Economic Development Committee Meeting
Charlotte Business INClusion-Certification Update
August 19, 2019

Path to Optimization

October 2018

- Assessed lifecycle of the certification process to determine opportunities for improvements;
- Validated vendor data to improve accuracy;
- Conducted Business Process Mapping sessions to assess current state/determine future state;
- Developed more standardized repeatable processes and monitoring plans;
- Developed performance metrics (e.g. targeted turnaround time, improved accuracy of records, standardization of review/approval process, and increased outreach efforts); and
- Provided early training and marketing of online certification process.

January 2019

- Implemented B2Gnow/inclusionCLT, which is the City’s Diversity Management software, to provide:
  - On-line certification;
  - Tracking and on-line approval process; and
  - Enhance timeliness and accuracy of reporting capabilities.

Outcomes

- Optimize the internal processes (streamlined, repeatable, and more effective);
- Increased efficiencies through the implementation of an automated tool;
- Developed strategies to improve our customers’ experience; and
- Increased availability with faster, more accurate certifications of MWSBEs to participate in City opportunities (average time to complete certifications with all required documentation and validation = less than seven (7) business days).

Ongoing Goals

- Continuous process improvement that grows and supports our MWSBE population;
- Growth in available MWSBEs to support City operations;
- Ability to support targeted outreach with documented outcomes;
- Ability to provide a suite of options for certification, with both standard paper-copy certification or online process (ability to meet MWSBEs where they are);
- Ability to support online certification at outreach events; and
- Access to data for disparity study and other MWSBE sustainability initiatives.