



Naval Air Systems Command Service-Disabled Veteran-Owned Small Business Strategic Plan

In order to increase contract and subcontract award opportunities for Service-Disabled Veteran-Owned Small Businesses (SDVOSB), the undersigned hereby issue and publish this Strategic Plan for the Naval Air Systems Command (NAVAIR).

NAVAIR Strategy: The NAVAIR long-term strategy is a five (5) year plan to significantly increase contracting and subcontracting opportunities for SDVOSBs. Service-Disabled Veterans have served with the utmost distinction and sacrificed greatly for their country. They continue to serve as entrepreneurs and are eager to meet the needs of our Sailors and Marines engaged in the Global War on Terror. The three (3) objectives of the strategic plan outline NAVAIR's approach to increase contract and subcontract opportunities for SDVOSBs.

NAVAIR will provide an annual report to the DoN Office of Small Business Programs (OSBP) on the status of the implementation of this strategy. The plan will be reviewed and adjusted annually.

DATE: 11/08/07

W. L. SHANNON
Rear Admiral, U.S. Navy
Vice Commander

DATE: 11/08/07

EMILY HARMAN
Associate Director
Office of Small Business Programs

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Objective 1: Increase training and outreach of NAVAIR acquisition community to increase use of sole source and restricted competition with SDVOSBs.

Description:

- Inform the NAVAIR acquisition community of training opportunities.
- Encourage the NAVAIR acquisition community to initiate sole-source and restricted competition awards to SDVOSBs.
- Inform NAVAIR senior level acquisition leadership of FAR 19.14.
- Encourage large business NAVAIR Prime contractors to subcontract with SDVOSB.

Impact: Create an acquisition workforce that is knowledgeable about FAR 19.14, SDVOSB Procurement Program.

Schedule:

- FY08 and out years: NAVAIR OSBP will invite NAVAIR acquisition personnel to DOD and other SDVOSB Outreach events.
- FY08: NAVAIR OSBP will work with the NAVAIR Public Affairs Office (PAO) to develop a Communication Plan to inform and foster relationships with key stakeholders of NAVAIR's acquisition workforce and SDVOSBs regarding NAVAIR's plans for increasing prime and subcontracting awards to SDVOSB.
- Annually in FY08 and out years (November): NAVAIR OSBP will provide the NAVAIR acquisition community with a list of SDVOSBs that have demonstrated capabilities that meet NAVAIR's specific program requirements.
- Twice annually in FY08 and out years (November and June): Commander, NAVAIR will issue a memorandum to the workforce emphasizing contracting with SDVOSB. The memo will encourage NAVAIR Acquisition personnel to take the DAU SDVOSB Continuous Learning Course.
- Annually in FY08 and out years (February): NAVAIR OSBP and the Department of Veterans Affairs, Center for Veterans Enterprise (CVE) will host a training event at Patuxent River, MD for the NAVAIR acquisition community and provide video teleconferencing to enable participation by other NAVAIR sites.

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- Annually in FY08 and out years: NAVAIR OSBP will work through CVE to advertise the NAVAIR Small Business Aviation Technology Conference to SDVOSBs.
- Annually in FY08 and out years: NAVAIR OSBP will formally recognize NAVAIR acquisition personnel who contribute to NAVAIR's SDVOSB program.

Impediments to Completion:

None

Accomplishments:

- FY05: CVE conducted three training sessions on the SDVOSB Program at NAVAIR Patuxent River. One session was available to all NAVAIR sites via VTC.
- FY06: NAVAIR OSBP attended National Veterans Conference
- FY07: NAVAIR OSBP attended National and DoD Veterans Conferences
- FY07: NAVAIR OSBP attended SDVOSB Conference at Picatinny Arsenal
- May 07: Commander, NAVAIR issued a memorandum directing leadership to diligently pursue contracting strategies under the SDVOSB procurement set-aside authority.
- Sep 07: NAVAIR OSBP submitted nominations to DoD for the Inaugural SDVOSB Awards 2007.
- Sep 07: NAVAIR OSBP encouraged several SDVOSB contractors to submit nominations to DoD for the Inaugural SDVOSB Awards 2007.
- Sep 07: NAVAIR OSBP and PAO held initial meeting to kick off development of Communication Plan.
- Oct 07: NAVAIR OSBP worked through CVE to advertise the NAVAIR Small Business Aviation Technology Conference to SDVOSBs.

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Near Term Actions:

- Nov 07: NAVAIR OSBP will provide the NAVAIR Acquisition community a list of SDVOSB that have demonstrated capabilities that meet NAVAIR's specific program requirements.
- Nov 07: Commander, NAVAIR will issue a memorandum to the NAVAIR workforce emphasizing contracting with SDVOSB. The memo will inform NAVAIR acquisition personnel of the DAU SDVOSB Continuous Learning Course and any scheduled SDVOSB outreach events.
- Feb 08: NAVAIR OSBP and PAO will finalize Communication Plan.
- Feb 08: NAVAIR OSBP will issue a "Fact Sheet" to acquisition personnel on the available SDVOSB set-aside and sole-source procurement options, and market research tips to identify more SDVOSB opportunities, to meet NAVAIR's SDVOSB goal.
- Feb 08: NAVAIR OSBP / CVE will host a training event at Patuxent River, MD for the NAVAIR acquisition community and provide video teleconferencing to enable participation by other NAVAIR sites.
- Mar 08: NAVAIR OSBP will implement Communication Plan.

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Objective 2: Work with the Center for Veterans Enterprise (CVE) to identify potential suppliers for NAVAIR Procurements.

Description:

- Increase awareness within SDVOSB community of NAVAIR procurements.
- Increase awareness within NAVAIR acquisition community of SDVOSB sources.
- Encourage NAVAIR Large Business Prime contractors to subcontract with capable SDVOSBs.

Impact: Increased opportunity for SDVOSB to participate as prime and subcontractors in NAVAIR contracts.

Schedule:

- Annually FY08 and out years: NAVAIR OSBP will provide CVE a list of top 10 NAICS for each NAVAIR site.
- Annually FY08 and out years: NAVAIR OSBP will encourage NAVAIR large business Prime contractors to work with the CVE to identify SDVOSB subcontracting opportunities.
- Annually FY08 and out years: NAVAIR OSBP will forward Sources Sought announcements to CVE. CVE will identify capable SDVOSBs.
- Annually FY08 and out years: CVE will provide NAVAIR OSBP a list of SDVOSBs that provide supplies / services in the top 10 NAICS.
- Annually FY08 and out years: NAVAIR OSBP will contact SDVOSBs on list provided by CVE via e-mail to provide information about NAVAIR.

Impediments to Completion:

None

Accomplishments:

- 24 Oct 07: NAVAIR Small Business Round Table Event (Sources Sought)

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Near Term Actions:

- Nov 07: NAVAIR OSBP will provide CVE a list of top 10 NAICS for each NAVAIR site for FY06 and FY07.
- Dec 07: CVE will provide NAVAIR OSBP a list of SDVOSBs that qualify in the top 10 NAICS.
- Feb 08: NAVAIR OSBP will contact SDVOSB on the list provided by CVE via e-mail to provide information about NAVAIR.

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Objective 3: NAVAIR OSBP will disseminate information on how to do business with NAVAIR to SDVOSB.

Description:

- Increased NAVAIR outreach to SDVOSB.

Impact: Increased awareness among SDVOSBs on how to participate as prime and subcontractors in NAVAIR contracts.

Schedule:

- FY08 and out years: NAVAIR will use the VetBiz Vendor Information Pages, an online business registration program hosted by the VA, as a tool to identify SDVOSB.
- FY08: CVE and NAVAIR will work together to develop an internet strategy that links NAVAIR to SDVOSB databases and information.
- FY08 and out years: CVE will provide internet hyperlinks on the CVE website to link visitors to NAVAIR web sites.
- FY08 and out years: NAVAIR will hold a minimum of two outreach events annually. NAVAIR Acquisition personnel will participate in these events.
 - One at Patuxent River, MD
 - One at another NAVAIR site
- FY08 and out years: NAVAIR will notify the Association of Service-Disabled Veteran-Owned Small Businesses to invite its members to participate in these events.
- FY08 and out years: NAVAIR will use the NAVAIR OSBP web site to reach SDVOSBs. www.navair.navy.mil/osbp
- FY08 and out years: CVE will identify key regional / national events in which NAVAIR can participate as an extension of its outreach efforts.
- FY08 and out years: NAVAIR OSBP will continue to participate in Government-wide conferences that highlight opportunities for SDVOSB.
- FY08 and out years: NAVAIR OSBP will work with the CVE to establish / expand contact with veteran / service disabled veteran trade associations and advocacy groups.
- FY08 and out years: NAVAIR OSBP will use PTAC and SBDC offices to increase outreach efforts to assist and identify qualified SDVOSBs.

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- FY08 and out years: CVE will provide a year-end assessment of the accomplishments, lessons learned, and best practices of SDVOSB outreach.

Impediments to Completion:

None

Accomplishments:

- Nov 05 – Sept 06: Several upgrades were made to the NAVAIR OSBP web site
- Nov 06: NAVAIR hosted a Small Business Aviation Technology Conference
- Jul 06 and Jul 07: NAVAIR OSBP attended a SDVOSB Conference in Las Vegas, NV
- Dec 06: NAVAIR OSBP attended a DoD SDVOSB Conference in Dallas, TX
- Jan 06 – Oct 07: NAVAIR OSBP Associate Director briefed the NAVAIR Leadership on the NAVAIR Small Business Program, to include the SDVOSB Program.
- Mar 07: NAVAIR OSBP attended the DoD Mentor Protégé Conference
- Jun 07: NAVAIR OSBP and NAWC AD Vice Commander attended the DoN Blue Coast Small Business Conference
- Aug 07: NAVAIR OSBP Co-Hosted the Navy Gold Coast Small Business Conference in which the NAVAIR Vice Commander was a keynote speaker. A senior naval officer from NAWC WD spoke at the event and senior leaders from AIR-4.5 attended.
- 24 Oct 07 NAVAIR Small Business Round Table Event (Sources Sought)

Near Term Actions:

- 7 & 8 Nov 07 NAVAIR Small Business Aviation Technology Conference
- Dec 07 NAVAIR OSBP and CVE Internet Strategy kick off meeting

Points of Contact:

The point of contact at CVE is Mr. Tyrone Lassiter, E.O. 13360 Compliance Officer, U.S. Department of Veterans Affairs, Center for Veterans Enterprise or successor.

The point of contact at NAVAIR is Ms. Emily Harman, Associate Director, NAVAIR Office of Small Business Programs or successor.