



## SUPPLIER DIVERSITY SOLUTIONS THROUGH THE E&I CONTRACT

When it comes to supplier diversity initiatives on campus, the terminology may vary, but the goal is the same. Whether it's considered MWBE, SWaM, or SMDB, these initiatives focus on providing diversity businesses with greater access to purchasing opportunities.

### **How ATG Helps Institutions Meet Diversity Goals with Local Vendors**

America To Go (ATG) works closely with E&I members to create innovative initiatives that make it easy for staff to find, access, and order from diversity restaurants and caterers in their local community and to track diversity spending through customized and detailed reporting. Here's how ATG can help:

#### **Identify Your Specific Standards**

Whether your institution adheres to state standards, federal guidelines, or self-identification, it's crucial to clearly specify the standards and what is required for compliance.

#### **Conduct Vendor Outreach**

ATG surveys vendors to identify which qualify, even assisting those who need certifications. After collecting all necessary documentation for compliance with your standards, ATG conducts ongoing outreach to ensure certifications are kept up-to-date and on file. ATG also continuously surveys the community to identify and increase restaurants and caterers that meet your diversity standards.

#### **Highlight Vendors on Your ATG Platform**

Diverse vendors can be easily found on your customized ATG platform through a diversity highlight "tile" that provides information about your initiative, a filter that allows users to sort by these vendors, icons on your vendor listing to indicate the vendors that meet your standards, and callout language on each order text that reinforces your initiative with both users and vendors.

**A major Ivy League university found that, without adding new vendors, making these changes to their platform alone generated an immediate increase in spending going to diversity vendors.**

#### **Conduct Campus Outreach**

ATG can piggyback on your existing events and communications to ensure successful program outreach on campus. These can include diversity vendor tradeshow and showcases, as well as regular campus newsletters promoting vendors. ATG can even arrange department tasting events so users on campus can meet and sample offerings from local vendors to consider for their next event.

#### **Report Results**

Receive extensive and customizable reports suitable for your state agency or internal stakeholders. Need information broken out into categories such as small, veteran-, women-, or minority-owned business? Consider it done.

To learn more and sign up for the E&I ATG contract, visit [www.eandi.org/contracts/america-to-go](http://www.eandi.org/contracts/america-to-go).