

NASA Office of Small Business Programs

Effective March 2014

NASA Small Business Strategic Plan

Mission

- To advise the Administrator on all matters related to the National Aeronautics and Space Administration's (NASA's) small business programs.
- To promote the development and management of NASA programs that assist all categories of small business.
- To develop small businesses in high-tech areas that include technology transfer and commercialization of technology.
- To provide small businesses with the maximum number of practicable opportunities to participate in NASA prime contracts and subcontracts.

Vision

- To promote and integrate all small businesses into the competitive base of contractors that pioneers the future in space exploration, scientific discovery, and aeronautics research.

Long-Term Goals

- Demonstrate commitment to small business utilization.
- Engage senior leadership in achieving small business goals.
- Expand small business program training and encourage participation by the acquisition community.
- Utilize the Small Business Improvement Plan to promote continuous improvement for all small business programs.
- Structure the Center small business offices to maximize effectiveness.
- Develop programs that support high-tech small business firms through Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) awards and the Mentor-Protégé Program, etc.
- Promote internal activities with mission directorates, mission support offices, and NASA Centers.
- Create a Small Business Technical Coordinator in program and project offices throughout the Agency.
- Ensure that our databases truly represent the facts upon which decisions are made through the use of a Small Business Dashboard.
- Promote external outreach activities at conferences, prime vendor councils, and other Government agencies
- Encourage Centers to have regional Industry Days focused on the socioeconomic programs where the Agency or Center did not meet its goals.
- Grow the high-tech small business supplier base through increased awareness of contracting opportunities through the Acquisition Forecast, NASA Vendor Database, and NASA Automated Information System.
- Focus communication through the use of social media (Facebook, Twitter, etc.).
- Expand subcontracting opportunities for small businesses.
- Break out small business requirements and set them aside whenever possible.

Metrics

- Promote programs that support high-tech small business firms through SBIR/STTR awards and the Mentor-Protégé Program and track the following metrics:
 - the number of mentors,
 - the number of successful Mentor-Protégé Agreements, and
 - the number of Phase III SBIR Awards.
- Promote both internal and external outreach activities and the number of Center participants and track the following metrics:
 - the number of meetings with mission directorate, mission support, and senior Center personnel;

- the number of internal outreach events and the number of participants;
 - the number of external outreach events and the number of participants;
 - the number of outreach events with senior leadership attending; and
 - the number of Small Business Technical Coordinators.
- Promote a NASA-wide database of small business vendors that also tracks
 - the number of vendors registered in the database,
 - the number of searches performed in the database,
 - the number of e-mails sent through database,
 - the number of small businesses viewing the Acquisition Forecast,
 - the number of acquisition personnel using the Small Business Dashboard, and
 - the Survey of Vendors to ascertain the effectiveness of the NASA Small Business Program.
 - Promote the Small Business Training Program for NASA acquisition personnel and track the following data:
 - the number of acquisition personnel trained in classroom sessions in various small business categories and
 - the number of acquisition personnel trained via a Web session in various small business categories.
 - Expand subcontracting opportunities for small businesses by doing the following:
 - tracking subcontracting opportunities through the Electronic Subcontracting Reporting System (eSRS) and
 - tracking documentation as it passes from the Federal Procurement Data System (FPDS) through eSRS into the Contractor Performance Reporting System (CPARS).

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Small Business Enterprise Integration

Enterprise Management

- *Alignment*—All OSBP priorities are aligned with the strategy and plans of NASA and the U.S. Small Business Administration (SBA).
- *Governance*—The OSBP is responsible to the Office of Federal Procurement Policy (OFPP), the SBA, Congress, and NASA to meet the Agency's small business goals.

Enterprise Execution

- *Driven by Common Processes*—The OSBP business model is driven by Federal Acquisition Regulation practices and adapted to NASA requirements.
- *Resource Allocation/Costwise*—All small business goals are based on the industrial base, past performance, and congressional mandates.
- *Risk Management*—The level of operational risk is dependent upon mission-driven requirements.
- *Metrics-Shaped*—Mission, cost, reliability, and consistency.
- *Barrier Removal*—Continuous transformation.

Results

- Small business represents increased productivity and decreased costs.
- Continuous improvement.