



## **BSC Committee Report – August 8, 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 received positive review from the Commission Staff. The next steps are to provide the NIB Board a summation of the policy revision for approval. For simplicity, proposed policy revisions will be provided to the Board after the Commission staff completes review of the Personal Sales proposal.

There are currently 18 locations without a BVI or disabled employee. This is less than last month. A location is onboarding a candidate with a disability throughout the month of July, a second location has hired an individual who is blind, and another location is hiring a part time candidate who is blind. Another agency has interviewed a BVI candidate and continues to evaluate transportation logistics in order to extend an offer. All agencies have hiring plans in place.

Overall sales through the month of June are down 27.3%. The overall AbilityOne ratio for FY22 is 25.8%.

### **Sales by Category Fiscal Year to Date:**

- AbilityOne sales were down 13.9% over FY21
- Commercial sales were down 34.4% over FY21
- HAZMAT sales were down 8.0% over FY21
- IEE sales were down 24.9% over FY21
- Total sales were down 27.3% over FY21, this was 26.9% last month

Sales continue to trend down year over year and are within a few percentage points of all categories as last month's sales. The biggest drivers in sales decline continue to be reduced deployments, much of the workforce having telework options, purchasing policy changes, lack of understanding that purchasing options include BSCs, and competing programs (see AF First Look below).

**Personal Sales:** The AbilityOne Commission asked NIB to propose rules that would potentially allow BSCs to do personal sales. The Commission is in review of the proposal but there are some concerns of the potential impact on AAFES Clothing Sales. After NIB makes contact with AAFES to ensure the way the revision is written will not negatively impact AAFES uniform sales, the Commission will make 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. After the latest 4PL solicitation was protested and upheld, NIB again reached out to GSA to offer the



assistance of the BSCs, including a TLS type solution to the over \$10K issue that GSA sees as an obstacle. No new updates at this time.

**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 May 2022, participating BSC operating agencies were awarded 114 contracts worth \$10.5 million, 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.

**First Look:** NIB is in active discussions with the Air Force (and ABORs) on purchasing guidance and the First Look Program. The Air Force has indicated they will send part numbers and descriptions of items sold through the First Look program to NIB for review. NIB also learned the First Look Program is now active at all Air Force locations. It was phased in, but we don't have specific dates as to when specific installations jumped on board. NIB provided the Air Force feedback that operators shared on the draft purchasing guidance and awaits the full draft document to review.

The below First Look Impact Summary table analyzes the year-to-date sales at BSC locations; BSCs at installations that participated in the First Look Pilot Program, and BSCs at Air Force installations, versus those at all other installations. Tyndall is excluded from the analysis, as the installation has undergone hurricane restoration and it is unclear what impact repair has on sales versus the impact of initiatives like First Look.

BSC Locations Analyzed	FY22 vs FY21 % Change AbilityOne	FY22 vs FY21 % Change Commercial	FY22 vs FY21 % Change HAZMAT	FY22 vs FY21 % Change IEE	FY22 vs FY21 % Change TOTAL SALES
All BSCs Less Tyndall	-14.0%	-7.83%	-7.57%	-22.82%	-14.65%
All BSCs Excluding AF Installations	-6.8%	-8.80%	-9.71%	-13.91%	-9.10%
AF First Look Pilot Installations Excluding Tyndall	-29.5%	-8.24%	-5.87%	-15.41%	-15.27%
All AF Locations Excluding Tyndall	-24.5%	-5.87%	-4.12%	-24.28%	-19.14%

BSCs at non-Air Force installations (thus not participating in First Look) show a decline in AbilityOne sales of 6.8%, whereas BSCs at installations where the First Look Program was initially piloted or the program is now active, show a decline in AbilityOne sales of 29.5% and 24.5%, respectively.

There has been a significant decline in AbilityOne sales at Air Force installations versus non-Air Force installations. 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. It is thought that most local small businesses servicing the First



Look Program are not authorized AbilityOne distributors, suggesting the possibility of ETS leakage.

BSCs at non-Air Force installations show a total sales decline of 9.1%, whereas BSCs at installations where the First Look Program was initially piloted or the program is now fully implemented, show a total sales decline of 15.27% and 19.14%, respectively. A steeper decline in total sales is consistently seen at installations where the First Look Program was piloted and across BSCs at Air Force installations versus all other BSC locations.

BSC Operators have expressed challenges in doing business with the Air Force due to lack of recent purchasing guidance, GPC Cardholder/Coordinator misunderstanding and competing initiatives like the First Look Program. This has led to a steeper decline in AbilityOne sales and Total sales at Air Force BSC locations than other BSC locations. This data has been shared with the Air Force and a brief will be provided to MG Holt's replacement, MG Alice Trevino, and Mr. Cannaday's replacement, Mr. Scott Calisti, when Kevin Lynch and Andy Mueck have an introductory meeting on August 4<sup>th</sup>.

**BSC Reporting Site Project:** NIB is actively working with a vendor on the development of the revamped BSC reporting site and progress meetings are held weekly. Users will have ability to upload line-item sales data and automate upload and report extracts will be included in the site's requirements. Operators will be asked to test the site throughout the next couple of weeks.

**BSC Director/Program Manager Visits:** The Director of the BSC Program visited Fort Sill BSC on 7/7 and attended the Grand Opening of the Vance AFB BSC on 7/8.

**New BSC Locations:** Beale AFB COCESS has been added to the PL effective 2/27/22. Hanscom AFB BSC will be effective on the PL on 7/24/22. The BSC package for Forbes Field Air National Guard is at the Commission and the first FR posted 3/18/22. Requests for Impact Determination (RID) have cleared for Jefferson Barracks, MO, Tulsa Air National Guard Base, OK, Sierra Army Depot COPARS and Hancock Field Air National Guard Base, NY, and addition packages are in process for some of these locations. The U.S. Naval Academy, MD is also in the pipeline and the RID package is processing.

**Compliance Audits:** FY22 results through June:

- 16 agencies, 44 store visits to date
- 9 BSCs had Best Practice scores lower than 95%
- 2 BSCs were found to have ETS
- 4 BSCs had no blind labor at the time of visit
- 10 BSCs with AbilityOne sales below 25%
- 3 with AO active items below 25%
- 23 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

August 15, 2022, Board Meeting

The NAEPB marketing committee, under the leadership of committee chair Joshua Gould and working with members of the NIB communications team, continue to work on three 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 will run through November/Veterans Day.
- The campaign is being 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–August 1, 2022):**

- Digital and social media advertising – strong performance to-date:
  - Division D: 0.24% click-through rate (*industry standard = 0.09%*)
  - Twitter: 0.28% click-through rate (*industry standard = 0.25%*)
  - LinkedIn: 0.23% click-through rate (*industry standard = 0.25%*)
  - Facebook: 0.28% click-through rate (*industry standard = 0.09%*)
  - Google Ads: 1.13% click-through rate (*industry standard = 1.1%*)
- Sent two monthly emails to members of Congress and staffers. Results:
  - Open Rate: 24% (*industry standard = 13%*)
  - Click Rate: 1.27% (*industry standard = 1%*)
- Premium advertising will launch the month of September with a radio ad on WTOP (D.C.-based radio station) and email campaign through The Hill
- Ads direct audiences to the landing page: <https://NIB.org/workforce>
  - Pageviews: 10,897
  - Events (Page Interactions): 3,957

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- Continuing to monitor performance metrics and optimize tactics accordingly.

## 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–August 1, 2022):

- Digital and social media advertising – strong performance to-date, particularly on LinkedIn and Google Ads:
  - Division D: 0.19% click-through rate (*industry standard = 0.09%*)
  - Twitter: 0.22% click-through rate (*industry standard = 0.25%*)
  - LinkedIn: 1.94% click-through rate (*industry standard = 0.25%*)
  - Facebook: 0.58% click-through rate (*industry standard = 0.09%*)
  - Google Ads: 2.76% click-through rate (*industry standard = 1.1%*)
- Premium advertising launched in August with an audio ad on Spotify and display and newsletter ads in Sightline Group publications (Military Times, Federal Times, and Federal Times Newsletter)
- Pointing audiences to the landing page: <https://NIB.org/SKILCRAFT> and subsequent SKILCRAFT services line-of-business pages on NIB.org.
  - Total pageviews: 24,664
- 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 sent new product launch emails to federal customers, Base Supply Centers, and wholesalers and distributors in FY22 Q2 and Q3. Engagement rates continue to exceed industry standards:

- FY22 Q2 Engagement:
  - Average Open Rate: 28.5% (*industry standard: 21%*)
  - Average Click-through Rate: 6% (*industry standard: 2%*)
- FY22 Q3 Engagement:
  - Average Open Rate: 30.3% (*industry standard: 36%*)
  - Average Click-through Rate: 4.9% (*industry standard: 4.9%*)

Based on NPA feedback, NIB will provide NPAs and other stakeholders with a new product catalog each quarter, and spec sheets upon request.

## 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 has grown to 23 members representing 16 NPAs
- Three meetings held to-date; key outcomes so far:
  - Developed a shared monthly calendar highlighting social media campaigns that the subcommittee can participate in
  - Continue to add materials to a shared Dropbox folder, which includes toolkits, social media graphics, messaging, videos, and other assets.
    - We are encouraged that subcommittee members are using NIB-provided messaging and social graphics. Examples:  
<https://twitter.com/NewViewOK/status/1547287297917440006/photo/1>  
[https://twitter.com/Lighthouse\\_Inc/status/1544321106416472064](https://twitter.com/Lighthouse_Inc/status/1544321106416472064)
  - Continue to brainstorm and identify campaigns to collaborate on, including:
    - Great American Workforce campaign
    - NIB Advocates program 10th anniversary
    - SKILCRAFT
    - Americans with Disabilities Act (ADA) Anniversary
    - NIB's Birthday
    - National Disability Employment Awareness Month (NDEAM)
  - Announced a social media challenge for the month of August
    - Subcommittee members must post about the Great American Workforce campaign and use the #NIBWorkforce hashtag and tag NIB's account.
    - Winner will be recognized at the fall conference, and NIB will fund a pizza lunch for the winning NPA's communications/marketing team.
    - Expanded the competition to the full marketing committee; they must add a representative to the social media subcommittee to participate in the competition.

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- Aneta Jordan joined NIB as vice president, marketing and communications. Aneta has an extensive marketing background in the commercial sector and will oversee NIB's marketing and communications activities. Prior to joining NIB, Aneta was chief marketing officer at yorCMO, where she provided executive marketing leadership to small and mid-sized B2B/B2C organizations using a fractional executive approach.



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

**NAEPB/NIB Operations Subcommittee Updates as of August 9, 2022**

**Office Products: VACANT and Amanda Alderson (NIB)**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any): N/A

OP Group Update

- Seeking NPA Co-Chair nominations, position vacant needing NAEPB appointment
- Increases in the price of raw materials and transportation are taking their toll on NPA's margins.
- Current supply chain shortages are affecting NPAs ability to deliver

Action Items, Lead, Suspense:

- Action: Call to action to engage a new NAEPB OP subcommittee group representative
- Action: Re-energize the OP Group. Lead a call among OP members to discuss the challenges, gather ideas, develop actions and priorities  
Date is TBD

**JanSan/MRO: VACANT and Shawn Spengler**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any): N/A

Update(s):

- Seeking NPA Co-Chair nominations, position vacant needing NAEPB appointment.
- No major updates
- Ongoing - Supporting JanSan Working Group efforts and Joint Commodities Efforts, specifically Service Level Working Group efforts
- Next Sub-Committee meeting TBD

Action Items, Lead, Suspense: N/A

**JanSan Working Group: Blake Lohnes and Shelley Foust**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any):

FAR 52.208-9 Language inserted in Service Contracts. Service Contract holders complying with the FAR Clause when it is present in a service contract. Updating Smart Matrix to include FAR Clause in all Service contracts (currently only in Supply Contracts).

Working Group Update(s):

JSWG works with contractors and federal contracting 9-12 months before contract renews to ensure applicable AbilityOne products are included in the product mix to support the service contract. 5% of the total contract dollar amount on a service contract is estimated to be what is spent on supplies. Commission issued Policy 51.542 "Nonprofit agency use of AbilityOne products in the performance of AbilityOne Service Contracts" with an effective date of October 1<sup>st</sup>, 2022. The CNAs have been tasked to develop procedures document for implementation and support of the ongoing management of the policy.

Action Items, Lead, Suspense:

Bi-weekly JSWG meetings to discuss pipeline and assigned task updates. Continue the outreach to SourceAmerica NPAs and SourceAmerica account reps to educate, train and provide support for purchasing of AbilityOne products.

**TAG: Dan Kelley and Gary Colello**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any): N/A

Working Group Update(s):

DLATS Clothing and Textiles (C&T) Sales and Overall spend both down for FY22. Sales numbers: \$1.07B through the end of the 3rd Qtr FY22 compared to \$1.27B at same point in FY 21. Contract Obligations (Spend) \$810M Year to Date for FY22 compared to \$960M at same point in FY21. Traditionally spend more in 4th quarter; No concerns over Obligation authority – No reduced orders at end of FY like other years. Economic Price Adjustment (EPA) to be added to C&T contracts. DLA is working on establishing an EPA for labor and materials; working with Bureau of Labor Statistics and industry on potential indices

Action Items, Lead, Suspense: N/A

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

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any):

NDA (NATIONAL DEFENSE AUTHORIZATION ACT FOR FISCAL YEAR 2023) recent legislation passed by the house prohibiting the sale of Chinese goods in commissaries and exchanges. Outcome dependent on legislation passing by the Senate. Agencies surveyed.

Working Group Update(s):

- Military Resale (MR) store register sales year-over-year through June up 8.20% (DeCA up .41% June FY 22).
- DeCA Focus:
- Generating margins to cover the funding shortfall.
- Offer savings on "core products" in high demand.
- Filling the shelves with products
- Increasing sales
- Enterprise Business Solution
- Converting vendor stocked sections to store stock sections.
- Navigating DeCA business system changes
- Educating military resale customers on the AB1 program.
- Category management
  - Refreshing product assortment
  - Adding items to current categories in keeping with retail trends
  - Evaluating product sales and removing items that are not selling well.
  - Shelf management – plan-o-grams
- Promotions
- Develop new categories for growth
- Store execution
- Distribution (Improving Fill rates currently 77% norm is high 90's)
- Agency fill rates
- Distributor Drayage, inventory, new items and promotional timing
- Direct shipments by agency to stores serviced by Bloomington to offer items deleted due to space constraints.

Action Items, Lead, Suspense: N/A

**MAG: VACANT and Dexter Drayton**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any): N/A

Working Group Update(s): N/A

Action Items, Lead, Suspense: N/A

**Pricing Subcommittee: Jim Kerlin and VACANT**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any):

In order to address the perceptions of AbilityOne prices being above the prices of commercial equivalents, the NIB pricing subcommittee proposed the new pricing model which would have the AbilityOne commission determine for commodity products a maximum price to be paid by the government customer after all distributor mark-ups and transportation costs are attached.

Working Group Update(s):

In order to accomplish the regulatory requirements of conducting a market survey before recommending a fair and reasonable price to the customer, NIB developed and has been testing a pricing tool to be used by the NPAs to survey the market in order to help determine a fair and reasonable price for their products. The subcommittee briefed GSA on the new tool in March with a deeper dive on June 10th. GSA has approved the concept but would like to work with NIB further on the pricing parameters and the methodology for determining the prices.

Action Items, Lead, Suspense:

NPAs completed running through the current process and new tool for GSA price changes in Regions 3, 6 and 2 (recently) outcomes demonstrate that the new methodology (tool) will work. Pending additional discussion and clarification with GSA, the pricing subcommittee looks to implement this new methodology on or about 1 October, the committee recognizes that there is still work to be done with the AbilityOne Commission in order to incorporate the new customer FMP into the PLIMS system.

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

**No Updates**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any):

This working group has been in place for about 2 years and will plan a pause of full committee meetings for the summer. Small focused workgroups will continue to meet to make progress in preparation for resumption of full committee meetings.

What does the board see as the next steps for the BDWG? Is this intended to be a standing committee, or ad hoc?

Working Group Update(s):

NAEPB Business Development Working Group (BDWG) continues to establish strategies and identify program wide/ large scale opportunities (both products and services) focused on employment opportunities across multiple nonprofit agencies. Late 2021 and early 2022, the working group conducted numerous brainstorming sessions to identify key opportunities and down selected the opportunity to four main opportunities. They include Kitting, CyberSecurity Maturity Model Certification (CMMC) audit and compliance services, Prime Vendor Services and Expanding State Use Program utilization. Smaller groups

have been formed to further evaluate each opportunity for risk, liabilities, potential employment opportunities and target market.

Action Items, Lead, Suspense Action Items, Lead, Suspense:

The CMMC audit service smaller group developed a proposal briefing the opportunity to the Services Subcommittee in early March. Initial indication for this opportunity indicates a loss of profitability for several years during start up. This smaller group is assessing and will make a recommendation in late June. Two other smaller groups on kitting and state use collaboration continue to drive dialogue and action. The intent of this workgroup is to identify and research potential business growth opportunities and make the hand-off to appropriate NAEPB/NIB teams for development.

**Writing Instrument Group (WIG): Rich Weigold and Amanda Alderson**

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any): N/A

Working Group Update:

- WIG disbanded and rolled into Office Products Group

Action Items: N/A

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

Major Issue(s) Requiring CEO/Exec-Level Attention, status (if any):

NPA Service Levels (fulfillment rates) remain unacceptable; NPAs are not submitting data to NIB.

Working Group Update:

- The working group has developed a standardized template for NPAs to submit their monthly data.
- NPAs that submitted reports that included data that NIB was able to process received individual summary reports for the July reports.
- The group is considering input from NPAs on the summary report for consideration.
- Escalation of NPAs that are not submitting, or submitting inadequate data that cannot be processed.
- July NPA reports: NIB On Time % 75.3/Not On Time 24.7%.
  - Lions Services (NCC) did not report. 4 NPA (LAN, MDB, NCG, and WIM) did not meet reporting requirements
  - Distributed individual NPA performance score and disseminated to NPA CEOs, operations lead, and reporting contacts excluding the 5 NPA's noted above.
  - Providing one-on-one training on an as needed basis.

Action Items, Lead, Suspense:

- Action: Each NPA has the action of delivering their report.
- Lead: Each NPA is to designate a lead.
- Due: Every month on the 16th. If the 16th falls on a weekend or holiday, the due date is the next business day.
- Update: NPA summary performance reports will continue to be issued back to the NPAs.
  
- Action: Develop web training on GSA Contracts; Discuss content.
- NIB Lead: Annelie Eyre; NAEPB Lead: DuWayne Gilbertson
- Due: July Target
- Update: due to competing priorities this has been pushed but is on our list of future action items

- Action: Develop additional training for NPAs still struggling with the reports and for NPAs who have yet to submit reports.
- NIB Lead: Laminka Jones; NAEPB lead: Dan Carson with group discussion
- Due: Prior to June 16th report submission
- Update: Completed, Individual calls were held with applicable individual NPAs

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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  
August 15, 2022**

**Contact Center Consortium**

- We cancelled our last full consortium meeting because we, as the council, wanted to do more research on a few topics prior to discussing them with the whole team
- During the NAEPB Services Meeting, NIB mentioned that they are unable to see many call center opportunities within the Federal marketplace because they don't have a GSA Schedule anymore.
  - Since, the Council has met to discuss the possibilities of obtaining a schedule and all that it entails, i.e. requirements, costs, etc.
  - We have also met with Senetra, Robert and Andy to discuss the benefits that a GSA would provide for the family and NIB.
  - Next steps are to reach out to a potential consultant to discuss further
- 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**

**During a recent CMS meeting, the following initiatives were 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 to Launch Center of Excellence Training launch rescheduled to September 2022 (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
- Cincinnati continues to have difficulty in recruitment
- Engage small business administration to market our capabilities

## **Tasks:**

Members tasked:

- to identify alternate avenues of marketing our capabilities
- Identify new business line opportunities
- Identify partnerships with other NPA's

Target the Diversity and Inclusion officers to identify opportunities

## **Administrative Subcommittee**

- Our committee met last week and we chose document conversion as our new subject. I am reaching out to Houston Lighthouse to see if we can study their program for replication. I will keep you updated.

## **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 are finalizing the development of a "Services – Business Development 101" course. The purpose of the course is 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
- There is a one hour timeslot during the Fall conference on Wednesday, October 5 to present this Services introduction



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

**STRATEGIC PLANNING COMMITTEE REPORT**

**SUBMITTED BY LAUREN BRANCH, VP**

**AUGUST 15, 2022**

Introduction

The strategic planning committee met on July 11, 2022 to discuss and set the objectives for 2022. The committee is comprised of Lauren Branch, Jeff Mittman, Cindy Watson, Chris LaFollette, Joshua Gould and Kyle Johnson.

The committee identified 4 top priorities for NAEPB for 2022 as follows:

1. AbilityOne Modernization
2. AbilityOne Program Erosion
3. Employment Growth
4. Operational Excellence

Under each of these key areas, the committee identified key initiatives that need to be addressed and these are outlined below.

The committee understands that we have identified issues beyond those included in the original strategic planning draft document, in particular items that were identified during the CEO Advance in January that may not be prioritized here, however, we recognize that NAEPB has limited resources and must allocate resources accordingly. I have highlighted what this committee deemed less urgent in yellow on the strategic planning document and will be revisited in January at the next CEO retreat.

AbilityOne Modernization:

- a. Ratio
- b. WIOA
- c. Create our own narrative
- d. NDAA
- e. A1 Strategic Plan
- f. Legislative proposal
- g. Technical compliance
- h. Data collection

Actions to take now regarding above:

1. Develop a relationship map of congressional key leadership positions and members – Cindy Watson
  - a. Deploy information and strategy for engaging these members – Cindy Watson
  - b. Collect additional data points to support program impact narrative – Jeff Mittman
  - c. Utilizing data, develop our program narrative – Marketing Committee, Joshua Gould (by fall)
2. AbilityOne Strategic Plan
  - a. Create and execute an AbilityOne Commissioner engagement strategy – Jeff Mittman
  - b. Develop one-pager talking points – Jeff Mittman

AbilityOne Program Erosion (Program Compliance)

1. Address “First Look” – BSC Committee, Chris LaFollette
2. Engage Tom Lehigh for guidance regarding AB1 Commission strategy around enforcement. (LB/JM)

Employment Growth Initiatives

1. Establish collaboration with NCSE to implement Jan/San initiative 52208-9 - Operations
2. NAEPB/NIB ABORS engagement strategy – Operations with support from Marketing

Operational Excellence

1. Work on establishing and supporting strategy addressing data request compliance regarding delivery performance. – Operations Committee

Other issues that need to be addressed that fall under general NAEPB operational business:

1. Review and make recommendation for NAEPB dues structure –
2. Review and make recommendation for NAEPB committee structure (Does current structure work and support strategy)
3. Review current GR strategy – Cindy Watson/Jeff Mittman
4. Clearly define NAEPB value proposition