

# TOP TEN TIPS FOR DOING BUSINESS WITH CUNY

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CUNY Is Opportunity – An Event For MWBEs

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# TIP NO. 1

## GET TO KNOW US

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- Visit us on-line at [www.cuny.edu](http://www.cuny.edu)
- Visit our colleges
- Contact college purchasing directors

# TIP NO. 2

## TARGET YOUR OPPORTUNITIES

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- **Determine the best match between your company and CUNY**
  - **For example, consider the following:**
    - *-the goods and/or services your company offers and the needs of the college(s)*
    - *-your capacity*
    - *-location*
    - *-fulfilling niche requirements*

# TIP NO. 3

## KNOW THE RESOURCES AVAILABLE TO YOU

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- **NYS CONTRACT REPORTER**
  - [www.nyscr.org](http://www.nyscr.org)
  
- **NEW YORK CITY RECORD**
  - <http://a856-internet.nyc.gov/nycvendoronline/home.html>
  
- **OTHER PUBLICATIONS**
  - (e.g., MINORITY COMMERCE WEEKLY)
  
- **MWBE Discretionary Purchasing Thresholds**
  
- **MWBE Goals on Construction / Construction Related Services**

# TIP NO. 3

## KNOW THE RESOURCES AVAILABLE TO YOU (cont.)

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### ■ AGENCY/AGENCY WEBSITES

- -NYS Office of General Services – [www.ogs.state.ny.us](http://www.ogs.state.ny.us)
- -NYC Dept. of Small Business Services – [www.nyc.gov](http://www.nyc.gov)
- -NYC Dept. of Administrative Services – [www.nyc.gov](http://www.nyc.gov)
- -Metropolitan Transportation Authority – [www.mta.info](http://www.mta.info)
- -Port Authority of NY/NJ – [www.panynj.gov](http://www.panynj.gov)
- -Empire State Development Corp. – [www.empire.state.ny.us](http://www.empire.state.ny.us)
- -General Services Administration (federal) – [www.gsa.gov](http://www.gsa.gov)

# **TIP NO. 4 MAXIMIZE YOUR BUSINESS OPPORTUNITIES**

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- **GET CERTIFIED – BY NYS, NYC, MTA, ETC.**
- **INVESTIGATE BECOMING A VENDOR FOR:**
  - *NYS Office of General Services (OGS) Centralized Contracts*
  - *NYC Department of Citywide Administrative Services (DCAS)*
  - *General Services Administration (GSA)*
- **ATTEND OUTREACH EVENTS, FAIRS, OR MARKETPLACES SPONSORED BY THESE GROUPS**

## TIP NO. 5

# COMMUNICATE WITH CUNY

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- **BY EMAIL**

- *Let us know your website*

- **DIRECT MAIL (E.G., BROCHURES, PRODUCT SAMPLES)**

- *Make sure to let us know if you have any existing/recent federal, state, or city contracts*

- **ANNOUNCEMENTS**

## **TIP NO. 5 COMMUNICATE WITH CUNY (cont.)**

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- **INVITATIONS TO TRADE SHOWS, EXHIBITIONS, ETC.**
- **SCHEDULED/PERIODIC VISIT**
- **TELEPHONE**

## TIP NO. 6

# CONSIDER YOUR OPTIONS

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- **PRIME/SUB RELATIONSHIPS**
  - *ESPECIALLY AS YOU GET STARTED OR WITH NEW/UNUSUALLY COMPLEX PROCUREMENTS*
- **PARTNERING/JOINT VENTURE**
- **TARGETING SMALL/MEDIUM/LARGE PROCUREMENTS**
- **ACCREDITATIONS, CERTIFICATIONS, AWARDS, ETC**

## **TIP NO. 7**

# **DEVELOP A STRONG PERFORMANCE RECORD**

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- **CONSISTENT, ON-TIME, QUALITY PERFORMANCE OR PROVISION OF SERVICES - DEPENDABILITY & RELIABILITY**
- **CUSTOMER SERVICE**
- **COMMUNICATE WITH YOUR CLIENT/CUSTOMER**
- **READ THE CONTRACT – KNOW THE EXPECTATIONS**

# **TIP NO. 8 UNDERSTAND PUBLIC SECTOR/GOVERNMENT REQUIREMENTS**

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- **VENDOR RESPONSIBILITY**
- **VENDOR RESPONSIVENESS**
- **FINANCIAL/ACCOUNTING REQUIREMENTS & STANDARDS**
- **TAX & FINANCE FORMS (NYS-ST220)**

# **TIP NO. 8 UNDERSTAND PUBLIC SECTOR/GOVERNMENT REQUIREMENTS (cont.)**

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- **PROCUREMENT LOBBYING LAW**
  
- **MAINTENANCE OF RECORDS**
  
- **TRAINING COURSES AVAILABLE –**
  - ***CUNY COMMUNITY COLLEGES***
  - ***NYC SMALL BUSINESS SERVICES***
  - ***MTA PREP***
  - ***NYS DOT***
  - ***OTHERS***

## **TIP NO. 9**

# **NETWORK, NETWORK, NETWORK**

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- **STAY CURRENT IN YOUR FIELD/INDUSTRY**
  - *Sustainability / Green Procurement*
- **VISIT AGENCY AND PUBLICATION WEBSITES**
- **ATTEND AVAILABLE & RELEVANT EVENTS, FORUMS, ETC.**
- **BE COMPETITIVE IN ALL ASPECTS OF YOUR BUSINESS**

# **TIP NO. 10**

## **BE PROACTIVE**

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- **BE STRATEGIC AND CONTINUE OUTREACH EFFORTS**
- **ASK FOR DEBRIEFINGS**
- **REQUEST AVAILABLE CONTRACT INFORMATION, REPORTS**

# Questions?

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