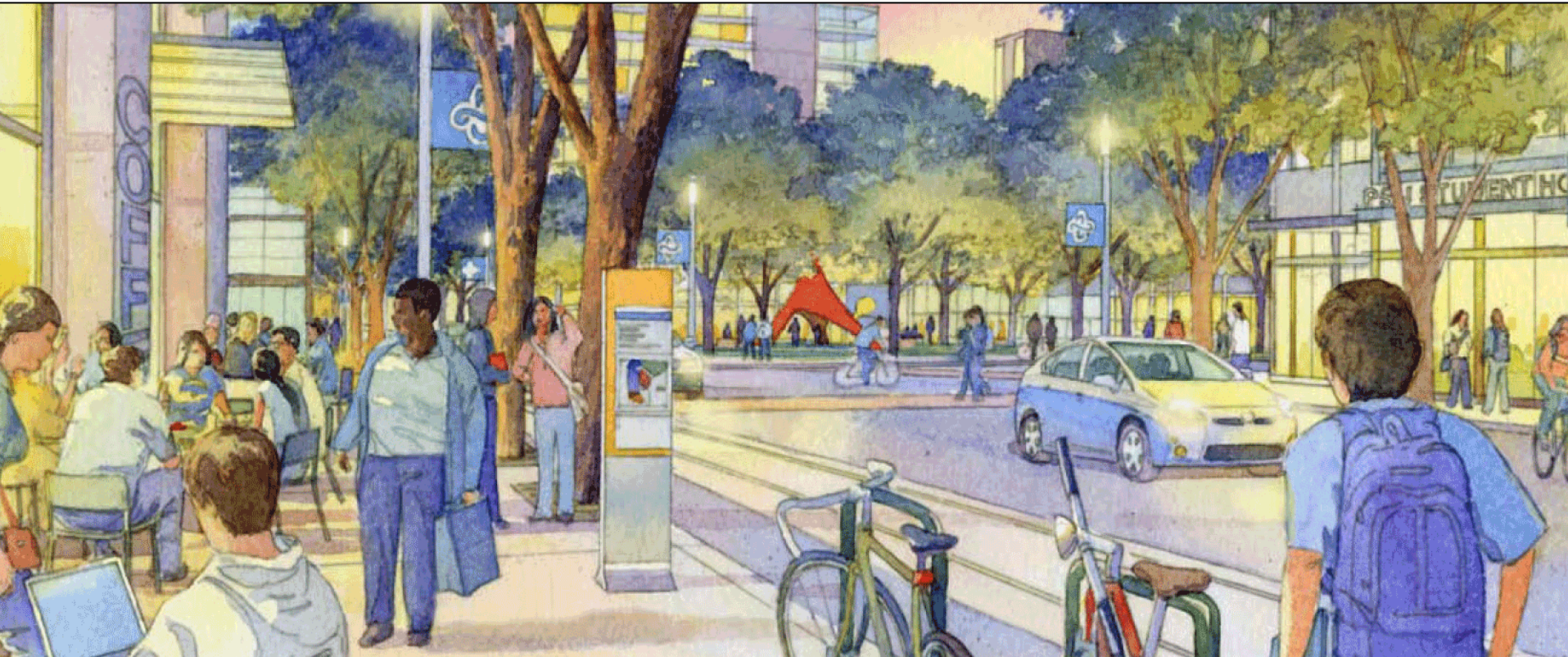


PSU Engages Minority, Women & Emerging Small Businesses

8/27/2010

A presentation to the Oregon Association of Minority Entrepreneurs



Dr. Wim Wiewel- President

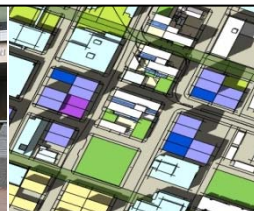
Portland State's Five Guiding Themes

- Providing civic leadership through partnerships
- Improving student success
- Achieving global excellence
- Enhancing educational opportunity
- Expanding resources and improving effectiveness



The Portland State Context

- Students – 27,972
- Degrees – 4,966
- Programs – 213
- Employees – 3,868
- Alumni – 121,000
- Research – \$ 52 M
- Econ Impact – \$ 1.194 B
- Expenditures – \$ 464 M
- Partners – 1,000 +
- Housing – 11 buildings
2030 beds



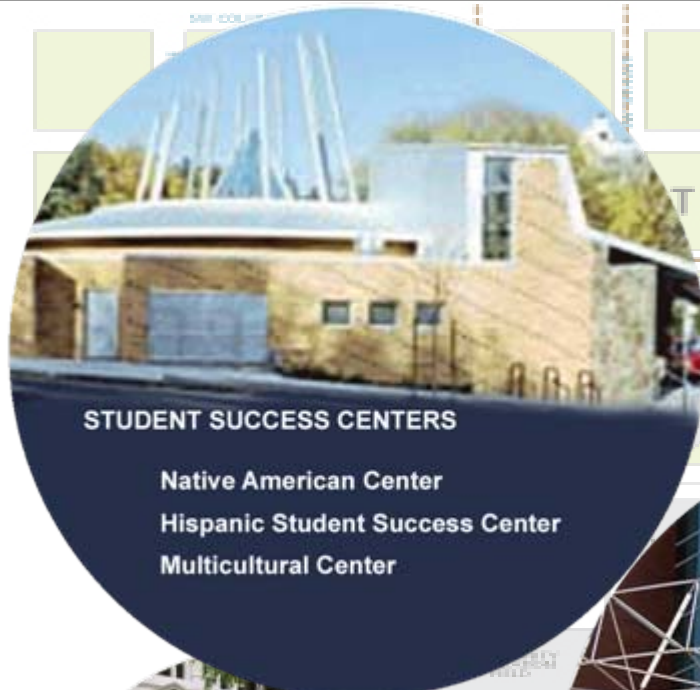
Portland State in the Community



The Roles of PSU:

- Educator
- Workforce Developer
- Community Partner
- Business Accelerator
- Expert Advisor
- Real Estate Developer
- Purchaser
- Employer
- Researcher

Educator... Workforce Developer... Community Partner...

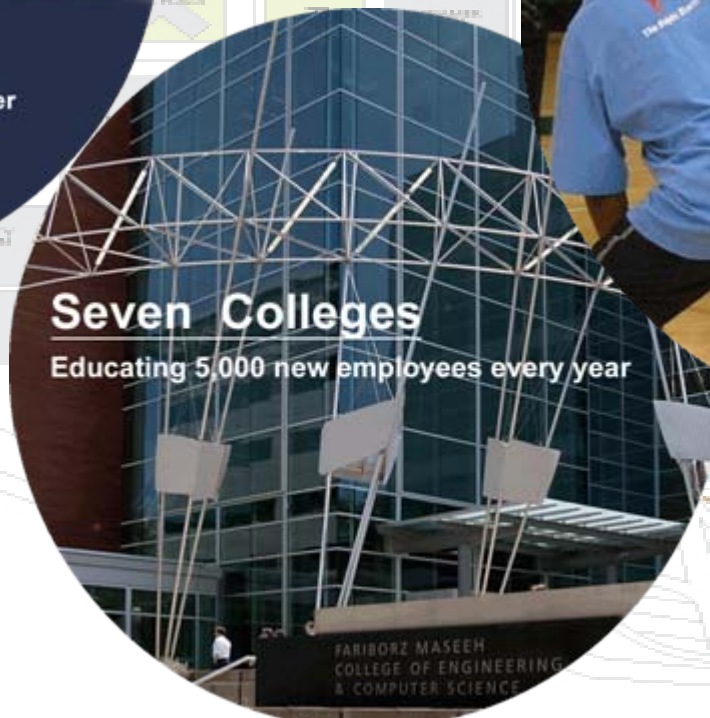


STUDENT SUCCESS CENTERS

- Native American Center
- Hispanic Student Success Center
- Multicultural Center



PORTLAND
STATE
UNIVERSITY



Seven Colleges

Educating 5,000 new employees every year

FARIBORZ MASEEH
COLLEGE OF ENGINEERING
& COMPUTER SCIENCE



Community Partner

Over 1.4 Million Hours of
Volunteer Service per year



Business Accelerator...

Expert Advisor...

Real Estate Developer...



**Portland State
Business Accelerator**



EXPERT ADVISOR

Dr. Carlos Crespo
Community Health



Purchaser...

Employer...

Researcher...



Reaching Out to Build Diversity



- **Upward Bound** – promoting access
- **TRIO** – first generation students
- **Diversity Scholarship Programs** -
180 students
- **Retention Coordination Programs**
 - African American Student Services
 - Diversity Student Services
 - Multicultural Student Services
- **Bilingual Advising**
- **Bilingual Family Orientations**

Reaching Out to Build Diversity

2009-2010

Just some of the events we participated in last year to recruit first generation, culturally and ethnically diverse students.

- “Bridges to PSU” – Open house and recruitment
- American Indian and Science and Engineering Society
- Russian Flagship Program
- Bilingual (Spanish) College Nights
- African American Youth Leadership Conference
- Albina Youth Opportunity School
- Latino TV Commercials – in collaboration with MECHA
- Asian American Youth Leadership Conference



Oregon's Commitment to MW/ESB



**Governor's Advocate
MWESB**

Governor's Marketplace Connection Outreach Events



OUS Retainer Program

Portland Session
September 10, 2010
4134 N. Vancouver Ave.
Portland, OR
9:30 a.m. to 11 a.m.

Salem Session
September 14, 2010
4760 Portland Rd. NE
Salem, OR
2:30 p.m. to 4:00 p.m.

Highlights

- **Doing business with Oregon University System**
- **The Retainer Program**
- **When/how to register**
- **Upcoming campus projects**

No charge, but must register to attend.

The Governor's Mandate

Executive Order- No. 08-16 effective through 2014

- Set aspirational MW/ESB targets
- Encourage collaboration with Governor's Office of MW/ESB:
<http://www.oregon.gov/Gov/MWESB/events.shtml>
- Increase the number of certified MW/ESB
- Develop business climate that supports and encourages
MW/ESB

The Chancellor's Response

OUS Guiding Principle #5 and Code of Ethics

- Periodic updates on contracting initiatives that increase the hiring of MW/ESB
- OUS will not knowingly contract any entity that discriminates on the basis of age, disability, national origin, race, marital status, religion, sex or sexual orientation.
- Fiscal policy that requires enhanced reporting related to contracting with MW/ESB for construction and consulting services

MW/ESB and Portland State University



The Portland State Response

Guiding Principles

- The President reports annually on MW/ESB contracting at PSU including information on:
 - the # of contracts awarded and cumulative dollar amount awarded
 - updates to PSU purchasing and contracting policies or programs that expand MW/ESB opportunities
- PSU supports minority business endeavors:
 - As a member of the Hispanic, Native American, African American Chambers of Commerce, CAWS and OAME

The Portland State Response

2009-2010

Just some of the MW/ESB trainings and trade fairs that PSU participated in last year.

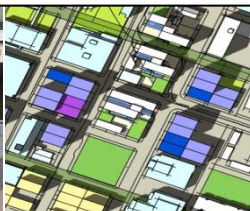
- “Leadership and Diversity” – Reed College
- Native American Chamber Luncheon
- Hispanic Chamber after hours networking
- National Association of Minority Contractors 2010 Conference
- Hispanic Reverse Vendor Trade Show

The Portland State Response

2009-2010

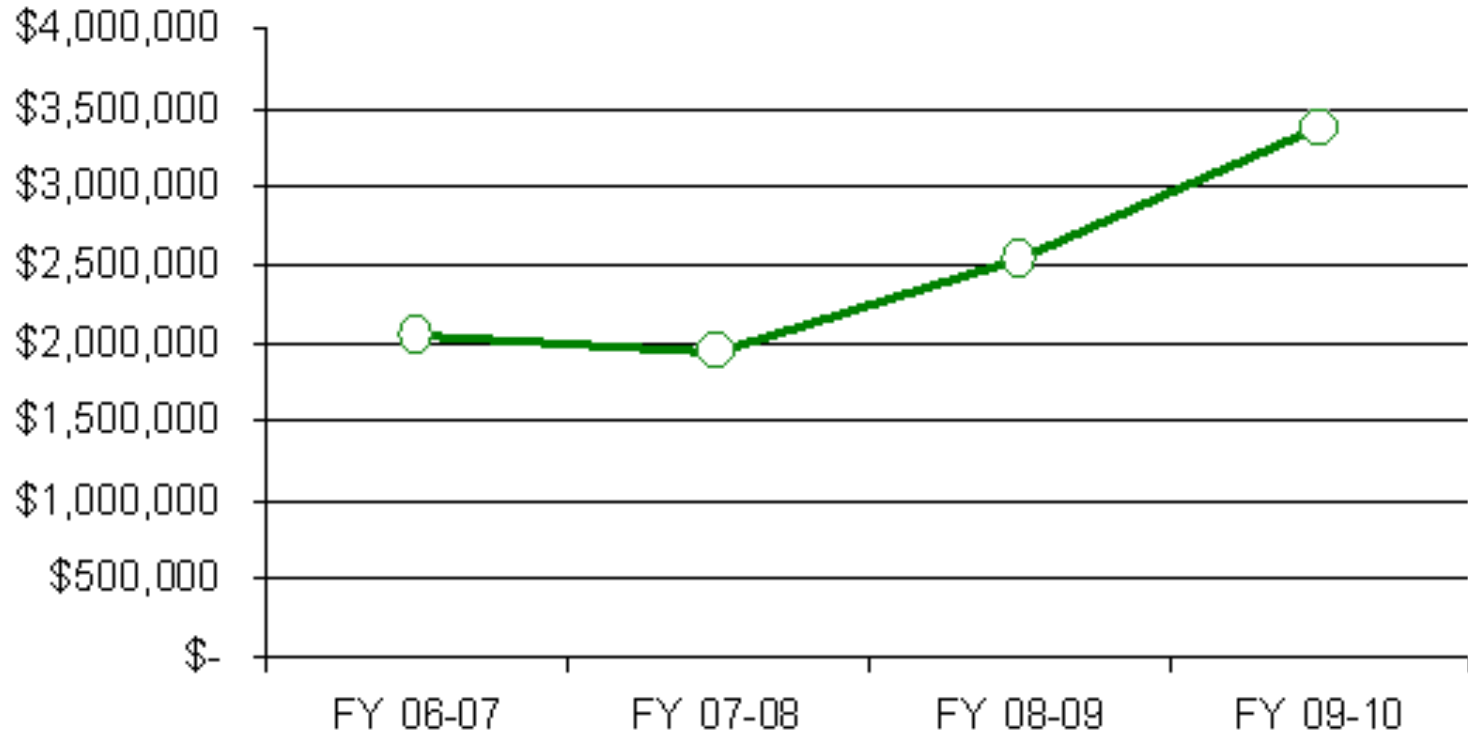
Number of MW/ESB contracts - **336**

Dollar amount of MW/ESB contracts - **\$ 3.37 M**



The Portland State Response

MW/ESB - Contract Trends



The Portland State Response

Expanding our commitment, PSU will:

- Promote the School of Business's Outreach Program (BOP) for MW/ESB

72 % of BOP's client businesses are women or minority owned

Since 1994 BOP has:

- o served 500 companies
- o placed 1,400 students as counselors/interns
- o provided \$1,000,000 worth of student consulting services
- o served more than 80 businesses in just the past four years.

The Portland State Response

Expanding our commitment, PSU will:

- Expand our participation in vendor fairs to encourage MW/ESB to join the OUS Retainer program
- Continue to advertise our construction projects in publications that target MW/ESB firms
- Look for additional opportunities to expand the use of MW/ESB firms on direct award programs
- Allow MW/ESB vendors to self report their status using our revised W-9 forms

The Portland State Response

Expanding our commitment, PSU will:

- Promote the searchable database on our Purchasing website that features MW/ESB opportunities at PSU and includes forms for certification and W-9s
- Work with Colleges and Departments to identify purchasing and contracting opportunities for MW/ESB

<http://www.bao.pdx.edu/vendor/index.php>

Our Students are Your Children

Work with us

- Capstones
- Internships with your companies
- Scholarships
- Job Shadowing

Other opportunities??



Questions?

