

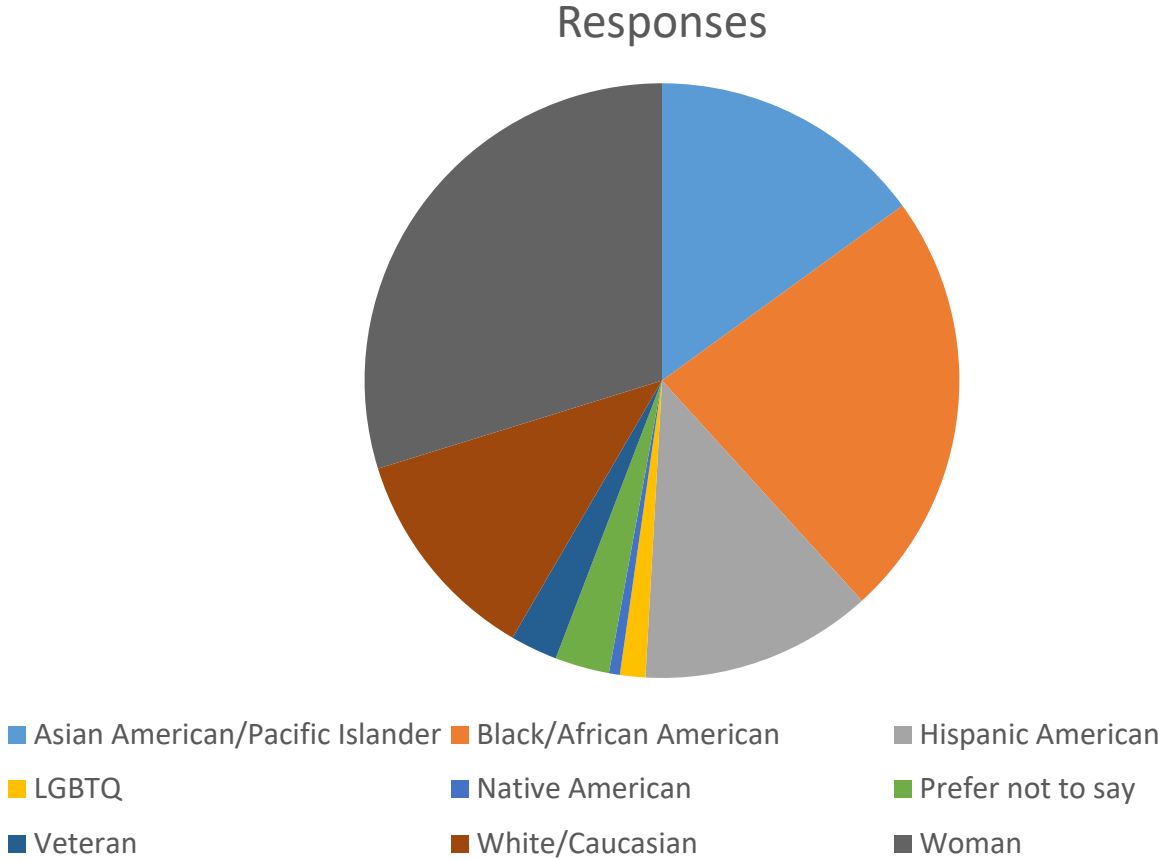
Supplier Diversity Program



Survey Background

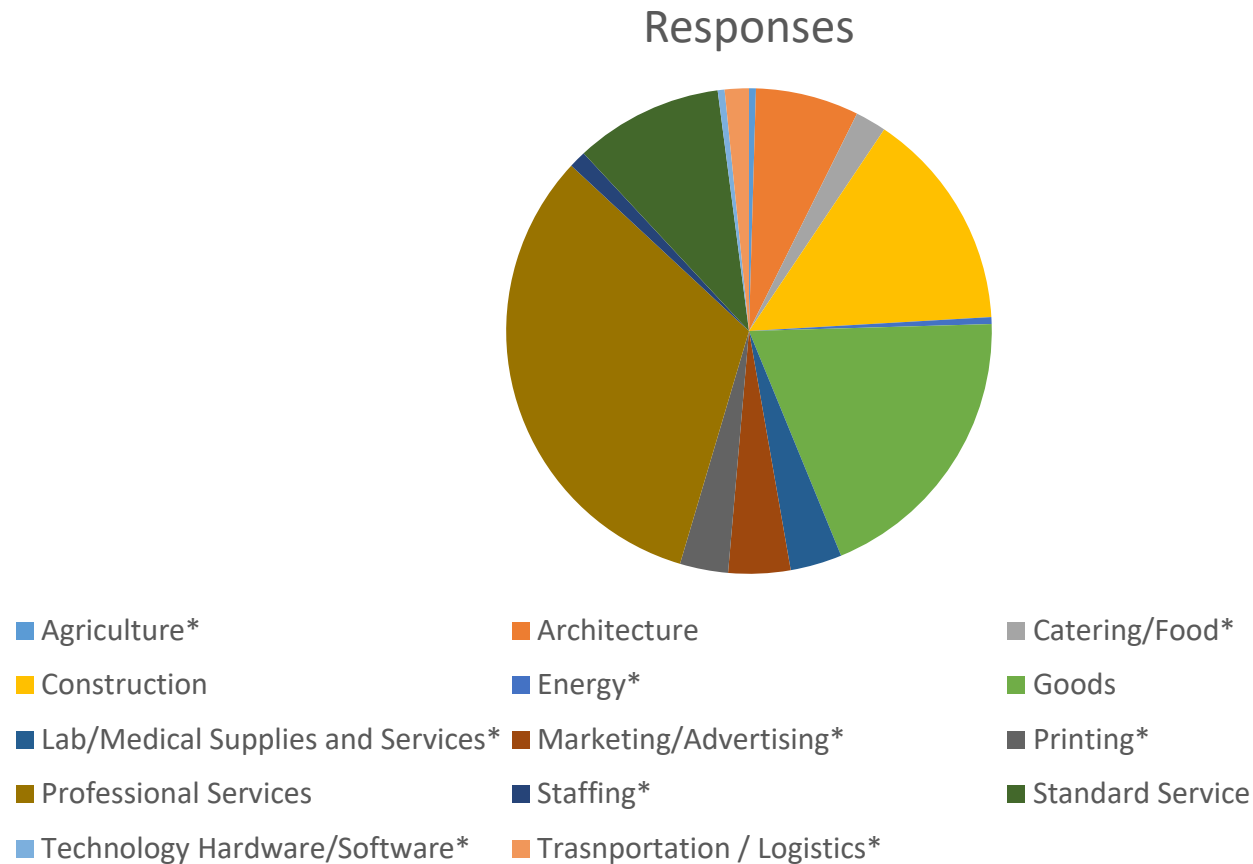
Rutgers University published findings from a 2022 survey conducted among New Jersey-based diverse suppliers on potential barriers to doing business with the university. Rutgers deployed the survey, in partnership with Chambers of Commerce throughout the state, community-based advocacy organizations, and local businesses in the greater Camden, Newark, and New Brunswick areas, to identify and quantify barriers to entry for small, local, and diverse businesses. To create fairness and acknowledge the impact of the pandemic on revenue and staffing, the survey collected data from a range of periods between 2018 and 2020.

53% of surveyed companies are at least 51% owned, managed, and/or operated by an MWVBE classification



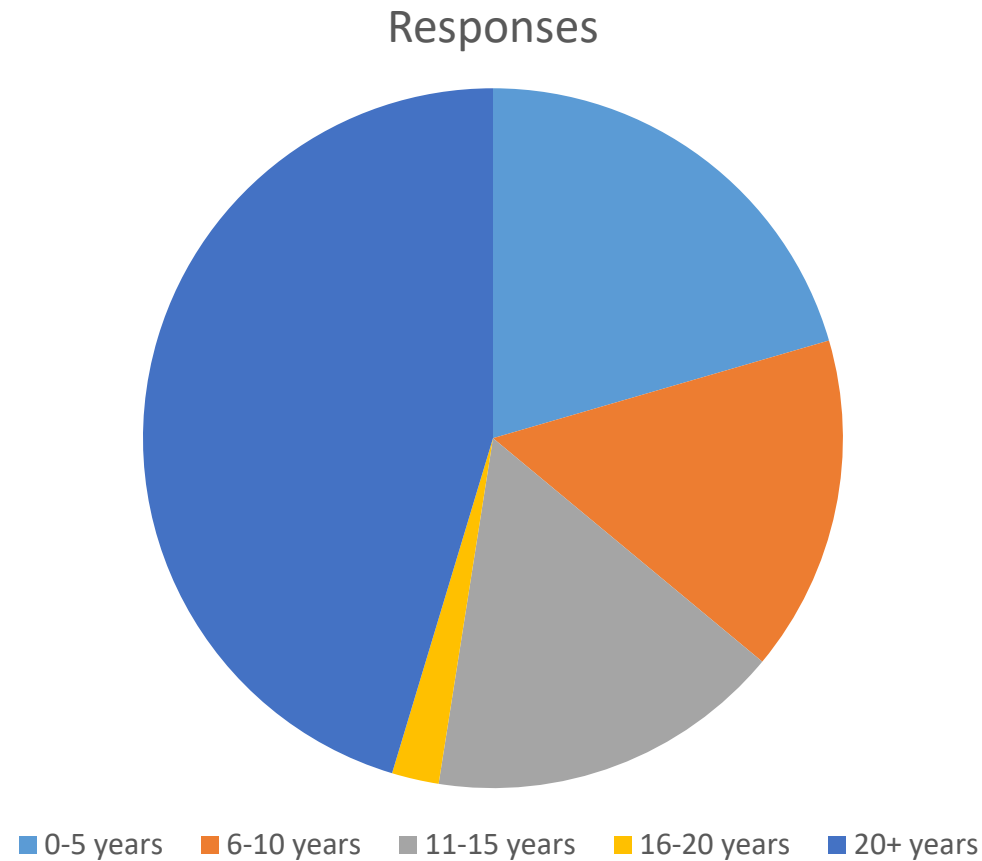
MWVBE: Minority, Women, and/or Veteran-Owned Business

32% of survey respondents' primary line of businesses is professional service

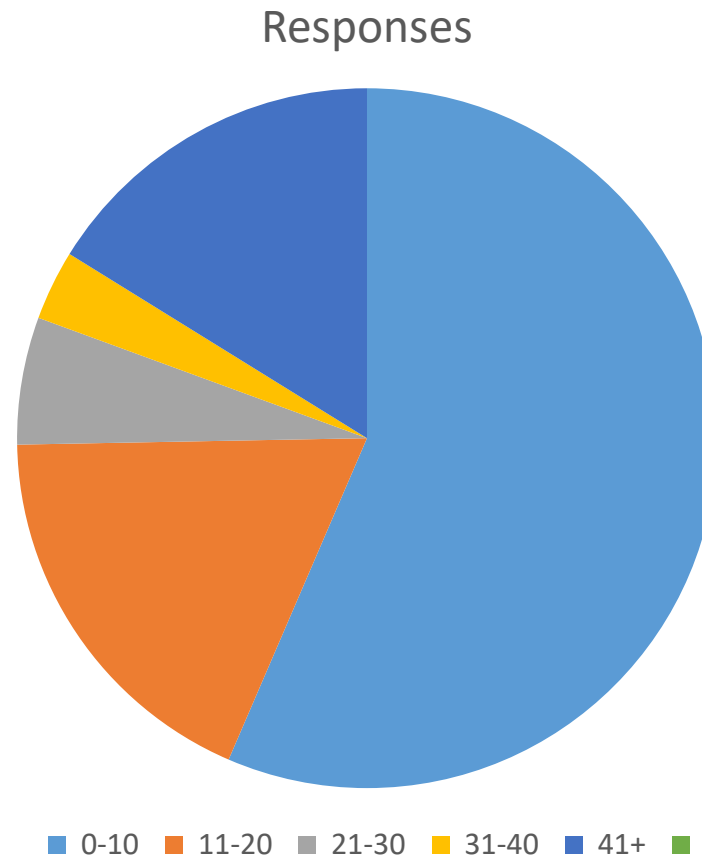


*Category added after survey closed to add specificity to self-selected lines of business categories

45% of survey respondents' represent well established organizations with 20 or more years in business

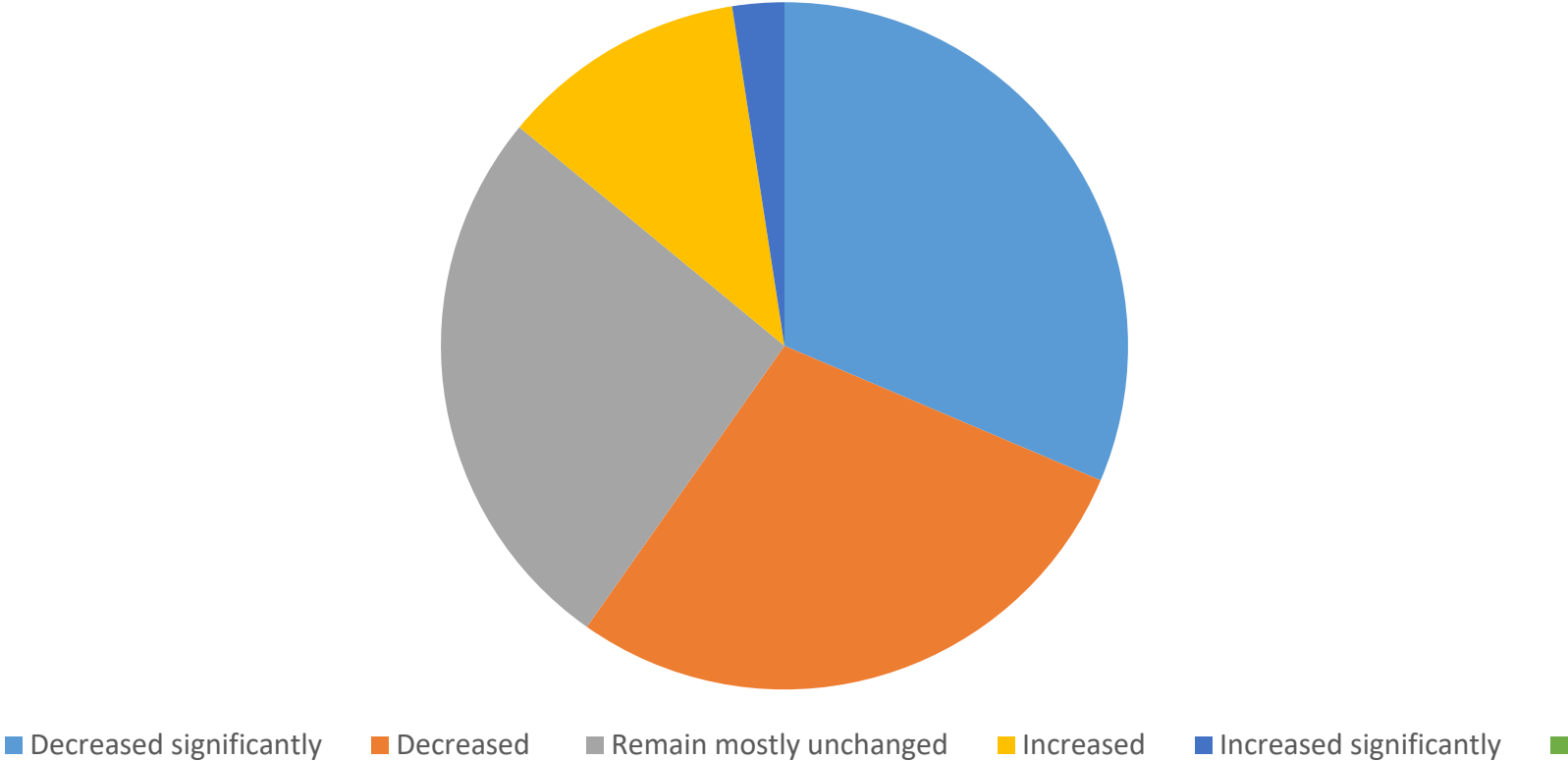


56% of surveyed companies are micro-enterprises, employing 10 or fewer people



59% of surveyed companies reported either significantly decreased or decreased revenue as a result of the COVID-19 pandemic

Responses



Most Significant Barriers to Entry

Barrier to Entry	Yes	No	Not Sure
Lack of relationships	53%	29%	18%
Competing with large companies	52%	30%	18%
Limited knowledge of purchasing policies and procedures	30%	51%	19%
Evaluation criteria and selection process	27%	46%	27%
Too many restrictive contract specifications	25%	49%	26%
Prequalification Requirements	23%	47%	30%
Proposal/Bid Specifications	22%	55%	23%
Limited time to prepare bid package or quote	22%	55%	23%
Financing	17%	62%	21%
Stringent terms on contracts	17%	56%	27%
Performance/Payment Bond Requirement	16%	53%	31%
Bid Bond Requirement	15%	51%	34%
Cost of Bidding/Proposing	15%	60%	25%

Barrier to Entry	Yes	No	Not Sure
Lack of personnel	15%	70%	15%
Slow payment or nonpayment	15%	58%	28%
Lack of experience	14%	71%	15%
Contract too large	13%	70%	17%
Varying terms on contracts by agency	13%	56%	31%
Insurance	10%	72%	18%
Price of Supplies/Materials	10%	70%	20%
Ease of identifying MWVBE firms	10%	60%	30%
Delayed approval of change orders	10%	60%	30%
Meeting MWVBE goals / good faith efforts	7%	65%	28%
Changes in the scope of work	6%	69%	25%
Operating at or near capacity	4%	74%	22%

What to expect next!

The Supplier Diversity Program Advisory Board acknowledges the barriers to entry faced by small, local, and diverse NJ-based businesses. The university will assess the survey results in tandem with a forthcoming disparity study to quantify gaps and opportunities for improvement.