

2024

WELCOME TO THE  
**ARMY SMALL  
BUSINESS  
SEMINAR**



ARMY OFFICE OF  
SMALL BUSINESS  
PROGRAMS





# Small Business Administration Remarks

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**Jackie Robinson-Burnette**

*Associate Administrator, Office of Government &  
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**Small Business Administration**



U.S. Small Business  
Administration

# AUSA Army Small Business Seminar

## Small Business Administration Updates

**Jackie Robinson-Burnette**

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Office of Government

Contracting & Business Development (GCBD)

HQ US Small Business Administration

Washington DC





# White House Focus on Government Contracting



- The Biden-Harris Administration is committed to a Government that delivers for the American people, which requires that we have the right goods and services to best serve the public. Last year alone, the Federal Government purchased over \$600 billion of goods and services.
- The emphasis on **transparency** for government contracting, **increased small business goals**, and focus on **disaggregated data** is inspirational and has resulted in **more contracts for small businesses**.

# Prime Contracting Achievement

## ▼ Achievement Data

Category	2022 Achievement	2023 Goal	2023 Achievement	Dollars
Small Business	26.50%	23.0%	28.35%	\$178.6 B
Small Disadvantaged Business	11.38%	12.0%	12.1%	\$76.2 B
Women Owned Small Business	4.57%	5.0%	4.91%	\$30.9 B
Service Disabled Veteran Owned	4.57%	3.0%	5.07%	\$31.9 B
HUBZone Small Business	2.65%	3.0%	2.78%	\$17.5 B

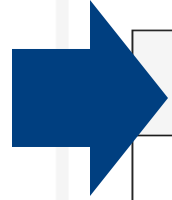
# Judge's Ruling is Still Pending...

**Ultima Services asks court to bar SBA's 8(a) program in the administrative, technical support industry**

Industry-specific injunction is among several requests for additional relief in case that halted the use of presumed racial disadvantage in the Small Business Administration's 8(a) program.

## Data Summary FY 2023 Federal Contracting

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Race	Total	Percent
Asian American Owned Small Business	\$9,002,592,410	1.43%
Subcontinent Asian American Owned Small Business	\$11,480,637,611	1.82%
Black American Owned Small Business	\$10,166,145,307	1.61%
Hispanic American Owned Small Business	\$10,897,249,656	1.73%
Native American Owned Small Business	\$23,276,494,979	3.69%
Other Minority Owned Small Business	\$1,998,051,721	0.32%
Other Small Business	\$103,558,153,755	16.44%
Not a Small Business	\$459,611,454,563	72.96%

# Three Big Things in SB Contracting

- **Office of Federal Procurement Policy (OFPP)** memo on increasing small business participation on multiple award task order contracts. We are pushing for the **Rule of Two**.
- Impact of **Mentor Protégé Program (MPP) joint ventures (JV)** on competitiveness of non-JV small firms.
  - ✓ Transformation Twenty-One Total Technology-Next Generation (T4NG) resulted in 15 small business awards, and 13 were MPP JVs. How do we preserve the competitiveness of non-JV firms yet allow for the benefits of MPP JVs.
- **Restrictive Past Performance Requirements for MATOCs**



# VetCert

- VetCert launched in January 2023, and it has continuously delivered a platinum standard of customer experience for veteran small businesses seeking certification.
- We have achieved all this while maintaining a phenomenal approval rate for applications (**over 20,000 certified to date**).
- Created a more business-friendly approach by streamlining the application process and aligning ownership and control requirements across the VetCert, 8(a), and WOSB programs.

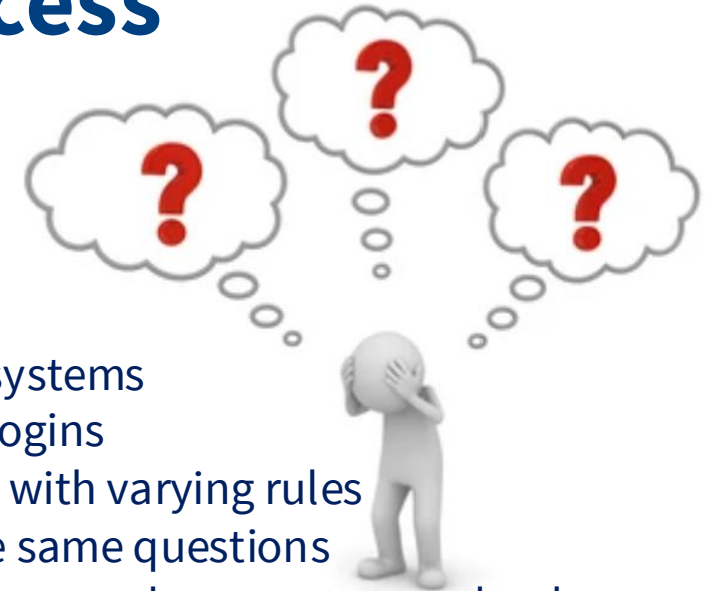
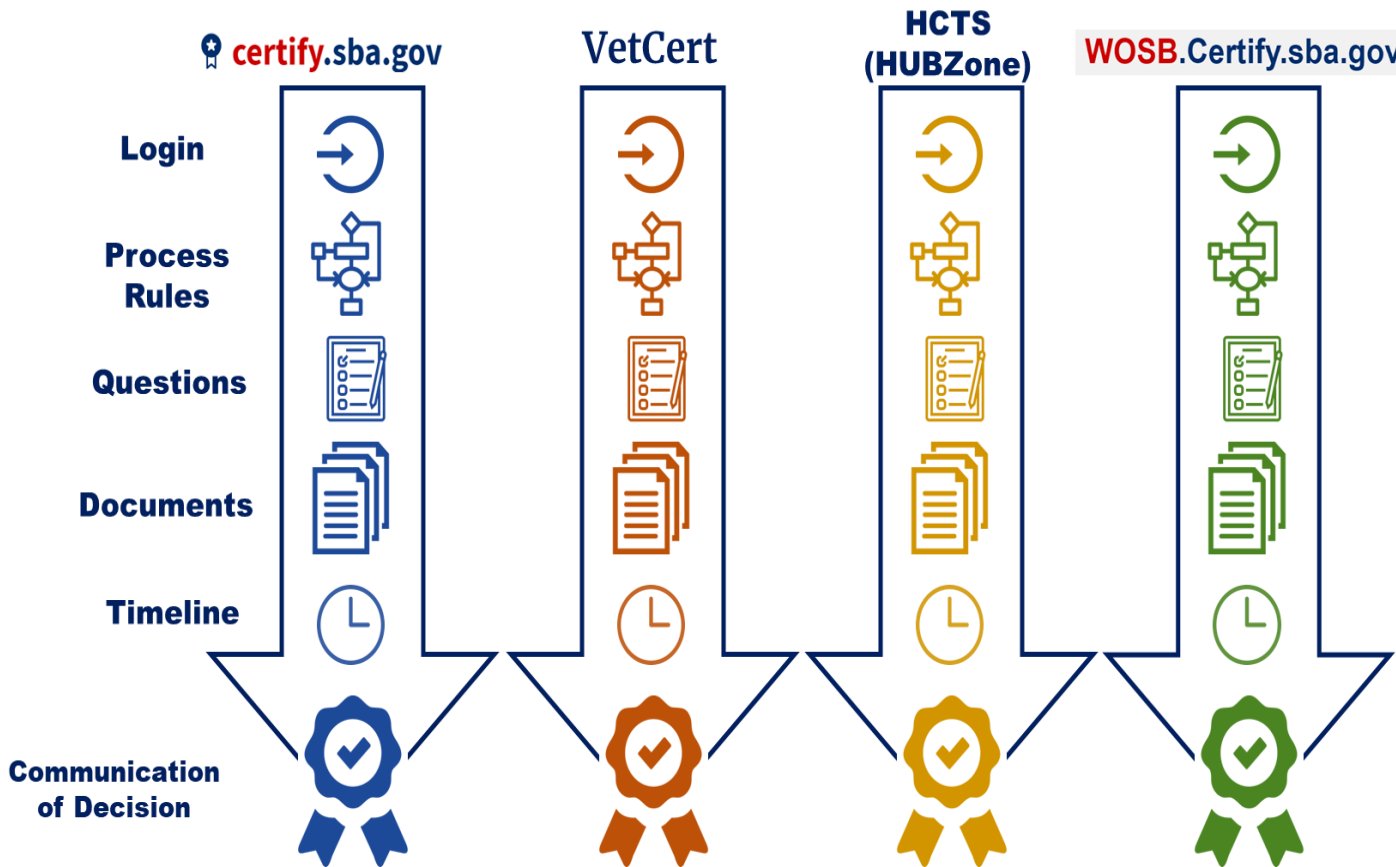


# Clearing the Backlog

- SBA paused applications on August 1, 2024.
- We decisioned all 8(a), HubZone, and VetCert applications in preparation for launch of the new system.
- We approved over 4,900 small firms in GCBD certification program since pausing new applications on August 1.
- There are **0 applications remaining** in the legacy systems for all programs, except WOSB.
- We cleared 90% of the WOSB applications with only 800 remaining, and these applications should be decisioned before October 15, 2024.



# SBA Legacy Certification Process



- Four different systems
- Four different logins
- Four processes with varying rules
- Four sets of the same questions
- Four sets of the same documents to upload
- Four different processes and approval cycle times
- Four different notification methods
- Four different leadership teams for reviews/decisions
- Four different processes for certification renewals and material changes

***....and this is just for first application, it doesn't address re-certification or changes to the business***

# New MySBA Certifications

Eligible small businesses will more effectively compete in the federal marketplace by quickly accessing multiple certifications with one application using a simple unified system.

## Upgraded SBA Certification Customer Experience

- ✓ One log-in
- ✓ Ability to apply for multiple certifications with one application
- ✓ One document repository
- ✓ Common terminology
- ✓ Common processing business rules
- ✓ Common decision timeline
- ✓ Streamlined, timely review process
- ✓ Single portal customer service support
- ✓ Same team processing all 4 certifications
- ✓ Aligned certification renewals and material change process





# MySBA Certifications

Your one-stop destination for SBA's small business certifications.



## Should I Apply

See if your business is ready to be certified

[Find Out](#)



## Prepare for Application

Get your business ready for certification

[Prepare](#)



## HUBZone Calculator

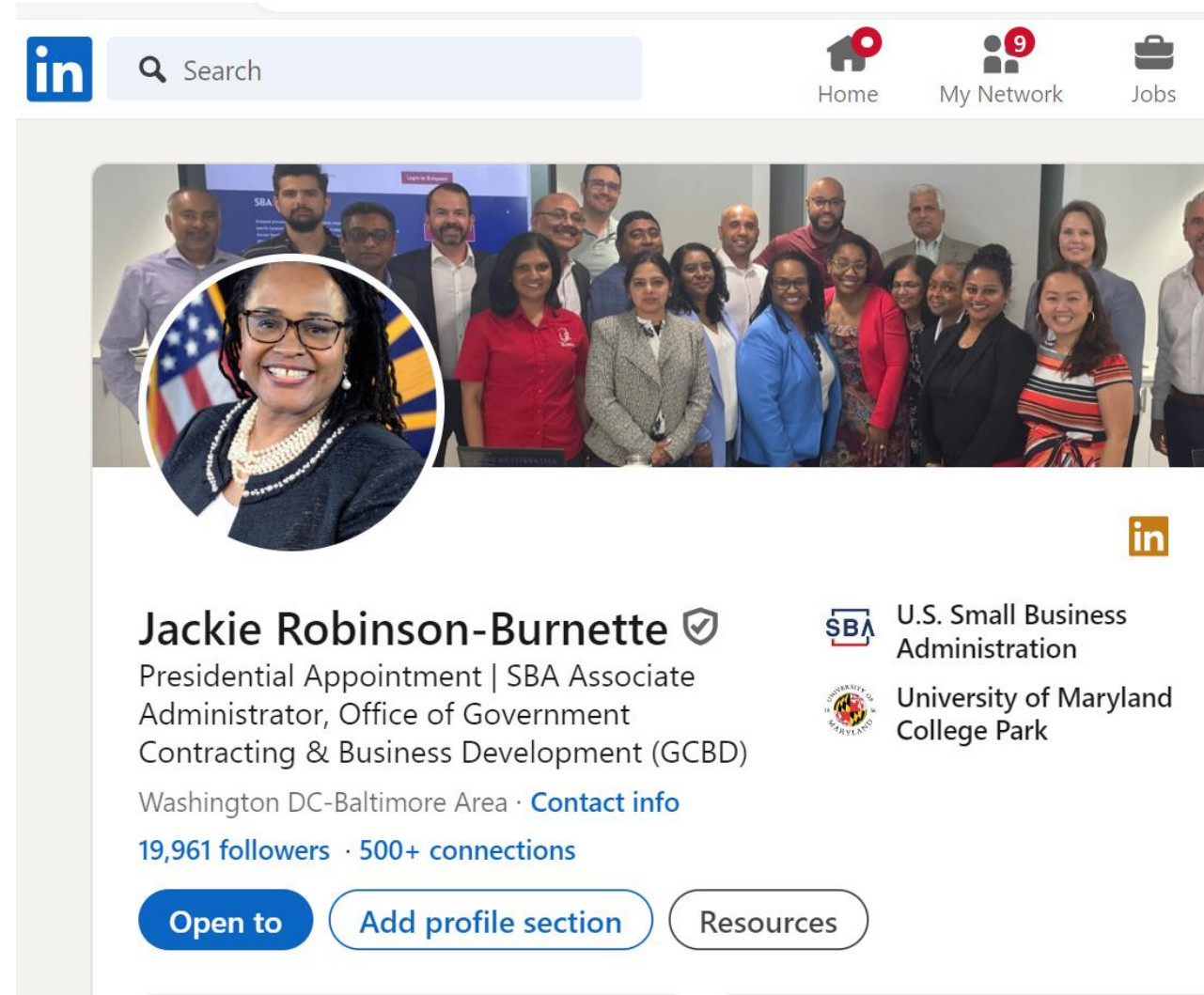
See if your business qualifies for HUBZone

[Launch](#)

<https://www.linkedin.com/in/jackierobinsonburnette/>

**Questions?**

**Connect on  
LinkedIn!**



The screenshot shows the top portion of a LinkedIn profile for Jackie Robinson-Burnette. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (with a notification badge of 9), and Jobs. Below this is a large banner image featuring a group of diverse professionals. A circular profile picture of Jackie Robinson-Burnette is overlaid on the left side of the banner. To the right of the profile picture, the name 'Jackie Robinson-Burnette' is displayed with a verified badge. Below the name, her title is listed: 'Presidential Appointment | SBA Associate Administrator, Office of Government Contracting & Business Development (GCBD)'. To the right of the title are logos for the U.S. Small Business Administration and the University of Maryland College Park. Below the title, her location is listed as 'Washington DC-Baltimore Area' with a 'Contact info' link. At the bottom of the profile section, it shows '19,961 followers · 500+ connections'. Three buttons are visible: 'Open to', 'Add profile section', and 'Resources'.



U.S. SMALL BUSINESS  
ADMINISTRATION