



July 30, 2021

Dear Corporate Member,

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 Members Cargill and United Airlines, and Rutgers University, the MPMSDC will launch the COE Program in September 14, 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 my commitment to participate in the NMSDC pilot COECP program as a Corporate Participant and Sponsor. I am also willing to serve as an Executive Coach to (1 or 2) 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
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 host and lead one of these topics at my corporate office, meet one-on-one with my assigned Mentee to provide additional guidance, review their Strategic Growth Plan and give timely feedback. Some additional responsibilities include, reading assigned texts, discussing relevance of business concepts with Mentee, completing Executive Coaching forms and when appropriate inviting Mentee to procurement events. 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 the schedule of events you will be required to attend:

Preparation and Planning (Dec 10 2020-May 28, 2021)	
Events	Date
EC&M Training	8/31/2021
Executive Coache & Mentor Workshop	3:00-5:00 PM/ET
PHASE I: BUSINESS THEORY & BEST PRACTICES (September 14 to December 7 or 14, 2021)	
COECP Welcome & Orientation (Cohort Kick-Off) RBS CUEED Entrepreneurship Education (Showcase)	9/14/2021 12:00-3:30PM/ET
· EC&M: Supplier Diversity Initiatives & Procurement Goals and Strategic Growth Plan	9/28/2021 12:00-3:30PM/ET
· EC&M: Navigating the Procurement Process & Responding to RFPs More Effectively	12/7/2021 12:00-3:30 PM/ET
PHASE 2: FLAWLESS EXECUTION (January 10 to March 22, 2022)	
· EC&M: Matching your Products/Services to the needs of Corporate Category Managers	2/22/2022 12:00-3:30 PM/ET
PHASE 3: RAPID PURSUITS (April 5 to May 17, 2022)	
· EC&M: Leveraging Tier 2 Supplier Diversity Opportunities	4/19/2022 12:00-3:30PM/ET
· Program Wrap Up & Graduation	5/17/2022 12:00-3:30PM/ET

If you are interested or have questions please contact Belinda Hooks, Market President MPMSDC on or before August 9<sup>th</sup>, 2021 at (402) 955-9141 or email [belinda@mpmsdc.org](mailto:belinda@mpmsdc.org)

Sincerely,

Belinda Hooks

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