

Executive Department - Governor's Office of Minority Affairs

MISSION

The Governor's Office of Minority Affairs (GOMA) will empower small business owners to be competitive in their marketplace while establishing guidelines and best practices for inclusion in state procurement programs.

VISION

An open and accessible culture where Maryland is open for all businesses.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Support the growth and development of Maryland's 560,000+ small, minority- and women-owned businesses.

Obj. 1.1 Provide outreach and training programs that help small businesses grow.

Obj. 1.2 Connect small businesses to online resources which can help them grow.

Obj. 1.3 Utilize social media to promote small business programs and resources.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of GOMA-hosted small business events	N/A	N/A	N/A	15	17	20	25
Percentage of attendees who rated their attendance at a GOMA-hosted event as above average	N/A	N/A	N/A	N/A	N/A	75%	85%
Number of return visitors to Resource page on GOMA's website	N/A	N/A	N/A	N/A	959	1,500	1,750
Percentage of website visitors who rated the usefulness of GOMA's website as above average	N/A	N/A	N/A	N/A	N/A	75%	80%
Individuals in GOMA's social media community (Facebook, Twitter and LinkedIn)	N/A	N/A	N/A	N/A	1,261	2,500	3,750

Goal 2. Drive growth in the participation of small, minority- and women-owned businesses in Maryland's economic inclusion programs.

Obj. 2.1 Optimize Minority Business Enterprise (MBE) contracting utilization.

Obj. 2.2 Optimize Small Business Reserve (SBR) contracting utilization.

Obj. 2.3 Increase dollars paid through SBR-designated contract by 100 percent.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of unique MBE firms receiving payment from the state	N/A	N/A	N/A	N/A	1,244	1,500	1,650
Number of unique SBR firms receiving payment from the state	N/A	N/A	N/A	N/A	1,200	1,300	1,400
Percentage of dollars paid through SBR designated contracts	N/A	N/A	N/A	14%	17%	100%	100%

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Goal 3. Support utilization of small and minority- and women-owned businesses across all participating State agencies.

Obj. 3.1 Optimize the implementation of the MBE and SBR programs at the agency level through training.

Obj. 3.2 Increase SBR-designated contract awards by 100 percent.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Percentage of above average ratings on staff training events	N/A	N/A	N/A	N/A	N/A	75%	80%
Percentage of 29 percent MBE goal attained	101%	98%	94%	90%	67%	90%	100%
Percentage of 10 percent SBR goal attained	61%	90%	118%	106%	70%	100%	110%
Percent of dollars paid through SBR designated contracts	N/A	N/A	N/A	14%	17%	100%	100%