



U.S. Small Business
Administration



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Women-Owned Small Business (WOSB) Federal Contracting Program

Not intended for public distribution

Hosts

**Charles Mason, Procurement Center Representative
SBA Office of Government Contracting, Area IV,
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Welcome to “SBA Virtual Learning 2021”

1. Questions answered during the final 10 minutes.
2. Technical problems: Contact your IT admin who manages Teams settings for your organization.
3. Captioning available for this presentation.
4. We cover the “**SBA Quick Reference**” as time allows.
5. For more SBA training visit the SBA Learning Center website <https://www.sba.gov/tools/sba-learning-center/search/training>

Procurement Technical Assistance Centers (APTAC)

Procurement Technical Assistance Centers are a vital resource partner.

- Contracting officer resources: “How PTACs partner with federal agencies”: <http://www.aptac-us.org/federal-partners/>
- Find your nearest Procurement Technical Assistance Center at <http://www.aptac-us.org>
- Past Learning Series Recordings: [SBA Webinar Library for Contracting Officers | APTAC \(aptac-us.org\)](#)

Small Business Administration YouTube Page

SBA YouTube page posts past “First Wednesday” programming at links below.

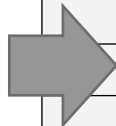
- November 4, 2020 – 8(a) Program: <https://youtu.be/QCXwMCFLB94>
- December 2, 2020 – SBIR/STTR: <https://youtu.be/uR-LkHLsnn8>
- January 6, 2021 – Surety Bonding: <https://youtu.be/3AmFc9syThA>
- February 3, 2021 – Size & Affiliation: <https://youtu.be/tga9GCvKeKw>

FIRST WEDNESDAY VIRTUAL LEARNING SERIES

FY 2021 SCHEDULE

1:00 to 2:00 PM Central Time

FY 2021	Date	Topic
1	October 7, 2020	8(a) Program
2	November 4, 2020	8(a) Program Updates
3	December 2, 2020	SBIR/STTR Program
4	January 6, 2021	Surety Bonds
5	February 3, 2021	Size and Affiliation
6	March 3, 2021	Women-Owned Small Business (WOSB) Program
7	April 7, 2021	Consolidation/Bundling
8	May 5, 2021	Certificate Of Competency (COC)
9	June 2, 2021	Regulatory Updates
10	July 7, 2021	Subcontracting Program
11	August 4, 2021	TBD



The program schedule is for information only and is subject to change.

One Continuous Learning Point

- Self-service: Using the PowerPoint that was sent with your invitation for this training event, fill in your name on the certificate slide and save. Download the certificate and print for your records. You submit your request for training credit IAW your agency policy, i.e. FAITAS.
- If you listen in groups and you want all attendees to be included on the future mailing list, send email addresses of participants in an excel document to sbalearning@sba.gov.

“SBA 1st Wednesday Virtual Learning 2021”

This Certificate is awarded to

Insert Your Name Here

For completion of

Women-Owned Small Business Federal Contracting Program

This training seminar may be credited towards “Continuous Learning Points” as described in OFPP Policy Letter 05-01. Recommendation of One CLP.



Pamela J. Beavers
Director, Area IV
SBA Office of Government Contracting

3/03/2021

DATE

Today's Speaker(s)

Ms. Alisa Sheard
Business Opportunity Specialist
Office of Contract Assistance
U.S. Small Business Administration

Ms. Kelly Jackson
Program Analyst
Office of Contract Assistance
U.S. Small Business Administration

Topics Covered

Women-Owned Small Business (WOSB) Federal Contracting Program

- WOSB Federal Contracting Program Overview
- Overview of Changes
- Eligibility
- Pre-Solicitation
- Pre-Award
- [Beta.Certify.SBA.gov](https://beta.certify.sba.gov)



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WOSB Federal Contracting Program Overview

Women-Owned Small Business (WOSB) Federal Contracting Program



Take advantage of annual
prime contracting goals

Build capacity and grow

Access set-asides for WOSBs
and EDWOSBs

Unique Aspects of the WOSB Federal Contracting Program



Not all NAICS codes are authorized for use under the WOSB Federal Contracting Program. Check sba.gov/wosbready for available NAICS codes (444).



WOSBs and EDWOSBs must receive certification through beta.certify.sba.gov in order to be eligible to compete on set-aside and sole-source contracts.



COs must verify WOSB and EDWOSB certification on the [Dynamic Small Business Search \(DSBS\)](#) database.





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Overview of Changes

Certification Changes

- The final rule was published in the [Federal Register](#) on May 11, 2020. This final rule fully details changes to the certification process and went into effect on October 15, 2020.
- Once the changes went into effect:
 - WOSBs may apply through the SBA's FREE online certification platform or go through an approved third-party entity at a cost. SBA will accept certification from current and active 8(a) or CVE certified firms.
 - Women-owned small businesses that are not certified for SBA's WOSB Federal Contracting Program may continue to identify as women-owned small businesses in SAM.gov and receive contract awards outside the program, and these awards can count toward an agency's goal for awards to WOSBs.

WOSB Federal Contracting Program Changes

- Program changes:
 - Program applicants will submit via the new platform, beta.certify.sba.gov by a WOSB Federal Contracting Program analyst.
 - Submitted applications are screened for completeness, and notice should be sent to firms within 15 calendar days.
 - SBA has 90 days from the submission of a *complete* application to render a decision.
 - SBA will issue a formal letter of approval or decline.
 - A declined applicant may reapply after 90 days if it has corrected the initial defect. There is no formal appeal process for applications.
 - Applicants deemed insufficient will receive a return letter detailing items missing in their application and directions to reapply.
- SBA will incorporate program participant's WOSB/EDWOSB certification onto a company's profile on [Dynamic Small Business Search \(DSBS\)](#). COs will no longer need to request access to review a firm's documents.

Previously Self-Certified Firms

- As of October 15, 2020, the previous self-certification option on the old certify.sba.gov platform is no longer available.
- For previously self-certified WOSBs and EDWOSBs, all documents previously uploaded in certify.sba.gov will be available through March 31, 2021, for retrieval.
- For any currently active contracts through the WOSB Federal Contracting Program:
 - Firms will remain self-certified for the duration of existing contracts.
- To bid on any new contracts:
 - Firms need to establish an account and submit an application to become certified through the new, free online process at beta.certify.sba.gov.

Third-Party Certification

- SBA allows continued participation from businesses that utilize approved Third-Party Certifiers (TPCs) to obtain WOSB or EDWOSB certification.
- Approved TPCs:
 - [El Paso Hispanic Chamber of Commerce](#)
 - [National Women Business Owners Corporation](#)
 - [U.S. Women's Chamber of Commerce](#)
 - [Women's Business Enterprise National Council](#)
- For any currently active contracts through the WOSB Federal Contracting Program:
 - Firms will remain certified for the duration of existing contracts.
- To bid on any new contracts:
 - Firms need to establish an account and initiate an application to upload an unexpired WOSB or EDWOSB TPC certificate through the new, free online process at beta.certify.sba.gov.

Other Program Changes

- Other Certifications:
 - Individuals certified by the U.S. Department of Veterans Affairs Center for Verification and Evaluation may submit their most recent certification along with documentation showing they are owned and controlled by one or more women to receive WOSB/EDWOSB certification.
 - Current 8(a) firms may submit their most recent annual review letter, or their program acceptance letter for firms in their first year. 8(a) certification satisfies the qualification for EDWOSB certification.
- SBA has updated and aligned 8(a) and EDWOSB standards for economic disadvantage.
 - Funds invested in an Individual Retirement Account (IRA) or other official retirement account will not be considered in determining the individual's net worth.

What is WOSB **READY** ?

- Partners on initiatives like ChallengeHER
- Hosts country-wide events
- Expands partnerships with stakeholders
- Shares updates on social media
- Conducts informational webinars





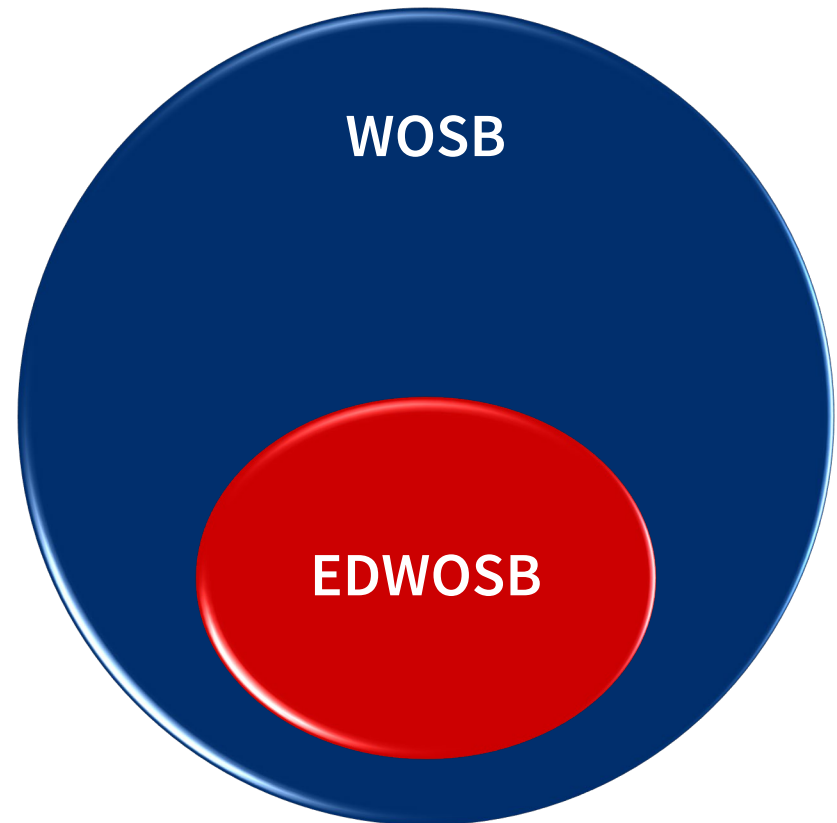
Government Contracting

Eligibility

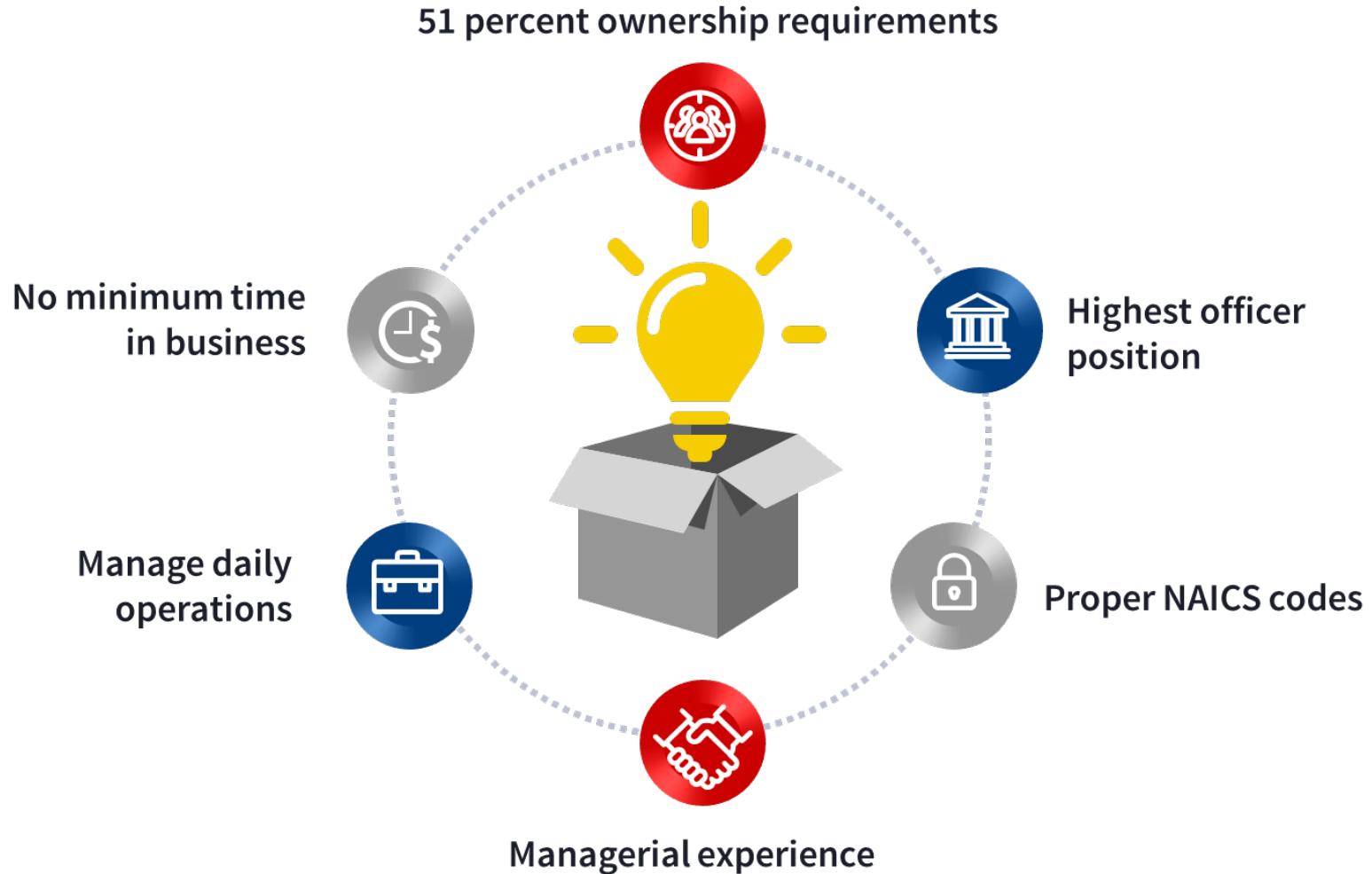
WOSBs and EDWOSBs

- **WOSB:** Women-Owned Small Business
- **EDWOSB:** Economically Disadvantaged Women-Owned Small Business; WOSBs whose owner and/or manager claims economic disadvantage

EDWOSB is a subset of WOSB. As such, if you qualify as an EDWOSB, you automatically qualify as a WOSB.



What is remaining the same?



Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000



Three year average income is \$350,000 or less



Fair market value of all assets is \$6 million or less



WOSB and EDWOSB Question



May an EDWOSB submit an offer on a set-aside for WOSBs?



Government Contracting

Pre-Solicitation

WOSB and EDWOSB Set-Aside Contracts

Industry

WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**.

EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**.

Rule of Two

Contracting officer has reasonable expectation that two or more WOSBs will submit an offer.

Award Price

Contract must be awarded at fair market price.



WOSB and EDWOSB Sole-Source Contracts

1



Eligible NAICS Code

WOSB/EDWOSB-eligible
NAICS code

2



Fair and Reasonable Price

Awarded at a fair and
reasonable price

3



Contract Value

\$6.5M for manufacturing
or \$4M for all others

4



Sole-Source

Only 1 WOSB/EDWOSB that
can perform

Dynamic Small Business Search

Women-Owned – SBA Certified

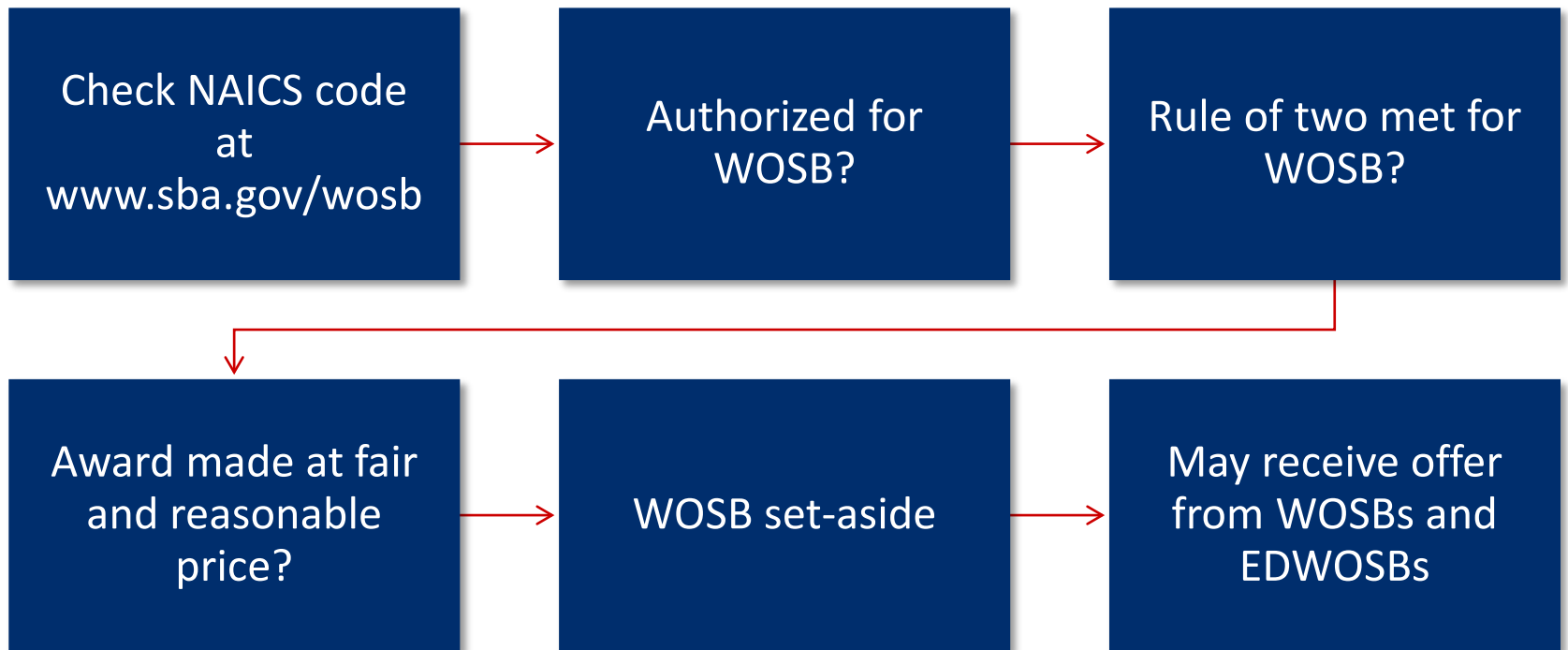
WOSB Certified?	Yes
WOSB Certification Date:	11/12/2020
WOSB Pending?	No

Economically Disadvantaged Women-Owned – SBA Certified

EDWOSB Certified?	No
EDWOSB Certification Date:	
EDWOSB Pending?	Yes

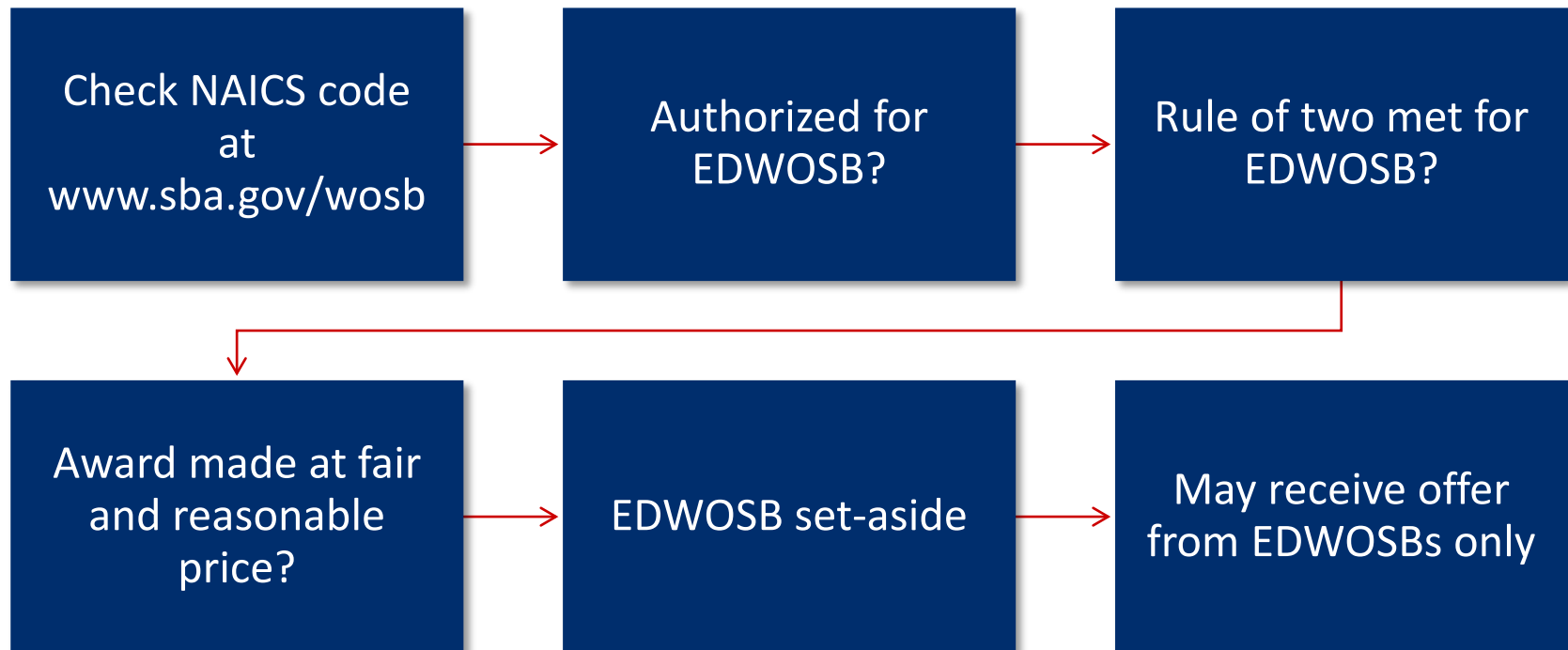
WOSB Set-Aside

Decision Making Process



EDWOSB Set-Aside

Decision Making Process



WOSB and EDWOSB Question



If the NAICS code is authorized for WOSBs, can the CO set the procurement aside for EDWOSBs?

WOSB Sole-Source

Decision Making Process



WOSB Federal Contracting Program is NOT a business development program. As such, there is no statutory authority to make a direct award. Agencies are required to prepare and approve J&A. FAR 6.302-5(c)(2).

EDWOSB Sole-Source

Decision Making Process



WOSB Federal Contracting Program is NOT a business development program. As such, there is no statutory authority to make a direct award. Agencies are required to prepare and approve J&A. FAR 6.302-5(c)(2).

Sole-Source Under WOSB Federal Contracting Program

FAR 6.302-5(b)(7)

- Establishes sole-source authority under the WOSB Federal Contracting Program.

FAR 6.302-5(c)(2)

- Provides contracts awarded using this authority shall be supported by written J&As.

Set-Aside or Sole-Source Examples



I have a requirement calling for the contractor to provide sign language interpretation services. I am planning to utilize the GSA Schedule for this requirement. NAICS Code 541930–Translation and Interpretation Services–is assigned to the solicitation. Market research results indicate that the rule of two can be met for WOSB set-asides. I have advertised it as a WOSB set-aside. Can I do a WOSB set-aside?

5419	Other Professional, Scientific, and Technical Services	
541910	Marketing Research and Public Opinion Polling	WOSB
541921	Photography Studios, Portrait	WOSB
541922	Commercial Photography	WOSB
541930	Translation and Interpretation Services	WOSB
541940	Veterinary Services	WOSB
541990	All Other Professional, Scientific, and Technical Services	WOSB

Set-Aside or Sole-Source Examples



Our agency has a solicitation calling for the contractor to provide staffing services. NAICS Code 561320–Temporary Help Services–was assigned to the procurement. Market research results indicate that the rule of two will be met for WOSB and SDVO SBC set-asides. Can I do a set-aside for WOSB?

5611	561110	Office Administrative Services	EDWOSB
5612	561210	Facilities Support Services	WOSB
5614	561410	Document Preparation Services	EDWOSB
	561421	Telephone Answering Services	EDWOSB
	561422	Telemarketing Bureaus and Other Contact Centers	EDWOSB
	561431	Private Mail Centers	EDWOSB

Set-Aside or Sole-Source Examples



I have an RFQ to purchase computer network equipment. NAICS Code 541519–Other Computer Related Services–is assigned to the procurement. Market research results indicate that the rule of two can be met for EDWOSB and WOSB set-asides. Which one do I select?

	541490	Other Specialized Design Services	EDWOSB
5415	541511	Custom Computer Programming Services	WOSB
	541512	Computer Systems Design Services	WOSB
	541513	Computer Facilities Management Services	WOSB
	541519	Other Computer Related Services	WOSB
5416	541611	Administrative Management and General Management Consulting Services	WOSB
	541612	Human Resources Consulting Services	WOSB

Eligibility Requirements for Joint Ventures

A WOSB/EDWOSB may submit an offer as a **joint venture** with another small business if the following requirements are met:

- Size: each concern is small under applicable size standard unless an SBA-approved MP JV;
- EDWOSB/WOSB must manage the joint venture;
- EDWOSB/WOSB employee must be project manager responsible for contract performance;
- EDWOSB/WOSB must own 51% of the JV;
- EDWOSB/WOSB must receive JV profits commensurate with work performed (at least 40%);
- Must have a special bank account in JV's name;
- Itemize all major equipment and facilities furnished by each party;
- Specify the responsibilities of the parties;
- Obligate all parties to ensure performance on the contract;
- Original records must be retained by the EDWOSB/WOSB managing venturer; and
- Quarterly financial statements and final profit and loss statement must be submitted to SBA.

Note: JV agreement must be submitted to CO.

SBA does **not** approve JV agreement but will process any status protests!



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Pre-Award

Important Pre-Award Considerations

- **WOSB Program Repository** is currently housed at beta.certify.sba.gov.
- Check DSBS to make sure that the apparent successful offeror represented itself as a WOSB (or EDWOSB) eligible under the WOSB Federal Contracting Program.
- If the firm is denoted as pending, the CO may submit an expedited processing request to WOSBpendingcertification@sba.gov.
- If a set-aside has only one acceptable offer from a WOSB (including an EDWOSB), CO may make award. FAR 19.1505(d).
- If any questions on eligibility arise, file a status protest with SBA at wosbprotest@sba.gov.

Document Verification for MACs, GWACs, and IDIQs



I have a requirement calling for the contractor to provide sign language interpretation services. I have decided to compete among GSA Schedule contract holders as a WOSB set-aside.

I posted the RFQ on e-Buy, received and evaluated seven quotes, and selected the apparent offeror.

Do I need to verify whether the apparent successful offeror has submitted all the required documents to [Beta.Certify.SBA.gov](https://beta.certify.sba.gov)?

Examinations and Protests

SBA is committed to ensuring only eligible WOSBs benefit from the WOSB Federal Contracting Program. The following tools ensure compliance with program requirements:

Eligibility Examinations

- SBA may investigate the accuracy of any certification or representation made.
- SBA will conduct regular reviews of firms who have certified and/or obtained third-party certification.
- A review will involve evaluation of documents uploaded through Beta.Certify.SBA.gov and SBA may request additional documents.

Protests

- SBA may investigate the accuracy of any certification or representation made as it relates to a specific WOSB/EDWOSB contract.
- Only an interested party, SBA, or a contracting officer may submit a protest.
- A protest must be submitted to the contracting officer within certain timeframes.
- Can only protest the ownership, control, and economic disadvantage requirements.
- Size protests are handled under 13 C.F.R. part 121.
- SBA reviews each protest and makes a final decision, which may be appealed to the Office of Hearings and Appeals.

Any WOSB/EDWOSB found to be ineligible **must remove** designation in SAM; CO **shall not award** the contract.

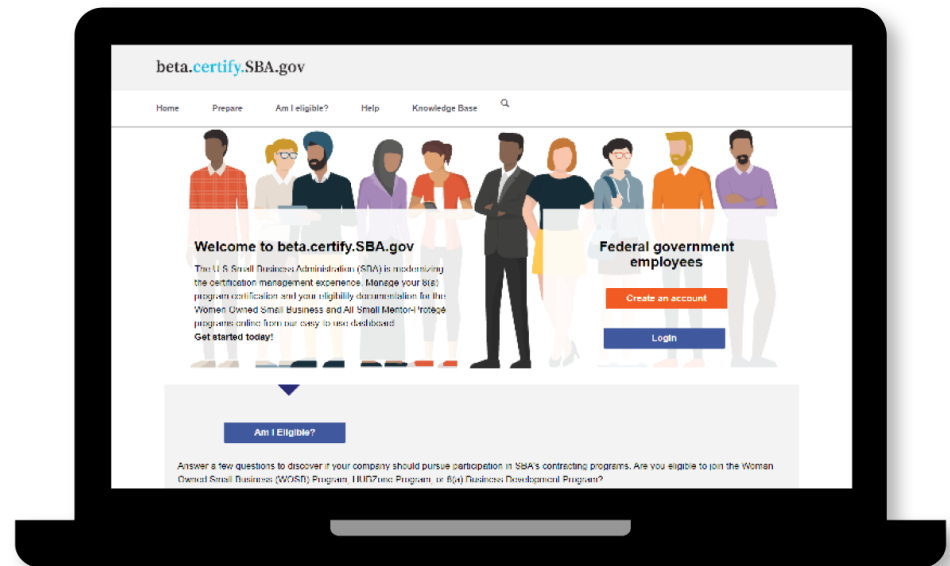


[Beta.Certify.SBA.gov](https://beta.certify.sba.gov)

beta.certify.SBA.gov

On the **homepage**, you can:

- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm's ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application
- ✓ Access the [beta.certify.sba.gov knowledge base](https://beta.certify.sba.gov/knowledge-base) including training videos, user guides, and more



Changes to Remember



- The self-certification process is no longer available in certify.sba.gov. COs will still have to verify a WOSB firm's documentation for awards posted prior to October 15th, 2020
- For awards posted after October 15th, 2020, COs will no longer have to verify a WOSB firm's documentation. Program participation will be displayed on the firm's [Dynamic Small Business Search](#) (DSBS) profile.
- To bid on a WOSB/EDWOSB set-aside contract, a firm must be listed in DSBS as approved or pending.
- To be awarded a WOSB/EDWOSB set-aside contract, a firm's status must be listed in DSBS as approved.
- Firms seeking participation in the WOSB Federal Contracting Program should create an account on [beta.Certify.sba.gov](https://beta.certify.sba.gov) and apply for certification.

Resources

- [Applicant User Guide](#) is a valuable resource to help navigate beta.certify.sba.gov and the application process.
- The [beta.certify.sba.gov knowledge base](#) is a valuable resource for firms to get started learning about this new platform with how-to videos, user guides, and more!
- A new fact sheet, [Steps to A Successful Application](#), details navigating the application process.
- Upcoming training sessions on certification eligibility and the application process, [WOSB Federal Contracting Program Assistance and Training · beta.Certify.sba.gov](#)



Contact Us

Visit the SBA's website for more information.

- To stay up to date on the program, please visit:
 - For small businesses: www.sba.gov/wosbready
 - For program administration and COs: <https://www.sba.gov/partners/contracting-officials/contracting-program-administration/wosb-program-administration>
- For questions on the WOSB Federal Contracting Program, email wosb@sba.gov.
- For WOSB Federal Contracting Program training inquiries, email WOSBtraining@sba.gov.
- If the firm is denoted as pending, the CO may submit an expedited processing request to WOSBpendingcertification@sba.gov.
- If any questions on eligibility arise, file a status protest with SBA at wosbprotest@sba.gov.
- Technical help requests for beta.certify.sba.gov can be submitted here, via the “help” tab: <https://beta.certify.sba.gov/help/>

THANK YOU!

Questions and Answers