

Diverse Business Supportive Services Center



2018 Winter Newsletter

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The Diverse Business (DB) Supportive Services Center is a shared initiative between Cheyney University of PA and the Pennsylvania Department of Transportation.*



It's 2018!

We have officially made it through another busy and productive year! In 2017, the DB Supportive Services Center set its sights higher than ever before; we travelled across the state of Pennsylvania, facilitating trainings, attending events and even hosting some of our own that were very successful, exceeding our own expectations.

Let's take a look at our 2017 at a glance:

DB SSC Small Business Conferences held: 1

DBE Getting Ready for Primetime Networking Event held: 2

SSC Business Development Conference held: 3

Firms Assisted: 24

Events Attended: 25

In-person or conference call trainings & meetings facilitated: 30

New Contacts/Relationships made: 104

We accomplished many of our goals, and because of our success, we are expanding our program this year! We are kicking off the year with a new Marketing Series that will give small business owners a deeper insight into digital *and* government marketing techniques. *See the next page for more information.*

We are also rolling out our new Marketing Stipend Program that eligible* DB firms will be able to apply for and receive funds for marketing and branding materials such as but not limited to: brochures, business cards, flyers, and even websites. *More information will be made available at a later date.*

Lastly The DB SSC will pick up where we left off last year for our second annual Small Business Conference, and *this* year, we plan to bring the conference to central Pennsylvania!

Our 2018 will be busy, and we look forward to seeing and working with you!



Events

PennDOT Disparity Study Public Meetings

It's time to let your voice be heard! The Pennsylvania Department of Transportation and the Department of General Services are hosting public forums throughout the month of January all over the state. It's the perfect opportunity for small, diverse, and disadvantaged business owners to discuss their issues and voice their concerns regarding contracting with the government. Dates, times, and locations are below:

Wednesday, January 17, 2018 | 8 am – 2 pm*
PennDOT Engineering District 5-0 Office
1002 West Hamilton Street
Allentown, PA

Thursday, January 18, 2018 | 11 am – 2 pm
PennDOT Engineering District 6-0 Office
7000 Gerdes Boulevard
King of Prussia, PA
Registration begins at 10:30 am

Friday, January 19, 2018 | 11 am – 2 pm
Dixon University Center, Administration Building
Conference Room A/B/C
2986 N 2nd Street
Harrisburg, PA
Registration begins at 10:30 am

Tuesday, January 30, 2018 | 9 am – 12 pm
Pittsburgh City/County Building
414 Grant Street
Pittsburgh, PA
Registration begins at 8:30 am

Wednesday, January 31, 2018 | 9 am – 2 pm*
Erie City Hall – City Council Chambers
626 State Street
Erie, PA

*** Please Note:** The Supportive Services Centers Getting Ready for Primetime event is taking place between 8:30 am and 11 am. If you only want to attend the public meeting, please promptly arrive at 11 am, or if you would like to participate in Getting Ready for Primetime, please email penndbe@cheyney.edu for info on how – Ready & Willing DBE firms only!



*** Please Note:** The BDISBO “Doing Business With the Commonwealth” event is taking place between 9 am and 11 am. If you only want to attend the public meeting, arrive promptly at 11 am or if you would like to attend the “Doing Business with the Commonwealth” event, direct your questions to Tina Marks at tinmarks@pa.gov or call 717-705-5865.

The DB Supportive Services Center of Cheyney University Presents:

Marketing for Growth Workshop Series

2/21/2018

701 Market Street, Concourse Level | Philadelphia, PA

8:00 AM Registration | 8:30 AM - 3:30 PM



Brand Marketing: Using Digital Space and Beyond

Nearly every industry has been affected by the fast-paced advancements in the digital landscape. Leveraging digital solutions is now a strategic, competitive advantage rather than a novelty. This hour and a half course will give you a glimpse into brand development, business marketing and improving customer engagement geared towards nurturing sales.

Government Marketing: Why Sell to the Government?

This two and a half hour workshop will give firms seeking to contract or provide professional services to any level of government the proper tools and resources needed to gain a competitive edge when vying for local, state, or federal government contracts. This course series is ideal for business owners specifically seeking to work with a government entity.

Cost: **FREE**

Interested? RSVP now at dsmiley@cheyney.edu





FYI

Business Partner Registration Instructions:

You will need to access the ECMS website at <http://www.dot14.state.pa.us/ECMS/> to begin the online application.

***Instructions for ECMS Registration:**

Click the Guest link under the Links section to log in as an ECMS guest. Click business partner in the top left toolbar, then select business partner registration (you will need to click on the “Show All Content” Button). Fill out the online portion [5 tabs at the top of the page-please complete all 5 before hitting submit] and mail in the PDF file (attached here for your convenience). There are only 4 pages of the document that gets sent; the rest are instructions and definitions. After you submit these applications, PennDOT will assign you a login for ECMS (Engineering and Construction Management System).

PLEASE NOTE: The website is only compatible with Internet Explorer 11. It will not load correctly in Chrome, Firefox, or any other format. If you have trouble with this, please call the PennDOT IT Service Desk numbers at: (717) 783 8330 or (855) 783 8330, Monday through Friday 8 AM to 4 PM.

NEW! DB Verification Forms

PennDOT has created a new DB verification process that confirms active DB certifications with the state. If you are a certified DB in the state of Pennsylvania and intend on doing business with PennDOT or other firms through ECMS, you must fill out the form. You can access the form on our website at <http://www.padbssc.com/resources/db-verification/> . After completing the form, please email it to the email listed on the document and copy dsmiley@cheyney.edu . When your certification has been confirmed, you will receive a letter from PennDOT. If you have any questions regarding this process, don't hesitate to contact us!

Contact Changes in ECMS

To make contact information (mail, phone, fax, email, etc.) changes appear in ECMS, business partners must coordinate with the Business Partner Registration Office. Please direct those changes to Melanie Richardson at (717) 705-1501.

Spotlight

[Your Business Name Here]

We are looking to promote diverse businesses who are excelling in their industries – plus: FREE PROMOTION!

The Business Spotlight is for diverse businesses like you to not only promote your business, but also to boast your business' success!



Here's how to get on the Business Spotlight page:

- You must be a part of the DB cohort (contact us for more information).
- You must be a *certified* Diverse Business.
- You must be registered to work with PennDOT or be in the process of registering.
- You must have had a one-on-one consultation or training course with one of the Supportive Services Centers.

That's it!

Email dsmiley@cheyney.edu if you would like to be on our Business Spotlight page.

Ads

NO ADS.

**If you would like to advertise your
services or an event, contact
dsmiley@cheyney.edu.**



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