

**U S Army Contracting Agency  
Northern Region  
Small Business Program Plan  
FY 03**

A. GOAL - SOURCE DEVELOPMENT

OBJECTIVE 1 - CONDUCT OUTREACH

- a. Conduct small business counseling.
- b. Conduct/participate in 1 or more outreach event(s).
- c. Conduct two capability briefings.
- d. Participate in regular local business development events.

OBJECTIVE 2 - CONDUCT TRAINING AND AWARENESS

- a. Ensure small business program included in credit card training.
- b. Orient/update current and new Center/DOC employees on program.
- c. Publicize program on post and in the local press by submitting articles.
- d. Educate customers on SB sources.
- e. Educate specialists and customers on websites and Internet tools.
- f. Establish websites and links to existing resources.

OBJECTIVE 3 - ASSIST IN PLANNING ACQUISITION STRATEGY AND CONDUCT PROACTIVE MARKET RESEARCH

- a. Encourage requirements personnel to team with the Center/DOC early in acquisition process.
- b. Assist contracting offices and buyers with conduct and evaluation of market research.
- c. Participate in planning and status meetings.
- d. Develop and conduct market research through:  
Sources Sought Synopsis  
Electronic outreach  
Website research.

OBJECTIVE 4 - STRENGTHEN SB PROGRAM

- a. Encourage positive relationship with SBA/PCR.
- b. Communicate with Northern Region SB Council.
- c. Establish/strengthen relationships with local business development offices and Chambers of Commerce.

B. GOAL - EMPHASIZE PROGRAM AREAS

OBJECTIVE 5 - CONDUCT AN AGGRESSIVE PROGRAM IN EACH PROGRAM AREA: SB SET-ASIDE, SDB, WOSB, HUBZONE, AND VETERANS PROGRAM

- a. Identify vendor capabilities.
- b. Use PRONET, CCR and SUBNET, and Sources Sought to identify sources.
- c. Interface/cooperate with state and local agencies during market research.
- d. Develop and maintain focused outreach program to publicize program by interfacing with other agencies and attending/participating in small business events.

OBJECTIVE 6 - CONDUCT AN AGGRESSIVE HBCU/MI/HSI/TCU PROGRAM

- a. Identify HBCU/MI/HSI/TCU capabilities.
- b. Provide information concerning requirements.
- c. Identify appropriate requirement opportunities.
- d. Achieve at least one of the following:
  - Develop and maintain outreach program
  - Provide technical assistance to assist in contract and grant participation
  - Develop MOU to provide surplus equipment, exchange instructors, provide workshops.

C. GOAL - ENSURE SUBCONTRACT PROPOSALS/PLANS ARE APPROPRIATELY EVALUATED AND NEGOTIATED, AND PLANS EFFECTIVELY ADMINISTERED

OBJECTIVE 7 - ASSIST CONTRACTING OFFICER IN REVIEW OF SUBCONTRACTING PROPOSALS AND PLANS

- a. Assist in strategy planning to address total small business participation.
- b. Participate in market research to assist contracting officer to determine realistic subcontract goals.
- c. Ensure plans meet requirements in FAR 19.704(a).
- d. Review plans IAW FAR 19.705-4.
- e. Question any subcontracting proposal/plan that does not contain challenging goals.
- f. Assist in plan negotiations.
- g. Ensure plans with small disadvantaged business goals of less than five percent are approved two levels above the contracting officer.

OBJECTIVE 8 - ASSIST AND SUPPORT ADMINISTRATIVE CONTRACTING OFFICERS (SEE 219.706(A)(II)) IN EVALUATING, MONITORING, REVIEWING, AND DOCUMENTING

CONTRACT PERFORMANCE TO DETERMINE COMPLIANCE  
WITH SUBCONTRACTING PLANS

- a. Ensure prime contractor generates DD Forms 294/295.
- b. Ensure copies of DD Forms 294/295 are provided to DA and Northern Region AD.
- c. Evaluate contract performance and propose corrective actions with prime contractor.
- d. Consider contract performance in award fee determinations.
- e. Consider contract performance in exercising of options.

OBJECTIVE 9 - COORDINATE SUBCONTRACT ACTIONS WITH SBA  
PCR (FAR 29.707)

- a. Review of solicitation by PCR (FAR 19.705-3).
- b. Notify SBA PCR of opportunity to review proposed contract (FAR 19.705-5).
- c. Notify SBA PCR of award (FAR 19.705-6(a)).

D. GOAL - ENSURE DATA PROJECTIONS, MEASUREMENT, AND  
ANALYSIS ARE TIMELY, ACCURATE, AND COMPLETE

OBJECTIVE 10 - PROJECTIONS AND ANALYSIS

Review historical data, review AAAF data, obtain requiring activity projected requirements, verify and list requirements not susceptible for SB, prepare narrative to support projections, obtain commanders' approval.

OBJECTIVE 11- MID-YEAR EVALUATION

- a. Review performance of program plan and program metrics for first six-months.
- b. Analyze performance to include expectation of FY performance, to include proposed action(s) to ensure success.
- c. Brief DOC, Center AD, and Region AD as appropriate on status and proposed action(s).

OBJECTIVE 12 - END-OF-YEAR EVALUATION

- a. Review FY performance of program plan and program metrics.
- b. Analyze performance.
- c. As necessary, include proposed actions to ensure success in next FY.
- d. Brief DOC, Center AD, and Region AD as appropriate on status and proposed action(s).

E. ACA NORTHERN REGION HQ GOAL - ENSURE ACA NORTHERN  
REGION ADMINISTRATIVE AND POLICY OBJECTIVES ARE MET

OBJECTIVE 13 - ASSOCIATE DIRECTOR AND SMALL BUSINESS  
SPECIALIST APPOINTMENTS

OBJECTIVE 14 - ARMY SMALL BUSINESS COUNCIL

OBJECTIVE 15 - DOD SMALL BUSINESS COUNCILS

OBJECTIVE 16 - AWARDS AND RECOGNITION

OBJECTIVE 17 - REQUIREMENTS MIGRATION PLAN

OBJECTIVE 18 - ACA NR SMALL BUSINESS PROGRAM PLAN

OBJECTIVE 19 - TARGETS ASSIGNMENT

OBJECTIVE 20 - DOD DIRECTIVE 4205.1 COMPLIANCE