



March 19, 2021

Dear Mentor,

The Center of Excellence Certificate Program (COECP) is a virtual program designed to build minority entrepreneur competitiveness through relationship building and collaboration. Along with the NMSDC, National Corporate Member Cargill, and Rutgers University, the MPMSDC will launch the COE Program in May 11, 2021. This program serves as a “deep dive” collaborative practicum between corporate members and minority-owned businesses/entrepreneurs. During a 12-month period, participants identify challenges, best practices, and solutions to minority inclusion in the corporate supplier chain at a regional level. COEs include intensive networking and mentoring among corporations and entrepreneurs, resulting in compelling reports, business opportunities and knowledge transfer.

Rutgers University professors and corporate members subject matter experts will lead live classroom instruction via virtual links to remote participants at designated “learning hubs”.

### **Purpose**

To facilitate the development and growth of certified diverse businesses to complete and become more prepared to meet the more rigorous vendor requirements currently in use by council member corporations. To enhance all aspects of the MBE’s business acumen and by the end of the program, have the ability, capacity and skills necessary to grow their business.

### **Goals**

1. Create a stronger supply chain for NMSDC Corporate Members;
2. Support growth of NMSDC Certified Class II MBEs by sharing business skills and best practices necessary to grow their company to the next level;
3. Enhance opportunities for NMSDC Certified Diverse Suppliers to enter partnerships, joint ventures, strategic alliances and/or teaming agreements, secure larger contracts, and grow to a global scale; and
4. Develop results focused coaching and mentoring relationship between NMSDC Class II Certified Diverse Suppliers, Corporate Members and Corporate Plus MBEs.

After evaluating the purpose and goals of NMSDC Centers of Excellence Certificate Program (COECP) I hereby confirm Vanir Construction commitment to participate in the NMSDC pilot COECP program as a MBE Supporting roll. I am also willing to serve as a Mentor to one MBE cohort participants. I understand that this commitment will require my attending four 3.5-hour Executive Coaching & Mentorship meetings covering the following topics:

1. Supplier Diversity Initiatives, Procurement Goals & Strategic Growth Plans



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2. Navigating the Procurement Process & Responding to RFPs More Effectively
3. Matching Your Products/Services to the needs of Corporate Category Managers
4. Leveraging Tier 2 Supplier Diversity Opportunities

I am also prepared to collaborate with Executive Coaches to get and keep Mentee on track of the Strategic Growth Plans. Some additional responsibilities include, discussing relevance of business concepts with Mentee and when appropriate alerting Mentee of Tier 2 Opportunities they can partner on. At the end of which, my Mentee and I will be awarded an NMSDC Certificate of Completion and Continuing Education Credits from ISM.

It has also been explained to me that my Mentee will attend Entrepreneurship Education classes provided by Rutgers and Mastermind Forums sponsored by Cargill to address areas for improvement in his/her business. While my Mentee(s) may discuss their experiences in these two other components of the COECP, I am NOT required to attend these meetings.

Below is a schedule of events you will be required to attend:

<b>Preparation and Planning</b> (Dec 10 2020-Mar 9, 2021)		
<b>Events</b>	<b>Date</b>	<b>Leader/Location</b>
EC&M Training	4/27/2021	Covenant Business Concepts
Executive Coaches Workshop	12:00 -1:30 PM/ET	Michelle & Walter
Mentor Workshop	3:30-5:00 PM/ET	Kelvin & Joshua
<b>PHASE I: BUSINESS THEORY &amp; BEST PRACTICES</b> (May 11 to July 27, 2021)		
<b>Events</b>	<b>Date</b>	<b>Leader/Location</b>
COECP Welcome & Orientation (Showcase)	05/11/21	Rutgers Newark Campus,
RBS CUEED Entrepreneurship Education Kick-Off	12:00-3:30PM/ET	Virtual Classroom Via WebEx
EC&M: Supplier Diversity Initiatives & Procurement Goals and Strategic Growth Plan	06/22/21 12:00-3:30PM/ET	Councils Regional Coordinators Corporate Member—(TBI?) Local: Virtual/Link to be emailed
<b>PHASE 2: FLAWLESS EXECUTION</b> (Aug 9—Nov 16, 2021)		
EC&M: Navigating the Procurement Process & Responding to RFPs More Effectively	09/28/21 12:00-3:30PM/ET	Councils Regional Coordinators Corporate Member—(TBI?) Local: Virtual/Link to be emailed
EC&M: Matching your Products/Services to the needs of Corporate Category Managers	11/02/21 12:00-3:30PM/ET	Councils Regional Coordinators Corporate Member—(TBI?) Local: Virtual/Link to be emailed
<b>PHASE 3: RAPID PURSUITS</b> (Jan 11—April 12, 2022)		
EC&M: Leveraging Tier 2 Supplier Diversity Opportunities	02/08/22 12:00-3:30PM/ET	Councils Regional Coordinators Corporate Member—(TBI?) Local: Virtual/Link to be emailed
Program Wrap Up & Graduation	04/12/22 12:00-3:30PM/ET	Rutgers Newark Campus, Virtual Classroom Via WebEx

If you are interested or have questions contact April Burdick, Administrative Coordinator MPMSDC on or before March 31<sup>st</sup>, 2021 at (303) 623-3037 or email [april@mpmsdc.org](mailto:april@mpmsdc.org)

Sincerely,

April Burdick



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