



## **BSC Committee Report – December 5, 2022**

The BSC Team conducts monthly conference calls for all BSC Operators to review program sales and employment, performance metrics, marketing activities and discuss issues affecting the success of the BSC program.

**Sales/Employment:** The 6+6=12 employment proposal, was approved by the NIB Board on October 27<sup>th</sup>, 2022. The updated BSC Policy has been distributed to the BSC Operators.

### **Sales by Category for FY23 to Date:**

- AbilityOne sales were down 11.7% over FY22.
- Commercial sales were down 24.9% over FY22.
- HAZMAT sales were up 13.1% over FY22.
- IEE sales were down 29.8% over FY22.
- Total sales were down 23.4% over FY22.
- The overall AbilityOne ratio for FY23 is 27.7%.

There are 15 locations with BVI vacancies. Since end of FY2022: 3 locations recently filled BVI vacancies, 3 BVI vacancies occurred, and 1 recently filled vacancy decided the previous role was a better fit and went back to that role.

**Personal Sales:** The AbilityOne Commission asked NIB to propose rules that would potentially allow BSCs to do personal sales. The Commission has reviewed the proposal and indicated there are some concerns for potential impact on AAFES Clothing Sales. NIB discussed with AAFES and the response was positive but the decision makers needed to review. After various follow ups in which we were told the decision makers were in conferences and not available, AAFES contacts have gone silent. NIB BSC staff alert the Commission of the steps taken and that we did our due diligence to get AAFES sign on. The Commission will take our input under advisement and make consider a decision.

**GSA 4PL:** NIB continues to monitor the implementation of the latest iteration of GSAs 4PL program. The goal is to avoid any conflict within locations with existing BSCs, ensuring that when a BSC is present, GSA either use the local BSC or avoid any overlap in scope. GSA currently has a contract with a consortium consisting of LCI, MSC and OSC. As of this report, we have not heard of any conflicts or complaints from existing BSCs.

**DLA/Tailored Logistics Support Program (TLS):** This project provides an opportunity for BSCs to accept MIPR and MILSTRIP payment while supplying products to customers on base. Sales over the micro-purchase are competed among the BSC operators, and DLA selects the winning bid from there. Through July 2022, participating BSC operating agencies were awarded 146 contracts worth \$12.84M, with \$150 million total contract value anticipated over 5 years. DLA requested BSC operators step up marketing efforts to ensure the program succeeds and contracts are renewed. An update through the end of FY22 is expected soon from DLA.



**First Look:** NIB continues outreach to the Air Force (AF) to provide First Look sales data. Although the AF promised to send part numbers and descriptions of items sold through the First Look program, they have not. NIB followed up with the AF on Thursday December 1 and has not received a response. Operators continue to work with VIT on an AbilityOne compliant portal. The AF indicated they would support and promote that portal once launched. Expected launch date is January 1, 2023. EPS, the company that owns the National Diversity Veteran Small Business First Look portal has been reaching out to BSC operators. They have already launched at bases operated by two different NPAs and are in the process of onboarding 4 more. EPS indicated that although they would prefer to be the only First Look portal for BSCs, they welcome the competition if NPAs sign with both. NPA BSC leadership has concerns regarding participation in First Look portals. They would prefer BSCs be promoted as the first choice.

The below First Look Impact Summary table analyzes FY23 sales to date versus FY22 sales to date at all BSC locations, Air Force BSCs, and non-Air Force BSCs. First Look is active at all AF installations and the date of full program implementation is unknown.

| Locations                    | AbilityOne | Commercial | Total Sales |
|------------------------------|------------|------------|-------------|
| All BSCs                     | -11.7%     | -24.9%     | -23.4%      |
| Air Force                    | -25.6%     | -44.2%     | -30.2%      |
| All BSCs Excluding Air Force | -2.7%      | -12.6%     | -13.2%      |

We find that BSCs at non-Air Force installations (thus not participating in First Look) show a decline in AbilityOne sales of 2.7%, whereas BSCs at Air Force installations show a decline in AbilityOne sales of 25.6%. The Air Force has not yet shared First Look sales data; thus, it cannot be determined if the steeper decline of AbilityOne sales seen at BSCs at Air Force installations is due to commercial ETS leakage through the First Look initiative. It is unknown if local small businesses servicing the First Look Program are authorized AbilityOne distributors, suggesting possibility of ETS leakage.

BSCs at non-Air Force installations show a total sales decline of 13.2%, whereas BSCs at Air Force installations show a total sales decline of 30.2%. During the first month of FY2023 versus the first month of FY 2022, a steeper decline in total sales is seen at Air Force locations versus all other BSC locations.

**BSC Reporting Site Project:** The BSC Reporting Site project went live on October 3. Users can now upload line-item sales data. Testing and review of the site is ongoing and agency contacts are welcome to reach out to the BSC Team at any time for training. A year over year analysis of store performance will be available with newly created reports. Agencies have so far reported September and October sales using the new site. 8 NPAs are uploading line-item data reflective of about 90 BSC locations in the recent October 2022 sales reporting.

**BSC Director/Program Manager Visits:** There have been no new BSC visits since the Camp Mabry, Fort Hood visits 11/1 through 11/4.



**New BSC Locations:** Addition packages are at the Commission for Sierra Army Depot COPARS, CA, U.S. Naval Academy, MD. A Package for Malmstrom COCESS is in process.

**Compliance Audit FY23 Summary:**

- 3 agencies, 5 store visits to date
- 1 BSC had Best Practice score lower than 95%
- 1 BSC was found to have ETS
- 0 BSC had no blind labor at the time of visit
- 0 with AO active items below 25%
- 3 with AO active items 50% or higher
- No pricing issues found



## The National Association for the **Employment** of People who are Blind

### NAEPB Marketing Committee Board Report

December 12, 2022, Board Meeting

The NAEPB marketing committee, including committee chair Joshua Gould and members of the NIB communications team, continue to work on four key strategic initiatives for FY2022. Status and key activities for each initiative is provided below.

### **Initiative #1: Great American Workforce Campaign**

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#### **Background:**

- The fourth year of the campaign launched in April 2022 during the National Symposium and ran through November/Veterans Day.
- The campaign was developed and executed by the NIB communications team with support and strategic guidance from NIB's marketing/communications agency, the Clyde Group. NIB associated agency representatives on the marketing committee have provided employee profiles and other input in support of the campaign.

**Audience:** Members of Congress and their staffs, key federal agency leadership, and other policy influencers.

**Goal:** Educate policymakers about the value of NIB and the work of its associated agencies; mitigate negative perceptions around the value of NIB and its associated agencies.

#### **Campaign Tactics and Results (from May 9–November 18, 2022):**

- Digital and social media advertising:
  - Division D: 0.23% click-through rate (*industry standard = 0.09%*)
  - Twitter: 0.36% click-through rate (*industry standard = 0.25%*)
  - LinkedIn: 0.24% click-through rate (*industry standard = 0.25%*)
  - Facebook: 0.35% click-through rate (*industry standard = 0.90%*)
  - Google Ads: 1.64% click-through rate (*industry standard = 1.1%*)
  - The Hill: 0.15% click-through rate (*industry Standard = 0.15%*)
- Sent four monthly emails to members of Congress and staffers. Results:
  - Open Rate: 24.82% (*industry standard = 13%*)
  - Click Rate: 0.91% (*industry standard = 1%*)
- Ads direct audiences to the landing page: <https://NIB.org/workforce>
  - Pageviews: 26,619
    - Website visits compared to the previous year were lower due to a lower click through rate. Audiences driven to site interacted more than previous years though.

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- Events (Page Interactions): 9,861
  - Landing page engagement exceeded performance compared to the last three years.
- Preliminary Campaign Results:
  - Landing page engagement grew by 39%
  - Most impressions of any year of the campaign
  - Google ad engagement grew 42.36%
  - Campaign tactics informing future campaigns - Focus will pivot to engagement over impressions

## **Initiative #2: SKILCRAFT Marketing**

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NIB and the marketing committee are working on two ongoing SKILCRAFT promotional initiatives that drive program sales and employment:

### **(1) SKILCRAFT Advertising Campaign**

**Audiences:** Procurement/contracting officers and government/military customers.

**Goal:** Strengthen SKILCRAFT brand awareness its association with NIB and the AbilityOne Program. Messaging focuses on capabilities, products, and services.

### **Campaign Tactics and Results (from May 9–November 18, 2022):**

- Digital and social media advertising:
  - Division D: 0.21% click-through rate (*industry standard = 0.09%*)
  - Twitter: 0.34% click-through rate (*industry standard = 0.25%*)
  - LinkedIn: 1.88% click-through rate (*industry standard = 0.25%*)
  - Facebook: 0.51% click-through rate (*industry standard = 0.90%*)
  - Google Ads: 2.53% click-through rate (*industry standard = 1.1%*)
  - Spotify: 0.04% click-through rate (*industry standard = 0.02%*)
  - Sightline Group (Military Times, Federal Times, and Federal Times Newsletter): 0.09% click-through rate (*industry standard = 0.03% - .08%*)
- Pointing audiences to the landing page: <https://NIB.org/SKILCRAFT> and subsequent SKILCRAFT services line-of-business pages on NIB.org.
  - Total pageviews: 59,866
  - Website traffic for SKILCRAFT services pages have grown significantly
    - Traffic increased from 500% - 900% for a service landing page during the month that specific service line was featured.
  - Preliminary Campaign Results: Higher impression count compared to year 1
  - Services page impressions on NIB.org significantly grew
  - LinkedIn engagement grew 238%
- Campaign tactics informing future campaigns - Focus will pivot to engagement over impressions. Continuing to monitor performance metrics and optimize tactics accordingly.

### **(2) SKILCRAFT Product Marketing Activities**

NIB continues to collaborate with the marketing committee on ways to further enhance product marketing activities and increase the effectiveness of tactics employed. NIB's product marketing team continues to develop new product launch materials tailored to the specific audience type federal customers, Base Supply Centers, and wholesalers and distributors.

### Initiative #3: Social Media

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**Background:** The social media subcommittee continues to coordinate and amplify social media efforts across the NPA network.

- The subcommittee is comprised of 23 members representing 16 NPAs
- Five meetings held to-date: key outcomes so far:
  - Concluded the NDEAM Challenge
    - 12 posts tagged NIB on Facebook, Twitter, and LinkedIn throughout the month of October, but over 100 posts used the #NDEAM hashtag.
    - Congratulations to Envision and Alphapointe who tied for most qualifying posts.
    - We were encouraged by the subcommittee members enthusiasm, participation, and use of creative assets. Examples include:
      - [Alphapointe](#)
      - [The Lighthouse for the Blind Inc.](#)
      - [Envision](#)
  - Subcommittee members successfully posted about the NIB/NAEPB Training Conference and Expo using the hashtag #NIBConfExpo to amplify the conversation around our shared mission.
  - Posts varied from business focused to employee of the year centric. Examples include:
    - [Beyond Vision](#)
    - [AVRE](#)
  - NIB fulfilled the request to provide on-site social media support at the conference by manning a social media kiosk during the expo. The kiosk was well-received, but agency members would like to see a greater focus on including social media/marketing into conference programming.
  - NIB continues to execute the Agency Spotlight series on social media. Agencies interested in being featured should email a picture of their agency with a blurb (interesting facts, employment stats, line of business, etc.) to Maria Egan at [megan@nib.org](mailto:megan@nib.org).
  - The November subcommittee meeting served as the last scheduled meeting and the group checked-in on their charter as well as shared ideas for how they'd like to see the subcommittee evolve.
  - Members agreed that the subcommittee successfully identified initiatives to collectively support on social using best practices, developed a system for sharing and storing assets, and experienced an increase in engagement around coordinated posts.

- In the future, they'd like to see more of a focus on training sessions on emerging social trends, how to best prove social media ROI, and other pertinent topics.

## **Initiative #4: NAEPB Enhanced Messaging**

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**Background:** Based on a desire to enhance the messaging we are conveying to our congresspeople and other constituents, the NAEPB surveyed its members to gain additional insight about our organizations. The focus was to better understand how many people who are blind are in leadership positions or have been promoted, the diversity of our organizations, and the level of service/job placements provided. Given the negativity circulating from other disability organizations, the hope is that this can counter some of that messaging and provide our own narrative.

- Taking a phased approach to developing deliverables based on survey results.
- The first phase included an infographic that serves as the “full suite” and captures all relevant data points from the survey.
- Once approved, the infographic will be cut down into more digestible sections that can be shared either on social media or with specific audiences.
- The infographic will also be reformatted into a printer-friendly version so agencies can print on-demand if they are having in-person meetings.
- The second phase of this initiative will be to put a face to the numbers and determine the next set of deliverables to help us tell our story.
- Additionally, in FY23, NIB will work with members of the NAEPB to update marketing messaging as informed by the survey results.



## **The National Association for the Employment of People who are Blind**

### **NAEPB/NIB Operations Subcommittee Updates as of December 2, 2022**

#### **Joint Commodity: VACANT, Amanda Alderson (NIB), Shawn Spengler (NIB)**

##### Major Challenge or Accomplishments:

- NAEPB accepted NIB proposal to merge the Office Products and JanSan/MRO Sub-Committees into a single “Commodities Sub-Committee.”
- Oct FY23 reported sales up 12.3%. OP (+18.9%) and Food Service (+42.4%) driving increase, JanSan up 7.3%, MRO down 20.6% (majority due to Chemlights).
- Supply chain shortages continue to affect NPAs ability to deliver finished goods
  - Result is an increase of Purchase Exception requests
  - GSA continues to accept temporary spec changes for products disrupted by supply chain issues
  - Encourage NPAs to reach out to product management team if there are potential improvements such as going from 100% post-consumer waste (PCW) to lesser recycled content

##### Significant Updates:

- Seeking NPA Co-Chair(s) representation. Will updated notice to NIBTW seeking Co-Chair(s) for Joint Commodity Sub-Committee.

##### Action Items:

- Call to action to engage new NAPEB Joint Commodity Sub-Committee group representative(s)
- Schedule first Joint Commodity call for January 2023.

#### **Jan/San Working Group: Blake Lohnes and Shelley Foust**

##### Major Challenge or Accomplishments:

- Implementation of US AbilityOne Commission Policy 51.542. Nonprofit Agency Use of AbilityOne Products in the Performance of AbilityOne Service Contracts.

##### Significant Updates:

- Implementation procedures for Policy effective date October 1, 2022. Attended and presented at the SourceAmerica (SA) NCSE East Meeting in Tampa, FL November 7-8. 10 NIB associated NPAs presented their products during a product showcase event.

##### Action Items:

- Implementation including product review and identification and sourcing support
- Monthly training calls with SA staff and NPAs
- Pipeline renewals/PL adds tracking
- On-going compliance monitoring
- Unified AbilityOne Program messaging to federal contracting staff

#### **TAG: VACANT and Gary Colello**

##### Major Challenge or Accomplishments:

- TAG Needs a new Chairperson – Votes going out in December
- DLA Troop Support open to price change requests
  - Firm-Fixed Price Contracts one-time changes

- Limited to Labor, Materials and Freight
  - Allowing options to expire for new acquisition negotiations
  - Equitable Price Adjustments where the government implemented cardinal changes
- Ongoing supply chain challenges
  - Labor shortages
  - Backorders and delinquency rates rising
- DLA pursuing Purchase Exceptions for delinquent programs

Significant Updates:

- No current NPA Co-Chair representation
- No formal TAG Meeting since 2019
  - TAG (Virtual session December 8, 2022)
  - Planning underway for in-person event Spring 2023

Action Items:

- Chairperson nominees needed
- TAG attendance crucial to future success

**Military Resale: Julie Cooper and Anne-Marie Wallace**

Major Challenge or Accomplishments:

- Sales out pacing DeCA increases
- Supply Chain constraints

Significant Updates:

- NDAA (NATIONAL DEFENSE AUTHORIZATION ACT FOR FISCAL YEAR 2023) recent legislation passed by the house prohibiting the sale of Chinese goods in commissaries and exchanges.
- Supply Chain fees and item assortment

Action Items:

- Rick Webster Vice President, Public Policy has reached out to MR agency CEOs with action requested to contact Senators and House Members on Sec. 631 language prohibition on sale of Chinese goods in commissary stores and military exchanges. Agencies have responded
- Supply chain constraints - need for alternative solutions and management of product assortment

**MAG: Dedra Flemons and Dexter Drayton**

Major Challenge or Accomplishments:

- Confirming all participating NPAs

Significant Updates:

- Survey results supports having group
- Majority of respondents suggested quarterly meetings

Action Items:

- Confirm all participants
- Schedule first meeting: looking at second week of December

**Pricing Subcommittee: Jim Kerlin and Andy Mueck**

Major Challenge or Accomplishments:

- The Subcommittee has established two key initiatives that will be pursued in tandem:
  - Price Tool Rollout
  - FMP Modernization effort

- Includes FMP Manufacturing, up-charge allowances for special handling, and FMP Max (maximum sale price to customer via any channel), and FMP List. The FMP Manufacturer and FMP Max are to be published on the Procurement List.
- Price point names (FMP Max, etc) are pending discussion and agreement within the context of the larger Price Subcommittee group.
- The Subcommittee as approved the existing format and incorporated algorithms associated with the latest iteration of the Price Tool.
- Timing for the FMP Modernization effort will hinge, in part, on the Commission's timing for making the necessary changes to/replacement of PLIMS and the development of revised policies addressing the new FMP structure for commodities.

Significant Updates:

- The Price Tool is slated for rollout with the 2023 GSA Region 2 APC.
- It is anticipated that the Price Tool will migrate to the cloud and become part of NIB's IS replacement initiative.

Action Items:

- A project Schedule is being developed for events leading to the Price Tool rollout that will include the following key actions:
  - Train the trainer developing a team of NIB and NPA personnel who will assist other NPAs with the overall rollout effort
  - Training for all NPAs (NIB and SA)
  - Revised APC Instructions
- Secure commitment from the Commission on timing for PLIMS revision/replacement and policy revisions as part of the FMP Modernization effort.
- Address and develop strategies for FMP Price Point 2 (Distributor floor) and handling of special charges taking into consideration existing mechanisms available through guidance and the FAR.
- Socialize the new FMP structure with Distributors and Wholesalers

**Business Development Working Group (BDWG): Ken Fernald and Steve Overby**

Major Challenge or Accomplishments:

- Major challenge is to identify direction for working group.

Significant Updates:

- Resetting priorities and efforts for FY23. Steve and Ken have met and are planning to get the committee back together after 1Jan23. Focusing on evolving the working group to become more of a test bed for new ideas and tech solutions like AI and how they may impact the way our blind employees perform jobs in call centers, closeout activities and other service-related areas.

Action Items:

- Continue to explore CMMC options as Govt refines requirements
- Set FY23 priorities
- Establish working groups to refocus direction

**Service Level Working Group: Dan Carson and Annelie Eyre**

Major Challenge or Accomplishments:

- NPAs are receiving individual monthly scorecard metrics to compare against the overall NPA performance.
- Supply chain issues continue to be a concern in addition to the rise in the cost of goods to manufacture products (resulting in purchase exceptions for some products)

Significant Updates:

- For November 2022, 42 of 43 NIB and all SA (26) NPAs are reporting monthly KPI reports.
- The current fill rate for the NIB agencies is 63.36% on-time and 36.34% not on-time (6% decrease in on-time fulfillment from October)
- Enhanced the summary report that NIB provides by adding a trend analysis

Action Items:

- Develop NPA mentoring program for NPAs with low performance rates
- On-going individual training sessions with NPAs on reporting template
- Increase utilization of “Comments” field on KPI report
- Continue to enhance the monthly scorecard format based on NPA recommendations
- Develop and publish FAQs

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**The National Association for the Employment of People who are Blind**

**Services Committee Report**

**Submitted by Jim Meehan, VP Services Committee**

**December 2022**

**Contact Center Consortium**

- GSA Schedule – We are evaluating with NIB and the Council on whether it would be beneficial for an agency to invest in obtaining a schedule. We are currently collecting input about benefits, costs associated, etc. at this time. Once we have our facts, then we will be holding a full consortium meeting to discuss next steps.
- The Business Development Committee has been meeting regularly to discuss strategy, share ideas and discuss items that we need as a group to pursue opportunities. Rob is doing a great job of chairing this committee.

**CMS Subcommittee**

**The following initiatives are being discussed:**

- Vendor Outreach Campaign  
Total number of vendors reach out letters to date 1,503  
Number of meetings/engagements because of Outreach Campaign 17
- VIB and San Antonio continue engaging in local Chamber of Commerce events
- VisionCorps Launch Center of Excellence Training launch (Offering Virtual Instructor Led training)
- Top one hundred employers for each state, shall targeted for engagement
- Columbia lighthouse updated the Capabilities Workbook located on NAEPB Subcommittee Site
- Engage small business administration to market our capabilities

**Administrative Subcommittee**

- This committee's last major effort has largely turned into the NSITE program. They are now meeting to determine what next project will be.

**NAEPB Supply Chain Management/Warehousing subcommittee**

- The Warehouse and Distribution Committee led by Jay Geshay, of Bosma Enterprises, and Ryan Gold, from NIB is finalizing a Charter and Scope document and outlining the elements of the group's work.

- The committee is focused on large warehousing (100K+ sq ft) multi-site opportunities which require shared software, available space, back office and customer service solutions.
- At this time no solution has been identified to allow multiple agencies and their facilities to provide these shared services. We continue to monitor Govwin, Sam.gov, etc. for potential opportunities.

### **Innovation Subcommittee**

#### **Services - Business Development introduction and education**

- The NAEPB Innovation team along with NIB BD staff presented the development of a “Services – Business Development 101” course. The purpose of the course was to identify the key elements to identify, pursue and capture new service opportunities. A few of the areas being covered include:
  - Performance work statement
  - Requests for Assignment (RFA)
  - Proposal development
  - Pricing proposal
  - Capability Statement
  - Phase-in plan

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**The National Association for the Employment of People who are Blind**

**Report of the Strategic Planning Committee**

**December 12, 2022**

The strategic planning committee has met on two occasions since the last board meeting to discuss and begin crafting the agenda for the CEO advance in January. We are again using Andrea Butcher as our facilitator and this year we will be focused on the four strategic pillars that were rolled out earlier in the year.

In preparation for the upcoming retreat, we sent out a survey in November that hopefully everyone completed. The survey included questions around several issues put forth in the AB1's strategic plan and asked about prioritization of public policy issues for the upcoming year.

We will be meeting again later this month and then again in January prior to the meeting.

Respectfully submitted,

Lauren Branch

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