SUPPLIER DIVERSITY SOLUTIONS

AMERICA TO GO

E&I Cooperative Services

NAEP
National Association of Educational Procurement
Empowering Procurement Professionals in Higher Education Since 1921™

NAEP 2021 DECEMBER 17-19 FUSION WEEK BACK TO THE FUTURE
Supplier Diversity Challenge

- **Opportunity:** Catering is often one of the largest opportunities to increase support for Supplier Diversity

- **Challenge:** Supporting, managing and tracking scores of small local suppliers is difficult and time consuming

- **Solution:** Working with E&I and our clients, America To Go has developed an end-to-end solution to extend university Supplier Diversity initiatives to restaurants and caterers, while also addressing other university goals
America To Go has become an important tool to support Supplier Diversity for many of our clients.

Increasing our SWaM spend is a critical goal for us ... we had a difficult time promoting SWaM vendors to users and tracking SWaM spending. ATG has provided invaluable assistance in facilitating SBSD certification and providing effective vendor outreach.”

Kristin Floyd, Fmr Senior Buyer, UVA Procurement & Supplier Diversity Services
Supplier Diversity - Overview

- Increase Diverse Vendor options for users
  - Assess and support existing vendors
  - Acquire new vendors
  - Make Diverse vendor more visible to users

- Increase Demand for Diverse vendors
  - Customize ordering site to highlight Diverse vendors
  - Provide feedback to users to encourage increased utilization
  - Launch campus communications encouraging increased utilization
  - Hold tastings to introduce users to Diverse vendors

- Robust reporting provides data to steadily enhance the initiative
Key Ordering Site Component

- **Diversity Dashboard**
  - Tracks individual user’s Diverse spend against overall university Diverse spend

- **Diversity Information Tile**
  - Customizable tile provides program details

- **Diversity Icons & Filters**
  - Users can easily search and identify diverse vendors appearing on the site

- **Diversity Language on Orders**
  - Encourages user and vendor participation
Diversity Dashboard

My Diverse Spend

- My spend percent with Diverse vendors is up 3% from last year.
- I am 6% ahead of Cornell on spend percent with Diverse vendors this year.

Bar chart showing
- My 2019: 2%
- 2020: 6%
- Cornell 2019: 17%

ATG HIGHLIGHTS

Welcome, HARIA!
Procurement and Payment Services guides and supports Cornell’s ongoing commitment to encourage business opportunities and diversity among its vendors by promoting minority business development as a shared responsibility throughout the university. Through this effort, we open doors in university departments and increase awareness of minority suppliers. We work to create opportunities for minority-, women-, veteran-, LGBTQ-owned business through goods purchased.

*"Cultivate partnerships with the widest spectrum of off-campus entities and include a full diverse range of off-campus participants in Cornell’s events, contracts, services and initiatives."* University Diversity Council, March 2012
Diversity Filter | Icons

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Diversity Language on Orders

**ATG Order ID:** 15270118  
**PO ID:** 910758

**Customer**

**Cornell University**  
215 Garden Ave  
Room #212, Kennedy Hall (10805)  
Ithaca, NY 14853  
Tel: (607) 255-

**Vendor**

**Mandible Cafe**  
260 Tower Road  
Ithaca, NY 14853  
Tel: (607) 254-

**DELIVERY** Thu, 2/28/19 01:30 pm  
**Delivery Instructions**  
**212 Kennedy Hall**

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**Thank you for ordering from a Diverse Supplier**

<table>
<thead>
<tr>
<th>Qty</th>
<th>Category</th>
<th>Item Description</th>
<th>Unit Price</th>
<th>Line Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fruit Packages</td>
<td>Small Fruit Bowl</td>
<td>37.00</td>
<td>37.00</td>
</tr>
<tr>
<td>1</td>
<td>Appetizer</td>
<td>Focaccia Bites Pesto Veggie (special instruction: 1-2 pieces have 1-2 pieces)</td>
<td>34.00</td>
<td>34.00</td>
</tr>
</tbody>
</table>

**AMERICA TO GO**

1-866-ATG-TOGO  
customerservice@americatogo.com
Implementation Process

- Specify vendor Diversity standards and reporting methodology
- Assess and support vendors’ compliance
  - Support vendor certification and collect documentation as needed
  - Acquire additional Diverse vendors as needed
- Customize ordering site to promote Diversity initiative
  - Including user Diversity Dashboard
- Launch communications supporting Diversity initiative
  - Including a vendor fair with tastings from diverse vendors
- Regular reporting and meetings used to steadily enhance the Diversity initiative
Next Steps

If you would like to learn more about how America To Go can support your Supplier Diversity initiatives, please reach out to either:

Andrew Silbiger
(andrew.silbiger@americatogo.com)

or Jennifer Nisbet (jnisbet@eandi.org)

For Contract Documents and Member’s Success Stories visit:
https://www.eandi.org/contracts/america-to-go/

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