

# GROWING 2018 TOGETHER

USF OFFICE OF  
SUPPLIER DIVERSITY

ANNUAL PROGRAM UPDATE



OFFICE OF SUPPLIER DIVERSITY



## A MESSAGE FROM USF SYSTEM PRESIDENT

# JUDY GENSHAFT

Being a part of the vibrant metropolitan Tampa Bay community has always been a point of strength for the University of South Florida. The diverse community that we serve enriches our institution with new perspectives, ideas and opportunities. USF has received national recognition for its commitment to supporting a diverse student body – including our success in closing the graduation rate gap regardless of race, ethnicity or socioeconomic status.

At the same time, we recognize our responsibility as one of Tampa Bay's largest public organizations to support diversity among our business partners and vendors. It is because of this commitment that we established the USF System Office of Supplier Diversity (OSD) in 2017.

In its first year, OSD has already made an impressive impact, connecting USF with a wider range of diverse-owned business partners. These businesses have added value to USF operations through valuable services and competitive pricing.

The points of progress you will read about in the following pages are just a hint of our potential when we work together as one united community. We've only just begun.

## A MESSAGE FROM ASSISTANT VICE PRESIDENT

# TERRIE DANIEL

In just a few short months, together, we have implemented and established a foundation for programmatic growth and success and new and exciting opportunities for our suppliers are being created every day.

Because of the leadership of our Board of Trustees, President, Supplier Diversity Advisory Committee, the Office of Supplier Diversity and those across the USF System who are champions for this initiative, we are making significant progress.

As an organization that is fully committed to increasing the utilization of diverse suppliers, we are seeing new opportunities and transformational changes happening across the University of South Florida system. This is the result of a lot of hard work from a lot of very hard working people.

Highlighted in this publication are milestones that have been implemented over the first year of the program which includes the USF Supplier Diversity Strategic Plan. This plan was developed to set the foundation for successful growth of the USF Supplier Diversity Program and outlines short-, mid- and long-term goals as we move forward to full program implementation projected in 3-5 years.

On December 14, 2017, the USF Board of Trustees approved the strategic plan and within the first 12 months of the program, all short-term goals denoted in the plan have been implemented.

As we continue to move forward, we can list many accomplishments made over the past year, but this vision is much bigger than a checklist. This is more than a program, it's about creating opportunity, creating new growth, creating new relationships and building a future for generations to come.

Together, we are driving economic development and changing a paradigm, changing a culture and trailblazing the way for new and innovative ways we can connect as an educational institution to our business community; whether through research or sustainability initiatives, we are building the future together for all businesses.

As we grow together in implementing USF's Supplier Diversity initiative, we will not rest on our laurels, but continue to work diligently to build something special right here in the Tampa Bay region where all are empowered for success.

May you prosper and be fulfilled in all you do. Go Bulls!



# GROWING TOGETHER

## HOW THE OFFICE OF SUPPLIER DIVERSITY IS HELPING BAY COFFEE & TEA COMPANY CONTINUE TO BREW SUCCESS

Herb and Carole Colvin are passionate purveyors of coffee and where it comes from. As the owners of Bay Coffee & Tea Company, the Colvin's are on a mission to not only provide an incredible product for their customers but to educate them about the footprint their morning coffee has around the world.

It's that mission of education and awareness that made a partnership with USF such an obvious ambition for the growing local business focused on sustainability.

"The university is an iconic representation of the best the Tampa Bay area has to offer," co-owner Carole Colvin said.



"I have children who graduated from there, a son-in-law who has graduated from there and I've got a 13-year-old granddaughter who's already said she's going there. So, having the chance to work with USF is incredible."

Started more than a decade ago as a popular stand at local farmers' markets, Bay Coffee & Tea Company has since evolved into a successful local supplier with multiple retail stores across Tampa.

For the past several years, the company has worked with USF Dining Services/Aramark as a coffee supplier on campus, benefiting their bottom line while also providing the opportunity to engage and educate university customers on sustainability within the industry.

As a minority-owned business seeing success as a vendor, the USF Office of Supplier Diversity recognized the potential for even greater collaboration with Bay Coffee & Tea. The business participated in the university's first Supplier Diversity Day in 2017 and was highlighted by Assistant Vice President Terrie Daniel during the event.

A champion for minority-owned businesses interested in working with the university, the Office of Supplier Diversity has continued to connect Bay Coffee & Tea with potential campus customers. Daniel has also worked behind-the-scenes, collaborating with USF Dining Services/Aramark and Bay Coffee & Tea to develop plans for the company's latest endeavor; a 24-hour coffee shop inside USF's Argos dining center.

The Colvin's say the support and advocacy from the Office of Supplier Diversity, along with USF Dining Services/Aramark, has truly helped propel their business forward.

"For us, it's humbling to have this extraordinary relationship with such an incredible university," Colvin said. "We really do look at our coffee as a pathway for us to have conversations with people about these issues of sustainability and what we all can do to make a positive difference. USF continues to be a great partner in that effort."

More than just a business relationship though, the Colvin's also hope to make an impact academically at USF through internships and other educational

opportunities being developed with the Patel College of Global Sustainability. They're currently working to identify environmental projects that will give students the chance to learn more about the production of coffee and the impact it has in areas like the environment, manufacturing and business. It's an effort that's in line with Bay Coffee's mission of education and the Colvin's desire to leave a lasting imprint on the university that's made an impact on them.



For us, it's humbling to have this extraordinary relationship with such an incredible university."

Carole Colvin, Bay Coffee & Tea Company



With a commitment to sourcing only organic products, Bay Coffee & Tea Company works to deliver a high-quality, sustainable product while making sure to have a positive effect on the farmers who grow their coffee beans and tea leaves.

As the second most traded commodity on Earth, coffee has become a significant part in the daily routine of billions of people around the world. And while many people habitually reach for their morning cup, they may not realize the ripples it has well beyond their kitchen or office. Through outreach and education, both on-campus and off, the Colvin's hope to open consumer's eyes to the impact the global coffee industry has on the world and the ways coffee-drinkers can change it for the better.

# OPENING DOORS FOR SMALL AND DIVERSE BUSINESSES

## BENEFITS OF ESTABLISHING A TIER 2 UTILIZATION PROGRAM

The University of South Florida's Supplier Diversity Program, in conjunction with Procurement Services, provides opportunities in a competitive environment for diverse businesses. Following the objectives outlined in the strategic plan, a Tier 2 Program was implemented in late 2017 in order to maximize the number of opportunities accessible to diverse-owned businesses and to increase utilization across the USF System.

### OUR JOINT PARTNERSHIP

The Office of Supplier Diversity works closely with departments across USF to engage our major business partners in an effort to share our common values regarding the utilization of diverse businesses, especially when fulfilling contract requirements.

Tier 1 suppliers that have contracting relationship with USF are asked to:

- Report subcontracted direct and indirect spend to the USF Office of Supplier Diversity quarterly.
- Establish a supplier diversity subcontractor utilization plan with goals for their company.
- Identify an individual responsible for administering, monitoring and reporting the subcontractor plan.

"Our strategic partners have been very receptive," said Dawn Rodriguez, Assistant University Treasurer. "They've been excited

about how they can increase and diversify their supplier base and expand their own supplier diversity programs, as well as how they can impact our community."

### THE BENEFITS

The Tier 2 Program is meant to enhance the focused efforts to increase meaningful business opportunities for diverse businesses who may be unable to compete with larger, more established competitors by gaining meaningful contracting opportunities at the subcontracting or "Tier 2" level.

USF understands the benefits suppliers can realize from a focused program initiative of this nature, so the Office of Supplier Diversity, in conjunction with USF Procurement Services, is actively developing solutions to look at ways that can increase USF's Tier 2 spend with its large prime suppliers. One of those solutions, now in progress, is the onboarding of a spend analytics tool that will assist with gauging spend in specific commodity codes and allow more insight into actual opportunities.

This will be helpful when seeking diverse suppliers to compete on system contracts and sourcing events and will assist the Office of Supplier Diversity in developing additional solutions as USF moves to a more strategic sourcing platform and enables the tracking of key performance indicators as program success is measured.

## POSITIVE RESULTS

Creating an environment that is conducive to providing all suppliers, regardless of size, access is already yielding positive results.

The partnership between USF Dining Services/Aramark and local USDA organic and Fairtrade coffee roaster and purveyor Bay Coffee & Tea Company is a long-coming success story.

“We had the opportunity to sit down with this partner and understand what they are looking to accomplish and create a roadmap for them in order to get to that success point,” said David DiSalvo, Resident District Manager for USF Dining Services/Aramark. “Today, we are at a point where they are really ready to step into the USF spotlight and help us deliver an outstanding amenity for USF students, faculty and staff.”

On August 20, 2018 Bay Coffee & Tea Company, who started at local Saturday farmer’s markets, opened a 24-hour coffee bar inside the newest USF Dining facility, Argos Exchange.



## WHAT IS DIRECT AND INDIRECT SPEND?

**Direct Spend** is the amount that the University of South Florida’s prime supplier spends with a Tier 2 diverse supplier for goods, services, supplies or construction services that directly supports the business needs of the University of South Florida.

**Indirect Spend** is the amount that the University of South Florida’s prime supplier spends with diverse suppliers in support of the prime supplier’s overall operations and business.



**They’ve been excited about how they can increase and diversify their supplier base and expand their own supplier diversity programs”**

DAWN RODRIGUEZ, ASSISTANT UNIVERSITY TREASURER

# FIRST YEAR MILESTONES

## ASSISTANT VICE PRESIDENT OF SUPPLIER DIVERSITY JOINED USF

After a national search, Terrie Daniel was selected to lead the University of South Florida's Supplier Diversity program. Ms. Daniel, a subject matter expert in the field of supplier diversity, began her employment at USF on April 17, 2017.



## 1ST DRAFT OF STRATEGIC PLAN SUBMITTED TO USF LEADERSHIP

Early stages of the development of the USF Supplier Diversity Strategic Plan received thorough input from USF Leadership to ensure the viability of this document in setting the groundwork for a successful and sustainable program.



## OFFICE OF SUPPLIER DIVERSITY NEW WEBSITE LAUNCHED

Re-vamped the USF Supplier Diversity website to provide tools and resources to diverse suppliers and USF departments, including links to partner organizations and certifying entities, database of diverse-owned businesses, events, FAQ's and more.



## STARTED DEVELOPMENT OF SUPPLIER DIVERSITY STRATEGIC PLAN

Under the direction of the Supplier Diversity Advisory Committee, USF Board of Trustees and USF Leadership body, Ms. Daniel began development of the USF Supplier Diversity Strategic Plan to establish a programmatic foundation for the initiative.



## SUPPLIER DIVERSITY INTERNAL EDUCATIONAL SERIES LAUNCHED

Generated educational tools to integrate supplier diversity into required Procurement Card (P-Card) training. Launched the USF Top 100 P-Card Users and the Supplier Diversity Lunch and Learn series for USF System Administrators, Faculty and Staff.

## TIER 2 UTILIZATION PROGRAM LAUNCHED

Partner with USF large Tier 1 suppliers to institute a Tier 2 sub-contracting program for all USF major contracts, outlining new program parameters for direct and indirect utilization planning and reporting methods to be reviewed throughout the year.



## BUSINESS ANALYST JOINED THE USF OFFICE OF SUPPLIER DIVERSITY

Business analyst hired to lead diverse supplier spend analytics, responsible for the compilation, analyzes and standard reporting of the USF System spend data for program progress tracking and to identify areas of opportunity for utilization.



## 1ST ANNUAL USF SYSTEM SUPPLIER DIVERSITY DAY

Inaugural event held October 6, 2017 connected 100+ diverse-owned businesses with USF System buyers, primed vendors to do business with USF and discussed forecasted opportunities. Official ribbon cutting for the USF Office of Supplier Diversity.



## USF BOARD OF TRUSTEES APPROVED SUPPLIER DIVERSITY STRATEGIC PLAN

On December 14, 2017 the USF Board of Trustees approved the USF Supplier Diversity Strategic Plan laying the pathway for the implementation of the plan's goals and designating the Office of Supplier Diversity as an official USF System department.



## 1ST OFFICIAL USF SUPPLIER DIVERSITY POLICY PROMULGATED

Effective May 1, 2018, the USF System-wide supplier diversity policy (USF policy 5-030) becomes effective for all contracts, establishing the utilization of diverse-owned business as a business imperative in all USF contracting or sourcing activities.

# PERFORMANCE METRICS

**SPEND WITH DIVERSE OWNED SUPPLIERS**

**27  
MILLION**

**CURRENT PERCENT OF TOTAL SPEND WITH DIVERSE SUPPLIERS**

**7.8  
PERCENT**

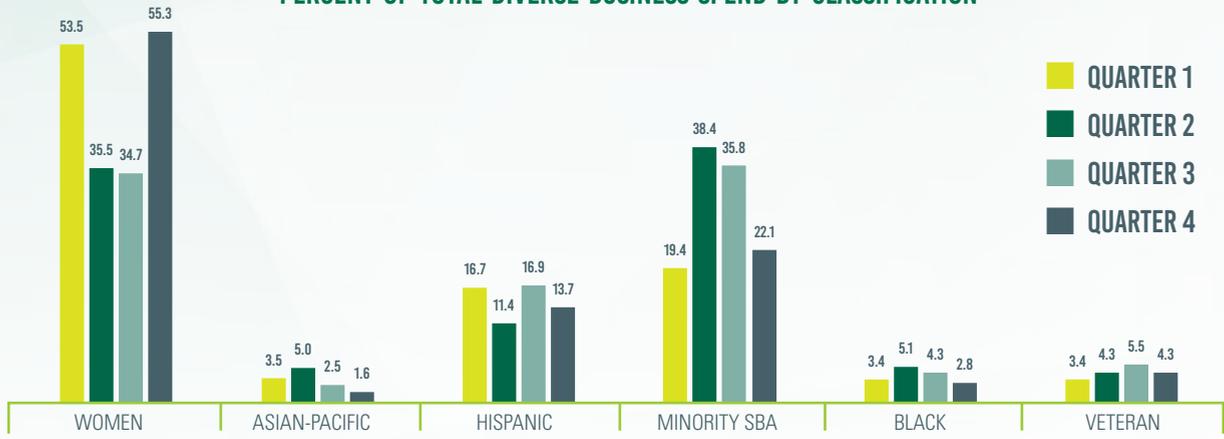
**UTILIZATION GOAL**



The USF System goal for diverse business utilization is 13-20% of total addressable spend\*, upon full program implementation.

\* Addressable spend is defined by USFOSD as spend that has the potential to be competitively sourced.

## PERCENT OF TOTAL DIVERSE BUSINESS SPEND BY CLASSIFICATION



## TOTAL SPEND BY CATEGORY



ACCOUNTS PAYABLE SPEND

**10M**



CONSTRUCTION SPEND

**6.1M**



PURCHASING CARD SPEND

**6.9M**



TIER 2 SUB-CONTRACTING SPEND

**4 M**

## NUMBER OF USF DEPARTMENTS PARTICIPATING IN THE SUPPLIER DIVERSITY PROGRAM

Participation in Supplier Diversity Educational Events

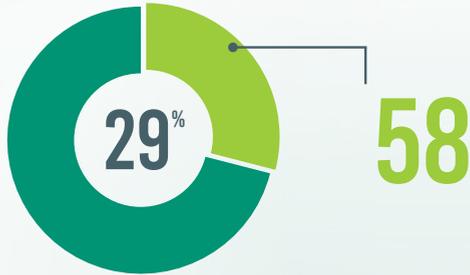
**130**

TOTAL # USF DEPARTMENTS REPRESENTED

**222**

TOTAL # USF EMPLOYEES ENGAGED

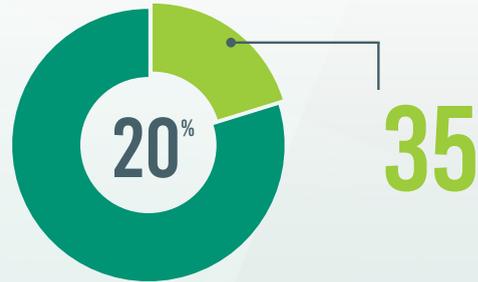
### PERCENT AND NUMBER OF DIVERSE SUPPLIERS THAT SUBMIT BID RESPONSES LET BY PURCHASING



■ DIVERSE BID RESPONSES  
■ ALL BID RESPONSES

TOTAL # OF DIVERSE SUPPLIER BID RESPONSES

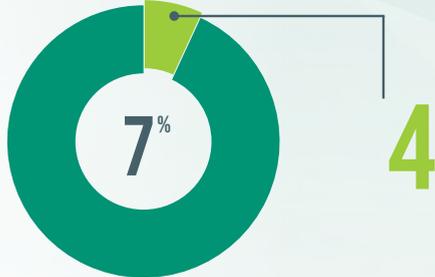
### PERCENT AND NUMBER OF DIVERSE FIRMS ATTENDING PRE-BID MEETINGS FOR CAPITAL PROJECTS



■ DIVERSE FIRMS  
■ ALL FIRMS

TOTAL # OF DIVERSE FIRMS IN ATTENDANCE

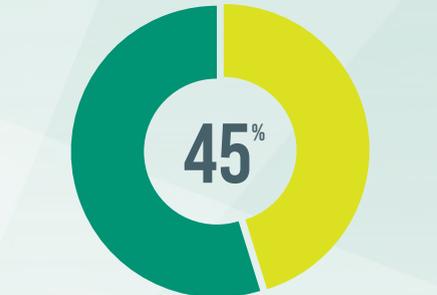
### PERCENT AND NUMBER OF DIVERSE SUPPLIERS THAT FORMALLY DEBRIEF AFTER BID AWARD



■ FORMAL DEBRIEFS  
■ DIVERSE BID RESPONSES

TOTAL # OF DIVERSE SUPPLIER FORMAL DEBRIEFS

### SUPPORT OF TIER 1 SUPPLIERS PARTICIPATING IN TIER 2 PURCHASING ACTIVITIES



■ TIER 2 PARTICIPATION ■ ALL TIER 1 SUPPLIERS

## PROVISION OF RELEVANT EDUCATIONAL TOOLS AND RESOURCES FOR DIVERSE SUPPLIERS



#### USF Lunch and Learn Series (Internal)

*Number of Events: 5*

Educational series for USF System employees aimed at increasing diverse business utilization.



#### OSD Diverse Supplier Outreach Events (External)

*Number of Events: 3*

Provide diverse businesses with the tools and connections to do business with USF.



#### Spring 2018 Awareness Campaign (Internal)

*Number of Departments Reached: 66*

Grassroots marketing campaign to connect with key stakeholders within the USF System.



#### First Year Community Update (External)

Commemorate the USF Office of Supplier Diversity's first year programmatic milestones.



# BUILDING *a* LEGACY



Health's Morsani College of Medicine and Heart Institute (MCOM+HI) will be a key anchor in the heart of Tampa Bay. As part of the

forward-thinking \$3 billion Water Street Tampa development, it will be a beacon of the city's progressive and bold new direction. The city development will be the world's first WELL certified city district. MCOM+HI will be an innovative work-study building with clinical teaching labs, classrooms and research laboratories that will attract the best and brightest students and NIH-funded researchers to this state-of-the-art facility.

The MCOM+HI is slated to open Fall, 2019, and the USF Office of Supplier Diversity has been firmly imbedded in the project since Assistant Vice President of Supplier Diversity, Terrie Daniel came on board. Ms. Daniel, who immediately joined USF's Facilities team to attend briefings and project meetings, focuses on helping to identify specific areas where diverse-owned business utilization is possible, and to ensure measurable results.

Creating opportunities, through a variety of avenues, for certified diverse-owned businesses is the focus of the University of South Florida's supplier diversity program. This is realized by working closely with principal partners like Skanska USA Building, who like the University of South

Florida, is committed to shaping a culture of diversity and inclusion on every project by using diverse-owned subcontractors and vendors.

Skanska's approach is customized to reflect the unique dynamics of each project and each individual community, which has led to performance that often exceeds expectations, but, most importantly, promotes the long-term viability and economic success of diverse-owned firms.

"The key drivers for a successful supplier diversity program is understanding the opportunities, communicating those opportunities and brokering partnerships to achieve greater success," said Renee Jones, Senior Regional Diversity Director of Supplier Diversity for Skanska. "When the owner and the CM have these goals in common, we are able to work from different sides of the aisle to achieve these goals."

Working together to broker partnerships has already seen a return on investment. As the Skanska and USF teams work to build diverse utilization on this project, it is exciting to see a partnership form between Wal-Mark Contracting Group, LLC (WM) and local diverse-owned business Sky-Limit Equipment led by Sam Barrington, a proud USF alum.

"It was our priority at Wal-Mark Contracting to utilize small local businesses like Sky-Limit Equipment, to help us perform our scope of work," said Benjamin Engle, Vice President of Operations for WM. "When

we met Sam Barrington, a former star linebacker for the USF Bulls football team, we knew that this was going to be a great partnership. Sam's drive and desire on the football field has translated well into his business and we look forward to building on our new relationship."

For local diverse-owned businesses, new relationships often come from having greater exposure.

"Opportunities for exposure are hard to come by when you are a small business," said Sam Barrington, Vice President of Sky Limit Equipment, LLC. "Our relationship with Wal-Mark through USF has provided us a heightened level of exposure not only from a branding standpoint, but to the functionalities, daily processes and culture of a reputable GC like Skanska."

Ultimately, when diverse-owned firms are empowered to grow and become financially stable, they are ensured the long-term economic stability that benefit their companies, and families that make-up the greater Tampa Bay area.

"USF is on a historic path of growth. We are building a legacy and will continue to be an engine of economic development for the Tampa Bay community," said Terrie Daniel. "Now, more than ever before, it is essential for us to establish a process that ensures our partners understand that every structure that bears USF's name is a physical representation of our core values of diversity and inclusion."

*Skanska USA, is one of the largest, most financially sound construction and development companies in the U.S., serving a broad range of clients including those in transportation, power, industrial, water/wastewater, healthcare, education, sports, data centers, government, aviation and commercial. Headquartered in New York with offices in 31 metro areas, we have more than 11,000 employees committed to being leaders in safety, project execution, sustainability, and ethics and people development. Skanska USA is comprised of four business units: Skanska USA Building, Skanska USA Civil, Skanska Infrastructure Development and Skanska Commercial Development. In 2017, our work in building construction, civil and power/industrial construction, commercial development and infrastructure development (public-private partnerships) generated \$7.3 billion in revenue.*

# EDUCATION *Through* COMMUNICATION

Driving change requires an ongoing strategy to promote the USF Supplier Diversity program internally and externally. As a vital component of the program's foundation, the USF Office of Supplier Diversity (OSD) developed an education and communication plan aimed at USF administration, faculty and staff and external suppliers at all levels.

Efforts to set up the required programming resources began early and included creating educational tools and business development resources, retooling the OSD website, producing collateral materials and launching new social media platforms. The programming was then delivered through various outreach events and educational workshops.

## PROCUREMENT CARD TRAINING

Across the USF System, more than 2,000 USF Procurement Card (P-Card) users are authorized to make small dollar purchases of goods and services. These P-Card users possess considerable buying power, spending more than \$27 million per fiscal year on non-travel related expenses.

Since May 2017, USF's supplier diversity initiatives are communicated to all P-Card holders as part of mandatory onboarding and re-certification trainings. And in August 2017 the Office of Supplier Diversity invited the Top 100 P-Card holders with the highest dollar amount of spend to a series of informational sessions to educate them on the new initiative.



## USF SUPPLIER DIVERSITY DAY

The inaugural USF Supplier Diversity Day held on October 6, 2017 brought together more than 300 USF System administration, faculty, staff, diverse businesses, prime contractors and community-based advocates to be part of the official launch of

the USF System supplier diversity program.

The all-day event provided diverse-owned suppliers with information on how to do business with USF, a preview of upcoming opportunities forecasted by a panel of top decision makers from across the USF System and the opportunity to connect directly with USF System buyers during the vendor showcase.

## LUNCH AND LEARN SERIES

The OSD Lunch and Learn series kicked-off in November 2017. This program, intended for USF System employees, introduces the university's supplier diversity initiatives, describes its vital impact in the economic development of the community and explains the role of USF System buyers in the success of the program.

To make the learning sessions effective, specific areas of the university are targeted during each session, which allows the Office of Supplier Diversity to learn about their specific purchasing needs and equip them with the most relevant resources.

Five Lunch and Learn sessions were held during the series' first year with a total attendance of 117 employees.

## REGIONAL NETWORKING EVENTS

In the new calendar year, OSD's vendor outreach events extended to USF St. Petersburg (USFSP) and USF Sarasota Manatee (USFSM). On February 21, 2018, USFSP hosted a Construction-Focused Networking Event to give diverse-



owned suppliers insight on construction opportunities specific to the USFSP campus.

On March 19, 2018, USFSM hosted a Professional-Services Networking Event in conjunction with New College of Florida and the State College of Florida to discuss these institutions' procurement and public solicitation processes, available resources and upcoming opportunities.

## COMMUNITY OUTREACH

OSD had an active presence in the community throughout the programs' first year. In order to expand the net, OSD worked closely with key partners, such as Moffitt Cancer Center, the Tampa International Airport, the Florida State Minority Supplier Development Council (FSMSDC), Hillsborough County Florida, the Greater Tampa Chamber of Commerce and the Small Business

Development Center (SBDC) at USF, among others.

Attending partner outreach and networking events enables OSD to connect directly with the diverse business community, establish new relationships and spread the message of USF's supplier diversity initiative.

## INTERNAL AWARENESS CAMPAIGN

In April 2018, OSD added another element to its internal education efforts by launching a grassroots awareness campaign that personally reached out to key stakeholders within the USF System to keep supplier diversity fresh in their minds. Decision makers from more than 60 USF colleges and departments received a sweet treat along with cards containing five little-known facts about supplier diversity.

## SUPPLIER DIVERSITY COMMUNITY UPDATE

On June 29, 2018, the USF Office of Supplier Diversity invited USF leadership, select community based advocates and diverse businesses to hear an update on the program. During this evening reception, attendees heard from the USF System President and the Assistant Vice President of Supplier Diversity about the progress of the program, the first year milestones and a preview of exciting news to come.

OSD's strategy of education through communication functions as a catalyst, effectively creating a change of culture among key stakeholders who can form a supportive network that will contribute to the success of the program and ensure supplier diversity is firmly imbedded within the fabric of the USF System for years to come.

# BUILDING COMMUNITY



## A ROOTED CONNECTION THAT'S OPENING DOORS FOR A LOCAL CONSTRUCTION COMPANY

When Frank Kendrick started NuJak Companies in the 1990s, he knew he wanted to build a business focused on giving back to his community. That resolve has been at the heart of NuJak ever since – and now, after more than 25 years, the construction firm has branched out into industries like healthcare, higher education and much more across Florida while giving back in big ways.

For Kendrick's, pursuing his passion led him to starting his own company. But, his

passion for mentorship and volunteerism continues to drive him outside of business. He, and other NuJak executives, serve as members on various boards, working to make a positive impact. Organizations like Habitat for Humanity and Lakeland-based Risk Club all benefit from engagement with NuJak leaders.

This focus on improving communities through hands-on work is also at the core of the USF Office of Supplier Diversity (OSD). Committed to utilizing

minority-owned businesses as vendors and suppliers, OSD works to spread the university's economic impact across the diverse, local business landscape. It's that connection to their communities that's helping the two organizations build a strong partnership for the future.

With more than two decades in the region, NuJak's first opportunity within USF developed after connecting with OSD last year and has since continued to flourish. In fact, NuJak was awarded a continuing contract for general contracting services at USF – a big step for the minority-owned business, Kendrick says.

"Working with Terrie Daniel and her team at the Office of Supplier Diversity has really opened doors for NuJak," he said. "From our first meeting with Terrie, you can tell she is a huge advocate for small, minority-owned businesses and took the time to understand what NuJak could offer USF, and in turn, was able to provide introductions to us with key USF personnel on the Tampa, St. Pete, and Sarasota-Manatee campuses."

For NuJak Companies, the partnership with USF represents a big opportunity, both for the business and for the reach they hope to have on the community.



**Working with Terrie Daniel and her team at the Office of Supplier Diversity has really opened doors for NuJak"**

FRANK KENDRICK, NUJAK COMPANIES

# INSPIRED INNOVATION



**Canvii has benefited tremendously from working with the USF Office of Supplier Diversity”**

SHERREL SAMPSON, FOUNDER

## CANVIY CEO SAYS USF PARTNERSHIP HAS HELPED SUPPORT THE COMPANY’S GROWTH

Since 2007, women-owned businesses in the United States have experienced unprecedented growth, at a rate five times the national average according to the 2016 State of Women-Owned Business Report.

As part of this growing tide of freshly-minted business owners, Sherrel Sampson started Canvii, inspired by a desire to create an innovative solution to a common problem affecting millions of women.

A longtime beauty industry marketer, Sampson saw the opportunity to appeal to consumers who are increasingly concerned with leading health-conscious lifestyles by developing a natural and organic dermatological solution. For more than a year, Sampson and her team of experts perfected a botanical-based scalp care product designed to provide relief from irritation. Today, Canvii’s ScalpBliss™ Collection is a one-of-a-kind formula that’s meeting the needs of a large cross-section of consumers.

Based in Tampa, Sampson says her company’s relationship with USF started at a networking event. As a women and minority-

owned business, the USF Office of Supplier Diversity identified Canvii as a potential provider for on-campus products that could benefit USF’s diverse community. After connecting the company with administrators across campus, USF Health is now an official partner with secured product placement inside the Carol & Frank Morsani Center for Advanced Healthcare’s Pharmacy Plus location.

“Canvii has benefited tremendously from working with the USF Office of Supplier Diversity,” Sampson says. “USF’s support of our brand has garnered positive sentiment among new business prospects and I’m extremely excited for what’s on the horizon.”

Along with its availability at USF Health, Canvii’s products can be found at a variety

of retail stores across the country, including in 45 Target stores and on Target.com.

Sampson says that while the growth of this last year has helped propel the company forward, experiencing these successes in strides has given her and her team a deeper appreciation for the entrepreneurial journey. She remains grounded in her passion and a strong belief in her vision for the future which includes plans to grow Canvii’s brick-and-mortar footprint domestically and internationally.

USF is proud to partner with young, bold companies like Canvii, to grow strong and lasting relationships that can have an impact within the university community and beyond.



# SUPPLIER DIVERSITY ADVISORY COMMITTEE

The University of South Florida Supplier Diversity Advisory Committee (SDAC) serves as a leadership body overseeing the general direction and implementation of the USF System's supplier diversity initiative.

Established in late 2016, the first function of the SDAC was to assist in hiring an Assistant Vice President to champion the supplier diversity efforts across the USF System. During the program's first year, the SDAC has been instrumental in key foundational phases,

which include assessing areas of improvement and strategic development for the supplier diversity initiative and engaging directly with USF leadership and the Board of Trustees. The Assistant Vice President of Supplier Diversity continues to work closely with the SDAC to ensure program growth and overall success.

The University of South Florida Supplier Diversity Advisory Committee meets regularly and is comprised of USF administration, faculty and staff.

## SUPPLIER DIVERSITY ADVISORY COMMITTEE CURRENT MEMBERS

### **Edwin Beauchamp**

*Regional Vice Chancellor*  
Business and Financial Affairs  
USF Sarasota-Manatee

### **William Benjamin**

*Purchasing Manager*  
Administrative and Financial Services  
USF St. Petersburg

### **George Cotter**

*Director*  
Procurement Services  
USF Tampa

### **Jennifer Condon (Co-Chair)**

*Associate Vice President and Controller*  
University Controller's Office  
USF Tampa

### **Terrie Daniel**

*Assistant Vice President*  
Office of Supplier Diversity  
USF Tampa

### **Ray Gonzalez**

*Director, Planning and Space Management*  
Facilities Management  
USF Tampa

### **Joe Hice**

*Vice President and Chief Marketing Officer*  
Communications and Marketing  
USF Tampa

### **Cecil Howard**

*Associate Vice President, Chief Diversity Officer and Title IX Coordinator*  
Diversity, Inclusion and Equal Opportunity  
USF Tampa

### **Michael Luckett, Ph.D.**

*Associate Professor*  
Kate Tiedemann College of Business  
USF St. Petersburg

### **Raymond Mensah**

*Director*  
Parking and Transportation Services  
USF Tampa

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