

The Small and Minority Business Enterprise Communication Plan 2024



TABLE OF CONTENTS

Acronym List	3
Welcome from the Deputy Administrator	4
Letter from the Senior Procurement Executive	5
Letter from the Assistant Administrator for the Office of Small Business Programs	6
Executive Summary	7
Purpose and Objectives	8
Purpose of the Plan.....	8
Objectives	8
Target Audience.....	8
Communication Channels	9
NASA Small Business Website	9
Workshops and Training Sessions	9
Networking Events	9
Social Media.....	9
Email Newsletters.....	9
One-on-One Consultations	9
Plan Elements	9
Statement of Agency Commitment.....	9
Responsible Senior Agency Officials	9
Efforts to Reduce Barriers and Promote Engagement.....	9
NASA’s Additional Efforts to Further Reduce Barriers	10
Regular Events Attended by NASA	11
Efforts Planned	12
Publication of Engagement Events	12
Training and Awareness Efforts for Acquisition Workforce	13
Follow-Up Plans.....	13
Contact Information	13
Key Resource Links	15

ACRONYM LIST

ACM Acquisition Career Manager	OFPP Office of Federal Procurement Policy
AIA Acquisition Innovation Advocate	OP Office of Procurement
CO Contracting Officer	OSBP Office of Small Business Programs
COR Contracting Officer Representative	OSTEM Office of STEM Engagement
CS Contract Specialist	P/PM Program/Project Managers
FAI Federal Acquisition Institute	PCR Procurement Center Representative
FY Fiscal Year	PSC Product Service Code
GSA General Services Administration	PSL Product Service Line
GWAC Government-Wide Acquisition Contract	RFP Request for Proposals
HBCU Historically Black Colleges and Universities	SAM System for Award Management
HUBZone Historically Underutilized Business Zone	SB Small Business
MBDA Minority Business Development Agency	SBA Small Business Administration
MBEs Small & Minority Business Enterprise	SDB Small Disadvantaged Business
MSFC Marshall Space Flight Center	SDVOSB Service-Disabled Veteran-Owned Small Businesses
MSI Minority Serving Institution	STARS Streamlined Technology Acquisition Resource for Services
NAACP National Association for the Advancement of Colored People	USPAACC US Pan Asian American Chamber of Commerce Education Foundation
NAICS North American Industry Classification System	VOSB Veteran-Owned Small Businesses
NASA National Aeronautics Space Administration	WOSB Women-Owned Small Businesses
NGLCC National LGBT Chamber of Commerce	



WELCOME

Small businesses inject vitality into NASA's mission and propels NASA's exploration and scientific endeavors forward, serving as a catalyst for economic growth, job creation, and technological advancement within the broader aerospace community. As part of the White House's Domestic Policy Council, NASA tracks and addresses how well we are meeting our small, disadvantaged business goals, taking steps to ensure we are inclusive of small businesses, which are the heart of America.

Each year, NASA works with the Small Business Administration to set prime contracting and subcontracting goals, provide accurate and transparent contracting data, and report our progress. In Fiscal Year 2023, NASA obligated more than \$3.7 billion dollars directly to small businesses, as well as an additional \$4 billion that was subcontracted to small businesses from our large prime contractors – that's nearly \$8 billion dollars awarded to small businesses, and over a quarter of our annual budget.

While small businesses bring a rich reservoir of diverse ideas, approaches, and capabilities and stimulate healthy competition that nurtures a culture of continuous improvement, success takes partnership. We rely on NASA leaders every day to strengthen our relationships with the small business community, develop and implement innovative practices, and ensure that NASA is engaging and finding the resources the agency needs to explore the unknown. That's why I'm proud for the past seven years, NASA has received a Procurement Scorecard grade of "A" from the Small Business Administration.

NASA is committed to fostering innovation, diversity, and collaboration with industry, with a specific focus on the integral role of small, disadvantaged businesses. By emphasizing inclusivity, transparency, and early engagement, we will enhance opportunities for businesses to participate meaningfully in NASA's procurement processes, thereby driving innovation, advancing diversity, and ensuring the agency's continued success in fulfilling its mission objectives.

Sincerely,

Pam Melroy
Deputy Administrator
National Aeronautics and Space Administration



A LETTER FROM THE SENIOR PROCUREMENT EXECUTIVE

In 2023, NASA spent 80% of its budget on the acquisitions of goods and services. In my distinguished role as the senior executive leader of NASA's Office of Procurement (OP), I oversee procurements totaling over \$21 billion in procurement obligations and over \$1 billion in grants and agreements obligations (totaling 34,000 actions) to diverse entities to include large and small businesses, educational institutions, minority owned businesses, non-profit, foreign, other U.S. Government and Ability One businesses. On behalf of the OP, I am pleased to support my partners in the Office of Small Business Programs (OSBP) and the timely release of the NASA Small & Minority Business Enterprise (MBEs) Communication Plan.

This plan will be used as an applicable communication resource tool that is dedicated to all SBs (including Small Disadvantaged Businesses (SDBs), Women-Owned Small Businesses (WOSB), HUBZone Small Businesses (HUBZone), Veteran-Owned Small Businesses (VOSB), and Service-Disabled Veteran-Owned Small Businesses (SDVOSB)). It will also assist them in finding NASA prime contract and grant opportunities, industry partners to subcontract with, academic Historically Black Colleges and Universities (HBCU) / Minority Serving Institutions (MSI) to team with, and mentors to model in support of programs/projects and contracts that enable NASA's mission. OP's commitment fosters our relationships with all industry partners especially SBs and MBEs as we look to increase and diversify NASA's industrial base.

In closing, I want to express gratitude to our OSBP partners and acquisition professionals across NASA for their efforts in identifying responsible and qualified industry partners, including SBs and MBEs, essential for executing projects and programs vital to NASA's mission. Special thanks to our valuable industry partners, particularly small and minority-owned businesses, for their unwavering commitment to fostering innovation and diversity in space exploration and technology. Your dedication to inclusivity and innovation is highly valued as it allows diverse businesses to contribute to NASA's mission success while also benefiting the economy and taxpayers.

Sincerely,

Karla Smith Jackson
Senior Procurement Executive,
Deputy Chief Acquisition Officer,
and Assistant Administrator for Procurement, NASA



BEYOND GOALS: INTEGRATING MINORITY BUSINESS ENTERPRISES INTO NASA'S FUTURE

A Letter from the Assistant Administrator for the Office of Small Business Programs

On behalf of the NASA Office of Small Business Programs (OSBP), we are pleased to present the Small & Minority Business Enterprise (MBEs) communication plan. We are dedicated to fostering a culture of diversity, equity, inclusion, and accessibility, for all small businesses (SBs) including Small Disadvantaged Businesses (SDBs), Women-Owned Small Businesses (WOSB), HUBZone Small Businesses (HUBZone), Veteran-Owned Small Businesses (VOSB), and Service-Disabled Veteran-Owned Small Businesses (SDVOSB), in support of NASA's missions and programs. This commitment fosters our partnerships with all small businesses (SBs), particularly MBEs, as we look to increase NASA's industrial base.

While we have made significant strides in achieving our overall small business goals, NASA has been challenged in meeting its other socioeconomic small business goals. This includes the SDB goal, which has significantly increased government wide, in Fiscal Year (FY) 2022 from 5% to 11% (goal will increase to 15% by FY 2025). In order to achieve or exceed our small and socioeconomic business goals, it is imperative that we adopt a "Above and Beyond Goals" framework, ensuring that small businesses and MBEs have equitable access to contracting opportunities at NASA.

The NASA Small & MBE Communication Plan represents a strategic approach to enhancing communication with minority business enterprises, with the goal of increasing utilization, and spending with all SBs, while addressing barriers that incumber both MBE and small business participation in our procurement process.

It is our goal that through synergistic collaboration and integration, strategic implementation, targeted outreach, and market research and intelligence, we will foster an environment where MBEs are integrated into NASA's industrial base, which will support the future of space exploration, scientific discovery, and aeronautics research.

As we embark on this journey, I encourage all members of the NASA community to actively engage with and support the implementation of this communication plan. Together, we can harness the power of diversity to fuel innovation, strengthen our partnerships, and advance our mission objectives.

Thank you for your unwavering commitment to excellence and your support of this critical initiative. I am confident that we will build a more resilient agency that reflects our vision and core values. Together, we can propel NASA towards new frontiers of excellence, reach new heights of success, and push the boundaries of what is possible in space exploration and beyond.

Sincerely,



Dwight D. Deneal
Assistant Administrator
NASA Office of Small Business Programs



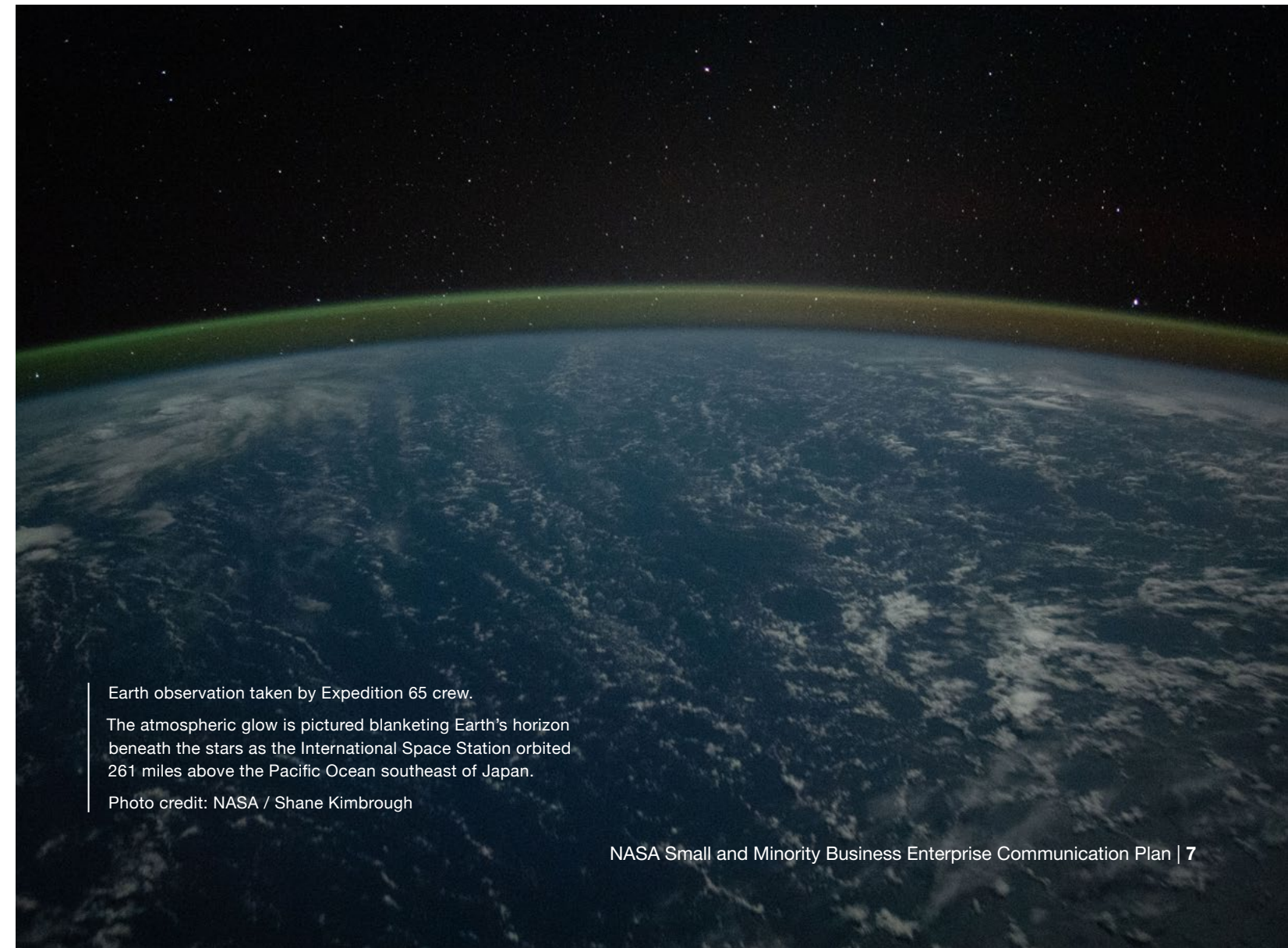
The Office of Small Business Programs

EXECUTIVE SUMMARY: Recognizing the Vital Role of Small Businesses in NASA's Mission

NASA, a pioneer in space exploration, scientific breakthroughs, and technological advancements since its inception in 1958, is deeply committed to fostering a culture of innovation and diversity. Small businesses are a vital part of the NASA ecosystem, providing innovative and cost-competitive capabilities to accomplish NASA's mission while also benefiting the economy and taxpayers. For years, NASA has achieved its overall small business (SB) goal, which includes the Small Disadvantaged Business (SDB) category, earning an "A" on the agency's report card from the Small Business Administration (SBA) for the last seven years (fiscal years 2017 – 2022). However, recent changes in government-wide policy and guidance regarding SB and SDB participation goals are substantially increasing NASA's SDB goals, which requires a review of the current state of SB and SDB contracting.

Central to this commitment is the recognition of the indispensable contributions made by small businesses, particularly SDBs, towards the agency's mission success. This strategic communication plan underscores senior leadership's dedication to prioritizing and advocating for the enhanced utilization of SDBs within NASA's procurement processes and increase spending with SDBs. Prudent management practices entail occasional reviews of contracting opportunities across NASA to proliferate best practices and eliminate existing barriers to improvement (Appendix A).

NASA's Deputy Administrator chartered a SDB Strategy Tiger Team in February 2023 with cross-functional and multi-disciplinary representation. The team was tasked to review and assess the agency's best practices, barriers, processes, and relevant issues to develop a NASA-wide strategy for achieving or exceeding its SDB goals.



Earth observation taken by Expedition 65 crew.

The atmospheric glow is pictured blanketing Earth's horizon beneath the stars as the International Space Station orbited 261 miles above the Pacific Ocean southeast of Japan.

Photo credit: NASA / Shane Kimbrough

Purpose and Objectives

- Understand current spend as compared to commodities and services
- Conduct benchmarking of agencies
- Explore agency best practices, barriers, processes, and relevant issues to develop a strategy across NASA



Identification of:

- Increased opportunities for small disadvantaged businesses
- Barriers and challenges
- Best practices (Leveraging other agency resources)



Recommendations for:

- Courses of action to achieve both the FY2023 goal, if possible, and potential increases in the future
- Changes to laws, regulations, policies, and processes both inside and outside the agency

Purpose of the Plan

The purpose of the Small and Minority Business Enterprise Communication Plan is to articulate NASA's unwavering commitment to fostering innovation, diversity, and collaboration with Industry, with a specific focus on the vital role of Small Disadvantaged Businesses. Through clear, consistent, and proactive communication, the plan aims to provide NASA's workforce and industry partners with the necessary direction and guidance on how to engage effectively with SDBs and small businesses prior to the award of contracts. By emphasizing inclusivity, transparency, and early engagement, this plan seeks to enhance opportunities for SDBs to participate meaningfully in NASA's procurement processes, thereby driving innovation, advancing diversity, and ensuring the agency's continued success in fulfilling its mission objectives.

This plan is meant to provide clear, consistent direction to the NASA workforce and industry partners explaining how to engage with industry prior to the award of contracts.

Objectives

The objectives of the Small and Minority Business Enterprise Communication Plan are to:

- Enhance outreach efforts to increase awareness among SDBs about contracting opportunities with NASA
- Provide clear guidance and support to SDBs throughout the procurement process
- Foster partnerships with SDBs to promote innovation and diversity in NASA's supply chain
- Ensure equitable access to procurement opportunities for SDBs

Target Audience

This communication plan is tailored to to engage small, disadvantaged businesses, including small, minority-owned, women-owned, HUBZone, veteran-owned, and service-disabled veteran-owned entities, alongside NASA procurement officers, small business specialists, contracting officers, and contracting specialists, and technical organizations to facilitate equitable access to procurement opportunities and foster mutually beneficial partnerships.

- Small Disadvantaged Businesses (SDBs) certified under the Small Business Administration (SBA) 8(a) Business Development program
- Minority-Owned Businesses, Women-Owned Small Businesses, HUBZone Small Businesses, Veteran-Owned Small Businesses, and Service-Disabled Veteran-Owned Small Businesses
- NASA procurement officers and contracting specialists

Communication Channels

The Small and Minority Business Enterprise Communication Plan utilizes a multifaceted approach, including a dedicated website section, workshops, networking events, social media platforms, email newsletters, and personalized consultations, to effectively engage and support all SBs including SDBs, WOSB, HUBZone, VOSB, and SDVOSB throughout the procurement process.

NASA Small Business Website

- Maintain a dedicated section on the NASA OSBP and OP websites with resources, guides, and information specifically tailored for SDBs
- Include updates on upcoming procurement opportunities, contracting requirements, and success stories of SDBs working with NASA

Workshops and Training Sessions

- Conduct regular workshops and training sessions (e.g., OSBP Learning Series) both online and in-person to educate all SBs on navigating the procurement process, submitting bids, and understanding NASA's contracting policies

Networking Events

- Organize networking events, vendor fairs, and matchmaking sessions where SBs can interact directly with NASA procurement officers, program and technical organizations, and prime contractors

Social Media

- Utilize social media platforms such as X/Twitter, LinkedIn, and Facebook to share timely updates, success stories, and relevant resources for SBs

Email Newsletters

- Distribute monthly or quarterly newsletters (e.g., NASA Vendor Database, OSBP Bi-Weekly Bulletin) to SBs subscribed to NASA's small business mailing list, featuring highlights of recent procurement opportunities, tips for successful bidding, and upcoming events

One-on-One Consultations

- Offer personalized assistance and guidance to SBs through one-on-one consultations with NASA's small business specialists

PLAN ELEMENTS

Statement of Agency Commitment

NASA is committed to:

- Communicate early, frequently, and constructively with industry, specifically SDBs, WOSBs, HUBZones, VOSBs, and SDVOSBs
- Participate and/or host a SDB targeted event every quarter;
- Identify SDBs that the agency has not worked with in the past
- Protect non-public information including vendor confidential information and the agency's source selection information

Responsible Senior Agency Officials

The senior agency officials responsible for promoting this initiative are Ms. Karla Smith Jackson, Senior Procurement Executive, Deputy Chief Acquisition Officer, and Assistant Administrator for Procurement and Mr. Dwight D. Deneal, Assistant Administrator for the Office of Small Business Programs.

Efforts to Reduce Barriers and Promote Engagement

Since 2019 through 2023, NASA has averaged over 1,200 new awards to SDBs each year. The amount of SDB obligations during the same time period has increased from \$1.33B in FY19 to \$1.60B in FY23, an increase in nearly \$270M to SDBs.

NASA engages in significant outreach to industry as part of its acquisition strategy and will continue to provide opportunities for vendors to participate at conferences. These outreach events give vendors the opportunity to ask contractual questions and network with other attendees for potential joint ventures. The Office of Procurement (OP), OSBP, and NASA Vendor Database, are excellent sites for vendors to learn how to do business with NASA and research current opportunities.

SDB 5-Year Statistics

Fiscal Year	SDB Actions	SDB Awards	SDB Obligations	SDB Goaling %
2019	5,369	1,214	\$1,336,586,958.06	7.5972%
2020	5,808	1,214	\$1,423,241,166.02	7.6959%
2021	5,470	1,186	\$1,441,275,734.57	7.7030%
2022	5,976	1,269	\$1,584,360,501.73	8.0786%
2023	5,818	1,284	\$1,606,518,848.95	7.7772%

The [OP website](#) and [OSBP website](#) includes important links and NASA acquisition contact information SDBs can use if they have questions and want to communicate with NASA. In order to reduce barriers and promote engagement, NASA has made strides in:

- (1) improving transparency, collaboration, and participation in the acquisition process, and;
- (2) working with other federal agencies, Industry and Internal Stakeholders to identify and address contracting barriers. NASA will continue working collaboratively to increase communication efforts and eliminate unnecessary barriers that otherwise prevent NASA from engaging in meaningful and responsible dialogue with industry. NASA officials must always use sound business judgment and adhere to regulatory and statutory requirements when engaging industry.

NASA's Additional Efforts to Further Reduce Barriers

1. Proactively engage industry to collaboratively drive innovation throughout the acquisition lifecycle (e.g., acquisition planning, solicitation/proposal, and performance) to enhance mission success.
2. Working with other federal agencies, Industry, and Internal Stakeholders to identify and address contracting barriers. NASA will continue working collaboratively to increase communication efforts and eliminate unnecessary barriers that otherwise prevent NASA from engaging in meaningful and responsible dialogue with industry. NASA officials must always use sound business judgment and adhere to regulatory and statutory requirements when engaging industry.
3. Communicate and elevate acquisition innovation across NASA, the federal government and industry (e.g., the NASA Acquisition Innovation Launchpad (NAIL), webinars, training, websites).
4. Early engagement on creative approaches through the auspices of NAIL 'Conversation Spaces' to reduce barriers and create meaningful two-way communication as to how NASA can improve participation in NASA acquisitions. Engagements will use a virtual capability to bring geographically diverse participants together to reduce the potential burden of travel incurred by vendors. Conversation Spaces will not be specific to an acquisition to encourage sharing between vendors and reduce the perception of a loss of competitive edge. They will include topic-driven engagements with SDBs to garner robust and open feedback for industry ideas on increasing participation and improving outcomes.

5. NASA developed an annual forecast and semiannual update of expected contract opportunities or classes of contract opportunities for each fiscal year and make this forecast available to the public (reference Business Opportunity Development Reform Act of 1988) With the support of our Senior Procurement Executive, NASA Office of Procurement tasks the Program Offices to identify all planned procurement opportunities over the simplified acquisition threshold (\$250K) for inclusion in the NASA Acquisition Forecast. The completed Forecast is located on the NASA OP website which allows businesses, including small businesses, to review the document and allow them more time to plan and prepare for NASA competitive acquisitions. The publicized Forecast is updated twice a year. This Forecast of Contracting Opportunities also assists OP, OSBP, the Mission Directorates, and Program Offices in the early acquisition planning stage of competitive acquisitions. OP works closely with the OSBP to ensure that potential procurements are given full consideration for small business participation.

(a). The Forecast of NASA Contracting Opportunities for Fiscal Year (FY) 2024 dated October 12, 2023, includes a list of over 240 new or follow-on competitive NASA acquisitions estimated to be over the simplified acquisition threshold. For each acquisition listed, the Forecast indicates the following: buying office, title of requirement, type of requirement, North American Industry Classification System (NAICS) Code, Product Service Code (PSC) and Category, and Category, Product Service Line (PSL) (if applicable), estimated quarter and year of solicitation release, general estimated dollar range, anticipated quarter and year of contract award, socio-economic preference, description of the requirement, whether the acquisition is new or follow-on, current contract number (if follow-on), incumbent contract information (if follow-on), and NASA points of contact for inquiries on the acquisition listed in the Forecast.

b) The [OSBP website](#) includes (1) information on doing business with NASA, (2) links to the NASA Active Contract Listings page and NASA Acquisition Forecast, (3) list of typically attended small business outreach events throughout the year, (4) links to education and training resources for small business including the Small Business Administration (SBA) Learning Center, (5) links to other resources for small business including but not limited to System for Award Management (SAM), Women's Business Centers, and Procurement Technical Assistance Centers, now APEX Accelerators.

c) NASA actively participates at small business outreach events annually to discuss opportunities for small and disadvantaged businesses. Below is a list of those regularly attended events.

Annual Events NASA Participates in, but not limited to:

DATE	AFFINITY GROUP	HOSTED BY	EVENT
October	Minorities	MBDA (Minority Business Development Agency)	Closing the Equity Gap/MED Week
November	Small Businesses	Society of American Military Engineers	SAME Small Business Conference
	HBCU/MSIs	MSFC (Marshall Space Flight Center) Office of Small Business	Annual HBCU/MSI Partnership Meeting
January	Women	US Women's Chamber of Commerce	Annual Small Business Federal Contracting Summit West South Central
February	Asian American	USPAACC (US Pan Asian American Chamber of Commerce Education Foundation)	Innovation Summit
	8(a) Small Businesses	National 8(a) Association	National Small Business Conference
Spring	African American	Pan-Hellenic Council	Webinars
March	Women	US Chamber Foundation	Annual International Women's Day Forum
	African American	National Society of Black Engineers	NSBE Annual Convention
April	Minorities/ Underrepresented Groups	MBDA (Minority Business Development Agency)	Webinar - National Equity Meeting
	HBCU/MSI	NASA OSTEM (Office of STEM Engagement), OP and OSBP	NASA HBCU/MSI Technology Infusion Road Tour
June	Asian American	USPAACC	CelebrAsian Business and Leadership Conference
	African American	NAACP (National Association for the Advancement of Colored People)	National Conference
July	African American	US Black Chambers	USBC National Conference
	LGBTQIA+	NGLCC (National LGBT Chamber of Commerce)	International Business & Leadership Conference
September	African American	US Black Chambers	By Black
	Hispanic American	US Hispanic Chamber of Commerce	National Conference
	HBCU	US Dept of Education	National HBCU Week Conference
	African American	Congressional Black Caucus Foundation	Annual Legislative Conference

At these events, the OP and OSBP meet one-on-one with Socioeconomically Disadvantaged Groups and other SBs to provide guidance, counsel, and resources on how to do business with the federal government and NASA.

Efforts Planned

- i) Through training and information, NASA will continue to work to change culture to a modernized model that supports appropriate engagement of acquisition personnel with vendors without fear of protest or appearance of conflict of interest.
- ii) Increase small business prime and sub contract awards at NASA through:
 - Greater use of market research techniques (e.g., [NASA Vendor Database](#), “sources sought synopsis” to identify potential small business sources, allowing for increased use of Set- Asides)
 - Greater use of General Services Administration (GSA) and Government-Wide Acquisition Contract (GWAC) Order Set-Asides (e.g., 8(a) Streamlined Technology Acquisition Resource for Services (STARS), VETS, and Alliant Small Business)
 - Renew emphasis on innovative contracting methods from senior management to include early and frequent exchanges with industry
 - Continue outreach to stress importance of small business support (e.g., Staff Memorandum, Statement of Support for NASA Small Business Program)
 - Adding targeted industry days for specific socioeconomic programs

Publication of Engagement Events

Engagement events to include industry days, OSBP Learning Series, small business outreach sessions, pre-solicitation conferences, request for proposals (RFP) question and answer sessions, etc. shall be posted and updated regularly, as required, using the existing “special notices” function in the Opportunities section of <https://www.nasa.gov/procurement/>. NASA will provide notice of these events on the Opportunities section of <https://www.nasa.gov/procurement/> as a single portal of information for interested firms.

Engagement events are also posted on the NASA OSBP communication channels:

- OSBP website – www.nasa.gov/osbp
- OSBP Facebook - <https://www.facebook.com/NASASmallBusiness>
- OSBP X (formally Twitter) - https://twitter.com/NASA_OSBP
- OSBP Mobile App - <https://www.nasa.gov/osbp/mobile/>
- OSBP Nationwide Calendar - https://osbp.nasa.gov/calendar_bootstrap.html



Training and Awareness Efforts for Acquisition Workforce

- a) NASA developed a SB and SDB training plan to ensure the agency acquisition workforce (contract specialists (CS), contracting officers (CO), contracting officer’s representatives (COR), and program/project managers (P/PM) responsible for developing the requirement, planning pre-award activities, overseeing the award and administration of contracts) are educated on how to engage with industry, market research, and provided updates on the goals and policies of the various SB programs, and how to partner with OSBP to assist with market research to find SBs to support program/project requirements in support of NASA missions.
- b) NASA acquisition workforce are required to participate in Acquisition Learning Seminars related to small business and vendor communication topics hosted by the [Federal Acquisition Institute \(FAI\)](#).
- c) NASA leadership participates in the Federal [Chief Acquisition Officer Council](#) and [Chief Information Officer Council](#) and monitors online dialogues to help identify misconceptions, concerns, perceived conflicts of policies and success stories that will help improve communications between government and industry. Information determined to be beneficial to the agency will be shared to the NASA acquisition workforce through e-mails or bulletins.
- d) The NASA Acquisition Career Manager (ACM) and/or acquisition policy personnel will promote the FAI continuous learning module on types of permissible communication to the NASA acquisition workforce when it is made available.

- e) In accordance with the the Office of Federal Procurement Policy (OFPP) “Myth Busting” memos [MEMORANDUM FOR CHIEF ACQUISITION OFFICERS \(archives.gov\)](#), and one from the vendor perspective - “Myth-Busting 2”: [Addressing Misconceptions and Further Improving Communication During the Acquisition Process \(defense.gov\)](#), the NASA Vendor Communication Plan and subsequent updates will be made available to the NASA workforce and the public, as appropriate, and will update the plan annually.
- f) NASA’s OSBP will train acquisition personnel on the small business program rule changes and the benefits of the use of small business programs.
- g) NASA’s OSBP will coordinate with the Small Business Administration (SBA) Procurement Center Representative (PCR) to present a training to NASA acquisition personnel on the PCR duties, responsibilities and how acquisition personnel can use them to engage small businesses.
- h) On a quarterly basis, NASA’s OSBP conducts one-on-one meetings with small businesses who want to do business with the NASA as well as meet and greets with small businesses who are doing business with NASA. NASA’s OSBP will continue to use outreach events to increase awareness of the small business vendor community on how to do business with NASA.

NASA’s OSBP plans to continue to use outreach events to increase awareness of the small business vendor community on how to do business with NASA.

Follow-Up Plans

NASA plans to update this document annually to further refine and improve communication. We will continue to use Request for Information notices on the Contract Opportunities section of SAM.gov and interviews/surveys with contracting officers and program personnel for large, complex procurements for feedback.

Contact information

The NASA Acquisition Innovation Advocate (AIA)

Mr. Geoffrey Sage

Title: Director

Division: Enterprise Analysis and Services Division

Organization: Office of Procurement

Email: geoffrey.s.sage@nasa.gov

NASA Industry Liaison:

TBD

Division: Procurement and Grants Policy Division

Organization: Office of Procurement

Email: hq-procurement@mail.nasa.gov



KEY RESOURCE LINKS

Listed below are websites available to learn about engagement events and opportunities to support NASA and other Federal agencies.

Doing Business with NASA

<https://www.nasa.gov/office/procurement/doingbusiness>

NASA Annual Procurement Reports

<https://www.nasa.gov/procurement-reports-and-guides>

NASA Acquisition Forecast

<https://www.hq.nasa.gov/office/procurement/forecast/>

NASA Mission Equity

<https://www.nasa.gov/mission-equity>

NASA Office of Procurement

<https://www.nasa.gov/procurement/>

NASA Office of Small Business Programs

<https://www.nasa.gov/osbp>

NASA Vendor Database

<https://www.nasa.gov/osbp/nasa-vendor-database>

NASA OSBP Mobile

<https://www.nasa.gov/osbp/mobile>

Partnering With NASA

<https://www.nasa.gov/partnerships/how-to-partner/>

Partnerships Events and Opportunities

<https://www.nasa.gov/partnerships/partnerships-events-and-opportunities/>

U.S. Small Business Administration

<https://www.sba.gov>

Small Business Innovation Research (SBIR)

<https://www.sbir.gov>

System for Awards Management

<https://sam.gov/content/home>

Portal for Federal Grants

<https://www.grants.gov>

NASA Office of Procurement, Grant Policy and Compliance

<https://www.nasa.gov/general/grants-policy-and-compliance-team/>

NASA Grant Activities Branch

<https://www.nasa.gov/centers-and-facilities/grants-2/>

NASA Grant and Cooperative Agreement Guide

<https://go.nasa.gov/GrantAndCooperativeAgreement>

GSA's 8(a) Multiple Award Schedule (MAS) Pool Initiative

<https://bit.ly/GSAMultipleAwardSchedule>

SBA's Dynamic Small Business Search Tool

<https://bit.ly/SBDynamicSmallBusinessSearchTool>

Government-Wide Procurement Equity Tool

<https://tech.gsa.gov/techtalks/2023-06-22-government-wide-procurement-equity-tool/>

Supplier Base Dashboard

<https://d2d.gsa.gov/report/supplier-base-d>



Front Cover

Artemis II Orion Underway Recovery Test 11 (URT-11) - Day 5

U.S. Navy personnel grab onto a mockup of the Orion spacecraft during a practice procedure of the Underway Recovery Test 11 (URT-11) off the coast of San Diego, California on Sunday, Feb. 25, 2024.

Photo credit: NASA / Kenny Allen

National Aeronautics and Space Administration

Mary W. Jackson NASA Headquarters

300 E Street SW

Washington, D.C. 20546-0002

www.nasa.gov