



Commonwealth of Virginia

FY2026 Annual SWaM Procurement Plan for - James Madison University

1 AGENCY INFORMATION

1. Agency/Department/Institution Name:

James Madison University

2. Secretariat:

Education

3. Name of Current Secretary:

Aimee Guidera

4. Agency Code:

216

5. Agency Head:

a. Is this the same Agency Head reported on the 2025 SWaM Plan?

No

b. Name:

President Jim Schmidt

c. Phone Number:

(540) 568-6868

d. Email Address:

schmidtj@jmu.edu

6. Director of Procurement:

a. Is this the same Director of Procurement reported on the 2025 SWaM Plan?

Yes

b. Name:

Catherine Weaver

c. Title:

Director, Procurement Services

d. Phone Number:

(540) 568-3141

e. Email Address:

weavercb@jmu.edu

7. Purchases and Supply Division Lead Purchaser:

a. Is this the same Lead Purchaser reported on the 2025 SWaM Plan?

Yes

b. Name:

Leah Frank

c. Title:

Manager, Goods and Services Procurement Team

d. Phone Number:

(540) 568-3134

e. Email Address:

franklm@jmu.edu

8. Building and/or Construction Division Procurement Officer (if applicable):

a. Is this the same Procurement Officer reported on the 2025 SWaM Plan?

Yes

b. Name:

Annie Korn

c. Title:

Manager, Facilities & Construction Procurement

d. Phone Number:

(540) 568-3133

e. Email Address:

kornah@jmu.edu

9. SWaM Champion:

a. Is this the same SWaM Champion reported on the 2025 SWaM Plan?

Yes

b. Name:

Phillip Ewell & Catherine Weaver

c. Title:

Office & Reporting Manager

d. Phone Number:

(540) 568-7999

e. Email Address:

ewellpw@jmu.edu

2 SWaM GOALS

Directions: Enter the percentage of Fiscal Year 2026 discretionary spending the Agency, Department, or Institution is aspiring to achieve in each individual small business certification category. The system calculates the Overall SWaM participation goal based on the data entered in each field. Previous years Goals and Actuals are auto generated from the Expenditure Dashboard and are provided as a reference point for your annual trends

%	Overall SWaM Participation	MB	WB	Micro	SDV*	SB	ESO	8A	EDWOSB	WOSB	FSDV
FY2026 GOAL	42.00			3.00	3.00	36.00					
FY2025 GOAL	42.00	3.00	6.00	3.00	3.00	26.00	0.00	1.00	0.00	0.00	0.00
FY2025 ACTUAL	53.75	4.50	5.11	2.32	0.15	41.66	0.00	0.00	0.00	0.00	0.00
FY2024 GOAL	42.00	3.00	6.00	3.00	3.00	26.00	0.00	1.00	0.00	0.00	0.00
FY2024 ACTUAL	50.76	2.67	4.37	3.42	0.45	39.84	0.00	0.00	0.00	0.00	0.00
FY2023 GOAL	35.00	3.00	6.00	3.00	3.00	15.00	1.00	1.00	1.00	1.00	1.00
FY2023 ACTUAL	41.17	2.02	3.31	5.53	0.00	30.31	0.00	0.00	0.00	0.00	0.00

*According to §2.2-4310.2 executive branch agency's goals under § 2.2-4310 for participation by small businesses shall include within the goals a minimum of three percent (3%) participation by service-disabled veteran-owned businesses as defined in § 2.2-2000.1 and 2.2-4310 when contracting for goods and services.

3 AGENCY'S SWaM PROGRAM PROCEDURES ASSESSMENT

1. Does your agency have a written program to facilitate the participation of small businesses, businesses owned by women, minorities, and service-disabled veterans, and employment services organizations in procurement transactions?

Yes

a. If yes, was your Written SWaM Program submitted to your DSBSD Sourcing and Compliance Manager, on or before July 1st?

Yes

2. Did any Prime contractors required to report SWaM business utilization have any challenges with monthly reporting in accordance with APSPM Appendix B, Section II, item #36, subsections A, B, and C?

NA

3. Goods and Services

a. In FY25, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Goods and Services with Micro Business Set-Aside award priority that went unfulfilled in FY25?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY25, did your agency experience challenges awarding Small Business Set-Aside Award priority for Goods or Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Goods and Services with Small Business Set-Aside award priority that went unfulfilled in FY25?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

4. Professional Services (A&E)

a. In FY25, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Professional Services?

No

I. If yes, choose all that apply:

b. Did your agency have solicitations for Professional Services with Micro Business Set-Aside award priorities that went unfulfilled in FY25?

No

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY25, did your agency experience challenges awarding Small Business Set-Aside Award priority for Professional Services?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Professional Services with Small Business Set-Aside award priority that went unfulfilled in FY25?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

5. Construction

a. In FY25, did your agency experience challenges awarding Micro Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

b. Did your agency have solicitations for Construction with Micro Business Set-Aside award priorities that went unfulfilled in FY25?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

c. In FY25, did your agency experience challenges awarding Small Business Set-Aside Award priority for Construction?

NA

I. If yes, choose all that apply:

d. Did your agency have solicitations for Constructions with Small Business Set-Aside award priority that went unfulfilled in FY25?

NA

I. If yes, choose all that apply to the reasons these solicitations went unfulfilled:

4 SMALL BUSINESS DEVELOPMENT AND OUTREACH DATA COLLECTION

1. Did your agency contact DSBSD for SWaM Certification support?

Yes

2. Did your agency have any open house events in FY25 for SWaM businesses?

Yes

3. Did your agency conduct one-on-one meetings in FY25 with SWaM businesses to discuss policies, procedures, and potential business opportunities?

Yes

4. In FY25, did procurement officials attend training events dedicated to broadening SWaM business participation in state procurement?

Yes

a. If yes, please provide the name of the organization that hosted the training

SBSD, VASCUPP

5. Were there any SWaM business outreach events hosted by your agency in FY25?

Yes

6. Does your agency have any SWaM Outreach events planned for FY2026?

Yes

7. How does your agency advertise SWaM business opportunities? (Select all that apply)

eVA; agency webpage

8. In the table below, identify the frequency with which procurement personnel used or referred businesses to the following DSBSD services. (DO NOT ACCOUNT FOR SWaM DIRECTORY OR EXPENDITURE DASHBOARD USAGE/UTILIZATION)

Services Provided by DSBSD	FREQUENCY: NEVER, RARELY, SOMETIMES, FREQUENTLY
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Certification	Frequently
Guest Speaking	Rarely
Reporting underperforming Certified Micro/Small Businesses	Never
Scaling4Growth	Rarely
Business Development/Technical Assistance	Sometimes
Sourcing	Rarely
SWaM Directory/Expenditure Dashboard Help	Frequently
Training	Sometimes
Virginia Small Business Finance Authority	Never

5 FEEDBACK

1. Please identify barriers or limitations to SWaM participation your agency experienced in FY25:

JMU continues to be successful in achieving our small business goals. We work with firms on seeking certification and recertification and encourage firms to respond to opportunities. We continue to have firms that choose not to go through the certification or recertification processes which is challenging. We also find and contract with some small businesses that then sell their companies and can no longer maintain their certification.

Completed by:

Signature: Catherine "Katie" Weaver

Date: 2025-09-19

Approved by:

Signature: Towana Moore

Date: 2025-09-22