs from JPL & NSSC
  - ***University of Texas El Paso*** ***(April 19-21, 2016)***
    - Raytheon, Aerojet Rocketdyne, STMD's Dr. Joseph Grant, Office of Education's Tania Davis, and SBSs from JPL, JSC, MSFC & NSSC
  - ***Florida A&M University*** ***(September 27-29, 2016)***
    - Aerojet Rocketdyne, Northrop Grumman, Teledyne Brown Engineering, STMD's Dr. Joseph Grant, Office of Education's Tania Davis and SBSs from KSC, JPL & NSSC

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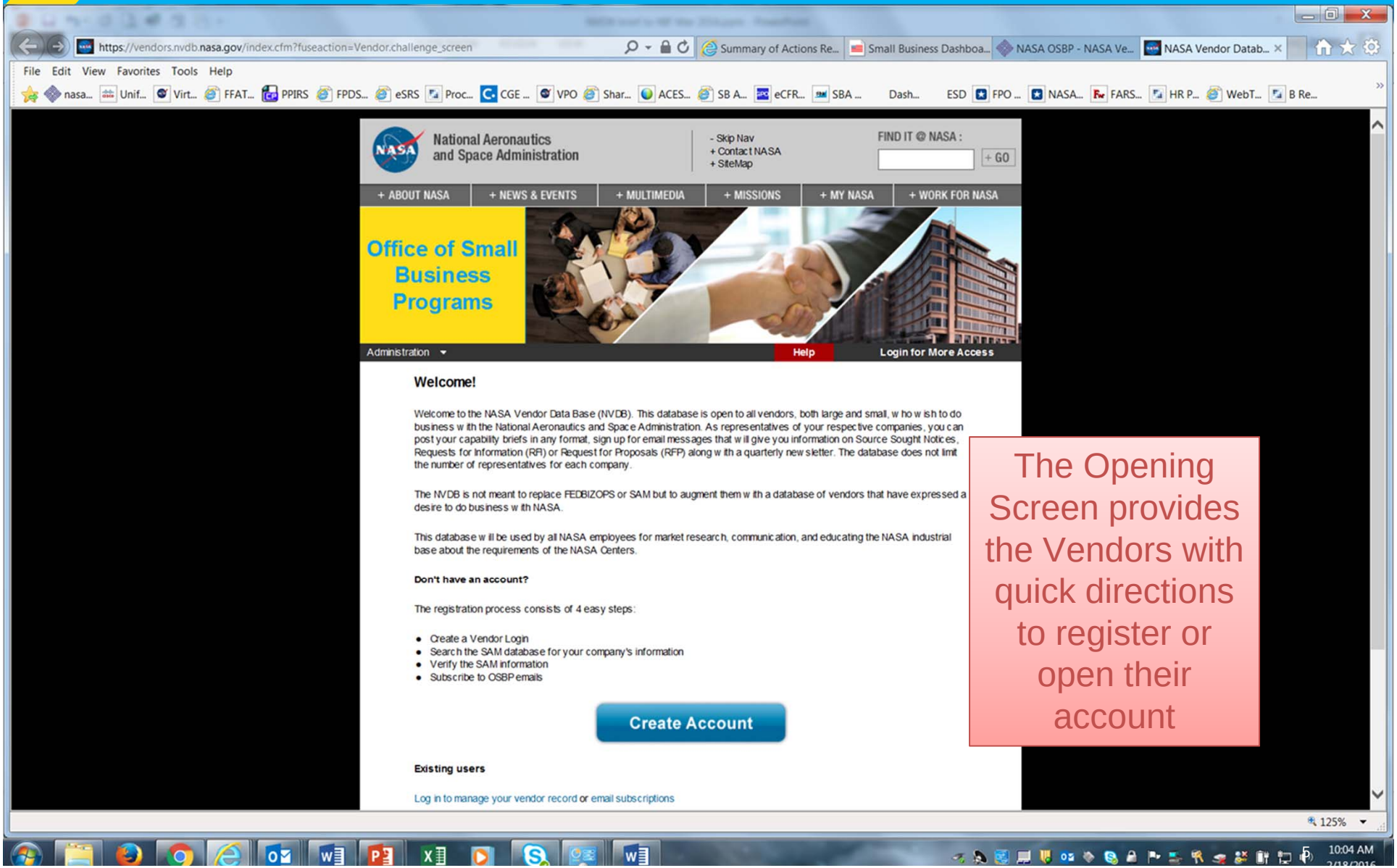
Presenters David Grove and Chelsea Gaetani

NASA VENDOR DATA BASE - NVDB
NASA INDUSTRY FORUM – MARCH 2016

Overview

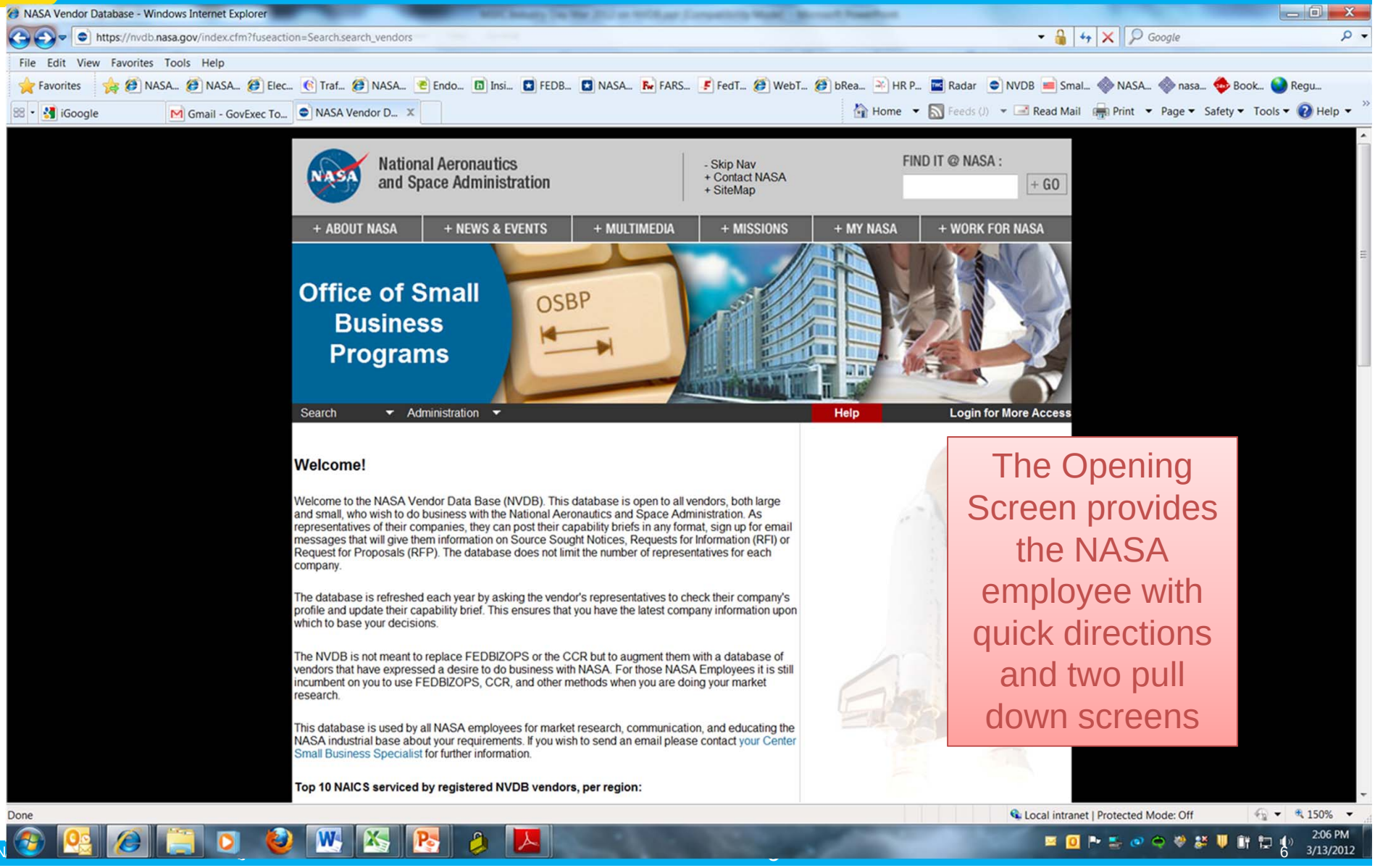
- Launched Nov 17, 2009
- Goal is to track all Vendors interested in doing business with NASA
- Market research by Procurement/Technical/Program personnel open to all 18,000 NASA employees
- Benefits
  - Consolidate every Center's data base into one
  - Open to all NASA employees for market research
  - E-mail capability to vendors for RFI, draft RFPs, Sources Sought Notices
  - Vendors can post capability briefs in any format
  - Company info from System for Award Management (SAM) flows directly into our database
  - Database is refreshed each year by contacting vendors automatically
  - Vendors can receive e-mails from SBS

Vendor Side



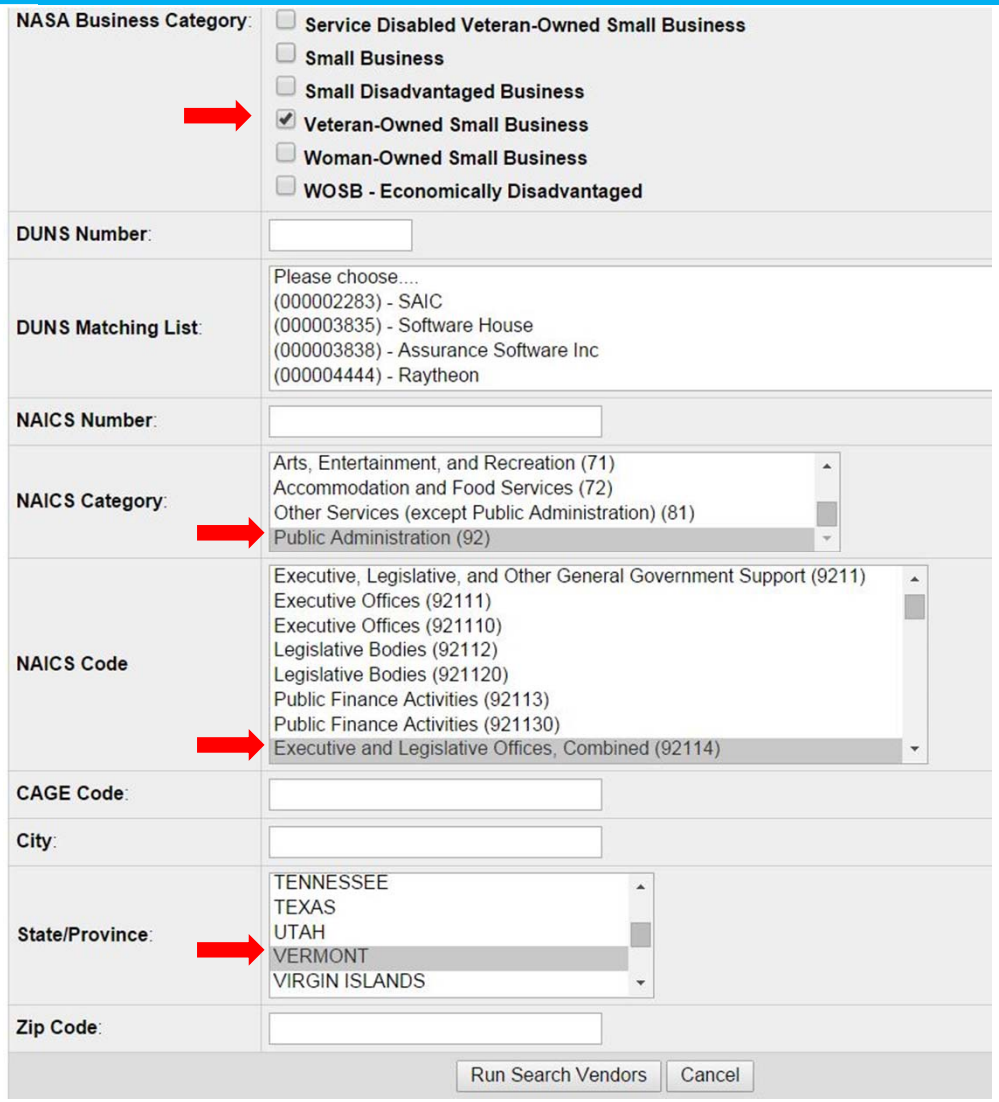
The Opening Screen provides the Vendors with quick directions to register or open their account

NASA Side Opening Screen



The Opening Screen provides the NASA employee with quick directions and two pull down screens

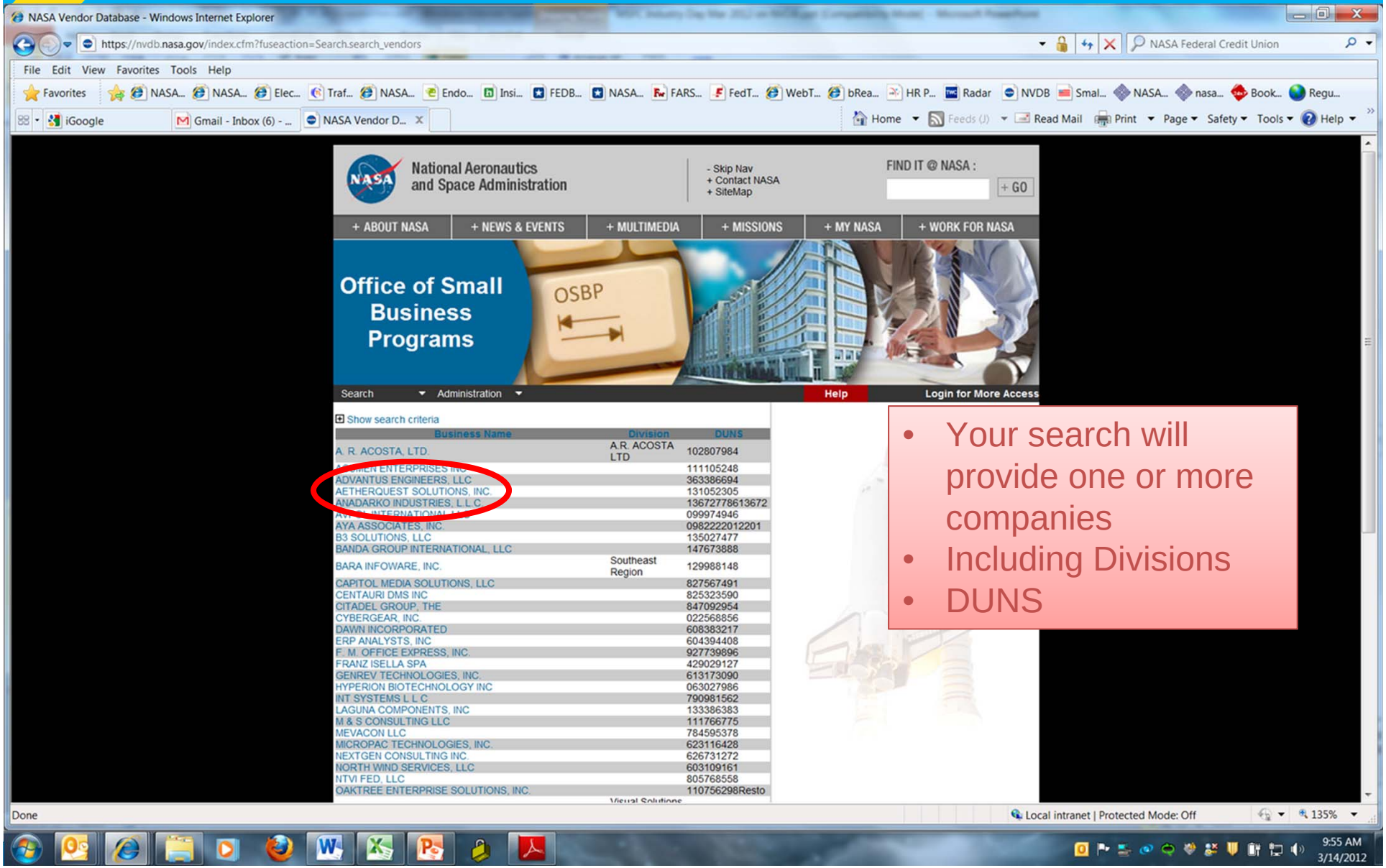
NVDB Search Screen



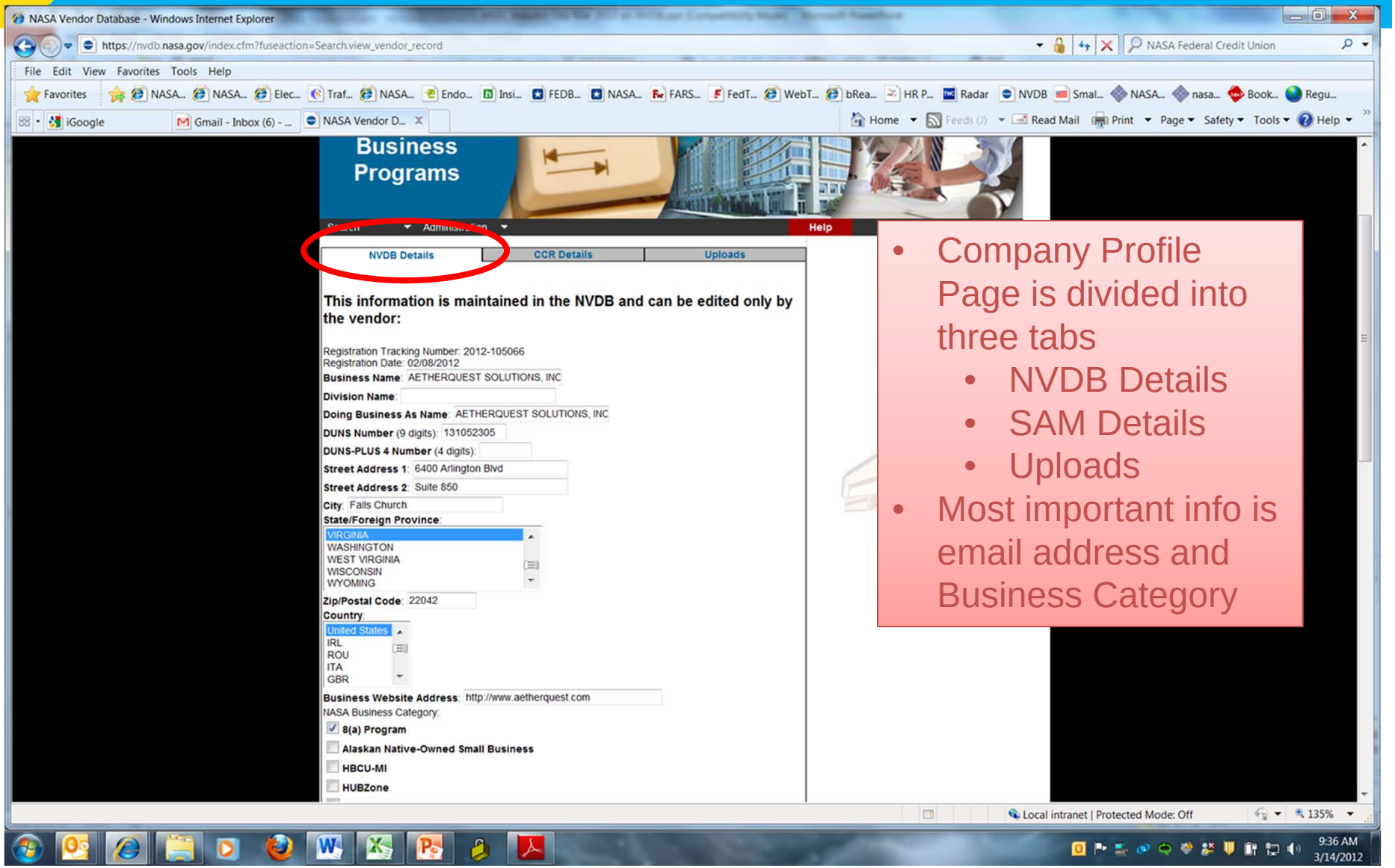
The search screen can search on:

- Business Name
- Division Name
- DUNS
- NAICS
- CAGE Code
- City/State/ZIP
- Programs
  - 8(a) Program
  - Alaskan Native-Owned Small Business
  - HBCU-MI
  - HUBZone
  - Large Business
  - Service Disabled Veteran-Owned Small Business
  - Small Business
  - Small Disadvantaged Business
  - Veteran-Owned Small Business
  - Woman-Owned Small Business
  - WOSB - Economically Disadvantaged

NVDB Search Results

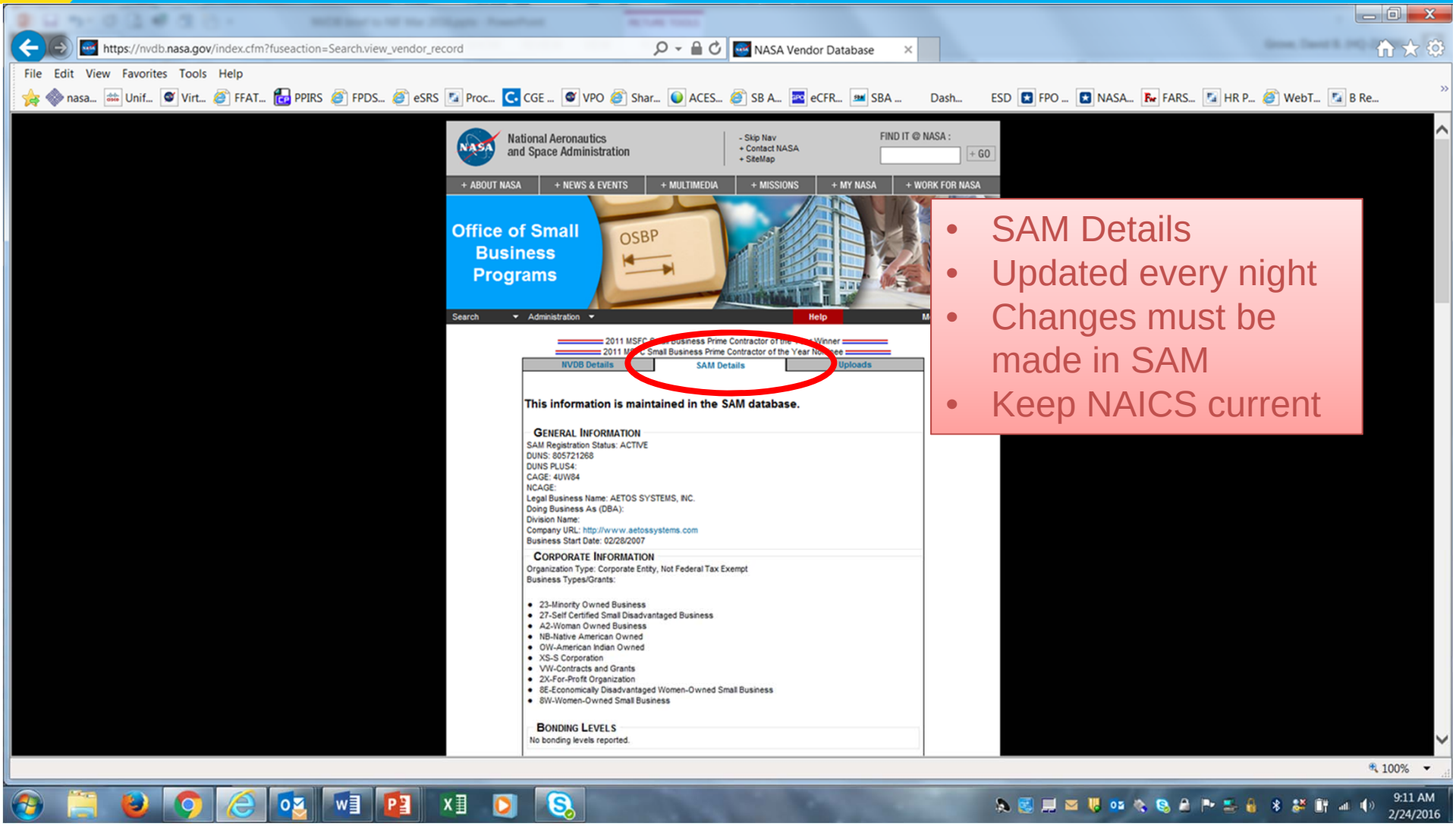


Company Profile – NVDB Details



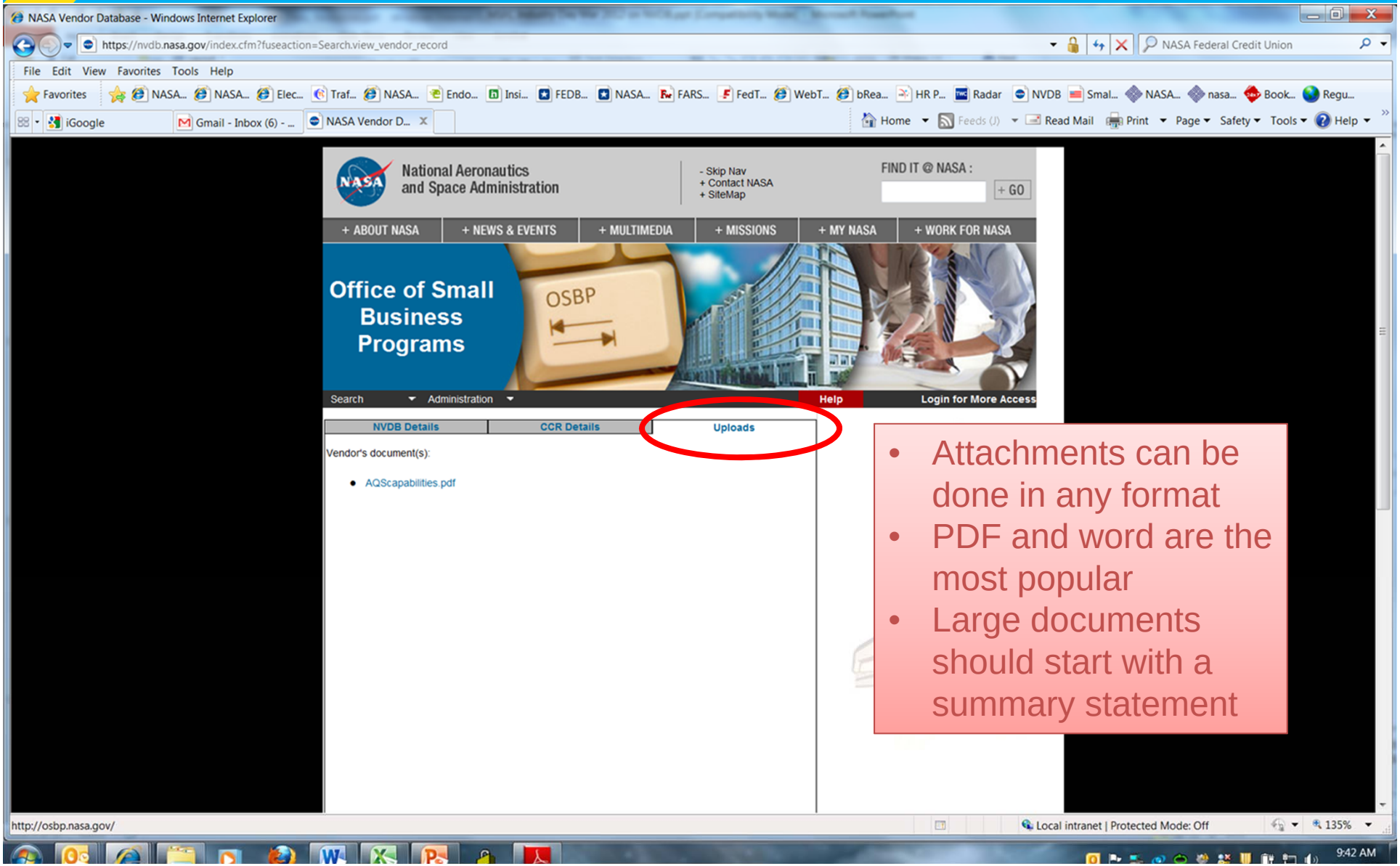
- Company Profile Page is divided into three tabs
  - NVDB Details
  - SAM Details
  - Uploads
- Most important info is email address and Business Category

Company Profile – SAM Details



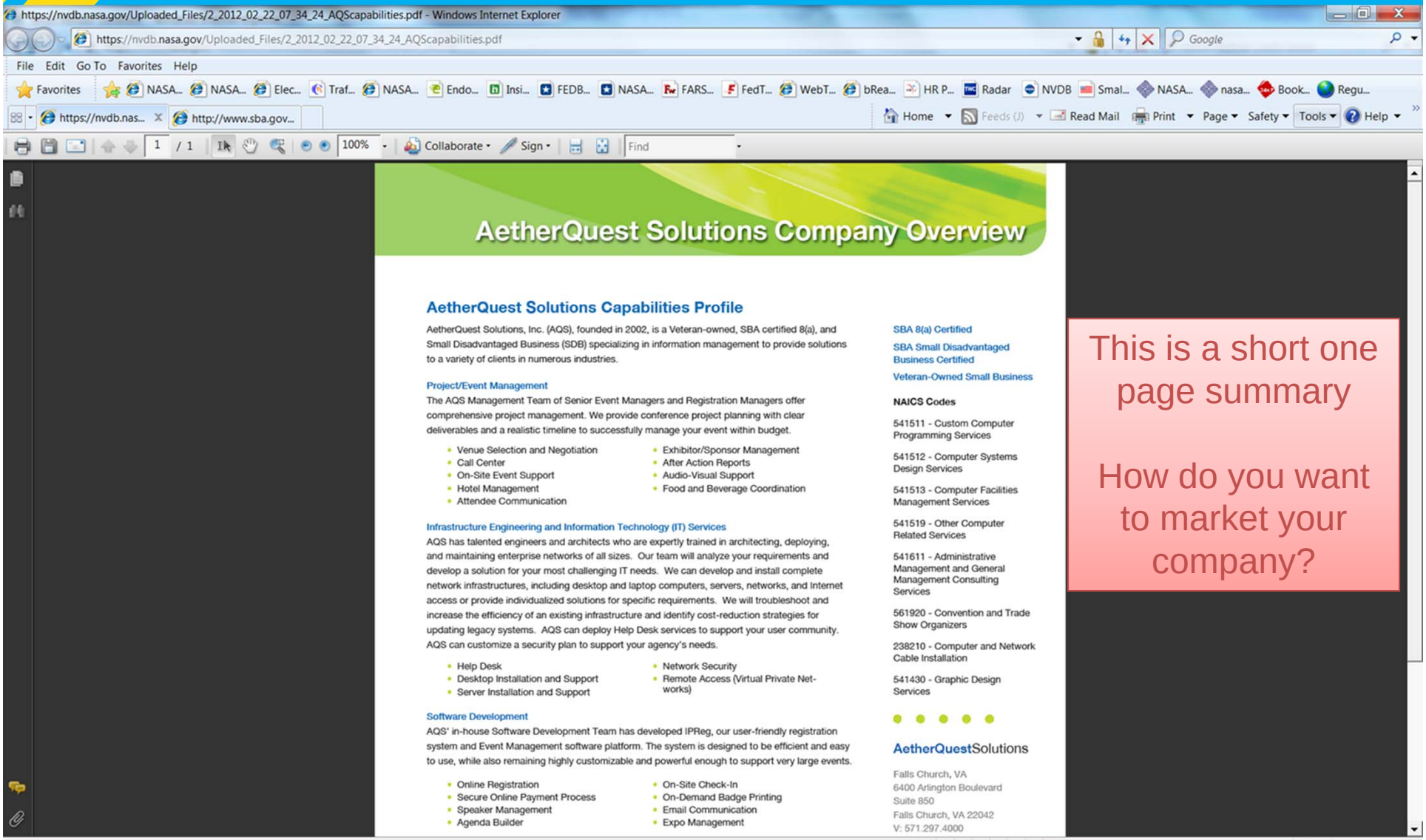
- SAM Details
- Updated every night
- Changes must be made in SAM
- Keep NAICS current

Company Profile – Uploads



- Attachments can be done in any format
- PDF and word are the most popular
- Large documents should start with a summary statement

Company Capability Brief



Demonstration

NASA Vendor Data Base

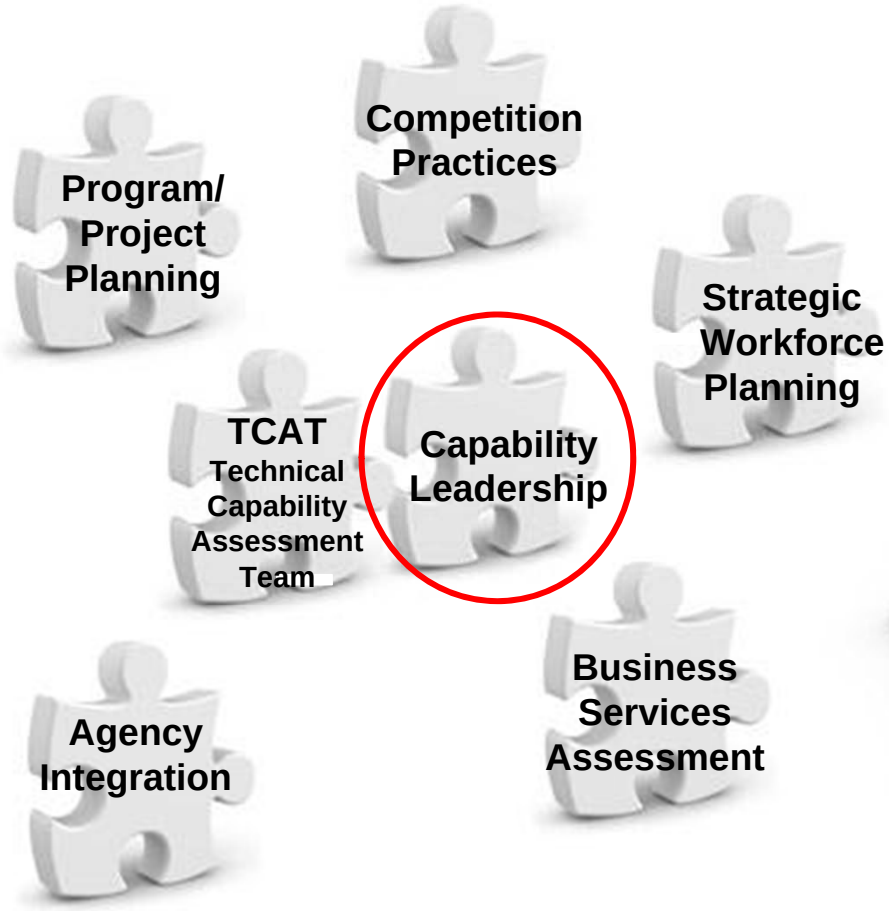
Https://NVDB.nasa.gov

NASA Operating Model Brief
NASA Industry Forum

Deputy Associate Administrator, Lesa Roe
March 8, 2016

Completing the Puzzle

https://nbat.hq.nasa.gov



NEW AGENCY OPERATING MODEL

IMPERATIVE: Establish a more efficient operating model that maintains critical capabilities AND meets current and future mission needs

Institutionalized Capability Leadership Model - Designated Capability Leaders

Discipline Capabilities — leadership by OCE with NASA Technical Fellows

1. Aerosciences: *David Schuster*	11. Materials: *Robert Piascik*
2. Avionics: *Oscar Gonzalez*	12. Mechanical Systems: *Michael Dube*
3. Cryogenics (new): *TBD*	13. Non-Destructive Evaluation: *William Prosser*
4. Electrical Power: *Chris Iannello*	14. Passive Thermal: *Steven Rickman*
5. Flight Mechanics: *Daniel Murri*	15. Propulsion: *Thomas Brown*
6. Guidance, Navigation & Control: *Cornelius Dennehy*	16. Software: *Michael Aguilar*
7. Human Factors: *Cynthia Null*	17. Space Environments: *Joe Minnow*
8. Instruments and Sensors (new): *TBD*	18. Structures: *Ivatury Raju*
9. Life Support/Active Thermal: *Henry Rotter*	19. Systems Engineering: *Jon Holladay*
10. Loads and Dynamics: *Curtis Larsen*	

System Capabilities — interim leadership by OCE

Entry, Descent and Landing: *David Schuster*
In Situ Resource Utilization: *Jerry Sanders*
Rendezvous and Capture: *Neil Dennehy*
Autonomous Systems (new): TBD

Research Capabilities — leadership by SMD, OCS as designated

Earth Science Research (SMD): *Jack Kaye*
Heliophysics Research (SMD): *Steven Clarke*
Astrophysics Research (SMD): *Paul Hertz*
Planetary Research (SMD): Jim Green
Life Sciences Research (OCS): Craig Kundrot

Service Capabilities — leadership by MSD and others as designated

Aircraft Operations: *Richard Schlatter*
Mission Operations: *Steve Koerner*
Environments Testing: *Rickey Shyne (interim)*

Institutionalized Capability Leadership Model - Designated Capability Leaders

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National Aeronautics and Space Administration

FISCAL YEAR 2017

BUDGET ESTIMATES

National Aeronautics and Space Administration

Office of
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Truphelia M. Parker, Program Specialist

NASA REGIONAL SMALL BUSINESS OUTREACH

March 9, 2016

NASA Regional Small Business Outreach

- Background:
  - In support of the FY 2016/2017 NASA Small Business Improvement Plan outreach initiative to “promote small business awareness and participation, utilizing innovative techniques at nontraditional venues in geographically targeted areas, to enhance all categories of small business”; the agency has identified two (2) regional outreach events for FY 2016.

NASA Regional Small Business Outreach: Dates

- Two events planned for FY 2016:
  - Small Business Regional Industry Day
  - June 7, 2016
  - Event location: Sheraton West Hotel
  - Denver, CO

  - Small Business Regional Industry Day
  - September 16, 2016
  - Event location TBD
  - Springfield, MA

NASA Regional Small Business Outreach: Participation

- NASA Participation:
  - Representatives from the NASA Office of Small Business Programs (OSBP) and other Headquarters organizations may participate in the event. Center Small Business Specialists and Technical Advisors and/or Coordinators are also strongly encouraged to attend at least one of the FY 2016 agency regional industry days.

- Other Participation:
  - Federal, state, and local Organizations/Agencies
  - Procurement Technical Assistance Center
  - Chamber of Commerce

SBA FINAL as of 2/19/2016

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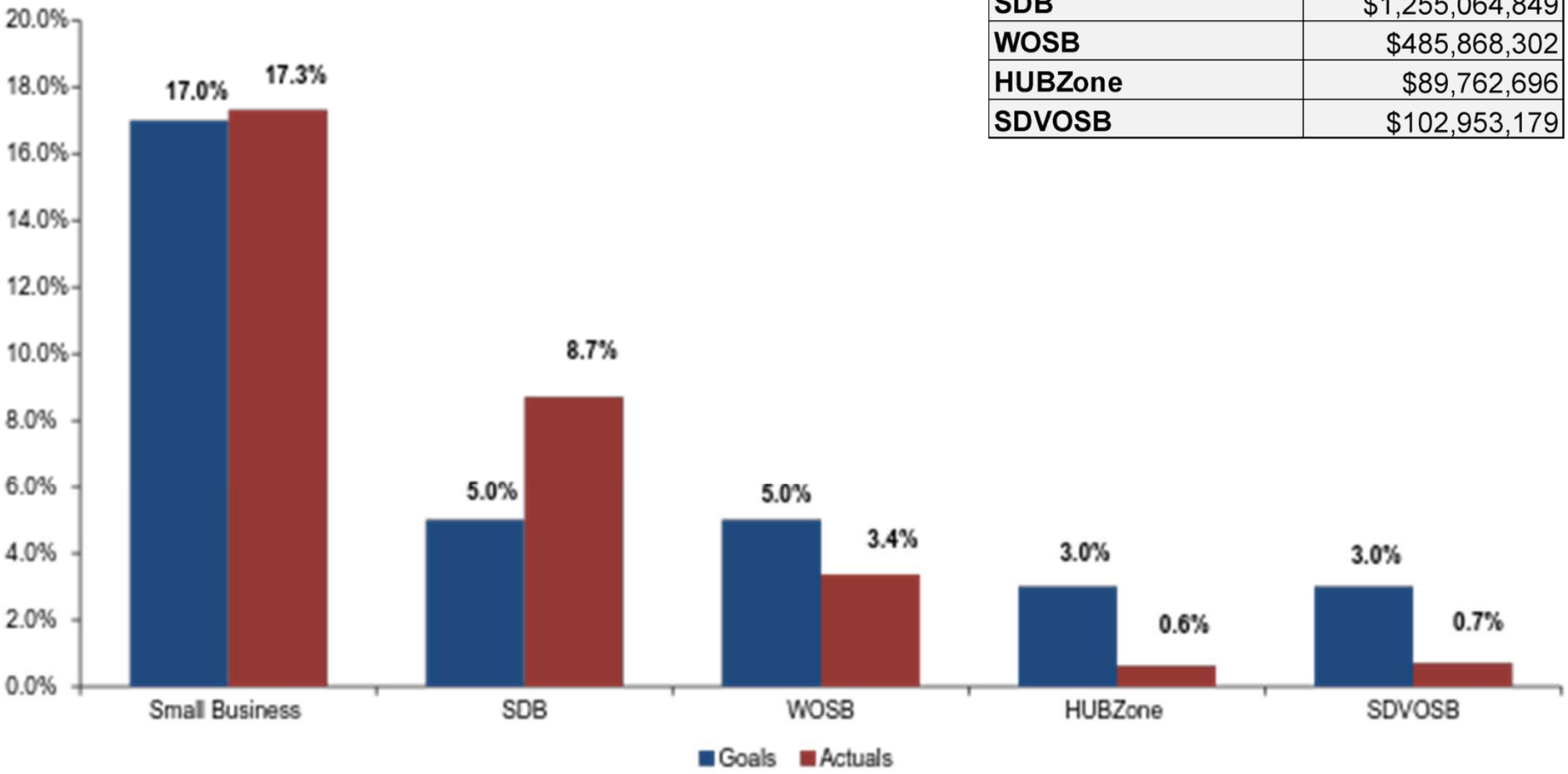
FY2015 September Prime Metrics Report

FY15 Prime Metrics Data (10/1/14 – 09/30/15) Generated On February 19, 2016 from FPDS-NG

NASA Agency September FY15
Prime Goals vs. Actual Percentages

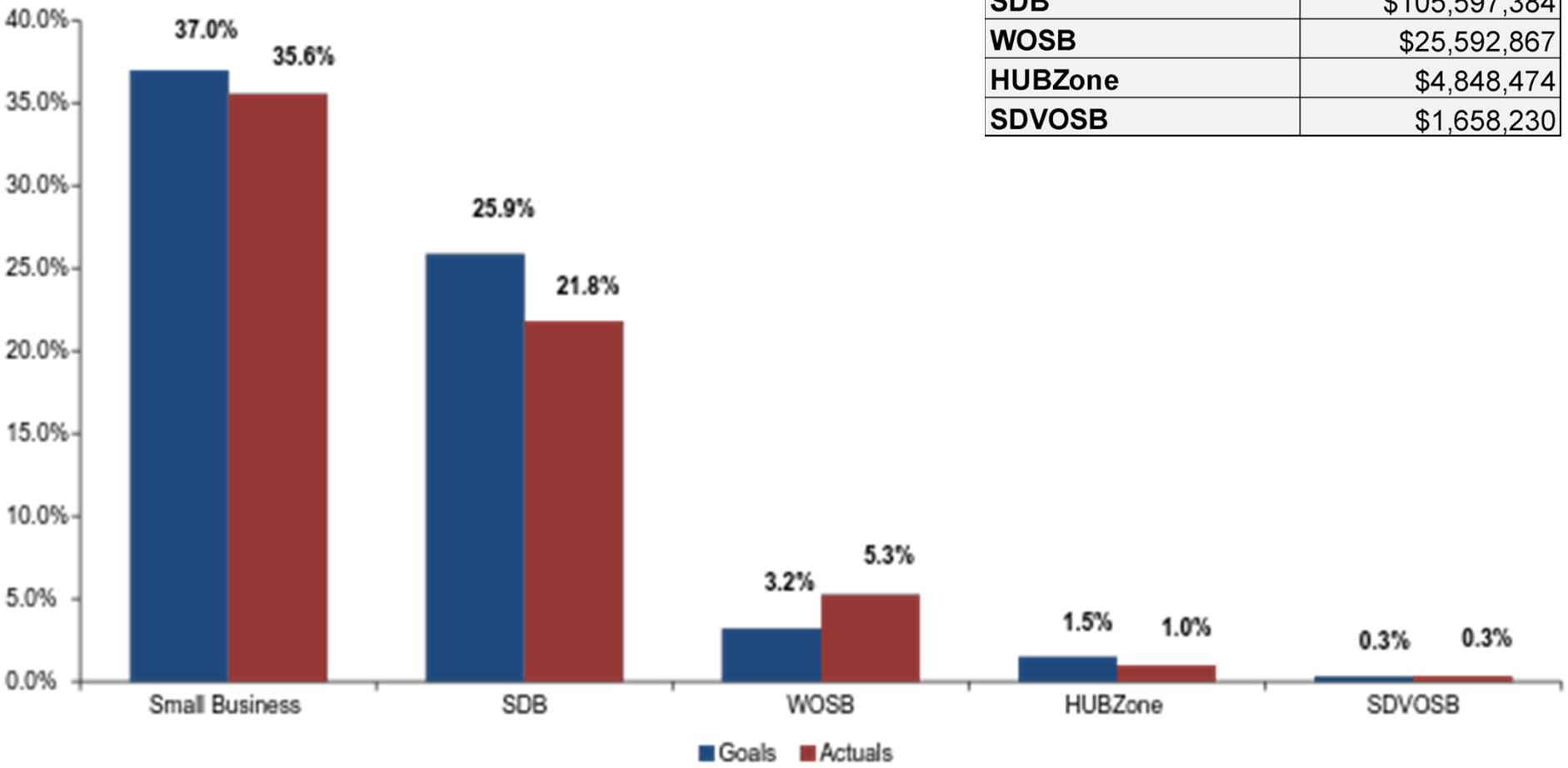
Data generated February 19, 2016 from FPDS-NG

CATEGORY	DOLLARS
TOTAL DOLLARS	$14,417,976,809
SMALL BUSINESS	$2,498,551,080
SDB	$1,255,064,849
WOSB	$485,868,302
HUBZone	$89,762,696
SDVOSB	$102,953,179



ARC September FY15
Prime Goals vs. Actual Percentages
Data generated February 19, 2016 from FPDS-NG

CATEGORY	DOLLARS
TOTAL DOLLARS	$484,257,983
SMALL BUSINESS	$172,290,292
SDB	$105,597,384
WOSB	$25,592,867
HUBZone	$4,848,474
SDVOSB	$1,658,230



Solutions for Enterprise Wide Procurement (SEWP)
NASA Industry Forum
March 9, 2016

Government Wide Acquisition Support

Government-Wide Acquisition Contracts (GWACs)

- Agencies approved by OMB for IT Product/Service GWACs
  - GSA, NIH, & NASA
  - Other agencies may have targeted GWAC authority
- Based on Clinger-Cohen Act
- Pre-award activities/verifications already performed at basic contract level
  - e.g. business size and financial responsibility determinations, etc.
- Open to All Federal Agencies and their Authorized Support Contractors
- *All Federal Agencies have utilized SEWP*

SEWP by the Numbers

SEWP V

147 PRIME CONTRACT HOLDERS INCLUDING 120 SMALL BUSINESSES

- ✓ 28 SDVOSB (Service-Disabled Veteran-Owned Small Businesses)
- ✓ 19 HUBZone (Historically Underutilized Business Zones)
- ✓ 11 EDWOSB (Economically-Disadvantaged Woman-Owned Small Businesses)

Current Figures… see "SEWP Snapshot"

- ✓ **Thousands of Providers** including Cisco, Apple, Dell, HP, IBM, NetApp, EMC, APC, VMware, Microsoft, Oracle, etc.
- ✓ **Millions of Unique Products & Product Based Services**
- ✓ SEWP V began on May 1st, 2015
- ✓ **10 year contracts** (5 year base contract with 5 year option)

What can be procured through SEWP?

CONTRACT VEHICLE FOR PURCHASE OF ICT (INFORMATION AND COMMUNICATION TECHNOLOGY), AUDIO/VISUAL PRODUCT SOLUTIONS, AND RELATED SERVICES	
➢ **Information Technology & Networking**	Computer Hardware, Tablets Network Appliances: Routers, Modems, VOIP Storage Security
➢ **Software & Cloud**	Software Virtualization and Cloud Computing XaaS (e.g. SaaS=Storage as a Service)
➢ **Mobility & Communications**	Telecommunication Devices and Monthly Service
➢ **Supporting Technology**	Scanners, Printers, Copiers, Shredders Associated Supplies and Accessories Sensors
➢ **AV/Conferencing**	A/V Equipment and Accessories TVs, Display Monitors, Projectors and Screens
➢ **Services**	Maintenance / Warranty Site Planning / Installation / Cabling Product Based Training Product Based Engineering Services

Subcontracting

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History of NASA Subcontracting Goals

- Two types of Subcontract Goaling bases
- Small Business Act, 1953, as amended:

  Total Subcontracting Dollars (TSD) method
- NASA, circa 2000:

  Total Contract Value (TCV) method (will be in FAR shortly)
- NASA emphasis has been on TCV
- TCV more meaningful to SB's