



Components of an Outreach Plan

The following information will help agencies create an outreach plan to navigate purposeful outreach.

Step 1: Determine your agency's current state		
Evaluating current policies and practices helps your agency assess the effectiveness of its current efforts, which provide a baseline to improve and strategically plan outreach efforts.		
Category	Links to policy details	Description
Procurement Authority	<ul style="list-style-type: none"> Determine your agency's delegated procurement authority 	Most state agencies have limited procurement authority by law, rule, and policy. Before you start a procurement, find out what you are authorized to buy, talk to your supervisor about how to verify your procurement authority, and how to obtain additional purchasing authority.
Risk Assessment	<ul style="list-style-type: none"> Conduct an agency Procurement Risk Assessment 	To prepare for additional procurement authority, review and update the last procurement risk assessment submitted by your agency to the Department of Enterprise Services.
Sole Source	<ul style="list-style-type: none"> If considering a sole source contract, view the DES policy for sole source contracts. 	Sole source procurements represent limited markets that may be a risk to the state. Sole source procurements reduce agency funds available to the competitive marketplace where diverse businesses can compete for state business.
Conference Attendance / Travel	<ul style="list-style-type: none"> Determine what events your agency already attends. For a list of events, click here. Reference Outreach Events Checklist. 	While some types of outreach may occur virtually; travel and event attendance expenses need to be budgeted for agency staff attending these events.



<p>Reporting</p>	<ul style="list-style-type: none"> Find out how much your agency spends with diverse businesses by following the Enterprise Reporting Guidelines to pull your agency's current small and diverse spend data. You can also view your agency's fiscal year OMWBE Supplier Diversity Report Dig deeper into internal data on state spending by visiting data.wa.gov and following the Master Contracts Sales Data Instructions 	<p>Outreach begins with assessing your current state. What is your current diverse business engagement level, number of vendors notified, responding and awarded business opportunities, and how much spend is still planned for the financial year?</p> <p>The data.wa.gov link to the left will show your agency's spend levels with individual vendors/contractors. The data is updated each quarter. The instructions will help you pull your agency's past master contract sales data and identify opportunities to utilize a diverse business. For support, contact supplierdiversity@omwbe.wa.gov</p>
------------------	---	--

<p>Step 2: What existing resources can your agency benefit from?</p>		
<p>Category</p>	<p>Resources and examples for best practices</p>	<p>Description</p>
<p>OMWBE</p>	<ul style="list-style-type: none"> Office of Minority and Women's Business Enterprises (OMWBE) – Certified Minority and Women Owned Business Enterprises Contact OMWBE for assistance 	<p>Search for Minority and Women Owned Business Enterprises, provide agency technical assistance for inclusive practices, partner for diverse business outreach, view agency supplier diversity reporting, post opportunities for diverse businesses and more.</p>
<p>Veterans Affairs</p>	<ul style="list-style-type: none"> Washington Department of Veterans Affairs (WDVA) 	<p>View a list of certified Veteran and Service member Owned Businesses</p>



WEBS	<ul style="list-style-type: none"> • Washington's Electronic Business Solution (WEBS) • Use WEBS Vendor Search Tool 	Use WEBS Vendor Search Tool or search for businesses using a government account.
Website Posting	<ul style="list-style-type: none"> • Agency Websites 	Consider adding diverse language and posting contract opportunities to your website.
Publications	<ul style="list-style-type: none"> • Agency publications, Example: OMWBE Newsletter 	If applicable, consider using your agency publications/newsletters to communicate contracting and procurement opportunities. Contact your agency's communications team to see about options.
Advisory Boards	<ul style="list-style-type: none"> • Agency Advisory Boards 	If applicable, consider using your agency's Advisory Board to share information about upcoming contract and procurement opportunities. Advisory Board and committee members have their own networks and may help get the word out about opportunities.
Community Engagement	<ul style="list-style-type: none"> • WSDOT Community Engagement Plan Example 	Review a leading practice from WSDOT, provided here, for a comprehensive Community Engagement Plan.

Step 3: What are some best practices for establishing and building relationships?		
Category	Resources and links to best practices	Description
Events	<ul style="list-style-type: none"> • Attend events that align with your agency's goals. For a list of potential events, click here • Use an Events Checklist • Consider creating your own event or partnering with other agencies to hold one. 	Hosting and attending events will help you build trust, establish and maintain relationships, assist businesses in navigating contract opportunities, and create a path to small and diverse business participation. Partner with organizations in your area of expertise and your locale to learn about more events that may apply to your agency.



Partnership	<ul style="list-style-type: none"> Consider opportunities to collaborate with other agencies or organizations at events by sharing presentation tables, exhibits, or materials. Consider partnerships with other organizations. For a list of organizations to partner with, click here. 	Collaborating with these entities may help you save money on outreach activities, gain allies, or leverage your resources. It may also help you establish ongoing relationships with community stakeholders and learn directly from the businesses you are looking to reach.
Equity Commissions & Governor's Office of Indian Affairs	<ul style="list-style-type: none"> Washington State Commission on Hispanic Affairs Washington State Commission on African American Affairs Washington State Commission on Asian Pacific American Affairs Governor's Office of Indian Affairs Washington State Women's Commission Washington State LGBTQ Commission. 	The Washington state commissions and the Governor's Office of Indian Affairs are vital to creating an atmosphere of trust, which is a pre-requisite for doing business with some ethnic groups. Treat that trust relationship with the respect it deserves by coming to the commissions well prepared with polished materials and great opportunities. They can also connect you with other community organizations to partner with.

Step 4: Target communications for more effective outreach		
Category	Links to resources and examples of best practices	Description
Communication Tools	<ul style="list-style-type: none"> Email marketing services for newsletter updates, email blasts, and other types of bulk mailings Use agency websites to publish notices about contracting opportunities and outreach events Eventbrite, and other events management software 	Electronic media is the most effective tool to conduct outreach, however, other communication channels such as radio and print should not be overlooked.



	<ul style="list-style-type: none">• Agency Social Media Pages• Radio, print, and other traditional advertising.	
Partnerships	<ul style="list-style-type: none">• Work with federal partners, such as the WA Procurement Technical Assistance Center (PTAC), that aggregate and post government opportunities and help businesses with best practices for government contracting bidding approaches• Share information with interested businesses about access to capital and programs such as the SBA Loan and WA State Linked Deposit programs.• OMWBE will post bid opportunities on its website and share information on opportunities with certified small diverse businesses.	Review how others are reaching small and diverse businesses. Develop written and visual materials for sharing events and opportunities to broaden your reach. Consider creative ways to partner with organizations and agencies that are low- to no-cost solutions that reach new audiences.
Community Engagement	<ul style="list-style-type: none">• Adopt a community engagement plan such as WSDOT's Community Engagement Plan	<p>WSDOT's plan is representative of a large agency and may be more detailed than many smaller agencies require. They do an excellent job at embracing diversity and diverse purchasing. This example plan can help you pick and choose items that work best for your agency.</p> <p>The following sections of the plan may be particularly helpful:</p> <ul style="list-style-type: none">• Page 11 - Guiding Principles• Page 18 - Business Process Map



Example outreach tools from WSDOT to consider adapting to your agency's plan.

- [WSDOT Delivery Sign-up Link for email Opportunity Notices](#)
- [WSDOT Business Page](#)
- [Doing Business with WSDOT](#)
- [How to respond to WSDOT](#) Instructions for bidders
- [WSDOT Consultant Services](#) (solicitations and qualifications)
- [WSDOT Contacts for Consultant Services](#)
- [WSDOT Contacts for Administrative Contracts](#)
- [Sole Source Contracts Listings](#) (these represent areas of low competition and significant opportunity)
- [WSDOT Flyer Contracting with WSDOT](#) | [Spanish Language Version Español](#)
- [WSDOT Ferries Contacts for Vendors](#)
- [WSDOT Small Business Portal Page](#)
- [WSDOT Small Business Services](#)
- [WSDOT Office of Equal Opportunity for Businesses](#)
- [WSDOT Office of Equal Opportunity Contacts](#)