



U.S. Small Business
Administration



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Women-Owned Small Business (WOSB) Federal Contracting Program

Not intended for public distribution

Hosts

**Charles Mason, Procurement Center Representative
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SBA Office of Government Contracting, Area IV,
Rock Island, IL**

Welcome to “SBA Virtual Learning 2022”

1. Questions answered during the final 10 minutes.
2. Technical problems: Contact your IT admin who manages Teams settings for your organization.
3. Captioning available for this presentation.
4. We cover the “**SBA Quick Reference**” as time allows.
5. For more SBA training visit the SBA Learning Center website <https://www.sba.gov/tools/sba-learning-center/search/training>

Association of Procurement Technical Assistance Centers (APTAC)

Procurement Technical Assistance Centers are a vital resource partner.

- APTAC posts past “First Wednesday” programming at this link: <http://www.aptac-us.org/for-contracting-officers-sba-webinar-library/>
- Contracting officer resources: “How PTACs partner with federal agencies”: <http://www.aptac-us.org/federal-partners/>
- Find your nearest Procurement Technical Assistance Center at <http://www.aptac-us.org>

Small Business Administration YouTube Page

SBA YouTube page posts past “First Wednesday” programming at links below.

- October 6, 2021 – 8(a) Program Updates: <https://youtu.be/yNQ4u-Ha9Go>
- November 3, 2021 – Non-Manufacture Rule (NMR): <https://youtu.be/QnN2XvlaupQ>
- December 1, 2021 – Releasing Requirements from 8(a): <https://youtu.be/htkYbkajS4o>
- January 5, 2022 – Category Management Part 1: <https://youtu.be/JJ-OyTIT3HM>
- February 2, 2022 – Category Management Part 2: <https://youtu.be/tRw0yVR5fBA>
- March 2, 2022 – Market Research: <https://youtu.be/aDmwe1vBzIA>
- April 6, 2022 – SBA Mentor Protégé Program: <https://youtu.be/wh5BXPxM-P4>
- May 4, 2022 – eSRS System: <https://youtu.be/B2pfN55MU1k>
- Jun 1, 2022 – Legislative and Regulatory Update: https://youtu.be/kOQS5_X1MCo
- July 6, 2022 – Women Owned Small Business Program:
- August 3, 2022 – HUBZone Program:

FIRST WEDNESDAY VIRTUAL LEARNING SERIES
FY 2022 SCHEDULE
 1:00 to 2:00 PM Central Time

FY 2022	Date	Topic
1	October 6, 2021	8(a) Business Development Program Updates
2	November 3, 2021	Non-Manufacturing Rule (NMR)
3	December 1, 2021	Releasing Requirements from 8(a) Business Development Program
4	January 5, 2022	Part I: Category Management: Policy Considerations and Flexibilities and Small Business Utilization
5	February 2, 2022	Part 2: Category Management: Increasing Small Business Participation Through Subcontracting and Legal Obligations
6	March 2, 2022	Market Research
7	April 6, 2022	SBA Mentor Protégé Program
8	May 4, 2022	Electronic Subcontract Reporting System (eSRS)
9	June 1, 2022	Legislative and Regulatory Update
 10	July 6, 2022	Women-Owned Small Business Program
11	August 3, 2022	HUBZone Program

The program schedule is for information only and is subject to change.

One Continuous Learning Point

- Self-service: Using the PowerPoint that was sent with your invitation for this training event, fill in your name on the certificate slide and save. Download the certificate and print for your records. You submit your request for training credit IAW your agency policy.
- If you listen in groups and you want all attendees to be included on the future mailing list, send email addresses of participants in an excel document to sbalearning@sba.gov.

One Continuous Learning Point

- For individuals who fall under the Federal Acquisition Institute (FAI) Cornerstone OnDemand (CSOD).
- Self-service process for one CLP of credit: Complete the survey contained in the link below. A new link will be provided every month. The survey opens on the day of the training. The survey will close two weeks after the training event. [survey for CLP](#)
- Those that do not complete the survey within two weeks, can later submit a training certificate”, which has been provided in this slide presentation.

“SBA 1st Wednesday Virtual Learning 2022”

This Certificate is awarded to

Insert Your Name Here

For completion of

Women-Owned Small Business Program

This training seminar may be credited towards “Continuous Learning Points” as described in OFPP Policy Letter 05-01. Recommendation of One CLP.



Pamela J. Beavers
Director, Area IV
SBA Office of Government Contracting

7/06/2022

DATE

Today's Speaker(s)

Alisa Sheard
Deputy Director
Office of Government Contracting
U.S. Small Business Administration

Topics Covered

Women-Owned Small Business (WOSB) Federal Contracting Program

- WOSB Federal Contracting Program Overview
- Overview of Changes
- Eligibility
- Pre-Solicitation
- Pre-Award
- [Beta.Certify.SBA.gov](https://beta.certify.sba.gov)



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WOSB Federal Contracting Program Overview

Women-Owned Small Business (WOSB) Federal Contracting Program



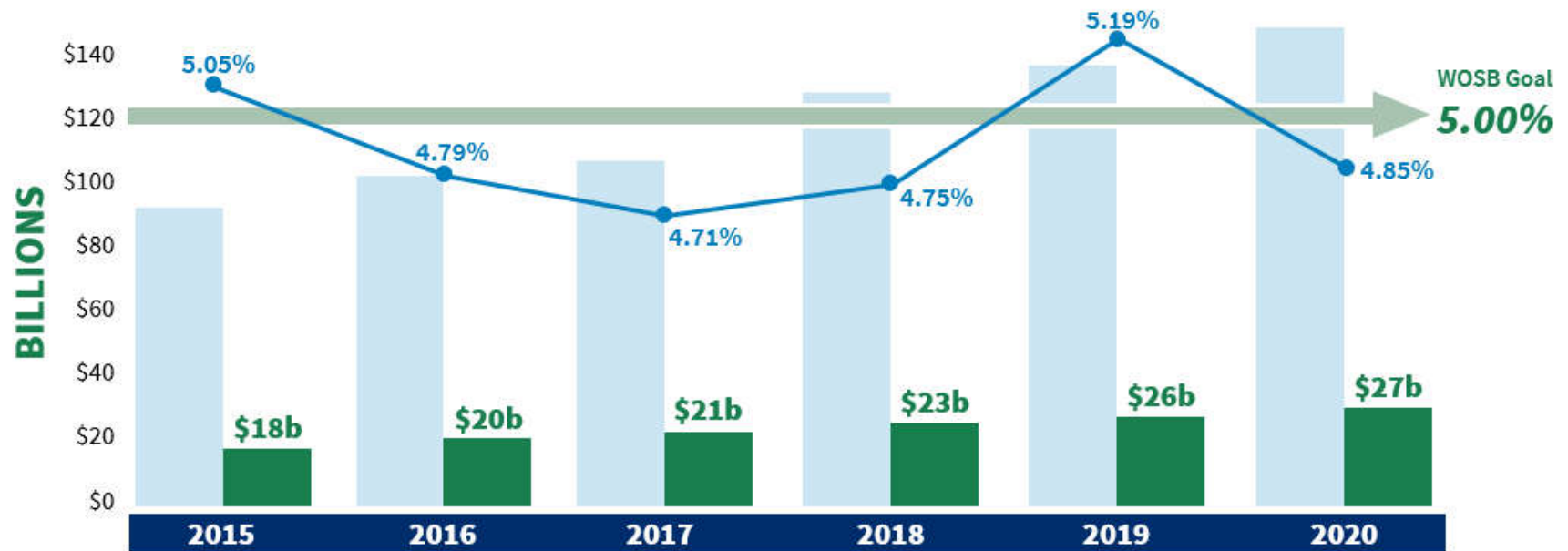
Take advantage of annual
prime contracting goals

Build capacity and grow

Access set-asides for WOSBs
and EDWOSBs

Women Owned Small Business Prime Goal

Women-Owned Small Business Contracting

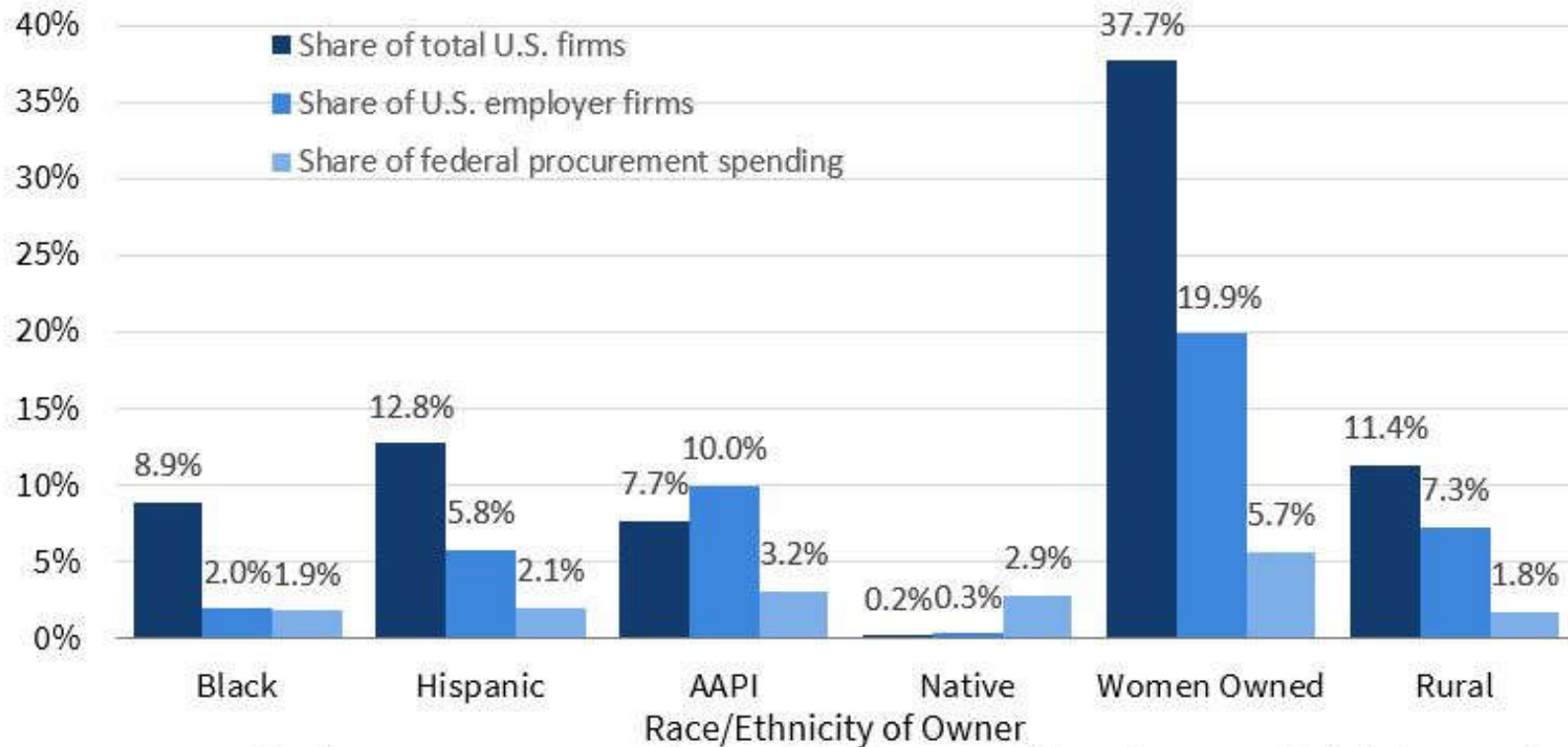


Small Business Dollars WOSB Dollars % WOSB Performance

Source: U.S. Census Bureau, Annual Survey of Entrepreneurs

Women Owned Small Business Contracting Stats

Figure 2. Demographic makeup of overall procurement



Source: 2019 Annual Business Survey, 2017 Nonemployer Statistics by Demographics series, CEA Staff Calculations, Small Business Goaling Report via the Federal Procurement Data System - FY 2020.

Note: Procurement data reflect firms self-reporting with the designated categories. Native procurement spending includes firms owned directly by Alaska Native Corporations and Indian Tribes. Black, AAPI, and Native employer firms are restricted to people who identify as non-Hispanic. Total U.S. firms includes employer and nonemployer firms.

WO businesses comprise of over 19% but only receive ~5% of procurement spending dollars

Unique Aspects of the WOSB Federal Contracting Program



Many NAICS codes are now authorized for use under the WOSB Federal Contract Program. Check [sba.gov/wosbready](https://www.sba.gov/wosbready) for available NAICS (759).



WOSBs and EDWOSB must receive certification through beta.certify.sba.gov in order to be eligible to compete on set-aside and sole-source contracts.



COs must verify WOSB and EDWOSB certification on the [Dynamic Small Business Search \(DSBS\)](#) database.





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Overview of Changes

Certification Changes

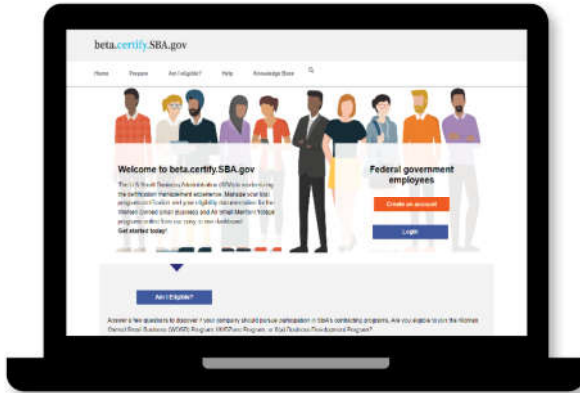
- The final rule was published in the [Federal Register](#) on May 11, 2020. This final rule fully details changes to the certification process and went into effect on October 15, 2020.
- Once the changes went into effect:
 - WOSBs may apply through the SBA's FREE online certification platform or go through an approved third-party entity at a cost. SBA will accept certification from current and active 8(a) or CVE certified firms.
 - Women-owned small businesses that are not certified for SBA's WOSB Federal Contracting Program may continue to identify as women-owned small businesses in SAM.gov and receive contract awards outside the program, and these awards can count toward an agency's goal for awards to WOSBs.

WOSB Federal Contracting Program Changes

- Program changes:
 - Program applicants apply via the new platform, beta.certify.sba.gov.
 - Applications are reviewed by an SBA analyst for in-depth analysis of whether business documents meet program eligibility criteria.
 - When an application is approved, SBA will incorporate program participant's WOSB/EDWOSB certification status onto the company's profile on [Dynamic Small Business Search \(DSBS\)](#).
 - COs will no longer need to request access to review a firm's documents. However, a CO may contact SBA to verify a firm's status.
 - Declined applicants may reapply after 90 days if it has corrected the initial defect. There is no formal appeal process for applications.

WOSB Program Updates

Beta.certify.sba.gov



Application Processing Updates:

- 90-day backlog of applications that require initial review
- 32-day processing time of **complete** applications

Key Initiatives:

- ✓ [New list of eligible NAICS](#) – 70% increase in eligible industries from 444 to 759
- ✓ Update to the program regulations coming to reduce administrative burdens
- ✓ Increasing program utilization with federal buying activities
- ✓ For more information go to: sba.gov/wosbready
- ✓ Access the [beta.certify.sba.gov knowledge base](https://beta.certify.sba.gov) includes training videos, user guides, and more

WOSB Program Participants

Total Program Participants

5785

Top NAICS Codes (WOSB)

Primary NAIC	Total Approvals
541611	331
541330	123
541511	120
611430	111
236220	97
541512	87
541519	72
541690	67
541620	63
541618	59
561720	59
Total	1189

Top NAICS Codes (EDWOSB)

Primary NAIC	Total Approvals
541611	172
541511	82
236220	80
541512	78
541330	55
541519	51
541990	32
611430	31
561720	26
541620	24
Total	631

*Data as of 6/30/2022

Third-Party Certification

- SBA allows continued participation from businesses that utilize approved Third-Party Certifiers (TPCs) to obtain WOSB or EDWOSB certification.
- Approved TPCs:
 - [El Paso Hispanic Chamber of Commerce](#)
 - [National Women Business Owners Corporation](#)
 - [U.S. Women's Chamber of Commerce](#)
 - [Women's Business Enterprise National Council](#)
- For any currently active contracts through the WOSB Federal Contracting Program:
 - Firms will remain certified for the duration of existing contracts.
- To bid on any new contracts:
 - Firms need to establish an account and initiate an application to upload an unexpired WOSB or EDWOSB TPC certificate through the new, free online process at beta.certify.sba.gov.

What is WOSB **READY** ?

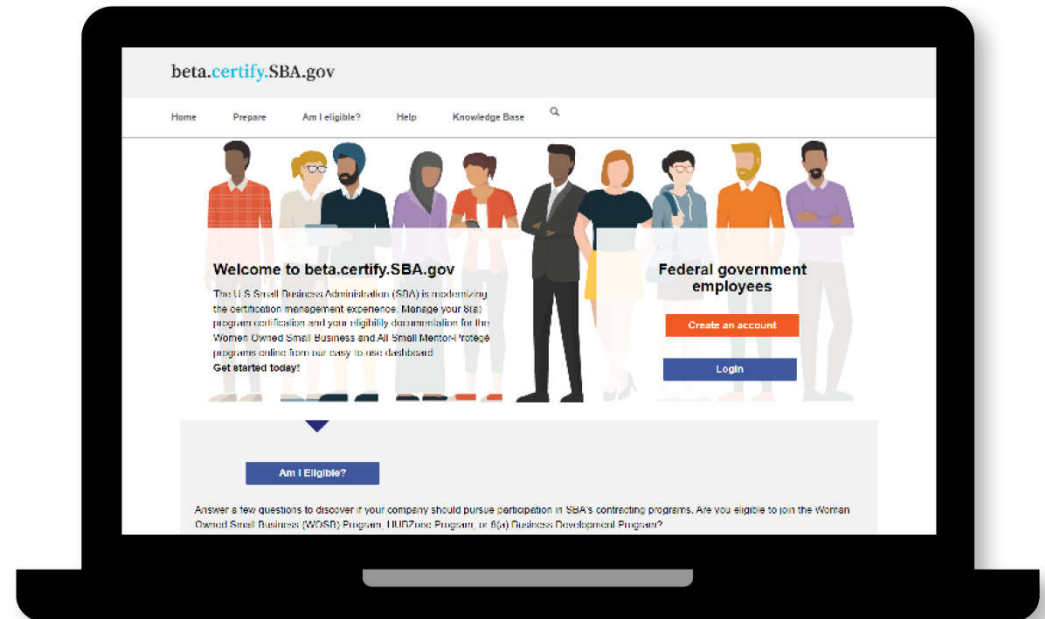
- Partners on initiatives like ChallengeHER
- Hosts country-wide events
- Expands partnerships with stakeholders
- Shares updates on social media
- Conducts informational webinars



beta.certify.SBA.gov

On the **homepage**, you can:

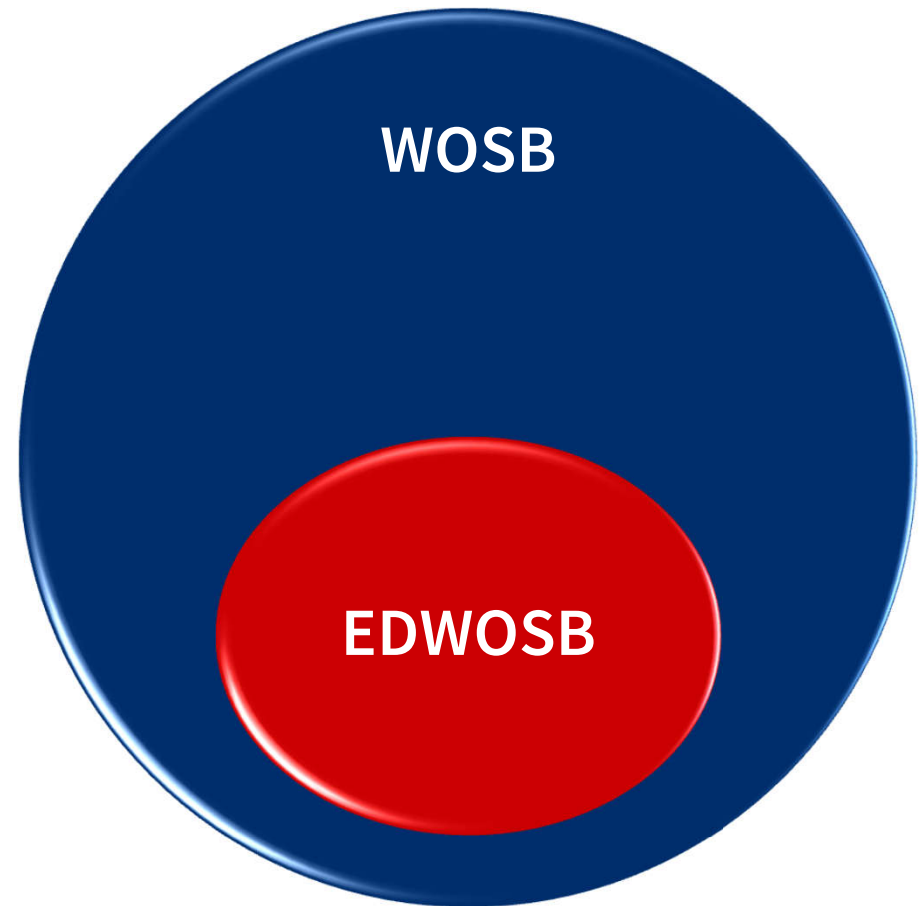
- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm's ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application
- ✓ Access the [beta.certify.sba.gov knowledge base](https://beta.certify.sba.gov/knowledge-base) including training videos, user guides, and more



WOSBs and EDWOSBs

- **WOSB:** Women-Owned Small Business
- **EDWOSB:** Economically Disadvantaged Women-Owned Small Business; WOSBs whose owner and/or manager claims economic disadvantage

EDWOSB is a subset of WOSB. As such, if you qualify as an EDWOSB, you automatically qualify as a WOSB.





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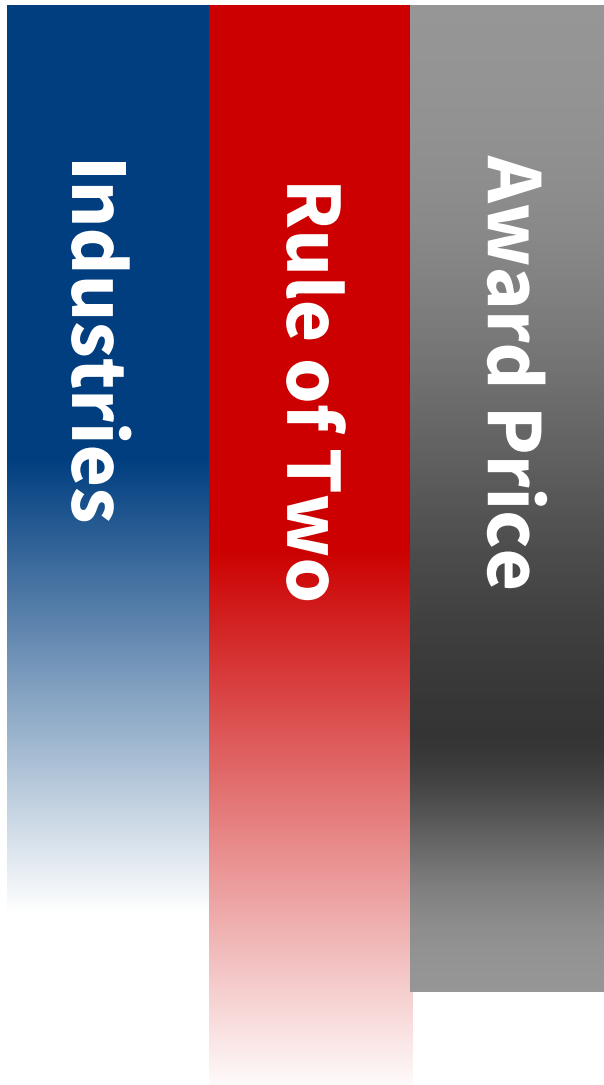
Pre-Solicitation

WOSB and EDWOSB Question



May an EDWOSB submit an offer on a set-aside for WOSBs?

WOSB and EDWOSB Set-Aside Contracts - Competitive



Industry

WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

Rule of Two

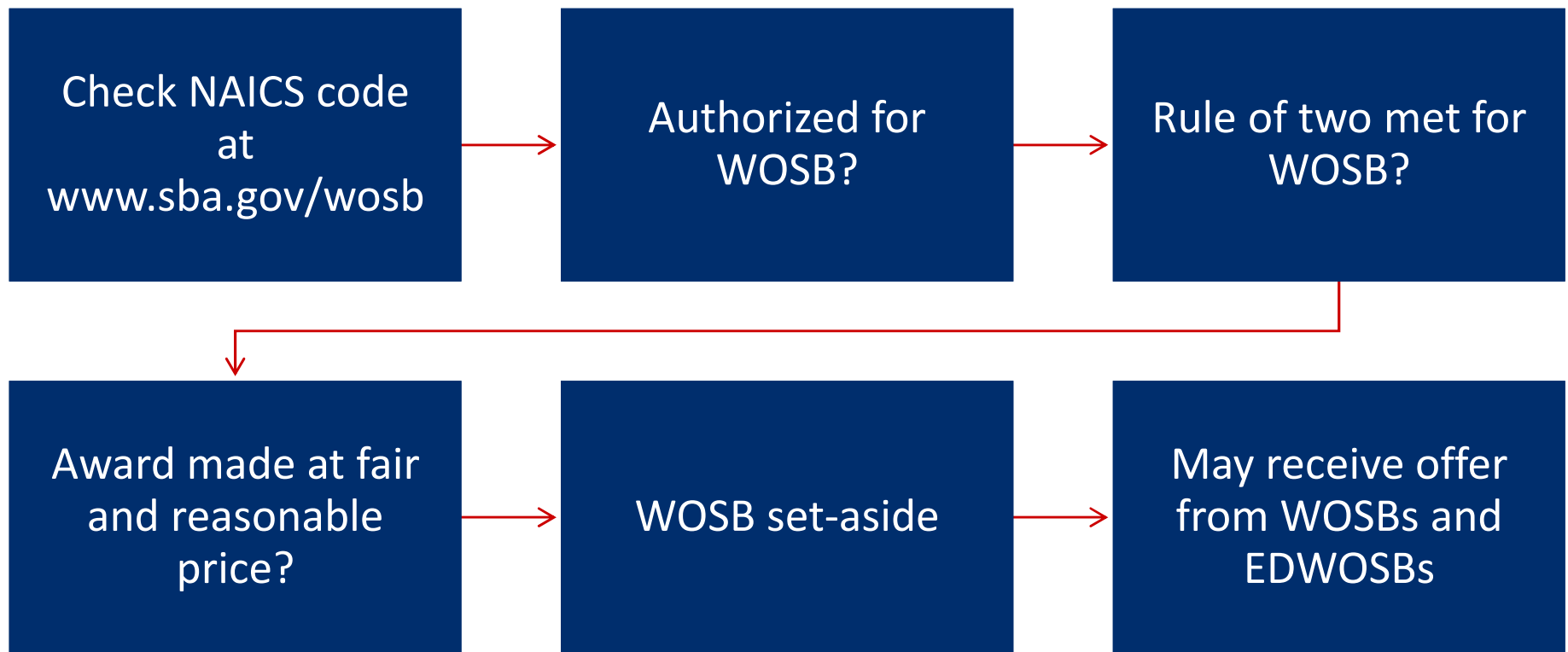
Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer

Award Price

Contract must be awarded at fair market price

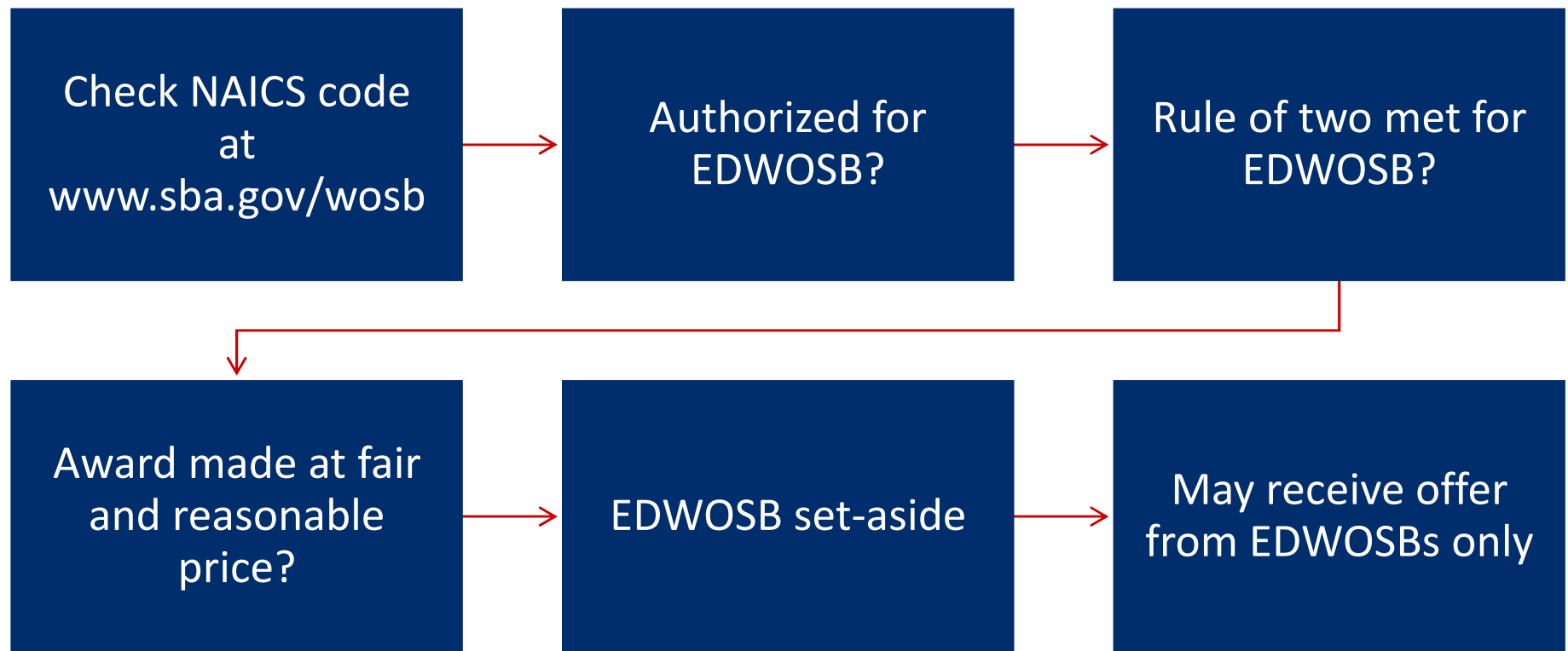
WOSB Set-Aside

Decision Making Process



EDWOSB Set-Aside

Decision Making Process



Important WOSB Considerations

- **Suggested language to include in a WOSB/EDWOSB solicitation:**

" Pursuant to FAR 19.1503(a), offerors must be sure their WOSB or EDWOSB status is in accordance with 13 CFR Part 127.

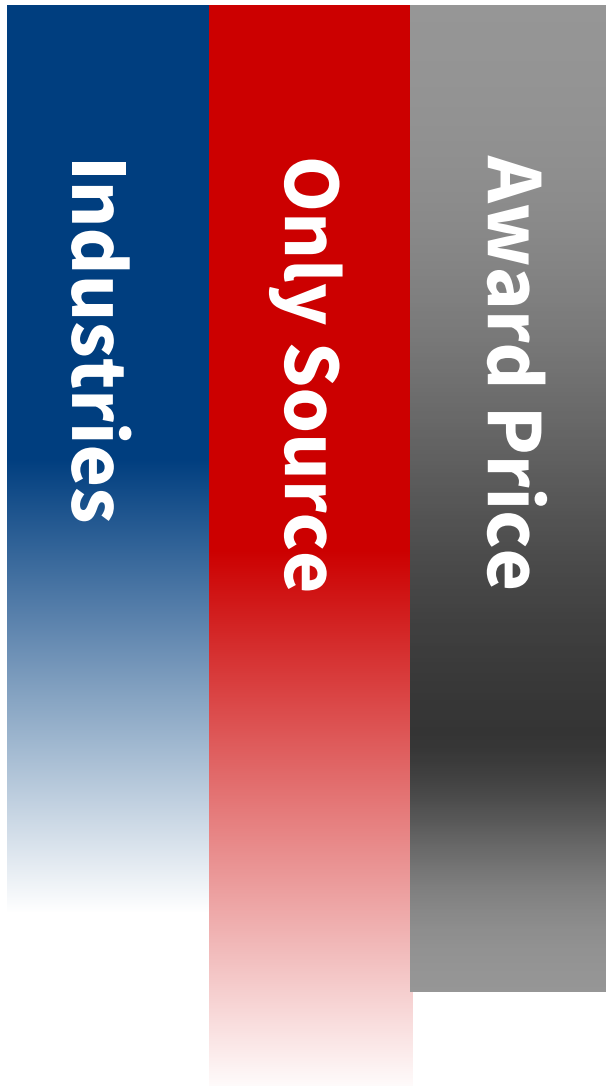
If the apparent successful offeror has submitted a complete application that is pending certification at the time of initial offer, or certified, by the U.S. Small Business Administration (SBA), the offeror will be eligible for proposal or bid submission, per 13 CFR 127.504. Offerors that need assistance in submitting a complete application to beta.Certify.sba.gov are advised to contact the SBA Office of Government Contracting at wosb@sba.gov."

WOSB and EDWOSB Question



If the NAICS code is authorized for WOSBs, can the CO set the procurement aside for EDWOSBs?

WOSB and EDWOSB Sole-Source Contracts



Industry

WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

Sole Source

Contracting officer has reasonable expectation that only 1 WOSB/EDWOSB that can perform

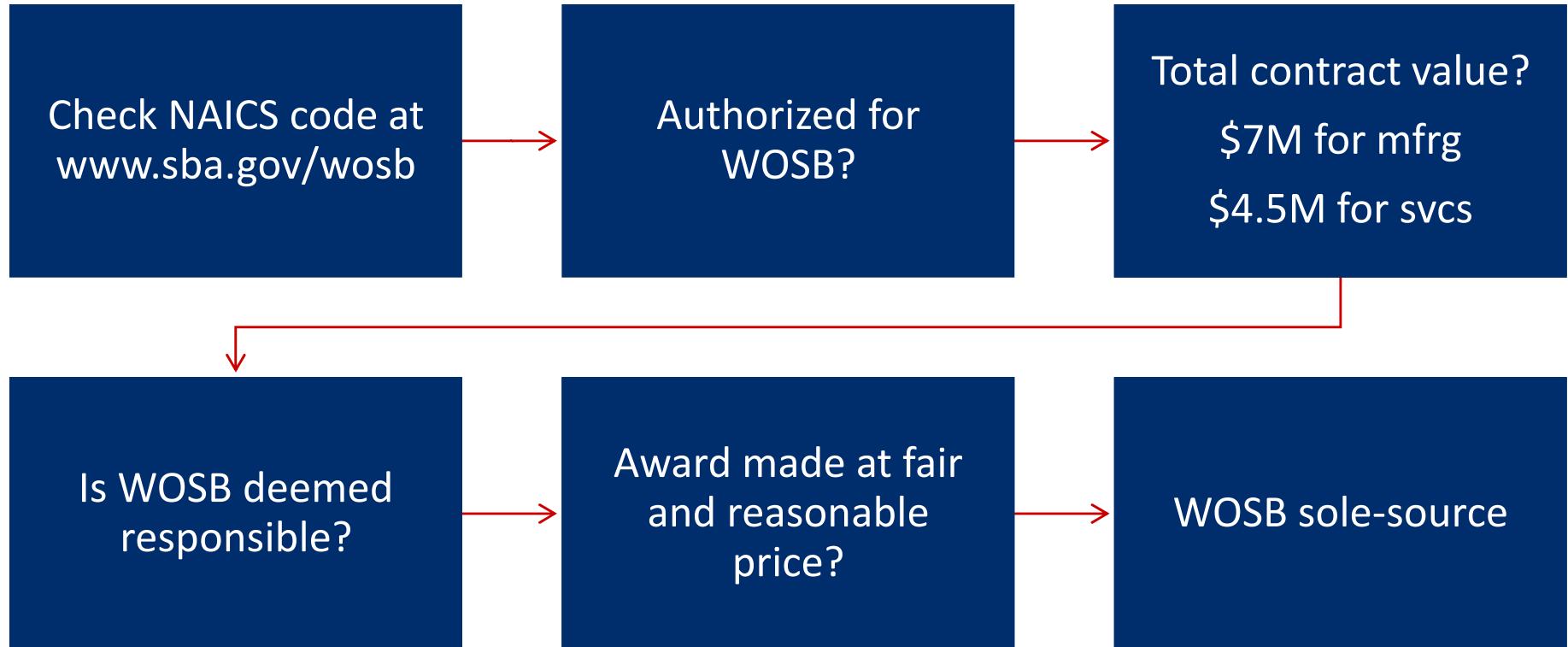
Award Price

Contract must be awarded at fair market price (\$7M for manufacturing or \$4.5M for all others)

WOSB READY

WOSB Sole-Source

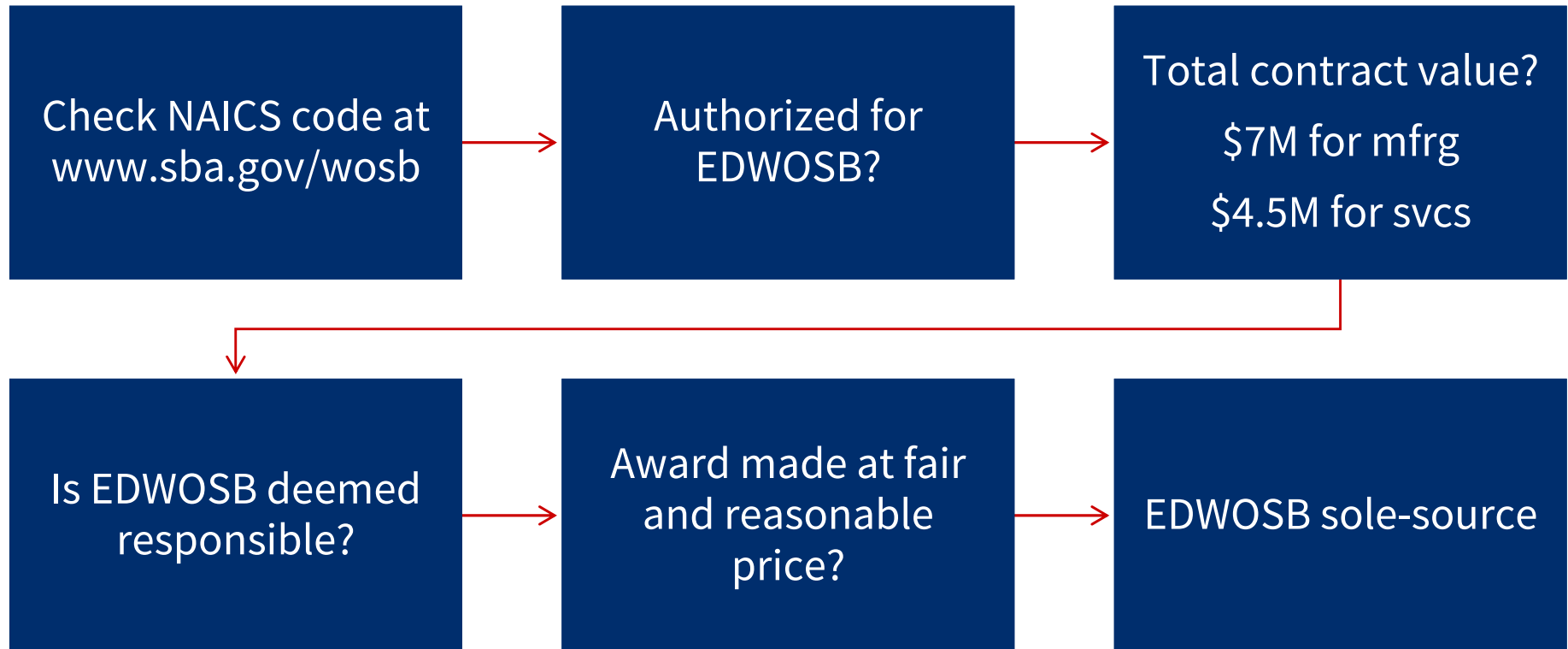
Decision Making Process



WOSB Federal Contracting Program is NOT a business development program. As such, there is no statutory authority to make a direct award. Agencies are required to prepare and approve J&A. FAR 6.302-5(c)(2).

EDWOSB Sole-Source

Decision Making Process



WOSB Federal Contracting Program is NOT a business development program. As such, there is no statutory authority to make a direct award. Agencies are required to prepare and approve J&A. FAR 6.302-5(c)(2).

Sole-Source Under WOSB Federal Contracting Program

FAR 6.302-5(b)(7)

- Establishes sole-source authority under the WOSB Federal Contracting Program.

FAR 6.302-5(c)(2)

- Provides contracts awarded using this authority shall be supported by written J&As.

Set-Aside or Sole-Source Examples



I have a requirement calling for the contractor to provide sign language interpretation services. I am planning to utilize the GSA Schedule for this requirement. NAICS Code 541930–Translation and Interpretation Services–is assigned to the solicitation. Market research results indicate that the rule of two can be met for WOSB set-asides. I have advertised it as a WOSB set-aside. Can I do a WOSB set-aside?

5419	Other Professional, Scientific, and Technical Services	
541910	Marketing Research and Public Opinion Polling	WOSB
541921	Photography Studios, Portrait	WOSB
541922	Commercial Photography	WOSB
541930	Translation and Interpretation Services	WOSB
541940	Veterinary Services	WOSB
541990	All Other Professional, Scientific, and Technical Services	WOSB

Set-Aside or Sole-Source Examples



Our agency has a solicitation calling for the contractor to provide staffing services. NAICS Code 561320–Temporary Help Services– was assigned to the procurement. Market research results indicate that the rule of two will be met for WOSB and SDVO SBC set-asides. Can I do a set-aside for WOSB?

5611	561110	Office Administrative Services	EDWOSB
5612	561210	Facilities Support Services	WOSB
5614	561410	Document Preparation Services	EDWOSB
	561421	Telephone Answering Services	EDWOSB
	561422	Telemarketing Bureaus and Other Contact Centers	EDWOSB
	561431	Private Mail Centers	EDWOSB

Set-Aside or Sole-Source Examples



I have an RFQ to purchase computer network equipment. NAICS Code 541519–Other Computer Related Services–is assigned to the procurement. Market research results indicate that the rule of two can be met for EDWOSB and WOSB set-asides. Which one do I select?

	541490	Other Specialized Design Services	EDWOSB
5415	541511	Custom Computer Programming Services	WOSB
	541512	Computer Systems Design Services	WOSB
	541513	Computer Facilities Management Services	WOSB
	541519	Other Computer Related Services	WOSB
5416	541611	Administrative Management and General Management Consulting Services	WOSB
	541612	Human Resources Consulting Services	WOSB

Eligibility Requirements for Joint Ventures

A WOSB/EDWOSB may submit an offer as a **joint venture** with another small business if the following requirements are met:

- Size: each concern is small under applicable size standard unless an SBA-approved MP JV;
- EDWOSB/WOSB must manage the joint venture;
- EDWOSB/WOSB employee must be project manager responsible for contract performance;
- EDWOSB/WOSB must own 51% of the JV;
- EDWOSB/WOSB must receive JV profits commensurate with work performed (at least 40%);
- Must have a special bank account in JV's name;
- Itemize all major equipment and facilities furnished by each party;
- Specify the responsibilities of the parties;
- Obligate all parties to ensure performance on the contract;
- Original records must be retained by the EDWOSB/WOSB managing venturer; and
- Quarterly financial statements and final profit and loss statement must be submitted to SBA.

Note: JV agreement must be submitted to CO.
SBA does **not** approve JV agreement but will process any status protests!



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Pre-Award

Important Pre-Award Considerations

- Check DSBS to make sure that the apparent successful offeror represented itself as a WOSB (or EDWOSB) eligible under the WOSB Federal Contracting Program.
- If the firm is denoted as pending, the CO may submit an expedited processing request to WOSBpendingcertification@sba.gov.
- If a set-aside has only one acceptable offer from a WOSB (including an EDWOSB), CO may make award. FAR 19.1505(d).
- If any questions on eligibility arise, file a status protest with SBA at wosbprotest@sba.gov.

Dynamic Small Business Search

Ex. Pending WOSB

Ex. Certified WOSB

Skip Navigation > Accessibility Options >
SBA Profile [Mobile View](#) [Exit](#)
[Back To Profile List](#)

HUBZone Certified?: Yes No
HUBZone Certification Date:

8(a) Joint Venture Certification:
8(a) JV Entrance Date:
8(a) JV Exit Date:

Women Owned - SBA Certified:
WOSB Certified?: Yes No
WOSB Pending?: Yes No
WOSB Pending as of **05/04/2022**

Economically Disadvantaged Women Owned - SBA Certified:
EDWOSB Certified?: Yes No
EDWOSB Pending?: Yes No

Skip Navigation > Accessibility Options >
SBA Profile [Mobile View](#) [Exit](#)
[Back To Profile List](#)

HUBZone Certified?: Yes No
HUBZone Certification Date:

8(a) Joint Venture Certification:
8(a) JV Entrance Date:
8(a) JV Exit Date:

Women Owned - SBA Certified:
WOSB Certified?: Yes No
WOSB Certification Date: 10/15/2020
WOSB Pending?: Yes No

Economically Disadvantaged Women Owned - SBA Certified:
EDWOSB Certified?: Yes No
EDWOSB Pending?: Yes No

Examinations and Protests

SBA is committed to ensuring only eligible WOSBs benefit from the WOSB Federal Contracting Program. The following tools ensure compliance with program requirements:

Eligibility Examinations

- SBA may investigate the accuracy of any certification or representation made.
- SBA will conduct regular reviews of firms who have certified and/or obtained third-party certification.
- A review will involve evaluation of documents uploaded through Beta.Certify.SBA.gov and SBA may request additional documents.

Protests

- SBA may investigate the accuracy of any certification or representation made as it relates to a specific WOSB/EDWOSB contract.
- Only an interested party, SBA, or a contracting officer may submit a protest.
- A protest must be submitted to the contracting officer within certain timeframes.
- Can only protest the ownership, control, and economic disadvantage requirements.
- Size protests are handled under 13 C.F.R. part 121.
- SBA reviews each protest and makes a final decision, which may be appealed to the Office of Hearings and Appeals.

Any WOSB/EDWOSB found to be ineligible **must remove** designation in SAM; CO **shall not award** the contract.



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Wrap-up

Changes to Remember



- The self-certification process is no longer available in certify.sba.gov. COs will still have to verify a WOSB firm's documentation for awards posted prior to October 15th, 2020
- For awards posted after October 15th, 2020, COs will no longer have to verify a WOSB firm's documentation. Program participation will be displayed on the firm's [Dynamic Small Business Search](#) (DSBS) profile.
- To bid on a WOSB/EDWOSB set-aside contract, a firm must be listed in DSBS as approved or pending.
- To be awarded a WOSB/EDWOSB set-aside contract, a firm's status must be listed in DSBS as approved.
- Firms seeking participation in the WOSB Federal Contracting Program should create an account on [beta.Certify.sba.gov](https://beta.certify.sba.gov) and apply for certification.

Resources

Visit the SBA's website for more information.

- To stay up to date on the program, please visit:
 - For small businesses: www.sba.gov/wosbready
 - For program administration and COs: <https://www.sba.gov/partners/contracting-officials/contracting-program-administration/wosb-program-administration>
 - The [beta.certify.sba.gov knowledge base](http://beta.certify.sba.gov) is a valuable resource for firms to get started learning about this new platform with how-to videos, user guides, and more!

Contact Us

- For questions on the WOSB Federal Contracting Program, email wosb@sba.gov.
- If the firm is denoted as pending, the CO may submit an expedited processing request to WOSBpendingcertification@sba.gov.
- If any questions on eligibility arise, file a status protest with SBA at wosbprotest@sba.gov.

THANK YOU!

Questions and Answers